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MAY 6, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Program Knowledge Cues Juke Success

Top Weekly Money Stems From Sound Evaluation of Music and Artists

By BOB DIETMEIER

CHICAGO — Juke box record programming is emerging as the biggest single factor in successfully operating today's giant multi-selection machines.

Progressive juke box operating companies are using sound programming procedures to sell location management on their skills as music specialists as never before.

Most important, in devising record programs which pay top money 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 thoro programming system.

This segment of operating management are convinced that record programming lies at the core of their business not only specifically 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 combining in revamped form a key part of early programming procedure, testing some new releases on a sample number of machines, with full use of tested buying information based on actual sales, today's accepted procedure.

Just a few years ago when juke boxes offered anywhere from 20 to 48 selections, most operators could afford the risk of testing records. They played an important part in building hit tunes.

Today, with machines offering up to 200 selections, and most equipment on location to date accommodating 80 to 120 selections, widespread testing is not economically possible. Besides, record-buy-

ing aids, particularly in the form of businesspaper sales charts, provide information which takes this risk out of record buying.

Test Benefits

However, testing a limited number of records on a sample number of machines can pay long-range dividends to the astute operator for a nominal cost, a number of operating companies are discovering. According to these firms, it can pay the operator in two ways:

1. By testing a record immediately after its release, he can realize several weeks' additional earnings out of a hit, lose only the cost of several copies if it fails to win sufficient play. But even if it is not what operators call a "money maker," a top hit, the operator can often change it to a location where he can at least get his money back on it.

2. It helps build a sounder relationship between operator and location owner on two fronts. First, it increases the importance of the operator's music service to the location. And second, it gives customers of the location a sense of participation in picking a few hits which they like very much and therefore which the location owner likes.

Special Caution

Operators using record tests have strict rules regarding its use, however. Testing records account for only a very small percentage of total tunes bought. The great bulk of all record buys are based solidly on actual sales information.

In addition, locations where test records are used are carefully selected and the number of test machines is only a small percentage of the total number an operator operates.

Finally, records chosen for testing are very carefully selected on

DRESS MAKER CLAIMS 'FAIR LADY' TITLE

NEW YORK—Charges of "unfair" hit "My Fair Lady" last week from a source fairly remote from show business.

A suit, asking for an injunction 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 the Stutman and Margolin Dress Company, Inc., a Massachusetts concern.

It seems that the latter outfit has been manufacturing a "Fair Lady" line of ladies' garments since 1946 and claims the name is a registered trademark. CBS-TV Enterprises, however, has licensed the tag "My Fair Lady" to M. Loewenstein and Son, Inc., one of the largest textile firms, which then applied it to a fabric which in turn allegedly was licensed to Max Wiesen and Sons Company, Inc., another manufacturer of ladies' wear.

Music business attorney Jack Pearl is representing the plaintiff in the suit.

the basis of the operators' own store of commercial sense about pop music, his broad knowledge of what kinds of music go well in his individual locations, artists which have best appeal in individual locations.

For the operator who does not possess a wide knowledge of all these factors, testing even on a small sample basis of a few records is definitely not advisable, firms which test report.

However, given this knowledge, and with a sound sampling program operated on a small basis, the risk of losing money on such tunes are held to a minimum and the rewards, in winning a close relationship with locations, and in

(Continued on page 98)

Celler Warns Gov't May Wield Cudgel 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 networks under direct and detailed government regulation." This ominous possibility is pointed out in the House Anti-Trust Subcommittee staff report, still officially undisclosed. The Celler Subcommittee's as yet unendorsed report on last session's TV hearings adds that it would much prefer "not" to see such legislation.

While the report gives the networks a plus for their pioneering accomplishments, and concludes that "no single factor" accounts for the present "concentration of power," it proceeds to pull the rug out from under option time, a practice networks held to be 100 per cent essential, during Hill hearings. The report would have the Federal Communications Commission study option time with a view to having it "abolished" by an amendment to the FCC's chain broadcast rules. In the event the FCC fails to come thru on this, the report suggests that the Judiciary Antitrust Committee itself may propose legislation along these lines.

The network practice of labeling certain stations as "must buy" for advertisers using a web is said to have the effect of depriving national advertisers of a free choice in selecting the stations and markets they want. It also puts the independent station at a disadvantage. The report recommends that the FCC put in a regu-

lation prohibiting any network practice that forces an advertiser to buy a designated station as a requirement to get on the network.

FCC Has Power

The report believes the FCC has the power to clear up this issue and could possibly suggest substitution of "minimum gross time charges" for advertisers. The selection of stations would then be left in the hands of the sponsor. If the FCC lacks authority, the staff report would recommend that the Department of Justice investigate "must buy" practices, as noted in the staff conclusions reported in The Billboard last week.

Other network practices and structure that come in for lambasting in the report by Chief Counsel Herbert Maletz and Associate Chief Counsel Samuel Pierce include the networks' "three-way" profit in program participations, possible anti-trust aspects of net talent contracts, net competitive advantages over independent programming because of over-all webbing of affiliates, multiple owners, network control of time and "natural limitations" of outlet.

Inter-Relations

The inter-relationships between networks, affiliates and multiple-owners have resulted, says the staff report, in nets controlling stations and station time. Ownership of stations by nets has had a "recognized anti-competitive" influence on the broadcasting field, the report states. The connection of nets with 417 out of the nation's 455 TV stations, plus the nets' owned stations, "affords nets an opportunity to suppress competition by

(Continued on page 3)

Where Do You List R 'n' R?

CHICAGO — Overlapping between traditional categories of pop tunes is beginning to be reflected on selector panels of the nation's juke boxes.

Up to now, musical categories on juke boxes have been headed "Hit Tunes," "Popular Music," "Rhythm & Blues," "Country & Western" and "Old Favorites" or "Classics & Varieties."

The puzzler in placing some tunes on juke boxes today under this heading arrangement is whether to put a rock 'n' roll hit under "Hit Tunes" or "Rhythm & Blues"; if it's rockabilly, whether to put it under either of these or "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.

NEWS OF THE WEEK

TV Film Syndication Becomes Again Industry's Lifeblood . . .

A quiet revolution has been taking place in the TV film business. Syndication has again become the lifeblood of the industry. While network sales are still regarded as vital, they now seem to be infinitely more hazardous than syndication. . . . Page 10

Major Sponsors Swing Toward National TV Spot Business . . .

Indications are that more national advertisers will be using national spot for their TV vehicles this fall than in previous seasons. . . . Page 2

Dependence on Rock and Roll Not Necessary to Disk Success . . .

Good material, well-performed will continue to hit the best selling disk charts, whether it's rock and roll or a ballad. "You do not need rock and roll to operate successfully," say traders. At the artist, artists and repertoire

and publisher level, strong examples of non-rock and roll successes would be the Four Lads, Mitch Miller and Redd Evans. . . Page 20

Bookers Prep Big Skeds For Overseas Jazz Treks . . .

American jazz talent is in greater demand than ever overseas and local bookers are currently readying big export schedules for U. S. jazz units abroad next fall and winter. . . . Page 18

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Talent Pacts Under Fire

WASHINGTON — The as yet unreleased staff report of the Celler Subcommittee urged the Department of Justice to look into the matter of long-term talent contracts, among other items. Independent programmers are at a disadvantage on the talent front, it is maintained, because they do not have the "huge capital resources" of the networks to meet prices paid for top-drawer talent.

The report also says that if the independent packager has to allot profits to talent, it often cannot meet network participation percentages. The talent contracts, according to the report, have "grave question of legality" similar to the old artists' bureaus that were set up with a Justice Department in 1941.

BIG SPONSORS IN TREND

Pendulum Swings Toward National Spot Advertising

NEW YORK—A pronounced swing in the direction of national spot seems underway by many of the nation's largest advertisers, many of whom are not committing themselves to network purchases.

There are four main reasons for this trend in the making: (1) More markets are beginning to open up because of the Federal Communications Commission's deintermixture policy; (2) the spirited three network competition, now that ABC-TV has become a major programming power, seems to indicate lower ratings for next fall for a large number of network advertisers; (3) being frozen out of network time slots, many of TV's top film producers and distributors are concentrating on pushing national spot as the answer to their time problem; (4) national spot has great flexibility for advertisers with a multitude of products to sell, a strong asset in this day of multi-product clients.

Clients' Study

A large number of clients is already giving national spot weighty consideration. Among them are Colgate - Palmolive, Procter & Gamble, Wesson Oil, Gulf, Miller Beer and Vicks. The P. Lorillard Company has already bought the new "Adventures of Martin Kane" from Ziv-TV and "Harbor Command" in five markets, with an eventual jump to 61 possible. (See other story this issue.) This is the initial buy made by this firm of a two-run properties for national spot.

Just as important, such firms as Screen Gems, Television Programs of America, Ziv and CBS-TV Film Sales, which have racked up impressive records with some of their network properties, have pilots

available which seem to be attracting the attention of these clients. Altho many agencies and their advertisers felt in the past that syndication producers could not program top quality shows, they now feel that the picture has changed. They cite the fact that Ziv has just sold "Harbourmaster" to R. J. Reynolds for network run on CBS. TPA has "Fury" and "Captain Gallant" on NBC, and CBS Film Sales has "Navy Log" on ABC.

Screen Gems

Screen Gems, which has a great number of properties running on the various webs, is also pitching many of its shows for national spot now. Because so many new markets are beginning to open up due to the FCC's new deintermixture

policy, many of these syndicators are now willing to begin production instead of showing only pilots. This enables a potential client to see several shows in a series.

The P. Lorillard buy of "Martin Kane" also illustrates the flexibility of national spot. The advertiser will use different markets to advertise its different products, a made-to-order technique for many clients who have peculiar marketing problems in different areas.

All this is not to say that any large number of advertisers will not use the network TV next fall. It is the traditional and preferred method of impact TV advertising. But it is to indicate that the number of advertisers taking the national spot route will increase.

NO SHOW, BUT—

Bristol-Myers for ABC's 8:30 Wed.

NEW YORK — ABC-TV wrapped up still another major deal last week when Bristol-Myers placed an order for 8:30-9 p.m. Wednesday for next season's sponsorship. The program expected to be the Lou Edelman produced "Californians."

The time period follows "Disneyland," and naturally, because of its strong rating inheritance, is considered to have great viewing potential. It opened up last week when American Tobacco decided not to renew "Navy Log" next season. U. S. Rubber, the co-sponsor of the series, will probably pick up the entire tab. "Navy Log" will probably be placed into the 9:30-10 period Wednesdays which is being canceled by Ford.

Bristol-Myers has also bowed out of its one-quarter sponsorship of Wednesday 8-9 evening for next season on CBS-TV, tho it will remain with Vic Damone which will run in that time period during the summer.

Bristol-Myers will also sponsor the "Arthur Murray Dance Party" in the Monday night 9:30-10 p.m. slot on NBC-TV. This means that the Robert Montgomery summer playhouse will not return this year in the 9:30-10:30 slot Mondays on NBC.

Heavy Industry Spends 44 Mil

PITTSBURGH — In the past five years big industry has spent \$44,500,000 in network TV to acquaint the public with the merits of the particular materials they produce thru institutional advertising.

CBS-TV President Merle Jones told this to a gathering of the National Industrial Advertisers Association here last Thursday (2).

"Of this total," Jones told them, \$7,000,000 was invested by Reynolds Metal, \$6,000,000 by U. S. Steel, \$6,250,000 by the Aluminum Company of America, \$5,500,000 by Dow Chemical and over \$3,500,000 by duPont."

"It is noteworthy," Jones continued, "that only one major company was active in TV in 1952, the Johns-Manville Corporation with an initial investment of \$283,000. In 1956, the same corporation devoted nearly \$750,000 to TV advertising."

Bishop Wants Only 1/2 of Beat Clock

NEW YORK — Hazel Bishop has asked the CBS-TV network for relief on its sponsorship of "Beat the Clock," Fridays 7:30-8 p.m. The advertiser wants to cut back to alternate-week sponsorship of the quiz show.

The network is looking for interested clients.

People's Fate Still Up in Air

NEW YORK — Next season's plans for "People's Choice," the TV vehicle are still up in the air. Procter & Gamble, this season's co-sponsor, is not happy with the property and does not want to renew.

Bordens, the other sponsor, has got an extension of the contract signing date, so that it can decide whether to renew or whether to buy another series.

NBC, Gulf Oil Talk Of 'Tin Pan Sally'

NEW YORK—Gulf Oil, which is not returning to its long-time buy of "Life of Riley" on NBC-TV, is talking to ABC-TV about "Tin Pan Sally," a situation comedy with songs.

The time periods being mullied are Saturday, 7-7:30 p.m., and Sunday, 8:30-9 p.m.

'Honeymooners' Reruns Get Client

NEW YORK—P. Lorillard will sponsor reruns of "The Honeymooners" in the Saturday night 8-8:30 p.m. slot on CBS-TV for 13 weeks this summer.

The show was produced via the Electronicam method of filming

Pall Mall May Nix 'Big Story'

NEW YORK—"Big Story," the longtime TV series for Pall Mall cigarettes, seems to have come to the end of the trail. American Tobacco, which has had the property since its start on TV, has given up on it and is shopping for a new property to replace it in the Friday evening 9-9:30 slot.

"Big Story" is produced by Pyramid Productions. It was originally developed for radio by Bernard Procter. Among its co-sponsors during the last several seasons were Simoniz and Vicks.

Olds Verges on 'Record' Buy

NEW YORK—Oldsmobile is on the verge of buying the third quarter of "The Big Record," CBS-TV's new 8-9 p. m. Wednesday entrant. Kellogg and Pillsbury have already contracted for the music show.

Bristol-Myers has definitely decided not to renew. (See other Bristol-Myers story this issue.) American Home, the other of the quartet of this season's clients, is also likely to bow out.

NBC Plans 7:30 Sun. Fairy Tales

NEW YORK — NBC-TV is evidently readying a series of fairy tale shows for its Sunday 7:30-8:30 p.m. fall slot. The series would be produced by Fred Coe and is already well along in preparation.

"Pinocchio," a one-shot, was bought last week by Rexall for the time period for early next season's showing.

Winchell Vs. Thomas Mon. at 9 in Fall?

NEW YORK — Programming maneuvers may find Danny and Walter Winchell squaring off in the Monday 9-9:30 p.m. slot next fall. The Thomas comedy series, which will be thoroughly overhauled from the current "Make Room for Daddy" format, is a strong possibility for that time period on CBS-TV, with General Foods in as alternate week sponsor and Procter & Gamble out.

The "Walter Winchell File" dramas are being mullied by Revlon for ABC-TV viewing, its fourth network buy for next season. Revlon has hankered for the Monday at 9 spot, trying first "Most Beautiful Girl in the World" and then "Can Do" on NBC as entries which miscarried.

Westinghouse Sets 'Studio One' Buy

NEW YORK — Westinghouse has firmed up its sponsorship of "Studio One," CBS-TV 10-11 Monday nights, thru the season of 1957-58. It had been reported that Westinghouse was considering switching to alternate sponsorship of the dramatic show beginning January 1, 1958.

McCann-Erickson is the agency. developed by Du Mont Laboratories. Lennen & Newell is the agency.

ALIGNMENT

CBS-TV Tape Operation Under Way

HOLLYWOOD — CBS-TV last week put its TV tape machines into full operation as daylight saving time went into effect. In doing so the net, for the first time, is aligning its Pacific Coast schedule to fall into the same pattern as its Eastern sked, a move first revealed in The Billboard (January, 1957).

This means that advertisers who have had their programs appearing in a different time slot in the West due to scheduling difficulties will now have the shows go on in the same order throught the country. The Pacific Coast will have the same network sked, 6:30-10 p.m., as the Midwest, since tests have shown the peak audience occurs here an hour earlier than on the Eastern Seaboard.

Only Wednesday and Thursday nights will remain somewhat in jumbled order, since the web as yet does not have enough tape machines to take care of all the live programs those two evenings.

SG, Sponsors Cook Net Deals

NEW YORK — Screen Gems has two hot deals cooking with various network sponsors. The film production and distribution firm has Alcoa and Goodyear interested in anthology series that would star four names. The program is ticketed for the Monday 9:30-10 slot. Don Sharpe has also put in a bid for this business.

Screen Gems is also readying another anthology series for the Singer Sewing Machine Company. This would star four female names who are to be selected by the prospective sponsor.

Barry-Enright to Produce for NBC For \$2,200,000

NEW YORK—Jack Barry and Dan Enright have signed the \$2,000,000 long-term deal by which they will become employees of NBC-TV in production roles, but will be able to create new properties on their own.

The Barry-Enright Company office will remain their headquarters, with NBC buying outright "Twenty-One," "Tic Tac Dough," "Life Begins at 80," "Juvenile Jury" and the new "High Low" format.

Edsel Seeks Three Spec Blockbusters

NEW YORK—Edsel, the new division of the Ford Motor Company, has firmed up on its network requirements for next season. The potential sponsor has discarded its plan of presenting a series of 10 spectaculars.

Instead, it is searching for about three blockbuster spectaculars. The first, and possibly the second, would be presented on a two-network spread to gain formidable saturation.

For continuity of TV advertising, Edsel is considering alternate

sponsorship of a top hour program, possibly a dramatic show. Should no such property become available, Edsel will then consider alternate sponsorship of two half-hour properties.

The change in TV strategy is the result of executive thinking that a balance between spectaculars and regular shows would better introduce the car to the nation's buyers by giving both impact and continuity. Foote, Cone & Belding, Chicago, is the agency.

ABC-TV Offers Hiatus Rates as Lure for Winter

NEW YORK—ABC-TV is offering attractive summer terms to new advertisers and uncommitted sponsors on its current schedule in the hopes of getting a high percentage of them to remain thru the fall and winter.

Mogen David, Sterling Drug, Armour and Kleenex are giving up their present ABC buys without having put the money elsewhere. With web inducements, Mogen David will pick a show to replace Danny Thomas in June and Sterling Drug is mulling a change of time from its Friday 9:30-10 p.m. slot to Thursdays.

Ford, which so far has given no indication of leaving or retaining its Wednesday 9:30-10 p.m. buy, will program reruns of "Ford Theater" for 17 instead of 13 weeks, a web concession. With several other advertisers, ABC permitted repeated switches in time period to be scheduled, to satisfy the clients.

The arrival of Carter Products (Tuesday, 10-10:30 p.m.) and Associated Products, Inc., (Tuesday, 9-9:30 p.m.) as new ABC sponsors is credited to the web's "encouragement" summer policy, with similar offers out to Miller Brewing, which is leaving "Wire Service," and American Chicle, which wants to leave "Ozark Jubilee." ABC has prepped a new music show, encompassing country and western, calypso and rock 'n' roll, to attract Chicle into a summer start for a winter possibility.

Revlon, searching for a fourth

CBS to Sub 'Cosmopolitan' For 'Valiant'

NEW YORK — CBS-TV will replace its longtime daytime soap opera, "Valiant Lady," with another of the same breed, "Hotel Cosmopolitan," some time in July in the 12-12:15 p.m. strip. The web is looking for a top-notch host to introduce the drama. The strip is mainly sponsored by Standard Brands.

The web is also searching for a host to handle the "Our Miss Brooks" strip, 2-2:30 p.m. It is felt that the injection of male personality would not only help attract the female viewing public, but would be of considerable assistance in delivering commercials.

Schick, Toni In NBC Deals

NEW YORK — NBC-TV last week wrapped up two alternate-week deals. Schick marched in and purchased half of Gisele MacKenzie, which it will share with the Scott Paper Company. The program will be seen 9:30-10 p.m. next fall.

Toni will take over alternate sponsorship of "The Hit Parade." American Tobacco will remain as the other sponsor. The show will stay in its present 10:30-11 Saturday night slot. "High Low," a new Barry-Enright package with Charles Van Doren as a panelist, is being prepared for Saturdays at 10.

network buy, and Lever Bros., mulling a daytime strip, have been offered low-rate early starts for trial telecasts in August. Meanwhile, ABC has sold Saturdays, 8-9 p.m., to the Billy Graham evangelical crusade for six weeks with a strong possibility of fall continuance in another slot.

CELLER WARNS WEBS

Report Slams Many Practices; Gov't to Act Unless Changed

Continued from page 1

rival program sources seeking to gain access to the networks.

Individual Shows
Not only in its over-all advantageous position, but in its individual program deals, the networks take advantage of their "sheltered" competitive position, the report says. It says the webs' profit in participated and owned shows is threefold: When the sponsor pays in excess of cost of program production, profit from rerun rights and profits in "subsidiary or merchandising rights in certain programs."

Net participation in program production was outlined in the report on the basis of 1956 sampling for CBS and NBC. CBS was shown to have participated in whole or in part in 57.6 per cent of all its programming, with 50.5 per cent of prime evening hours given to the owned shows. NBC was reported to be financially involved in production of 46.9 per

cent of its programming total during a composite week. ABC, basing its figures on a 1955 schedule, is reported to have produced 23.3 per cent of all programming, plus a financial interest in an additional 4.5 per cent of independently produced programs.

Showing sympathy toward the indie TV film syndicators, the report says nets make "exorbitant" profit demands so that transactions "become financially infeasible" to the syndicators. Also operating against the independents, are net control of time and outlets and preference for their owned programs. Examples cited are those covered in hearings — a bumping of Screen Gem's "Four Star Playhouse" by CBS in favor of its own "Playhouse 90," dumping of Television Programs of America's "Susie" by NBC in favor of its own "Great Gildersleeve."

In spite of the networks' "sheltered" competitive position, the re-

port says they claim "little profit" from first run, and bargain for "participation in all profits to be derived from the program in question." It's a "buyer's market," the report states, and the webs can demand anywhere from 25 to 50 per cent of all profit categories to be realized from the program.

The report brushes off the webs' claims of large losses from unsuccessful program ventures and from public service programming. The advertiser "ultimately pays all program costs." Directly, they pay program charges on the show they agree to sponsor. Indirectly, the time charges paid by advertisers cover the production costs of network public service and sustaining programs, plus any unrecovered network cost of commercial programming, the report believes.

Coin Flip

On the other side of the sponsor coin, the staff report recommends knocking off discount practices by the webs to large advertisers as "discriminatory." Legally, the report would close loopholes in the Robinson - Patman and Clayton Anti-Trust Acts by an amendment bringing "services" under the statutes, as well as products—thereby covering network discounts to certain advertisers.

The report takes a slap at alleged exorbitance of AT&T transmission charges. The report says the Federal Communications Commission has let too much time go by without holding hearings on the rates.

Plough Seeks TV Program To Make Bow

NEW YORK — Among the sponsors looking for video programs is an advertiser new to network TV, Plough, Inc. The company produces a wide variety of medicines, among them Musterole, St. Joseph Aspirin, Nujol mineral oil and Mistol nose drops and Mist cough syrup. In the past it has spent heavily on spot radio.

Among current network clients, Wesson Oil is said to be searching for alternate weeks of two half-hour shows. The advertiser has been assiduously wooed by all the networks. Other sponsors in the market for TV programming and time are Benrus watches, Life magazine, which intends to retain its alternate week sponsorship of CBS-TV's "Person to Person," Wildroot and Vicks.

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

FUTURE FEATURES

ABC Talks Buy of More RKO Films

NEW YORK—ABC-TV is talking to RKO about the purchase of more features from the group of 150 to which RKO has sales rights. The addition of 13 to the current cycle of 26 in the web's Sunday 7:30-9 p.m. slot would bring the sale right up to the December 21 date on which rights go to C&C Television, giving ABC time to deliver several new properties which

can't be filmed in time for October debuts.

The web is also mulling a buy of 13 RKO features for a summer series. Trendex studies indicate that the Sunday show, "Hollywood Film Theater," has almost doubled ABC's rating in that time period and brought its audience share from an 8.4 in March to a 15.0 in the latest report. This figure, for the April 28 telecast, is regarded as "sensational" by web programmers, especially since the picture, "The Locket," had already been played in New York. They also credit the film series with part of Ed Sullivan's Trendex drop from a 25.5 average in March to a 17.9 on April 28.

If ratings are sustained, ABC will search for other feature film packages and make a new time available for a weekly movie.

CBS Has Pilots of Eve Arden, Revue

NEW YORK—Two more pilots are in the CBS-TV shop for fall selling. The first is a new Eve Arden comedy series about a lecture tour, based on Emily Kimbrough's autobiographical book, "It Gives Me Great Pleasure."

The second, a revue directed by Byron Paul, stars Dick Van Dyke, erstwhile quiz panelist, as emcee.

ABC Sets Thursday Night Up to 10

NEW YORK — ABC-TV has inked its Thursday night line-up for the fall, with Mars, Inc., buying "Circus Boy" and Sylvania moving over from CBS-TV for "The Real McCoys."

"Circus Boy," currently in the Sunday 7:30-8 p.m. slot on NBC-TV for Reynolds Metals, will debut on ABC September 19 in a web 52-week buy. Mars has picked up alternate weeks. The Thursday 7:30-8 p.m. show will be followed by Disney's "Zorro," bought by Seven-Up for alternate weeks.

In the 8:30-9 p.m. spot, Sylvania Electric Products has taken full season sponsorship of "The Real McCoys," situation comedy starring Walter Brennan, directed by Sheldon Leonard for ABC. Sylvania will give up on "The Buccaneers" on CBS-TV after this season. Pat Boone follows at 9 p.m. for Chevrolet, with Mennen in at 9:30 with "O.S.S."

Where this leaves Kaiser Alumi-

num, which had expressed interest in the Thursday 8-9 p.m. time, is ABC's secret. They're still mulling a Kaiser live drama hour and a back-to-back pairing of alternate-week buys.

"Casey Jones" and "The Californians," displaced by the arrival of "Circus Boy" and "Real McCoys," are being offered in a choice of whatever time periods are left in APC's rapidly firming fall schedule.

CBS News Dept. Promotes Feeney

NEW YORK—Harry J. Feeney has been named manager of Trade and Business News for the CBS-TV Press Information department. The assignment is a promotion for Feeney who formerly was Trade News Editor.

He has been with CBS for 14 years.

Leonard H. Hole, 49, Dies April 30 in N. Y.

NEW YORK—Leonard H. Hole, 49, director of Program Development for NBC-TV and a veteran of more than 25 years of TV and radio production, direction, writing, programming and administration, died Monday (30) in New York. He joined NBC in 1950. His wife, daughter, mother and a brother survive.

Closed-Circuit System Names Peter J. Smith

NEW YORK—Peter J. Smith, manager of Tele-Sales for NBC-TV, has been named veepee of Closed-Circuit Teletasting System, Inc., as part of an expansion program for the closed circuit color TV firm. Smith supervised color closed-circuit shows at NBC and produced and directed many of them.

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

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Chicago 4, 188 W. Randolph St.
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Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard TV Program and Time Availabilities, and The Billboard International.

Vol. 69 No. 19

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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 occupy the alternate 4-5:30 slot Sunday afternoons where it will team with "Wide, Wide World," which is expected to be renewed by several divisions of General Motors.

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

NBC is expected to see whether it can persuade Hallmark to pick up part of the "Omnibus" sponsorship bill, since it has already displayed an interest in the property. The show will be produced next fall for the first time without the

backing of the Ford Foundation. Robert Saudek, the producer of the property for the last several seasons, along with several associates, has bought the "Omnibus" assets. The property is expected to be up against CBS-TV's new hour entrant "Seven Lively Arts" which may be slotted somewhere between 4 and 5:30 next fall.

KMTV Pubserv Salutes Medicine

OMAHA — Station KMTV, here, saluted Medical Education Week last Saturday (25) with a live public service show entitled "Thirteen for Billy Gray." It concerned Omaha's Children's Memorial Hospital, modern medicine and surgery. The camera went inside the hospital and scanned a child having an appendectomy. The 13 was the number of people needed for the operation. KMTV reports an audience of 300,000.

'Hold That Note' To Return Not as Hiatus Replacem't

NEW YORK — "Hold That Note," the music quiz which exited NBC-TV three weeks ago after Lanolin Plus pulled out, will return to the web in June, reportedly as an entry for next season, not a summer replacement.

An unnamed sponsor is weighing Wednesdays, 10:30-11 p.m., and Tuesdays, 7:30-8 p.m., for the col-orecasts.

NBC Gets Public Service Award

NEW YORK—NBC last week was awarded the Certificate of Achievement of the American Public Relations Association for acquainting the American people with the worth of network service.

It was the only award made this year to a broadcasting network or station. Kenneth Bilby is vice-president in charge of public relations at NBC.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on March TV audience measurements of AMERICAN RESEARCH BUREAU

By Program Type:

NEWS, COMMENT AND SPORTS ADVENTURE, MYSTERY, WESTERNS

This chart is the TV industry's only guide to the comparative monthly cost efficiency of Class A time network programs and of cost efficiency by audience composition. However, since many factors other than the purely statistical are involved in determining the value of any program to its sponsor, readers are urged to utilize this material as a guide

rather than as the absolute yardstick in assessing the relative merits of different programs.

The figure shown for each program represents the sponsor's cost for reaching 1,000 TV homes, men, women or children per minute of commercials. These figures were reached by divid-

ing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

SMARTEN UP

Nielsen Co. Issues 1957 Facts Books

NEW YORK—The A. C. Nielsen Company last week released its two annual "Facts" brochures, graphing the basic dimensions of TV and radio.

One of the most interesting facts in "TV Facts, 1957" was that 72 per cent of the country's TV homes watch four or more stations per week. Only 4 per cent of all TV homes are serviced by only one station. (This, despite the fact that 143 of the nation's 263 TV markets have only one station, while only 16 markets have four or more.)

The Nielsen "Facts" also demonstrated that in no region of the country are TV sets owned by less than two thirds of all homes. The South has the least TV penetration, 68 per cent.

Nighttime TV

Nighttime TV programming is watched by 31,400,000 homes per day and 33,700,000 homes per week. This Nielsen found in its media study of March, 1956, when the total number of TV homes was 35,100,000. TV circulation is now estimated by Nielsen at 39,300,000 homes, or eight out of every 10.

Viewing reaches its peak between 8 and 10 p.m. In the first hour the audience per average minute is 26,300,000 homes, in the second 26,900,000 homes. The 10-11 p.m. hour is next with 23,700,000 homes, then 7-8 p.m. with 22,800,000 and then 6-7 p.m. with 19,300,000. Peak daylight viewing is at 5-6 p.m. with 15,400,000 per average minute, just a shade over the late-night 11-midnight.

Pulse Top Twenty TV Network Shows

(March 1957)

Rank	Program & Network	Rtg.
1.	I Love Lucy (CBS)	38.3
2.	Ed Sullivan (CBS)	37.1
3.	Playhouse 90 (CBS)	32.9
4.	G.E. Theater (CBS)	32.7
5.	\$64,000 Question (CBS)	32.1
6.	Alfred Hitchcock (CBS)	31.4
7.	Climax! (CBS)	30.9
8.	Godfrey's Talent Scouts (CBS)	30.5
9.	Jackie Gleason (CBS)	30.3
10.	Groucho Marx (NBC)	29.9
11.	Burns and Allen (CBS)	29.5
12.	Phil Silvers (CBS)	29.4
13.	Perry Como (NBC)	28.6
14.	December Bride (CBS)	28.2
15.	Red Skelton (CBS)	28.2
16.	Line-Up (CBS)	28.0
17.	What's My Line? (CBS)	27.8
18.	I've Got a Secret (CBS)	27.3
19.	\$64,000 Challenge (CBS)	27.3
20.	Person to Person (CBS)	27.0

News, Comment & Sports Shows

• COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. CAVALCADE OF SPORTS (Gillette, Toni, NBC) . . . \$ 1.82
2. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) 2.23
3. PERSON TO PERSON (Amer. Oil, Time, Inc., CBS) 2.39
4. DOUG. EDWARDS NEWS (Amer. Home Prods., CBS) 3.05
5. PRUDENTIAL (Air Power, CBS) 3.13
6. JOHNS-MANVILLE (Meet the Press, NBC) 3.31
7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC) 4.43
8. RED BARBER (State Farm, NBC) 6.07
9. JOHN DALY NEWS (General Cigar, Du Pont, NBC) 6.15
10. SEE IT NOW (Pan-American, CBS) 14.33

• COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CAVALCADE OF SPORTS (Gillette, Toni, NBC) . . . \$ 1.58
2. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) 1.94
3. AIR POWER (Prudential, CBS) 2.93
4. PERSON TO PERSON (Amer. Oil, Time, Inc., CBS) 3.16
5. DOUG. EDWARDS NEWS (Amer. Home Prods., CBS) 3.33
6. MEET THE PRESS (Johns-Manville, NBC) 3.38
7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC) 5.12
8. RED BARBER (State Farm, NBC) 5.44
9. JOHN DALY NEWS (General Cigar, Du Pont, ABC) 7.61
10. SEE IT NOW (Pan American, CBS) 14.83

• COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. PERSON TO PERSON (Amer. Oil, Time, CBS) . . . \$ 2.05
2. CAVALCADE OF SPORTS (Gillette, Toni, NBC) . . 2.57
3. MEET THE PRESS (Johns-Manville, NBC) 3.31
4. DOUG. EDWARDS NEWS (Amer. Home Prods., CBS) 3.49
5. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) 3.76
6. AIR POWER (Prudential, CBS) 3.98
7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC) 4.38
8. JOHN DALY NEWS (General Cigar, Du Pont, ABC) 6.32
9. RED BARBER (State Farm, NBC) 9.87
10. SEE IT NOW (Pan-American, CBS) 14.50

• COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. AIR POWER (Prudential, CBS) \$ 3.28
2. PERSON TO PERSON (Amer. Oil, Time, CBS) . . . 10.05
3. DOUG. EDWARDS NEWS (Amer. Home Prods., CBS) 10.47
4. CAVALCADE OF SPORTS (Gillette, Toni, NBC) . . 11.26
5. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) 12.94
6. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Amer. Can, NBC) 19.09
7. JOHN DALY NEWS (General Cigar, Du Pont, ABC) 21.20
8. MEET THE PRESS (Johns-Manville, NBC) 22.17
9. RED BARBER (State Farm, NBC) 31.58
10. SEE IT NOW (Pan-American, CBS) 59.28

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Adventure, Mystery & Western Shows

• COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Bristol-Myers, CBS) \$1.92
2. LASSIE (Campbell, CBS) 2.14
3. GUNSMOKE (Liggett & Myers, CBS) 2.30
4. LONE RANGER (General Mills, Swift, ABC) 2.33
5. WYATT EARP (Procter & Gamble, General Mills, ABC) 2.45
6. ROBIN HOOD (Wildroot, Johnson & Johnson, CBS) . 2.59
7. CHEYENNE (Chesebrough-Ponds, General Electric, ABC) 2.69
8. DRAGNET (Liggett & Myers, Schick, NBC) 2.74
9. THE LINEUP (Brown & Williamson, Procter & Gamble, Cl) 2.76
10. ZANE GREY (Ford, General Mills, CBS) 2.81

• COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Bristol-Myers, CBS) \$1.99
2. GUNSMOKE (Liggett & Myers, CBS) 2.22
3. WYATT EARP (Procter & Gamble, General Mills, ABC) 2.85
4. CHEYENNE (Chesebrough-Ponds, General Electric, ABC) 2.89
5. LASSIE (Campbell, CBS) 2.93
6. ZANE GREY (Ford, General Foods, CBS) 3.00
7. DRAGNET (Liggett & Myers, Schick, NBC) 3.16
8. THE LINEUP (Brown & Williamson, Procter & Gamble, CBS) 3.32
9. BROKEN ARROW (Miles, General Electric, ABC) . . 3.42
10. NAVY LOG (Amer. Tobacco, U. S. Rubber, ABC) . . . 3.58

• COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Bristol-Myers, CBS) \$1.65
2. GUNSMOKE (Liggett & Myers, CBS) 2.10
3. LASSIE (Campbell, CBS) 2.27
4. LINEUP (Brown & Williamson, Procter & Gamble, CBS) 2.53
5. CHEYENNE (Chesebrough-Ponds, General Electric, ABC) 2.64
6. WYATT EARP (Procter & Gamble, General Mills, ABC) 2.69
7. ZANE GREY (Ford, General Foods, CBS) 2.83
7. DRAGNET (Liggett & Myers, Schick, NBC) 2.83
9. WEST POINT (General Foods, CBS) 3.09
10. NAVY LOG (Amer. Tobacco, U. S. Rubber, ABC) . . . 3.27

• COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. LASSIE (Campbell, CBS) \$1.57
2. LONE RANGER (General Mills, Swift, ABC) 1.72
3. ROBIN HOOD (Wildroot, Johnson & Johnson, CBS) . 1.99
4. RIN TIN TIN (National Biscuit, ABC) 2.03
5. CIRCUS BOY (Reynolds Metals, NBC) 2.51
6. CHEYENNE (Chesebrough-Ponds, General Electric, ABC) 2.56
7. THE BUCCANEERS (Sylvania, CBS) 2.78
7. ROY ROGERS (General Foods, NBC) 2.78
9. WYATT EARP (Procter & Gamble, General Mills, ABC) 2.94
10. BROKEN ARROW (Miles, General Electric, ABC) . . 3.04

Next Week: The Top 20 for April

May 27: Quiz and Comedy-Variety-Music Shows

June 3: Dramas and Situation Comedies

June 10: News-Commentary and Adventure-Mystery-Western Shows

COMING COST PER THOUSAND ANALYSES:

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.

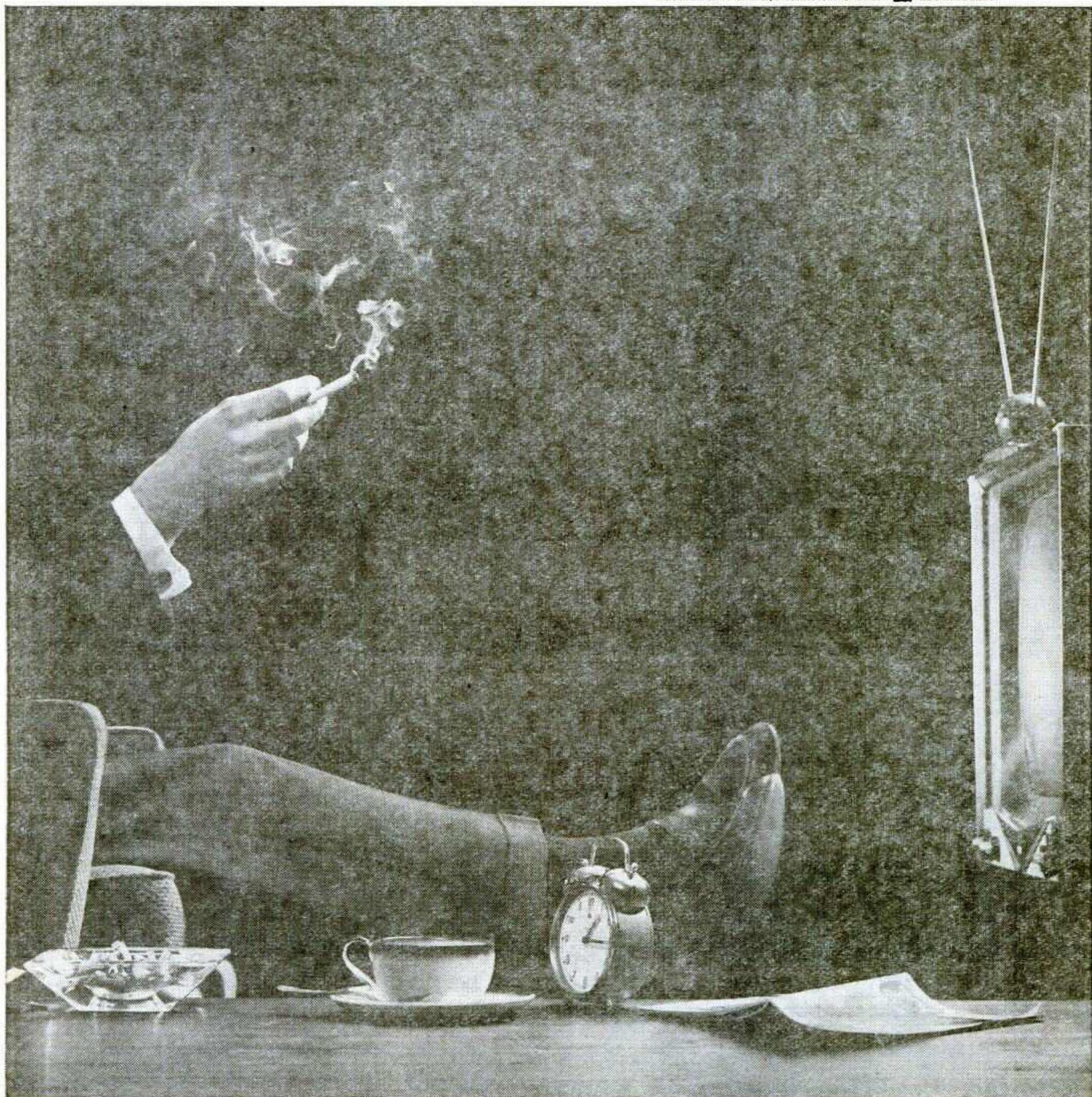
The strong appeal of big-time Warner Bros. features distributed by A. A. P. is keeping audiences up hours longer—giving stations extra valuable time to sell to advertisers in the wee small hours. When you want to give advertisers a chance to convert sleeping hours into selling hours, write or phone

345 Madison Avenue, New York City
MUrray Hill 6-2323

a.a.p. inc.

75 E. Wacker Dr., DEarborn 2-4040
1511 Bryan St., RIverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

CHICAGO
DALLAS
LOS ANGELES



Winners of '57 Ohio State Awards Named at Education Institute Meet

COLUMBUS, O. — The top winners of the 1957 Ohio State Awards, sponsored by Ohio State University's Institute for Education by Radio-TV, were announced here on the eve of the Institute's annual sessions. Top commercial broadcasters to be cited are NBC-TV, KNXT, Los Angeles; WBKB, Chicago, and WRCA-TV, New York.

NBC won two first-place awards. One was for "Home," which was rated tops among shows appealing to special groups, such as women, agricultural, religious, etc.; the other was for the "Alcoa-Goodyear Playhouse," which took first honors for shows dealing with basic freedoms by virtue of its production of "Tragedy in a Temporary Town." WBKB's first place was in public affairs, for its airing of the Senate Banking Committee hearings.

KNXT's "Journey" was named first among local shows in the cultural sphere. WRCA-TV won first place for local shows dealing with basic freedoms for "The Open Mind" broadcast, titled "The Nature of Anti-Semitism."

Some 800 broadcasters, educators and civic leaders are again expected here for the Institute's annual sessions, which begin Wednesday (8). The opening session will feature Donald H. McGannon, president of Westinghouse Broadcasting, speaking on "The Responsibility of Broadcasters." The same session will include a talk on "What Happened to Broadcasting, 1946-'56?" by Joseph G. Csida, of Csida-Grean Associates, former editor-in-chief of The Billboard.

Besides panels on specific subjects, there will be five other gen-

eral sessions. The latter will include subjects such as "The Broadcaster and the Audience," "Radio in a Television Age," "International Broadcasting in a Cold War" and "Where Do We Go From Here?"

Among the speakers participating are Leon Goldstein, WMCA, New York; Jerome R. (Tad) Reeves, KDKA-TV, Pittsburgh; Arnold Wilkes, WBAL, Baltimore; Clarence Worden, W CBS-TV, New York; Philip Cohen, of Sullivan, Stauffer, Colwell & Bayles; Lou Hausman, of CBS; M. S. Novik, and George Vicas, of CBS.

ABC Readies 6 Pilots for Return to Day

NEW YORK — ABC-TV is shooting pilots this month on six women's and kids' shows which will be offered for sale in the web's return to daytime TV, scheduled for late August. The audience participation hopefuls are "What Makes You Tick?" "Guest of Honor," "Parlay," "Man in Your Life," "What's the Name of That Song?" and "Lucky Lady."

"Glamour Girl," "Hold That Note" and the Lou Costello and Keeshan-Miller quizzes previously penciled in for the afternoon block

Delco Weighs L. Thomas

NEW YORK—The Delco battery division of General Motors is interested in a Lowell Thomas TV show being pitched by CBS-TV. The program will concentrate on news features and uses for a pilot film an interview Thomas made with Herbert Hoover.

Delco now participates in the sponsorship of "Wide Wide World" on NBC.

have been dropped from the ABC blueprint. The chosen six are headed for a 2-5 p.m. strip, to be followed by adventure show reruns in the 5-5:30 p.m. slot and "Mickey Mouse Club" 5:30-6 p.m.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on March TV audience measurements of AMERICAN RESEARCH BUREAU

By Sponsor Groups:

AUTOMOTIVE & PETROLEUM APPLIANCES & FURNISHINGS

This chart is the TV industry's only guide to the comparative monthly cost efficiency of Class A time network programs and of cost efficiency by audience composition. However, since many factors other than the purely statistical are involved in determining the value of any program to its sponsor, readers are urged to utilize this material as a guide

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ing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

Prudential for Reruns, '20th'

NEW YORK—Repeats of "You Are There" and "Air Power," in addition to its new property, "20th Century," will be presented by the Prudential Life Insurance Company in its 6:30-7 Sunday night slot on CBS-TV next fall. The advertiser will also program a number of special shows centered about fast breaking news events.

"Twentieth Century," will run for about 26 weeks at the beginning of the season and will consist of highlights of the century's activity. Reach-McClinton is the agency.

BF May Chop Off 3 CBS Daytimers

NEW YORK — Best Foods is reported to be moving out of its three daytime shows on CBS-TV.

The sponsor is expected to drop an alternate half hour of "Our Miss Brooks," and a quarter hour of Bob Crosby and Garry Moore, each.

Talent & Casting Post At CBS Goes to Straus

HOLLYWOOD — E. Charles Straus, assistant to the director of business affairs at CBS for the past six months, last week was named to the newly created post of talent and casting director for the web.

Before joining CBS, Straus was a v.p. of Filmcraft Productions and an attorney for the William Morris agency.

NEW YORK—Batten, Barton, Durstine & Osborn will begin preparations for the presentation of several programs—one is certain to be a major spectacular—in connection with the 100th anniversary in 1959 of the oil industry. The agency has been appointed by the American Petroleum Institute to handle the centennial.

Automotive & Petroleum Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$1.08
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.81
3. CHRYSLER (Climax! CBS)..... 1.83
4. FORD (I Love Lucy, CBS)..... 1.95
5. DODGE & PLYMOUTH (Welk's Top Tunes, ABC).. 1.98
6. DE SOTO (You Bet Your Life, NBC)..... 2.13
7. AMERICAN MOTORS (Disneyland, ABC)..... 2.29
8. AMERICAN OIL (Person to Person, CBS)..... 2.39
9. FORD (Ernie Ford, NBC)..... 2.51
10. CHEVROLET (Chevy Show, NBC)..... 2.68

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$1.06
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.80
3. CHRYSLER (Climax! CBS)..... 2.14
4. DODGE & PLYMOUTH (Welk's Top Tunes, ABC).. 2.19
5. FORD (I Love Lucy, CBS)..... 2.41
6. DE SOTO (You Bet Your Life, NBC)..... 2.54
7. CHEVROLET (Chevy Show, NBC)..... 2.61
8. FORD (Ernie Ford, NBC)..... 2.93
9. FORD (Zane Grey, CBS)..... 3.00
10. FIRESTONE (Voice of Firestone, ABC)..... 3.01

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$0.89
2. FORD (I Love Lucy, CBS)..... 1.17
3. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.50
4. CHRYSLER (Climax! CBS)..... 1.67
5. DODGE & PLYMOUTH (Welk's Top Tunes, ABC).. 1.71
6. DE SOTO (You Bet Your Life, NBC)..... 1.88
7. AMERICAN OIL (Person to Person, CBS)..... 2.05
8. CHEVROLET (Chevy Show, NBC)..... 2.16
9. FORD (Ernie Ford, NBC)..... 2.23
10. FIRESTONE (Voice of Firestone, ABC)..... 2.61

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. AMERICAN MOTORS (Disneyland, ABC).....\$1.54
2. DODGE (Lawrence Welk, ABC)..... 2.37
3. FORD (I Love Lucy, CBS)..... 2.49
4. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 3.08
5. U. S. RUBBER (Navy Log, ABC)..... 3.18
6. FIRESTONE (Voice of Firestone, ABC)..... 3.43
7. B. F. GOODRICH (Burns & Allen, CBS)..... 3.73
8. FORD (Zane Grey, CBS)..... 3.74
9. GULF (Life of Riley, NBC)..... 3.83
10. CHRYSLER (Climax! CBS)..... 4.27

Home Appliance & Furnishings Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. WESTINGHOUSE (Studio One, CBS).....\$2.12
2. GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.22
3. RCA, SUNBEAM (Perry Como, NBC)..... 2.44
4. SINGER, ROYAL McBEE, AMER. GAS (Playhouse 90, CBS)..... 2.46
5. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.69
6. U. S. RUBBER (Navy Log, ABC)..... 2.82
7. GENERAL ELECTRIC (Broken Arrow, NBC)..... 3.04
8. SCOTT (Father Knows Best, NBC)..... 3.06
9. U. S. STEEL (U. S. Steel Hour, CBS)..... 3.19
10. JOHNS-MANVILLE (Meet the Press, NBC)..... 3.31

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. GENERAL ELECTRIC (G. E. Theater, CBS).....\$2.32
2. RCA, SUNBEAM (Perry Como, NBC)..... 2.57
3. WESTINGHOUSE (Studio One, CBS)..... 2.63
4. SINGER, ROYAL McBEE, AMER. GAS (Playhouse 90, CBS)..... 2.69
5. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.89
6. JOHNS-MANVILLE (Meet the Press, NBC)..... 3.38
7. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.42
8. U. S. RUBBER (Navy Log, ABC)..... 3.58
9. ALUMINUM CO. (Alcoa Hour, NBC)..... 3.81
10. U. S. STEEL (U. S. Steel Hour, CBS)..... 4.43

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. GENERAL ELECTRIC (G. 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)..... 2.24
5. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.64
6. SCOTT (Father Knows Best, NBC)..... 2.91
7. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.95
8. ALUMINUM CO. (Alcoa Hour, NBC)..... 3.24
9. U. S. RUBBER (Navy Log, ABC)..... 3.27
10. JOHNS-MANVILLE (Meet the Press, NBC)..... 3.31

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. REYNOLDS METALS (Circus Boy, NBC).....\$2.51
2. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.56
3. SYLVANIA (The Buccaneers, CBS)..... 2.78
4. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.04
4. RCA, SUNBEAM (Perry Como, NBC)..... 3.04
6. SCOTT (Father Knows Best, NBC)..... 3.15
7. U. S. RUBBER (Navy Log, ABC)..... 3.18
8. GENERAL ELECTRIC (Conflict, ABC)..... 4.45
9. GENERAL ELECTRIC (G. E. Theater, CBS)..... 4.77
10. KLEENEX (Danny Thomas, ABC)..... 8.37

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

Offices in principal cities throughout the United States

MCA-TV Film Division

COMING COST PER THOUSAND ANALYSES:

- Next Week: Toiletries, Drugs & Household Cleanser Sponsors
- May 20: The Top 20 for April
- May 27: Food-Beverage & Cigarette-Tobacco Sponsors
- June 3: Automotive-Petroleum & Appliance-Furnishings Sponsors

OUTSTANDING*!

**The
Billboard**

**Hollywood
REPORTER**

DAILY VARIETY

"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 CBS], 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.



QUIET RECUPERATION

Syndication Again Becomes Top Distributors' Lifeblood

NEW YORK—A quiet revolution has been taking place in the TV film business. Syndication has moved back into chief prominence in the operation 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 their syndication staffs were merely for the purpose of catching the reruns and that their first line of business was national sales.

Mickey Sillerman, executive vice-president of Television Programs of America, describes it this way. "Syndication is today the lifeblood 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 a film company. However, network programming with its rapidly changing situations, its greater rate of fatalities, and the time problems inherent in the network structure itself, is infinitely more hazardous in its way than syndication."

Webs Okay

"While all distributors, TPA included, still make all out efforts to get network deals, the industry's mainstay today is syndication, which is just the reverse of what the situation has been for the past four or five years for most companies."

Sillerman's conclusion: "TV film distributors today must be able to operate vertically, and a strong syndication sales staff is the Number 1 must to function successfully."

TPA and Sillerman himself have always had an established conviction of the fundamental necessity of syndication. In the past two

years TPA has maintained a steady flow of first-run properties into syndication. However, three years ago, after launching "Ellery Queen," TPA was so preoccupied with national sales that it didn't put anything into syndication for almost another year.

NBC Ad

The new psychology was expressed forcefully in a series of trade ads that NBC Television Films broke this week. The copy pooh poohs the policy of getting the big deals first. "The local and

spot advertiser rates first crack," says the NBC ad.

The spring experience in syndication sales bears this out. Most of the shows now fresh on the market have been humming along on the small deals. Interestingly, a couple have been picking up their biggest regional sponsors after getting well along with local sales. NBC's "Silent Service" was closed in about 75 markets before it got its 16-market Brylcreem deal.

Another symptom of the new out-

(Continued on page 17)

'FIRST OFF WEB' WINDFALL IS DUE

Net Casualties to Come Into Syndication Field in Fall, Tho May Be Drop From '56

NEW YORK—There is potentially a windfall of "first off network" reruns in store for syndication next season in the great number of network casualties of this season. But at the moment there is a good possibility that many of these shows will be shunted away from the syndication market. Indeed, there is a good chance that even fewer reruns will be put into syndication next season than in the present one.

One thing that may draw many of them away from syndication is ABC-TV's plan to put rerun adventures into its 5-5:30 p.m. strip. This would do as much as restrain the rerun supply as NBC-TV's "Comedy Time" did last season. And indeed "Comedy Time" itself may eventually be absorbing more reruns.

ABC is reported to have looked over 18 different series for its 5 p.m. strip. This figure, which is unconfirmed, seems exaggerated, tho it is possible. Two shows that are understood to have the network's interest as of last week are "Sir Lancelot" (Official Films) and "77th Bengal Lancers" (Screen Gems).

At the moment, distributors with network casualties on their hands are not immediately resigning them to syndication. Network resale of one kind or another is still considered a good possibility. There is reason for such optimism in many cases. Witness the resale of "Circus Boy" to ABC last week for Thursday, 7:30-8 p.m.

Aside from network absorption, the market itself may shut out the dumping of some reruns. Some

casualties are bound to be considered so weak by stations that distributors will not be able to get the prices they regard as necessary to make their distribution profitable in view of the high talent repayments now required. There are in fact some casualties of last season or even the season before that have never gone into rerun.

Since late last summer an even dozen "first off network" reruns have been dropped into syndication. All things considered, there may be even fewer next season.

JUST STARTING

P. Lorillard Eyes Big Move to Spots

NEW YORK—P. Lorillard is considering getting spot sponsorship on a broad scale. A couple of weeks ago it bought "The New Adventures of Martin Kane" for Pittsburgh. Since then it is understood to have picked up the show for a few more markets. But this seems to be only the beginning.

The cigarette sponsor is said to be interested in going into about 60 markets with syndicated programming. One deal it is reported to be considering is for "Kane" in about 40 markets and "Harbor Command" in about 20. Both those shows are out of Ziv-TV, the for-

M-G-M POST-'48 ENTRY CLUED

NEW YORK — M-G-M may be thinking of putting post-1948 pictures into TV before anyone thought. A clue to this is the fact that Metro has been in negotiations with the American Federation of Musicians here the past week. It seems Metro wants a different kind of repayment deal than the standard 5 per cent paid on all major studio features sold to TV.

On the 723 M-G-M pictures now in TV distribution, there has been no problem. What Metro seems to be after, then, is a revision of the Music Trust Fund take on post-1948 product.

Glickman Narrates 'Week in Sports'; INS Adds 18 Sales

NEW YORK—Marty Glickman has taken over as narrator on the INS-Telenews "This Week in Sports." He replaces Harry Wisner, who resigned.

INS racked up 18 more sales on its newsfilm services during April. Great Falls Breweries bought its 15-minute sports review for the four markets in Montana.

Studebaker-Packard has picked up the weekly news review for four more markets, bringing its spread to a total of six markets.

The weekly news has also been sold to the United Auto Workers for Detroit, to the Citizen's State Bank for Corpus Christi, Tex., and to the local A&P for Grand Rapids, Mich.

Packagers Say Some Info FCC Asks Irrelevant

NEW YORK — The Federal Communications Commission seems to have run into a long bout with the independent packagers to get all the information it wants from them for its Network Study Committee. When called to testify at an open hearing here last week, seven major producers moved to quash the subpoenas on the grounds that the FCC questionnaires asked detailed confidential information regarding all their business dealings with third parties, that much of this information was irrelevant to a study of networks and that since they weren't licensees, they were not under the jurisdiction of the FCC.

After hours of legal arguments, Hearing Examiner James Cunningham set May 17 as the deadline for final briefs on the quash motions.

Should he rule against the packagers' motion, they would undoubtedly appeal to the FCC as a body. Should the commissioners still insist on full disclosure, the packagers might then go to court.

Ziv 'Science' To Economee

NEW YORK—"Science Fiction Theater," the Ziv-TV syndicated anthology, which ended its second year in first run only one month ago, has already been turned over to Economee TV, the rerun affiliate of Ziv, it was reported last week.

This seems to be the quickest that a Ziv rerun has been taken over by Economee. Apparently the Ziv field staff is not concerning itself with rerun sales at all anymore.

CNP 'Silent' In 112 Marts

NEW YORK — Brylcreem has increased its buy of "The Silent Service" to 20 markets, with the addition of San Diego, Calif.; Little Rock, Norfolk and San Antonio. The California National Productions series now has 112 markets sold.

Pilots on CNP's two other new shows, "Union Pacific" and "Boots and Saddles," will arrive for selling June 15.

MPA Shoots 'The Shadow'

NEW ORLEANS — MPA-TV here is shooting its third vidfilm series, "The Shadow." Production is being handled by Manny Denby and Roger Carlin. Other two already in distribution are "The Tracer" and "NOPD."

The property had a long and fruitful career on network radio.

ABC Film to Syndicate 'Snowfire' With Net Nix

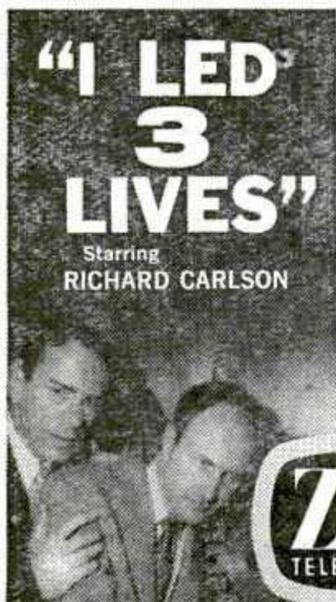
NEW YORK—ABC Film Syndication will be pitching "Snowfire" for first run syndication, or national spot, now that ABC-TV has cancelled its buy of the fantasy. The distributor's other new property, "Exclusive," remains a proposed network sale.

TV, Nashville; KWK-TV, St. Louis, and WOC-TV, Cedar Rapids, Ia. The Warner pictures are now sold in about 80 markets.

Nielsen Top Ten TV Web Shows

(Two Weeks Ending April 6, 1957)

Rank	Program & Network	Rtg.
1.	Cinderella (NBC)	60.6
2.	Academy Awards (NBC)	48.2
3.	I Love Lucy (CBS)	44.3
4.	\$64,000 Question (CBS)	43.0
5.	G.E. Theater (CBS)	42.7
6.	Ed Sullivan Show (CBS)	42.5
7.	Disneyland (ABC)	41.1
8.	Perry Como Show (NBC)	40.3
9.	Alfred Hitchcock Presents (CBS)	39.5
10.	December Bride (CBS)	37.5
AVERAGE AUDIENCE		
1.	Cinderella (NBC)	49.1
2.	I Love Lucy (CBS)	41.8
3.	G.E. Theater (CBS)	40.0
4.	\$64,000 Question (CBS)	39.4
5.	Academy Awards (NBC)	37.3
6.	Alfred Hitchcock Presents (CBS)	37.0
7.	December Bride (CBS)	35.3
8.	Gunslinger (CBS)	34.2
9.	Perry Como (NBC)	33.2
10.	Ernie Ford (NBC)	33.0



#1 SYNDICATED SHOW IN LOUISVILLE!

35.0

#2 "HIGHWAY PATROL" Starring Broderick Crawford 33.0

#3 "SCIENCE FICTION THEATRE" 32.8

ZIV TELEVISION

PULSE, June, 1956

NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!

'Jacques and Jill' Goes the Rounds

NEW YORK—The pilot film of "Jacques and Jill," a new situation comedy, is being shown around local agencies. The show stars Robert Sterling and Ann Jeffreys and is produced by Hal Roach Jr.

The acting pair were featured in "Topper," which is now in rerun.

AAP Sales Boost WB to 80 Marts

NEW YORK — AAP, Inc., racked up still further sales of the Warner Bros. features last week. Orders were closed with WLAC-

QUICK PULSE

MCA Happy Re Ratings On 'Trooper'

NEW YORK—MCA-TV is kicking its heels over the rating returns on "State Trooper," the Rod Cameron series that made its air debut in January. Pulse ranked it the highest syndicated adventure series in February, with an average weighted rating of 13.2.

The American Research Bureau found it among the top 10 syndicated shows in 19 of its markets on the show's very first rating. It was first in Chicago, second in Minneapolis, second in Jacksonville, Fla.; fifth in Atlanta, fifth in Los Angeles, 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 180 markets, its principal sponsors being Falstaff Beer (72 markets), Prince Macaroni, Hamm's Beer, Kroger Stores, Reynolds Tobacco, General Electric and Coca-Cola.

'3 Musketeers' to Play French and German Theaters

NEW YORK—ABC Film Syndication has sold "The Three Musketeers" to companies in France and Germany for theatrical release. The 26 half-hour films will be dubbed in French and German and premiered in June.

Fernand Vidal of Munchen (Germany) and Societe Cosmopolis (France) have also bought the TV rights for later showings in Austria, Germany, Haiti, Indo-China, North Africa and France.

Schaefer Puts Sales of Beer On Upswing

NEW YORK — A spokesman for F. & M. Schaefer Brewing last week denied a report that its sales had declined 180,000 barrels in 1956 (The Billboard, March 16). He refused to disclose Schaefer's correct sales, but he cited as close to accurate one brewery trade journal's report that it sold 2,575,000 barrels in 1955 and 2,720,000 in 1956, for an increase of 145,000 barrels.

The Billboard's story, which correlated beer sales increases with sponsorship of successful all-adult TV programs, was based on brewery trade reports which also placed Schaefer at 2,720,000 in 1956, but which placed its 1955 sales at an estimated 2,901,000 barrels, which indicated the decline.

Schaefer's non-sports TV advertising in 1956 was anchored in a series of musical ID's, that have scored a high recall factor. Four weeks ago Schaefer began sponsorship 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 Sharpe will produce and share Fairbanks' ownership interests.

The mystery show will have 39 half-hours filmed, with the first two ready for selling in August.

GOOD AND BAD ACTION

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

LONDON — The British limit on the number of the U. S. produced TV film shows that can play here is likely to get tighter. Shows produced here but under American auspices and with a lot of American talent may not be able to get under the quota so easily.

For months now the 14 unions concerned with TV here have been trying to get a more detailed form of protection than that now provided by the charter of the independent TV Authority. Their joint Safeguards Committee has been negotiating the issue with the ITA, and the no details have been released, it is reported that certain unions have already reached a verbal agreement on just how their interests will be protected henceforth.

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 deduct their entire allotment of points—say 100—from their permitted weekly allowance of foreign production point credits.

On the other hand, a show such as "The New Adventures of Charlie Chan," which just 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 completed 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 inflationary effect on the U. S. programming scene.

Producing a film series here has not only resulted in some savings in production costs, but, more important, has practically assured a sale to British TV, which cuts \$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 packagers have shipped many of the important elements of the show from the U. S., such as scripts, stars, producers and directors.

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

But, under the point system proposed by the Safeguards Commit-

tee, such shows will not get into the quota so readily, and therefore 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 capturing an astronomical rating in return.

Pabst Buys SG Dramatic Skein

CHICAGO — A Screen Gems half-hour dramatic series starring George Sanders has been bought by Pabst Brewing Company for showing on the full NBC net Saturdays, 9 to 9:30 p.m. EST, beginning June 22 and thru the summer. It will be titled "Pabst Mystery 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

W. R. MARSHALL, PRESIDENT

DOMESTIC SERVICE

Check the desired service desired or service the message will be made in full-rate telegram

FULL RATE TELEGRAM

DAY LETTER

NIGHT LETTER

INTERNATIONAL SERVICE

Check the desired service desired or service the message will be made in full-rate telegram

FULL RATE

LETTER TELEGRAM

SHIP RADIOGRAM

NO. MSG. CL. OF SVC. PG. OR COLL. COUN. NO. TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to:

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

DELIGHTED TO INFORM YOU THAT BY VOTE OF THE NATION'S
 TCP 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.
 DETAILS IN APRIL 6 BILLBOARD. CONGRATULATIONS AND BEST
 REGARDS.

SAM CHASE TV EDITOR THE BILLBOARD

Many Thanks,
 ... to all whose votes have been responsible for this outstanding recognition.

We Pledge,
 ... to continue to deliver laboratory services of the highest quality, at reasonable cost, and to meet the most exacting time schedules.

For **B & W** it's... **DU ART** Film Laboratories, Inc. For **COLOR** it's... **TRI-ART** Color Corp.

245 West 55th Street PLaza 7-4580 New York, N. Y.

SPONSOR UPGRADE**Denver Feature Films Sell Lots of Furniture**

DENVER—One of the biggest success stories in business building has been chalked up by the New York Furniture Company here with its all-out sponsorship of nighttime feature films in this market. In February, the retail outlet with three stores in the city and one in a suburb signed as the exclusive sponsor of one full-length feature movie each month over KBTB, 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 jumped their 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.

KOA Too

As if the lion's share of the KBTB film packages (United Artists and 20th Century-Fox) wasn't enough, the furniture store this week started picking up the tab for KOA-TV's "Academy Theater" on a 52-film basis. KOA-TV features films from Warner Bros., David O. Selznick, RKO, Columbia and Republic. The contract, signed by Sol Lane for the station and Guy Callio of the Max Goldberg agency acting for Emil Berkowitz of New York Furniture, is an open-end deal that allows for addition to the frequency of the sponsorship which could lead to longer contracts.

Store executives are reluctant to give exact figures of the business increase which they can attribute exclusively to nighttime film sponsorship because of the lead items

featured, but they say it is in excess of several thousand dollars per week, over business before they began the film sponsorship.

KCOP-TV BUYS**Advantages To Single Feature Pix**

HOLLYWOOD—Indie Station KCOP-TV here is now buying its features exclusively on an individual run basis and, according to Program Director Al Flanagan, the practice is advantageous both from an economic and quality standpoint.

Actually the station (whose sale is now being negotiated to a syndicate headed by Bing Crosby) initiated the practice approximately two years ago, but is now becoming completely dependent on single buys as the packages it had bought before that time are played out.

According to Flanagan, the policy circumvents the rat race for feature packages, and enables him to buy better movies at lower cost than he could obtain on a package buy. There are some 7,000 pix available for single purchases, all of them reruns. In buying Flanagan lays out his sked three months in advance and then orders according to need.

The station presently runs seven features a week, five of them in Class A time.

Viewers Pick Movies to Run On KOA-TV

DENVER—Feature films slated for nighttime viewing over KOA-TV, the NBC outlet here, will be selected by the viewers from the Warner Bros., RKO, David O. Selznick and Columbia packages. In a widely publicized promotion program carried out by KOA-TV, viewers are invited to submit the names of movies they wish to watch during the nightly feature film 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 jockey angle in radio where listeners requested tunes. Ralph Radetsky, station manager, announced that more than 2,000 films from KOA's library are listed on ballots that are printed in both local daily newspapers and TV Guide. Viewers may also call in to the station and give their suggestion, and if the response is successful enough, the policy will continue thru the summer and fall season.

'Private Eye' For Screen Gems

NEW YORK — Eddie Buzzell will produce and direct a new half-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 Henry Kane. Kane has also been signed to write the screenplays.

Negotiations are under way for a fem star to play the title role.

DETROIT PREEM**WWJ Gives 'Hwd. Parade' Gala Hoopla**

DETROIT — WWJ-TV introduced Screen Gems' "Hollywood Premiere Parade" feature last Sunday (28) night with a gala Hollywood-type premiere, and thereby quadrupled the rating for the 9:30-1 period and emerged top dog in this four-station market.

In a special telephone coincidental, the American Research Bureau gave it a 21.1 for the hour and a half. In its regular April report ARB had given WWJ 5.3 in that time.

The debut picture, "You Can't Take It With You," was screened for an invited audience at WWJ's auditorium simultaneous with its airing. The half hour preceding the show was a live pick-up of the premiere ceremonies in the lobby of the auditorium. The studio festivities, dressed up with brass band and searchlights, were attended by local dignitaries and 150 winners of the station's "Why I Want to See It" contest.

WWJ's top personalities were on hand to receive the guests. The festivities were covered by the WWJ newsreel staff, which then slipped the quickly processed films into the 11 p.m. news show immediately following the big feature.

Screen Gems is understood to be interested in helping other stations stage this kind of premiere ballyhoo for the 39-picture package. On sale about six weeks, it is now sold in over 55 markets, the latest buyer being WBAP-TV, Fort Worth.

'Hawkeye' for Philly; Final Big Holdout

NEW YORK — "Hawkeye and the Last of the Mohicans" was sold last week in a station deal in Philadelphia, the last major market hold-out 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 Langendorf's 14 markets on the West Coast and Consumer's 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 also scored well in Columbus, O., in a late night slot, where it had a 19.2 April Videodex against 22.3 for "Hit Parade."

'Weekend Theater' on WKRC-TV to Schoenling

CINCINNATI — Schoenling Brewing Company here, one of the heaviest of the local time buyers, has just inaugurated a new film series, to be known as "Weekend Theater," on WKRC-TV here, thru the Rollman Advertising Agency, Cincinnati. The package occupies the same time slot, 10-10:30, on three consecutive nights, Friday, Saturday and Sunday.

Cascade Kleenex Spots

HOLLYWOOD—Cascade Pictures goes into production next week on six spots for Kleenex, set thru Foote, Cone & Belding. Three of the commercials feature Little Lulu.



• TV Commercials in Production

A Guide to TV Spot & Program Plans
Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
BUSINESS-FINANCIAL			
Consumer Services			
Commonwealth Edison of Chicago, Leo Burnett	3 (20)	FA	Playhouse
Alcoa, National Builders Assn., Fuller, Smith & Ross (Alcoa Hour)	2 (60)	LA	James Love
AT&T, N. W. Ayer (Telephone Time)	1 (120)	LA, FA	Hal Roach
Banks, Insurance, Brokers			
Chemical Corn Exchange, Doremus	2 (20), 1 (10)	LA	Transfilm
Prudential Insurance Co. of America, Calkins & Holden	—	NA	Sarra
John Hancock Mutual Life Insurance, McCann-Erickson	—	NA	MPO TV
Fort Worth National Bank, Glenn	4 (10)	ID	Keitz & Herndon
Topeka Savings, Whitney	1 (20)	FA	Keitz & Herndon
Modern Finance, Kelly & Lamb	25 (08)	SM	Filmack
Bank of Madison, Madison Advg.	1 (10)	SM	Filmack
New York Stock Exchange, Calkins & Holden	3 (60)	LA	Lux-Brill
Office Equipment, Supplies			
Royal McBee, Royal Typewriter, Young & Rubicam (Playhouse 90)	1 (120)	LA	Sound Masters
Remington Rand, Univac, Young & Rubicam (What's My Line?)	1 (150), 1 (30)	LA	Pathe
Quiet Riter, Compton	—	NA	MPO TV
GENERAL SECTION			
Smoking Materials			
P. Lorillard, Old Gold, Lennen & Newell (Jackie Gleason)	2 (60)	LA, FA, J	Transfilm
—	2 (20)	LA	Transfilm
—	2 (10)	LA, ID	Transfilm
—	1 (60)	LA	Transfilm
American Tobacco, Hit Parade, Batten, Barton, Durstine & Osborn	—	NA	Sarra
R. J. Reynolds, Camel Cigarettes	—	NA	MPO TV
Philip Morris, N. W. Ayer	—	NA	MPO TV
Jewelry, Optical Goods, Cameras			
Scripto, Pens, Donahue & Coe	3 (6)	LA, FA, M	Transfilm
Speidel, Watch Bands, Norman, Craig & Kimmel	1 (60)	LA	Transfilm
Bulova Watch Co., McCann-Erickson	—	NA	Sarra
Bulova Watches, McCann-Erickson (Jackie Gleason)	1 (90)	LA, SE (C)	Hal Roach
Sheaffer Pens, Russei M. Seeds	1 (60)	LA	Five Star
Miscellaneous			
Frisch's Big Boy Restaurants, Rollman	—	NA	Sarra
Northern Pacific Railway, Batten	—	NA	Sarra

BUCKS TREND

Plymouth For 74 Wks. Of 'Angels'

HOLLYWOOD — Bucking the trend of 13 and 26-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 Welk 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.a.'s around the country. Thru these methods it's intended to build up the same grass roots support for the program that Welk has gained.

The 74-week contract, which runs thru October, 1958, calls for

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" competition among stations, while the country awaits some long-range solution to the allocations squeeze. The new assignments are scheduled to become effective June 3.

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

56 new shows and 18 reruns. Program bows on ABC net on a minimum of 137 markets May 10, with an introductory closed circuit on Tuesday (30).

in the Miami and Norfolk orders. Competitive position of ABC network will be improved by the third very high in Charleston. Duluth-Superior was said to need a third VHF since ultra never got going in that area.

Paradoxically, in the Miami area, the ultra-highs owned by Gerico Investment and Storer (which was suspended Miami operation WGBS-TV) were dealt their first blow by FCC's authorization of a second, and more recently a third very high operation in Miami. Gerico kept its network affiliation, but is rapidly losing its advertisers, it told the FCC. Storer lost its network affiliation when WCKT, Channel 7, began operation last July. The commission itself points out that with the start of a third very-high (Channel 10) operation in the area, the death of the Gerico's Fort Lauderdale, Fla., ultra high is "almost a certainty."

Protest Off

Protest of the new Norfolk-Portsmouth-Newport News assignment by WAAM-TV, Baltimore, on the grounds of over-water interference with the Baltimore operation, got nowhere with the FCC. The rules "guarantee protection from interference only on the basis of minimum separation requirements," regardless of whether the separation is over land or water, said the commission. The FCC also denied that Norfolk area was predominantly ultra high, in spite of having two UHF's in operation since 1953, because the percentage of all-channel sets in the area is "substantially below the rate prevailing in similarly situated cities like Springfield and Peoria, Ill."

Barton, Durstine & Osborn	2 (60), 2 (10)	FA	Playhouse
U. S. Navy Recruiting, Navy Dept.	4 (60)	FA	Playhouse
Junior Achievement, Henri, Hurst & McDonald	1 (60), 1 (20)	LA	Fred Niles
U. S. A. E. Nurse Corps, Ruthrauff & Ryan	—	NA	MPO TV
Boston Red Cross, Training Film	—	NA	MPO TV
Arthur Murray, McNeill & McCleery	1 (60)	LA	Five Star
Chicago Tribune, Sunday Feature, Foote, Cone & Belding	1 (08)	LA	Filmack
Happy Pet Products, Tidy Cat, McDonald Cook	1 (20)	FA	Filmack
WBBM-TV, Chicago, The Chicago Story, Hinckley & Schmitt, Nursery Water, Harry Atkinson	1 (08)	LA	Filmack
CBS-Chicago, The Late Show	1 (20)	LA	Filmack
Talman Federal, Services, Rudio	1 (10)	SM	Filmack
Procter & Gamble, Bonus, Compton	—	NA	Caravel

(Continued next week)



Going places!

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 merry and

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Col'bia Mulls Spin-Off of Screen Gems

NEW YORK—Some top executives of Columbia Pictures have for some time been considering a plan to spin off Screen Gems, its TV subsidiary, it is reported here. The idea is understood to be favored by Abe Schneider, vice-president and treasurer.

A major reason for the spin-off, it appears, would be to ease production financing. As the firm has grown, Screen Gems has required more bank money. It is now felt, apparently, that the motion picture and TV operations would be in a better borrowing position if each went to the banks separately henceforth.

The very growth of Screen Gems seems to be another motivation for the spin-off. Schneider and some other Columbia execs seem to believe that the TV operation will eventually be larger than their motion picture business, and that Screen Gems can better reach its maximum potential as an independent corporation.

What stand is being taken by Ralph Cohn, vice-president and general manager of Screen Gems, is not known, but it is assumed he would favor the spin-off. Screen Gems is his baby. He began building it up six years ago, often against the opposition of the Columbia command.

Corinthian to Co-Ordinate Whitney TV

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

KOTV, Tulsa; KGUL-TV, Galveston-Houston; WISH-TV, Indianapolis; and WANE-TV, Fort Wayne, Ind., are the TV stations which will pool advertising, promotion, research, sales and programming ideas and buys. All are CBS-TV affiliates.

C. Wrede Petersmeyer has been named president of Corinthian and Walter Thayer, chairman of the board. Both are partners in the Whitney investment firm, which bought its first station in 1954.

KBET Buys 1,500 Films

SACRAMENTO — KBET-TV, here, has bought the entire M-G-M and RKO feature film libraries, a total of 1,500 pictures, to add to the 1,000-odd features it currently owns.

A primary "must buy" CBS-TV affiliate, KBET has 15 movies a week scheduled, none in prime time, with only two half-hour syndicated films programmed. The station not long ago hired a film buying expert to concentrate on building the biggest file on features feasible.

Paal to Pkg. 'Forever Eva'

HOLLYWOOD—"Forever Eva," starring Eva Bartok and a different male actor each week, is being packaged by producer Alexander Paal for production by Screen Gems, Inc.

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

PULSE LOCAL RATINGS FOR MARCH

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

CHARLOTTE, N. C.

1 TV STATION—52,000 TV HOMES
Population—324,300 (65th in U. S.)
Buying Income—\$385,921,000 (90th)
Retail Sales—\$294,138,000 (83d)
Food Sales—\$46,603,000 (113th)
Drug Sales—\$11,048,000 (67th)
Automotive—\$53,945,000 (98th)
Above figures include following counties: Mecklenberg

TOP NETWORK SHOWS

1. I Love Lucy, WBTV, M. 66.8
2. Climax, WBTV, Th. 66.4
3. Ed Sullivan, WBTV, Su. 65.6
4. Millionaire, WBTV, W. 65.0
5. Godfrey's Talent Scouts, WBTV, M. 64.8
6. G.E. Theater, WBTV, Su. 64.0
7. Burns & Allen, WBTV, M. 63.8
8. Guy Mitchell, WBTV, W. 62.3
9. Alfred Hitchcock, WBTV, Su. 62.0
10. I've Got a Secret, WBTV, W. 61.8

TOP MULTI-WEEKLY SHOWS

1. Arthur Smith, WBTV, T., Th. 48.9
2. CBS News, WBTV, M-F. 44.7
3. Spangarra, Misc., WBTV, M-F. 41.1
4. Esso Reporter (6:30), WBTV, M-F. 39.0
5. Looney Tunes Jamboree, WBTV, T-Th. 37.0
6. Weather, News Final (11 p.m.), WBTV, M-F. 24.5
7. Search for Tomorrow, WBTV, M-F. 20.4
8. Guiding Light, WBTV, M-F. 20.1
9. Edge of Night, WBTV, M-F. 20.0
9. Love of Life, WBTV, M-F. 20.0

TOP FEATURE FILMS

- Once Weekly**
1. Million \$ Movie, WBTV, W-11:30-12:00 mid. 14.5
- Multi-Weekly**
1. Late Show, WBTV, M., Th-S-11:30-12:00 mid. 20.8
 2. Morning Movie, WBTV, M-F-9:00-10:00 a.m. 14.3

TOP SYNDICATED FILMS

1. Dr. Hudson's Secret Journal (MCA), WBTV, Th-8:00 62.8
2. Death Valley Days (Pacific Borax), WBTV, T-8:00 60.3
2. Doug Fairbanks Presents (ABC), WBTV, T-9:00 60.3
4. Waterfront (MCA), WBTV, T-8:30 59.8
5. Science Fiction Theater (Ziv), WBTV, Su-7:00 53.5
6. Sheriff of Cochise (NTA), WBTV, F-10:30 45.8
7. Frontier (NBC), WBTV, Th-10:00 42.8
8. Frankie Laine Show (Guild), WBTV, Th-7:00 42.0
9. Rosemary Clooney (MCA), WBTV, Su-6:00 40.5
10. Looney Tunes (Guild), WBTV, T-Th-5:00 37.0
11. Wild Bill Hickok (Flamingo), WBTV, W-5:30 35.5
12. Cisco Kid (Ziv), WBTV, F-5:30-35.0
13. Soldiers of Fortune (MCA), WBTV, M-5:30 34.3
14. Superman (Flamingo), WBTV, T-5:30 33.8
14. Buffalo Bill Jr. (CBS), WBTV, S-11:00 a.m. 33.8
16. Sky King (Nabisco), WBTV, M-5:00 32.3
17. Captain Midnight (Screen Gems), WBTV, S-9:00 a.m. 28.0
18. Men of Annapolis (Ziv), WBTV, Su-3:00 25.0
19. Big Playback (Screen Gems), WBTV, S-11:15 20.0
20. Federal Men (MCA), WBTV, Su-11:15 12.3

CINCINNATI

3 TV STATIONS—305,000 TV HOMES
Population—997,000 (16th in U. S.)
Buying Income—\$1,846,653,000 (18th)
Retail Sales—\$1,237,083,000 (18th)
Food Sales—\$288,030,000 (16th)
Drug Sales—\$39,028,000 (20th)
Automotive—\$233,243,000 (18th)
Above figures include following counties: Campbell, Kenton, Ky.; Hamilton, O.

TOP NETWORK SHOWS

1. Ed Sullivan, WKRC, Su. 39.2
2. Alfred Hitchcock, WKRC, Su. 36.7
3. Disneyland, WCPO, W. 35.2
4. G.E. Theater, WKRC, Su. 34.5
5. Perry Como, WLW-T, S. 33.2
6. I Love Lucy, WKRC, M. 32.9
7. Godfrey's Talent Scouts, WKRC, M. 32.0
8. Playhouse 90, WKRC, Th. 31.6
9. \$64,000 Question, WKRC, T. 31.5
10. What's My Line? WKRC, Su. 30.9

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WCPO, M-F. 22.7
2. 50-50 Club, WLW-T, M-F. 16.7
3. News, Weather (11 p.m.), WKRC, M-F. 14.5
4. J City Final (11 p.m.), WLW-T, M-F. 12.5
5. Our Gang Comedy, WCPO, M-F. 11.9
6. Pantomime Hit Parade, WCPO, M-F. 11.3
7. NBC News, WLW-T, M-F. 11.1
8. Ruby Wright, WLW-T, T. 10.7
9. Al Lewis Show, WCPO, M-F. 10.1
10. Queen for a Day, WLW-T, M-F. 9.9
10. Soho Reporter, Weather (7 p.m.), WLW-T, M-F. 9.9

TOP FEATURE FILMS

- Once Weekly**
1. Gold Cup Theater, WLW-T, S-5:00-6:30 8.7
 2. Smokin' Guns, WKRC, S-5:00-6:00 8.0
 3. Million \$ Movie, WCPO, Su-10:30-12:00 mid. 7.5
 4. Film Playhouse, WKRC, Su-2:00-3:30 7.1
 5. Movietime, U.S.A., WLW-T, Su-2:00-3:30 6.9
- Multi-Weekly**
1. Home Theater, WKRC, M-F-11:30-12:00 mid. 9.4
 2. Healdin' West, WLW-T, M-F-5:00-6:00 7.0
 3. Ladies Home Theater, WKRC, M-F-5:00-6:00 6.5
 4. Tele Film Theater, WCPO, M-F-11:30-12:00 mid. 4.8

TOP SYNDICATED FILMS

1. Dr. Hudson's Secret Journal (MCA), WKRC, T-10:30 21.5
1. Man Called X (Ziv), WKRC, W-9:00 21.5
3. Sheriff of Cochise (NTA), WLW-T, M-10:30 19.5
4. Frontier Doctor (Hollywood TV), WCPO, F-9:30 19.2
4. Cisco Kid (Ziv), WCPO, Su-6:00 19.2
6. Man Behind the Badge (MCA), WCPO, Th-9:30 17.9
7. Science Fiction Theater (Ziv), WLW-T, T-10:30 16.0
7. Highway Patrol (Ziv), WCPO, Th-10:00 16.0
9. Great Gildersleeve (NBC), WKRC, T-7:00 15.9
10. Susie (TPA), WCPO, T-9:30 15.5
11. All Star Theater (Screen Gems), WKRC, T-7:30 14.5
11. Rosemary Clooney (MCA), WKRC, Th-7:30 14.5
13. Studio 57 (MCA), WLW-T, W-10:30 14.2
14. Superman (Flamingo), WLW-T, M-6:00 13.8
15. Foreign Legionnaire (TPA), WKRC, M-6:30 13.3

NEW ORLEANS

2 TV STATIONS—207,700 TV HOMES
Population—797,100 (20th in U. S.)
Buying Income—\$1,211,480,000 (30th)
Retail Sales—\$805,253,000 (28th)
Food Sales—\$155,853,000 (36th)
Drug Sales—\$32,520,000 (25th)
Automotive—\$129,261,000 (40th)
Above figures include following counties: Jefferson, Orleans and St. Bernard

TOP NETWORK SHOWS

1. Bob Hope, WDSU, Su. 61.1
2. Jane Wyman, WDSU, T. 60.3
3. Life of Riley, WDSU, F. 59.5
4. Perry Como, WDSU, S. 58.9
5. George Gobel, WDSU, S. 57.3
6. Caesar's Hour, WDSU, S. 56.4
7. Blondie, WDSU, F. 56.3
8. On Trial, WDSU, F. 55.8
8. Robert Montgomery, WDSU, M. 55.8
10. Boxing, WDSU, F. 55.7

TOP MULTI-WEEKLY SHOWS

1. NBC News, WDSU, T-F. 38.8
2. Xavier Cugat, WDSU, W, F. 37.8
3. Weather, Sports (6:15 p.m.), WDSU, M-F. 35.0
4. Esso Reporter (6 p.m.), WDSU, M-F. 34.5
5. Little Rascals, WDSU, T, F. 30.0
6. Queen for a Day, WDSU, M-F. 21.2
7. My Little Margie, WDSU, M-F. 21.1
8. Matinee Theater, WDSU, M-F. 20.8
9. Modern Romances, WDSU, M-F. 20.5
10. Stu Erwin, WDSU, M-F. 20.2

TOP FEATURE FILMS

- Once Weekly**
1. Academy Theater, Th. 8.0
 2. Afternoon Preview, S. 7.3
 3. Movie Memories, S. 6.7
 4. Sunday Matinee, Su. 4.8
- Multi-Weekly**
1. Late Show, WDSU, M-Su-11:15-12:00 mid. 16.0
 2. Midday, WDSU, M, T, Th, F-12:30-1:30 13.1
 3. Million \$ Movie, WJMR, M-Su-11:00-12:00 mid. 6.6
 4. Cowboy Picture, WJMR, Th-F-4:00-5:00 4.2
 5. Morning Preview, WJMR, M-W-9:00-10:00 a.m. 2.0

TOP SYNDICATED FILMS

1. I Search for Adventure (Bag-nall), WDSU, S-9:30 51.3
2. San Francisco Beat (CBS), WDSU, W-9:30 49.3
3. Man Called X (Ziv), WDSU, M-9:30 46.3
4. Highway Patrol (Ziv), WDSU, F-10:00 45.8
5. Count of Monte Cristo (TPA), WDSU, T-9:30 45.0
6. Esso Playhouse (Official), WDSU, S-6:00 41.3
7. Stage Seven (TPA), WDSU, Th-10:00 40.3
7. Soldiers of Fortune (MCA), WDSU, Su-5:00 40.3
9. O. Henry Playhouse (Gross-Krasne), WDSU, Su-9:30 39.8
10. State Trooper (MCA), WDSU, T-10:00 39.5
11. I Led Three Lives (Ziv), WDSU, S-10:00 39.0
12. Science Fiction Theater (Ziv), WDSU, M-10:00 38.5
13. I Spy (Guild), WDSU, Th-10:30 34.5
14. Sky King (Nabisco), WDSU, S-11:00 a.m. 34.3
15. Gene Autry (CBS), WDSU, S-1:00 33.5

PROVIDENCE

2 T STATIONS—201,200 TV HOMES
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)
Retail Sales—\$809,372,000 (27th)
Food Sales—\$176,887,000 (28th)
Drug Sales—\$29,233,000 (27th)
Automotive—\$150,484,000 (28th)
Above market statistics are for Providence, Pawtucket and include following counties: Bristol, Kent, Providence.

TOP NETWORK SHOWS

1. Phil Silvers, WPRO, T. 49.3
2. Millionaire, WPRO, W. 47.8
3. Jane Wyman, WJAR, T. 47.5
3. I Love Lucy, WPRO, M. 47.5
5. Guy Mitchell, WPRO, W. 46.8
6. Name That Tune, WPRO, T. 44.0
7. Groucho Marx, WJAR, Th. 42.5
8. Robin Hood, WPRO, M. 42.0
9. Ed Sullivan, WPRO, Su. 41.3
9. I've Got a Secret, WPRO, W. 41.3

TOP MULTI-WEEKLY SHOWS

1. Salty Shack, WPRO, M-F. 26.4
2. Esso Reporter, Weather (11 p.m.), WJAR, M-F. 21.0
3. CBS News, WPRO, M-F. 20.3
3. Xavier Cugat, WJAR, W, F. 20.3
5. News, Sports, Weather (6:30 p.m.), WPRO, M-F. 19.7
6. Mickey Mouse Club, WPRO, M-F. 19.1
6. Super Cartoon, WJAR, M-F. 19.1
8. NBC News, WJAR, M-F. 18.2
9. Looney Tunes, WJAR, T-F. 17.4
10. News, Weather, Sports (6:45 p.m.), WJAR, M-F. 16.7

TOP FEATURE FILMS

- Once Weekly**
1. Big Movie, WJAR, S-10:30-12:00 mid. 33.8
 2. Best \$ Movie, WJAR, Su-2:30-4:00 21.0
 3. First Night, WJAR, Su-10:30-12:00 mid. 17.5
 4. Hollywood Theater, WJAR, M-11:15-12:00 mid. 16.6
 5. Movie Week, WJAR, Su-11:00-12:00 8.0
- Multi-Weekly**
1. Million \$ Movie, WJAR, T-F-11:15-12:00 mid. 15.9
 2. Matinee, WJAR, M-F-1:00-2:00 7.8
 3. Morning Movie, WJAR, M-F-9:00-11:00 a.m. 4.8

TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WJAR, T-10:30 29.5
2. Sheriff of Cochise (NTA), WPRO, S-7:00 27.5
3. Dr. Hudson's Secret Journal (MCA), WPRO, T-7:00 24.8
4. Science Fiction Theater (Ziv), WPRO, W-7:00 22.3
5. Badde 714 (NBC), WJAR, M-10:30 20.3
6. Stage Seven (TPA), WPRO, M-7:00 18.8
7. Esso Playhouse (Official), WPRO, S-10:30 17.5
8. Looney Tunes (Guild), WJAR, T-6:30 17.4
9. I Led Three Lives (Ziv), WPRO, Th-7:00 17.0
9. Sky King (Nabisco), WJAR, F-6:00 17.0
11. Wild Bill Hickok (Flamingo), WJAR, W-6:00 16.0
11. I Spy (Guild), WJAR, W-10:30-16.0
11. Annie Oakley (CBS), WJAR, T-6:00 15.3
14. Death Valley Days (Pacific Borax), WJAR, S-6:30 14.8
15. Superman (Flamingo), WJAR, M-6:00 14.3
15. Soldiers of Fortune (MCA), WJAR, Th-6:00 14.3
17. Federal Men (MCA), WPRO, F-11:15 13.5
18. Laurel and Hardy (Governor), WJAR, W-5:30 13.3

STATION SIGNALS

WBZ-TV, Boston, and KTTV, Los Angeles, added a new dimension to the press conference when they invited the Boston and Los Angeles TV press to attend a television premiere below the surface of the Atlantic and Pacific. Aboard Navy submarine the newspapermen had an opportunity to see the first showing of "The Silent Service," a new series dealing with the adventures of the men in the U. S. Navy Submarine Service during World War II and the Korean conflict.

The newest nightly feature on WATV, Newark, N. J., is "Play Ball," a program consisting of news and interviews, with sportscaster Bert Lee Jr. The Newark station's new weekly show is "Songs of Yesterday," seen Saturday evenings with singing host Jimmy Shearer.

On three May Saturdays WABC-TV, New York, will tie in three WABC-TV personalities with the Palisades Amusement Park. The result will be Gene London Day, Joe Franklin Day and Janet Tyler Day. On April 29 WTVN-TV, Columbus, O., presented the first of a new half-hour film series based on the lives of the airmen at Lockbourne Air Force Base, Columbus. Originators of the program are J. W. McGough, general manager of WTVN-TV, and Air Force Captain M. Koesken.

The Baltimore Civic Opera Company performed four scenes from Verdi's opera, "La Forza del Destino," on WBAL-TV, Baltimore. The special telecast, viewed on April 29, was produced by Arnold Wilkes, WBAL-TV's director of

public affairs. Station WWL-TV, New Orleans, will go on the air on or about August 7 as an interconnected primary affiliate of the CBS Television Network. The general manager of the station is W. H. Summerville. CFCR-TV, Kamloops, B. C., has joined CBS as a secondary non-interconnected affiliate. A new TV network has been formed in Texas by W. D. Rogers Jr., president and general manager of KDUB-TV, Lubbock, Tex. It's to be known as the Texas Television Network and is owned and operated by Texas Telecasting, Inc. The TTN will link WDUB-TV, Lubbock, with KEDY-TV, Big Springs, and KDAR-TV, Sweetwater, in Texas.

Vice-President Richard M. Nixon laid the cornerstone of the new \$4,000,000 WRC-AM-TV building in Washington. Participating in the cornerstone ceremony along with the Vice-President was Robert W. Sarnoff, president of NBC; FCC

Chairman George C. McConaughy, and Carleton D. Smith, general manager of WRC-AM-TV. Bill Conran, promotion manager of WPFH, Philadelphia-Wilmington, is the father of a girl. His wife is the former secretary of Ernie Kovacs.

In Indianapolis, WISH-TV Program Director Steven T. Briggs has been honored for the television program "Ask Your Doctor." The award, for distinguished programs, was made by the Health and Welfare Council of Indianapolis and Marion County.

Ken Murray to Produce

HOLLYWOOD—Ken Murray this week reportedly signed to produce a tele series for RKO-Tele-radio Pictures. A Western, titled "El Coyote Rides," show would center around events in Bat Masterson's career. Filming is scheduled for July.

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specification. Altho they thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

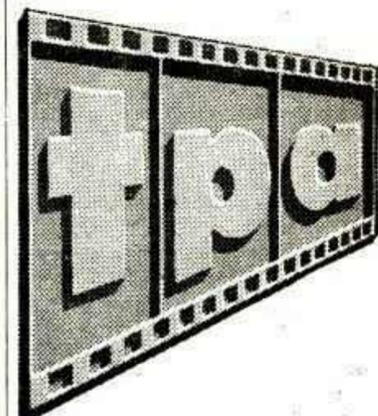
The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

Outrates all syndicated shows!



STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc. TWIN CITIES — highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc. Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc. Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.



Television Programs of America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100

YOUR TICKET TO SALES RESULTS — THE ADVERTISING COLUMNS OF THE BILLBOARD!

SEATTLE-TACOMA 4 TV STATIONS—306,800 HOMES Population—777,800 (24th in U. S.) Buying Income—\$1,628,460,000 (19th) Retail Sales—\$1,071,272,000 (22d) Food Sales—\$219,877,000 (22d) Drug Sales—\$32,967,000 (24th) Automotive—\$165,873,000 (27th) Above figures include following county: King

WASHINGTON, D. C. 4 TV STATIONS—484,000 TV HOMES Population—1,802,100 (10th in U. S.) Buying Income—\$3,979,860,000 (8th) Retail Sales—\$2,246,024,000 (9th) Food Sales—\$499,346,000 (11th) Drug Sales—\$98,952,000 (8th) Automotive—\$420,335,000 (10th) Above figures include following counties: District of Columbia; Montgomery, Prince Georges, Md.; Arlington, Fairfax, Va.

COLUMBUS, O. 3 TV STATIONS—163,400 TV HOMES Population—585,300 (35th in U. S.) Buying Income—\$349,253,000 (29th) Retail Sales—\$761,591,000 (33d) Food Sales—\$164,157,000 (33d) Drug Sales—\$25,718,000 (30th) Automotive—\$140,831,000 (33d) Above figures include following counties: Franklin

DETROIT 4 TV STATIONS—957,600 TV HOMES Population—3,518,600 (15th in U. S.) Buying Income—\$7,386,946,000 (5th) Retail Sales—\$4,841,614,000 (4th) Food Sales—\$1,086,050,000 (4th) Drug Sales—\$193,768,000 (4th) Automotive—\$1,115,412,000 (4th) Above figures include following counties: Macomb, Oakland, Wayne

- TOP NETWORK SHOWS 1. Wyatt Earp, KING, T. 38.9 2. Disneyland, KING, W. 38.8 3. Lawrence Welk, KING, S. 36.6 4. Ed Sullivan, KTNT, Su. 35.6 5. Conflict, KING, T. 34.8 6. I Love Lucy, KTNT, M. 33.0 7. People Are Funny, KOMO, S. 31.9 8. People Are Funny, KOMO, S. 31.9 9. 564,000 Question, KTNT, T. 31.2 10. Alfred Hitchcock, KTNT, Su. 30.5

- TOP NETWORK SHOWS 1. I Love Lucy, WTOP, M. 38.5 2. Ed Sullivan, WTOP, Su. 37.8 3. Alfred Hitchcock, WTOP, Su. 34.4 4. G.E. Theater, WTOP, Su. 32.7 5. Perry Como, WRC, S. 32.1 6. Godfrey's Talent Scouts, WTOP, M. 31.9 7. 564,000 Question, WTOP, T. 31.5 8. Burns and Allen, WTOP, M. 30.5 9. What's My Line? WTOP, Su. 30.5 10. 564,000 Challenge, WTOP, Su. 29.9

- TOP NETWORK SHOWS 1. I Love Lucy, WBNS, M. 40.9 2. Ed Sullivan, WBNS, Su. 40.1 3. Godfrey's Talent Scouts, WBNS, M. 38.2 4. Lassie, WBNS, Su. 38.2 5. Gunsmoke, WBNS, S. 37.2 6. 564,000 Question, WBNS, T. 36.9 7. Playhouse 90, WBNS, Th. 36.4 8. Private Secretary, WBNS, Su. 36.0 9. G.E. Theater, WBNS, Su. 35.2 10. Wyatt Earp, WTVN, T. 35.0

- TOP NETWORK SHOWS 1. I Love Lucy, WJBK, M. 38.4 2. Ed Sullivan, WJBK, Su. 37.4 3. Playhouse 90, WJBK, Th. 37.2 4. Wyatt Earp, WXYZ, T. 32.7 5. Lawrence Welk, WXYZ, S. 32.5 6. G.E. Theater, WJBK, Su. 32.4 7. Jackie Gleason, WJBK, S. 31.1 8. Alfred Hitchcock, WJBK, Su. 30.7 9. Burns & Allen, WJBK, M. 30.5 10. Godfrey's Talent Scouts, WJBK, M. 30.2

- TOP MULTI-WEEKLY SHOWS 1. Early Edition (6:30 p.m.), KING, M-F. 25.2 2. Mickey Mouse Club, KING, M-F. 23.3 3. S. Boreson, KING, M-F. 18.6 4. World, Harwood (10:30 p.m.), KING, M-F. 16.5 5. All Star Movie, KTNT, M-W, F. 13.8 6. King's Performance, KING, M-F. 13.1 7. NBC News, Misc., KOMO, M-F. 11.7 8. Deadline News (6:30 p.m.), KOMO, M-F. 11.6 9. Ray Milland, KOMO, M-F. 10.7 10. Queen for a Day, KOMO, M-F. 9.1

- TOP MULTI-WEEKLY SHOWS 1. Mickey Mouse Club, WMAL, M-F. 16.5 2. 11:00 P.M. Report, WTOP, M-F. 14.1 3. CBS News, WTOP, M-F. 14.0 4. 6:30 Spotlight, WTOP, M-F. 13.8 5. Cisco Kid, WTOP, M-F. 12.4 6. Queen for a Day, WRC, M-F. 11.7 7. Search for Tomorrow, WTOP, M-F. 11.4 8. Guiding Light, WTOP, M-F. 11.3 9. Art Linkletter, WTOP, M-F. 11.2 10. Arthur Godfrey, WTOP, M-F. 10.3 10. NBC News, WRC, M-F. 10.3

- TOP MULTI-WEEKLY SHOWS 1. CBS News, WBNS, M-F. 25.9 2. Chet Long (7 p.m.), WBNS, M-F. 25.7 3. Mickey Mouse Club, WTVN, M-F. 22.7 4. Filippo's Gang, WBNS, M-F. 19.8 5. News, Weather (11 p.m.), M-F. 16.9 6. Western Roundup, WBNS, M-F. 15.9 7. Armchair Theater, WBNS, M-F. 14.3 8. Arthur Godfrey, WBNS, M-Th. 12.9 8. Captain Kangaroo, WBNS, M-F. 12.9 10. Play Yard, WTVN, M-F. 11.8

- TOP MULTI-WEEKLY SHOWS 1. Popeye, CKLW, M-F. 22.7 2. Mickey Mouse Club, WXYZ, M-F. 22.6 3. News (11 p.m.), WJBK, M-F. 12.9 4. Million \$ Movie, CKLW, M-F. 11.8 5. Art Linkletter, WJBK, M-F. 11.5 6. Kukla, Fran & Ollie, WXYZ, M-F. 11.0 7. News—John Daly (7:15 p.m.), WXYZ, M-F. 10.5 8. Arthur Godfrey, WJBK, M-Th. 10.3 9. Guiding Light, WJBK, M-F. 9.9 10. Our Miss Brooks, WJBK, M-F. 9.7

- TOP FEATURE FILMS Once Weekly 1. Middy Matinee, KING, S.-2:30-3:30 17.1 2. Armchair Theater, KING, Su.-2:00-3:30 11.8 3. Bar 5 Theater, KING, S.-1:30-2:30 10.2 4. Big Show, KTNT, Th.-11:00-12 mid. 8.2 5. Sunday Matinee, KOMO, Su.-2:00-3:00 5.9 Multi-Weekly 1. All-Star Movie, KTNT, M., T.-F., 10:15-12 mid. 13.8 2. King's Performance, KING, M-Su.-10:45-12 mid. 13.1 3. Late Show, KTNT, S., Su.-10:30-12 mid. 10.2 4. King's Kamera, KING, M-F.-12:30-2:30 5.8 4. Queen's Movie, KING, M-F.-10:00-11:30 a.m. 5.8

- TOP FEATURE FILMS Once Weekly 1. Safeway Theater, WRC, S.-10:30-12 mid. 23.5 2. Sunday Movies, WTTG, Su.-1:00-3:30 9.5 3. Sunday Theater, WTOP, Su.-1:30-2:30 8.8 4. Armchair Theater, WRC, Su.-11:15-12 mid. 6.9 5. Saturday Movies, WTTG, S.-1:30-4:00 6.6 Multi-Weekly 1. Late Show, WTOP, M-Su.-11:15-12 mid. 11.7 2. Footlight Theater, WRC, M-S.-5:30-6:30 8.7 3. Movietime U.S.A., WTTG, M-F., Su.-8:30-9:30 7.7 4. Washington Movietime, WTTG, M-F., Su.-11:30-12 mid. 4.7 5. Afternoon Movie, KTTG, M-F.-12:30-1:30 3.5

- TOP FEATURE FILMS Once Weekly 1. Sunday Showboat, WTVN, Su.-12:30-5:00 19.3 2. Gold Cup Theater, WLW-C, Su.-5:00-6:30 11.5 3. 1st Run Theater, WLW-C, Su.-12:30-1:30 10.9 4. Saturday Showboat, WTVN, S.-1:30-6:30 10.7 5. Channel 10 Theater, WBNS, Su.-3:30-5:00 9.3 Multi-Weekly 1. Western Roundup, WBNS, M-F.-5:00-6:00 15.9 2. Armchair Theater, WBNS, M-F., Su.-11:00-12 mid. 14.0 3. Middy Movie, WTVN, M-F.-12:30-2:00 9.3 4. Ladies' Home Theater, WTVN, M-F.-10:00-11:00 8.2 5. Early Home Theater, WTVN, M-F.-2:30-4:00 7.4

- TOP FEATURE FILMS Once Weekly 1. B. Kennedy—Showtime, CKLW, Su.-1:00-2:00 6.0 1. Highland Playhouse, WXYZ, S.-11:00-12 mid. 6.0 3. Adventure Ho, WWJ, Su.-11:00-12:00 5.8 4. Sunday Showtime, WJBK, Su.-3:00-4:30 5.7 5. Sunday Matinee, WWJ, Su.-1:00-2:00 5.0 Multi-Weekly 1. Million \$ Movie, CKLW, M-S.-7:30-9:00 12.1 2. Early Show, WJBK, M-S.-5:00-6:00 7.7 3. Night Watch Theater, WJBK, M-F.-11:30-12 mid. 7.3 4. 30-Minute Theater, WXYZ, M-F.-11:30-12 mid. 5.0 5. Million \$ Mystery, CKLW, M-F.-11:15-12 mid. 4.5

- TOP SYNDICATED FILMS 1. Life of Riley (NBC), KING, Th.-7:30 31.2 2. Sheriff of Cochise (NTA), KING, M.-7:00 26.9 3. Last of the Mohicans (TPA), KING, W.-6:00 24.2 3. Wild Bill Hickok (Flamingo), KING, Th.-6:00 24.2 5. Sky King (Nabisco), KING, S.-5:00 23.7 6. I Search for Adventure (Bagnall), KING, S.-7:00 23.4 7. Studio 57 (MCA), KING, F.-7:00 22.1 8. Science Fiction Theater (Ziv), KING, T.-10:00 22.0 9. Annie Oakley (CBS), KING, F.-6:00 21.0 10. Code Three (ABC), KING, Th.-10:00 20.6 11. Men of Annapolis (Ziv), KOMO, F.-10:00 20.5 12. Superman (Flamingo), KING, T.-6:00 20.0 13. Highway Patrol (Ziv), KOMO, Th.-7:00 19.7 14. Soldiers of Fortune (MCA), KING, M.-6:00 19.5 15. Buffalo Bill Jr. (CBS), KING, S.-4:30 18.9

- TOP SYNDICATED FILMS 1. Frontier (NBC), WTOP, S.-10:30 17.7 2. Highway Patrol (Ziv), WTOP, S.-7:00 17.3 3. Celebrity Playhouse (Screen Gems), WTOP, T.-10:30 16.7 4. Superman (Flamingo), WRC, T.-7:00 16.5 5. Ramar of the Jungle (TPA), WTOP, W.-7:00 15.5 6. Boston Blackie (Ziv), WTOP, S.-4:30 15.2 7. Soldiers of Fortune (MCA), WTOP, M.-7:00 14.7 7. Star and the Story (Official), WRC, W.-10:30 14.7 9. Brave Eagle (CBS), WMAL, F.-6:00 14.3 10. Code Three (ABC), WTOP, Th.-7:00 13.9 11. Jungle Jim (Screen Gems), WMAL, W.-6:00 13.8 12. Men of Annapolis (Ziv), WTOP, T.-7:00 13.7 13. Annie Oakley (CBS), WTOP, F.-7:00 13.5 13. Wild Bill Hickok (Flamingo), WRC, Th.-7:00 13.5 15. Cisco Kid (Ziv), WTOP, M-F.-6:00 12.4

- TOP SYNDICATED FILMS 1. Death Valley Days (Pacific Borax), WBNS, Su.-9:30 32.0 2. Highway Patrol (Ziv), WBNS, T.-10:30 31.9 3. Sheriff of Cochise (NTA), WBNS, Th.-7:30 28.9 4. Men of Annapolis (Ziv), WBNS, F.-9:30 25.2 5. Annie Oakley (CBS), WBNS, Th.-6:00 21.3 6. Waterfront (MCA), WBNS, F.-6:30 20.8 7. Crunch & Des (NBC), WBNS, F.-7:30 18.9 7. Frontier Doctor (Hollywood TV), WTVN, F.-7:00 18.9 9. Soldiers of Fortune (MCA), WBNS, W.-6:30 18.8 10. Susie (TPA), WBNS, W.-7:30 18.5 11. Superman (Flamingo), WBNS, W.-6:00 18.3 12. Hopalong Cassidy (NBC), WTVN, M.-7:30 18.1 13. Rosemary Clooney (MCA), WTVN, T.-7:00 18.0 14. Public Defender (Interstate), WBNS, M.-6:30 17.3 15. China Smith (NTA), WTVN, W.-7:00 16.9 15. Grand Ole Opry (Flamingo), WBNS, S.-7:00 16.9

- TOP SYNDICATED FILMS 1. Badge 714 (NBC), WJBK, Su.-7:00 23.4 2. Popeye (Assoc. Artists), CKLW, M-F.-6:00 22.7 3. Frontier Doctor (Hollywood TV), WXYZ, Su.-6:00 22.5 4. Mr. District Attorney (Ziv), WJBK, F.-10:30 20.4 4. Popeye (Assoc. Artists), CKLW, Su.-5:30 20.4 6. Highway Patrol (Ziv), WJBK, T.-10:30 18.9 7. Sheriff of Cochise (NTA), WWJ, S.-7:00 17.9 8. Waterfront (MCA), WWJ, M.-10:30 16.2 9. Susie (NPA), WJBK, M.-7:00 15.7 9. Dr. Christian (Ziv), WJBK, Th.-7:00 15.7 9. Jungle Jim (Screen Gems), WXYZ, S.-2:30 15.7 12. Cisco Kid (Ziv), Su.-6:30 15.5 13. Racket Squad (ABC), WJBK, S.-10:30 15.4 14. Steve Donovan (NBC), WWJ, S.-6:30 15.0 15. Ramar of the Jungle (TPA), WXYZ, S.-3:00 14.5 16. Amos 'n' Andy (CBS), WWJ, W.-7:00 14.4

SHORT SCANNINGS

By CHARLOTTE SUMMERS H. Pierson Mapes, for 15 years vice-president and general manager of the New York office of Hutchins Advertising, and Gene Schiess, for eight years director of radio and TV for Hutchins, have formed the Creative Merchandising Company, with offices in New York. The new company will specialize in TV packaging and production, TV and consultant work, radio and TV commercials and other allied work. . . . Roger Hutzenlaub has shifted from Young & Rubicam's Radio-TV research department to the media department's spot co-ordinating group, under Ray Jones. Adolph Hult has resigned as director of national sales development at Screen Gems to set up his own consultancy, with RKO Tele-

vision already set as his first client. . . . The New York Chapter of the Radio Pioneers, at its final party of the year, will inaugurate an honorary life membership plan for recently retired members who have made outstanding contributions to the radio broadcast industry. . . . A Daylight Saving Time chart containing information about time changes in all parts of the United States will be issued to agency time buyers next week by NBC Spot Sales. Milton A. Gordon, president, and Manny Reiner, foreign sales manager of Television Programs of America, left for London and the Continent. In London, Gordon will meet with executives of Incorporated Television Programmes, Ltd., which is co-producing TPA's new-

est series, "The New Adventures of Charlie Chan." . . . Majorie Duban Adler, copywriter at Young & Rubicam and wife of Stretch Adler, national sales manager of Guild Films, had her TV script on the agency business produced last week on NBC's "Matinee Theater." Title: "Church on Monday." Marc Daniels who has been supervising closed circuit productions for TNT Tele-Sessions for the past two seasons, has been named head of its program department. . . . Dean Shaffner, formerly ABC-Radio vice-president for sales development, has joined NBC-TV as director of sales planning. . . . Lester Loeb has moved from WMGM, New York, to ABC Film Syndication as an account executive in the Metropolitan New York area. . . . Dwight Reed, co-owner of H-R Representatives, addressed the Advertising Club of Peoria, Ill., on May 6.

Vagabond 13 BILLION "Yes, old boy, that's just PART of the new 'VAGABOND' market!" "Pip! Did you say 13 BILLION DOLLARS!" OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N. Y. PLaza 7-0100

New TV Spot Campaigns

Contracts Set in Every Region
In Two Weeks Ending April 13

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

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

On Eastern Stations

Bardahl thru Miller, MacKay, Hoeck & Hartung (Ann.)
Beeman's Gum, American Chicle thru Ted Bates (Ann.)
Blue Dot DuZ, Procter & Gamble thru Compton (Ann., Part.)
Bon Ami Jet Spray thru Ruthrauff & Ryan (ID)
Bulova Watches thru McCann-Erickson (Ann.)
Burger Beer, thru BBD&O (Prog.)
Calso Gasoline, California Oil thru BBD&O (Ann.)
Dr. Pepper's Drinks thru Grant (Ann., Part. & ID)
Dart-Rich Flavorings, Bowey's thru Sorenson (Part.)
"Designing Woman," (Movie), M-G-M thru Donahue & Coe (Ann.)
Dove, Lever Bros. (Ann., Part.)
Duncan Hines Cake Mix, Procter & Gamble thru Gardner (Ann.)
Esso Standard Oil thru D'Arcy (Prog.)
Grant Robot Gardner thru Arthur Meyerhoff (Prog.)
Greyhound Lines thru Grey
Henry Heide Candy (Ann.)
Karl's Shoes thru Charles N. Stahl (Ann.)
Keds, U. S. Rubber thru Fletcher D. Richards (Ann., Part.)
Kool Shake, General Foods thru Foote, Cone & Belding (Ann.)

Life Magazine thru Young & Rubicam (Ann., ID)
Maxwell House Coffee, General Foods thru Benton & Bowles (Ann.)
Maybelline Eye Beauty Aids thru Gordon Best (Ann.)
Nabisco, National Biscuit thru McCann-Erickson (Ann.)
New York Telephone Service (Prog.)
Nytol, Block Drug thru Sullivan, Stauffer, Colwell & Bayles (Ann.)
Oldsmobile Cars thru D. P. Brother (Ann., ID)
Olympia Beer thru Bostford, Constantine & Gardner (Ann.)
Pacific Greyhound thru Grey (Ann., Part.)
Pacific Northern Airlines thru West Marquis (ID)
Polident, Block Drug thru Grey (Ann., Part.)
Poligrup, Block Drug thru Grey (Part.)
Power Lawn Mower, Motor Mower thru Clark & Roberts (Ann., Part.)
Quaker Oats thru Wherry, Baker & Tilden (Ann., Part.)
Sealtest Ice Cream thru Tucker Wayne (Ann.)
Shell Petroleum Products thru J. Walter Thompson (Prog.)
Texaco Gasoline thru Cunningham & Walsh (Ann.)
Wisk, Lever thru Barton, Barton, Durstine & Osborn (Ann., Part.)

On Southern Stations

Bulova Watches thru McCann-Erickson (Ann.)
Canada Dry Beverages thru J. M. Mathes (Part.)
Charles Antell Facial Frost thru Paul Venze (Prog.)
Charles Antell Liquid Makeup thru Paul Venze (Prog.)
Charles Antell Magna Power thru Paul Venze (Prog.)
Chevrolet Cars thru Campbell-Ewald (Ann.)
Dentyne Gum, American Chicle thru Fitzgerald-Dancer-Sample (Ann.)
Dexter Sewing Machine, Grant thru Arthur Meyerhoff (Prog.)
Grant Salad Mixer thru Arthur Meyerhoff (Prog.)
Grant Tool thru Arthur Meyerhoff (Prog.)
Ground Treater Solution, California Spray Chemical thru McCann-Erickson (Ann.)

Hostess Cake, Continental Baking thru Ted Bates (Ann., Prog.)
Hutchinson Wax thru Henry Senne (Prog.)
Life Magazine thru Young & Rubicam (Ann.)
Octane Boost, Pure Oil thru Leo Burnett (Ann., ID)
Oldsmobile Cars thru D. P. Brother (Ann.)
Quaker Oats thru Wherry, Baker & Tilden (Part.)
Shredded Rice & Honeys, National Biscuit thru McCann-Erickson (Ann.)
Shredded Wheat, National Biscuit thru McCann-Erickson (Ann.)
Slimagic, Charles Antell thru Paul Venze (Prog.)
"Tarzan and the Lost Safari," (Movie), M-G-M thru Donahue (Ann.)
Texaco Gas & Oil thru Cunningham & Walsh (Ann.)
Yellow Pages, C & P Telephone Service thru N. W. Ayer (ID)

On Midwestern Stations

Aunt Jemima Corn Mix, Quaker Oats thru John W. Shaw (Part.)
Auro Pep Feed Supplements, American Cynamid thru Cunningham & Walsh (Ann.)
Bardahl thru Sam P. Judd (Ann., Part.)
Bayer Aspirin thru Dancer-Fitzgerald-Sample (Ann.)
Blue Dot DuZ, Procter & Gamble thru Compton (Ann.)
Bobbi Home Permanent, Toni thru Tatham-Laird (Ann.)
Bon Ami Jet Spray thru Ruthrauff & Ryan (ID)
Budweiser Beer, Anheuser-Busch thru D'Arcy (Ann.)
Bulova Watches thru McCann-Erickson (Ann.)
Buttermilk Bread, Continental Baking thru Ted Bates (Ann.)
Canada Dry Beverages thru J. M. Mathes (Part.)
Carter's Little Liver Pills thru Ted Bates (Ann.)
Charmin thru Campbell-Mithun (Ann.)
Conoco Products, Continental Oil thru Benton & Bowles (Prog.)
Cork's Paints & Varnishes thru Potts-Woodbury (Ann., ID)
Deep Rock Oil & Gas thru Winous-Brandon (Ann.)
Flay-R-Straws thru Ruthrauff & Ryan (Part.)
Gettelman Beer thru Hoffmar & York (ID)
Hamm's Beer thru Campbell-Mithun (Prog.)

Hutchinson's Wax thru Henry Senne (Prog.)
Kool Shake, General Foods thru Foote, Cone & Belding (Part.)
Kraft Miracle Margarine thru Needham, Louis & Brorby (Ann.)
Northwestern Bell & Telephone Service thru Batten, Barton, Durstine & Osborn (Ann.)
Nytol, Block Drug thru Sullivan, Stauffer, Colwell & Bayles (Ann., Part.)
Oldsmobile Cars thru D. P. Brother (Ann.)
Pamper Shampoo, Toni thru Clinton E. Frank (Ann.)
Phillips 66 Gasoline & Motor Oil thru Lambert & Feasley (Ann.)
Post Cereals, General Foods thru Benton & Bowles (Part.)
Quaker Oats thru Wherry, Baker & Tilden (Ann., Part.)
Quick, Procter & Gamble thru Grey (Part.)
Rise Shave Cream, Carter thru Sullivan, Stauffer, Colwell & Bayles (Part.)
Sealy Mattresses thru Cary-Hill (Ann.)
Skelgas & Oil, Skelly Oil thru Bruce B. Brewer (Ann.)
Standard Oil thru D'Arcy (Ann.)
Switzer's Twist thru Lynch, Hart & Stockton (Ann., Part.)
Terry's Frozen Foods thru Aubrey, Finlay, Marby & Hodgson (ID)
Tintair Hair Coloring, Bymart-Tintair thru Lambert & Feasley (Ann., Part.)
Viceroy Cigarettes, Brown & Williamson thru Ted Bates (Ann., Part.)

On Southwestern Stations

Borden Dairy Products thru Benton & Bowles (Ann.)
Gallo Wines thru Doyle, Dane & Bernbach (Ann.)
Glamorene Rug Shampoo thru Product Services (Ann.)
Grant Robot Gardner thru Arthur Meyerhoff (Prog.)
Hormel Meats thru Batten, Barton, Durstine & Osborn (ID)
Italian Swiss Colony Wine, Petri thru Honig-Cooper (ID)

Life Magazine thru Young & Rubicam
Mercury Cars thru Kenyon & Eckhardt (Ann.)
Pioneer Flour, Farrowe Mills thru Dancer-Fitzgerald-Sample (Ann.)
Post Cereals, General Foods thru Benton & Bowles (Part.)
Royal Crown Cola, Nehi thru Compton (ID)
Texaco Gasoline thru Cunningham & Walsh (Ann., Part.)

Prime Time Can Be Cleared for Synd.: Harris

HOLLYWOOD — The belief among advertising agencies and sponsors that prime time can't be cleared on stations for syndicated programming has turned out to be a myth, Les Harris, v.-p. in charge of CBS Film Division, said last week. Further, the entire pattern of syndication is changing, and it's this that's led to the current boom in syndicated film.

Any program, if it's a good one, can now be placed in Class A time, Harris declared. Markets with three or more stations provide no problem. For two-station markets a maximum of six weeks is required, and for one-station markets, which are rapidly dwindling, a little longer.

In the changing pattern of syndication, station-by-station selling is largely disappearing. Taking its place is the regional sale, which is advantageous even if made for only a few markets.

This is so because sponsors, now that they've become aware of the advantages offered by syndicated film, e.g., identification, flexible scheduling, merchandising possibilities, are willing to pay considerably more for the program than stations. Further, by selling regionally, a distributor can cut his overhead by as much as 10 per cent, thereby recouping production costs that much sooner.

Four fair-sized regionals are needed before a series can be placed on the air, Harris believes. One principal problem which is that many advertisers procrastinate, leaving a syndicator uncertain of whether he has four regionals or not (Jake Keever, general manager of NBC Film Division, recently said NBC would go ahead whether it has the regionals or not).

Harris does not believe that an expected large influx of net reruns, due to cancellations, will hurt first-run syndication. In the first place, the spread of strip programming, even to the nets themselves, e.g., NBC's "Comedy Time," is absorbing reruns as fast as they appear. And, in the second, reruns fail to offer many of the advantages that first-run films do.

Harris' optimism is echoed by nearly every exec in the syndication field, e.g., Keever, ABC's Bill Clark, Screen Gems' Dick Dinsmore, all of whom say business has never been better.

ID'S

Shep Menken, Daws Butler, Bud Hiestand and Bill Harpel are doing the voice-overs on animated TV commercials for Burgemeister, Eastside Old Tap Lager, Ford and the Richfield Oil Company for Playhouse Pictures, Hollywood. . . . Robert Lawrence Productions, Ltd., in Toronto, has completed an expansion move which has doubled the size of its facilities. The firm predicts that the business for the first six months of 1957 will exceed that of all of 1956. . . . MPO Television Films, Inc., has wrapped up series for Blue Dot DuZ and Bumble Bee Tuna Fish. . . . Pintoff-Lawrence

On Rocky Mountain & West Coast Stations

Duncan Hines Cake Mix, Procter & Gamble thru Gardner (Ann., Part.)
Folger's Coffee thru Cunningham-Walsh (Ann.)
Fritos & Tatos thru Tracy-Locke (ID)
Italian Swiss Colony Wine, Petri thru Honig-Cooper (ID)
Karl's Shoes thru Charles N. Stahl
Kiwi Shoe Polish thru Street & Finney (Ann., Part.)
Life Magazine thru Young & Rubicam (ID)

PULSE FILM RATINGS for February

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

Syndicated Film Mystery Shows

FEBRUARY RATINGS		Avg. Rating
Rank	Show & Distrib.	
1.	Highway Patrol (Ziv)	17.3
2.	Code 3 (ABC)	13.0
3.	Badge 714 (NBC)	10.5
4.	San Francisco Beat (CBS)	9.8
5.	Mr. District Attorney (Ziv)	9.5
6.	City Detective (MCA)	9.0
7.	Public Defender (Interstate)	7.4
8.	Racket Squad (ABC)	7.0
9.	Crosscurrent (Official)	6.2
10.	Boston Blackie (Ziv)	6.0
10.	The Whistler (CBS)	6.0

AMONG WOMEN		Women Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Mr. District Attorney (Ziv)	90
2.	Highway Patrol (Ziv)	86
2.	Mr. & Mrs. North (Schubert)	86
4.	San Francisco Beat (CBS)	85
5.	Public Defender (Interstate)	84
6.	City Detective (MCA)	82
6.	The Whistler (CBS)	82
8.	Lone Wolf (CBS)	80
8.	Racket Squad (ABC)	80
10.	Badge 714 (NBC)	79
10.	Poston Blackie (Ziv)	79
10.	Fabian of Scotland Yard (CBS)	79
10.	New Orleans Police Department (NTA)	79

AMONG MEN		Men Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Lone Wolf (MCA)	84
1.	Racket Squad (ABC)	84
1.	The Whistler (CBS)	84
4.	Mr. & Mrs. North (Schubert)	83
5.	Boston Blackie (Ziv)	82
6.	Highway Patrol (Ziv)	81
6.	Inner Sanctum (NBC)	81
6.	San Francisco Beat (CBS)	81
9.	Public Defender (Interstate)	80
10.	Mr. District Attorney (Ziv)	79

AMONG CHILDREN		Kids Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Badge 714 (NBC)	58
2.	Highway Patrol (Ziv)	37
3.	Boston Blackie (Ziv)	33
4.	Crosscurrent (Official)	25
4.	Sherlock Holmes (Guild)	25
6.	City Detective (MCA)	21
6.	Code Three (ABC)	21
6.	Lone Wolf (CBS)	21
6.	Mr. & Mrs. North (Schubert)	21
6.	San Francisco Beat (CBS)	21

Syndicated Film Comedy Shows

FEBRUARY RATINGS		Avg. Rating
Rank	Show & Distrib.	
1.	Life of Riley (NBC)	16.5
2.	Amos 'n' Andy (CBS)	9.1
3.	Great Gildersleeve (NBC)	7.5
4.	My Little Margie (Official)	7.2
5.	Susie (TPA)	6.5
6.	Laurel & Hardy (Governor)	6.3
7.	Stu Erwin Show (Official)	6.2
7.	Willy (Official)	6.2
9.	Mickey Rooney Show (Screencraft)	5.3
10.	My Hero (Official)	3.7
10.	Ray Milland Show (MCA)	3.7

AMONG WOMEN		Women Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	My Little Margie (Official)	87
2.	Beulah (Flamingo)	84
2.	Mickey Rooney Show (Screencraft)	84
4.	Great Gildersleeve (NBC)	83
4.	Stu Erwin Show (Official)	83
6.	Susie (TPA)	82
7.	Ray Milland Show (MCA)	81
8.	Amos 'n' Andy (CBS)	79
9.	Life of Riley (NBC)	75
10.	My Hero (Official)	67

AMONG MEN		Men Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Great Gildersleeve (NBC)	79
1.	Life of Riley (NBC)	79
3.	Ray Milland Show (MCA)	75
4.	Amos 'n' Andy (CBS)	73
5.	My Little Margie (Official)	72
5.	Stu Erwin Show (Official)	72
7.	Life With Elizabeth (Guild)	64
8.	Mickey Rooney Show (Screencraft)	63
9.	Beulah (Flamingo)	56
9.	Susie (TPA)	56

AMONG CHILDREN		Kids Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Laurel & Hardy (Governor)	93
2.	Willy (Official)	45
3.	Mickey Rooney Show (Screencraft)	36
3.	Amos 'n' Andy (CBS)	36
5.	My Hero (Official)	29
5.	Life of Riley (NBC)	29
7.	Great Gildersleeve (NBC)	28
8.	Susie (TPA)	23
9.	My Little Margie (Official)	22
9.	Beulah (Flamingo)	22

DeMartini Named Guild V.-P.-Treas.

NEW YORK — Guild Films named a new treasurer and vice-president last week. He is George DeMartini, a former stock broker and member of Guild's board for the past year. He is resigning as general partner of the Wall Street firm of Cohen, Simonson & Company to devote full time to Guild. DeMartini replaces Aaron Katz, who resigned in January.

Productions, Inc., is drumming up business with animated mailers featuring a highly styled cartoon character and a peculiar looking bird.

TV Film Blurbs In Far East

HOLLYWOOD — Production of telefilm commercials presents no problems for sponsors in the Far East, Stanley Quinn, J. Walter Thompson exec. reported last week after returning from a tour of the area.

In Japan, Quinn said, it's possible to turn out animation so cheaply that television is loaded with animated commercials. As a matter of fact, according to Quinn, without regulations limiting the number of spots, the state of TV business is so good that producers are having difficulty squeezing in programs between the commercials.

In Australia film is cheap enough that J. Walter Thompson is producing celluloid commercials for Lux and other sponsors even tho there are only two cities that have TV.

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

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,

Johnny Mercer

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,

Harold

P. S. and thanks from us also, Tony

EDWIN H. MORRIS and CO., INC.

MUSIC PUBLISHERS

QUALITY IS WATCHWORD

All Good Material Top Potential—R&R or Ballad

NEW YORK—Whereas a good many music men feel they must concentrate on rock and roll in order to survive in today's music market, a hard core of Tin Pan Alleyites and mechanical men cling to the belief that good material—no matter what its category—will continue to hit the best selling charts if given a good performance.

One of the most articulate exponents of this theory is Mike Stewart, Four Lads' manager, who points to a notable string of hits the Lads have recorded in the past two years. These are all ballads and rhythm tunes, and include "Moments to Remember," "No Not Much," "Can You Find It In Your Heart," "A House With Love in It," "Song for a Summer Night," "Standing on a Corner," "Who Needs You." The Lads' newest Co-

lumbia disk, "I Just Don't Know," is already getting strong action.

Stewart says: "There's nothing wrong with rock and roll . . . or Elvis Presley . . . this stimulates the market . . . but it is illogical and fallacious to assume other types of material cannot make the grade."

"A lot of good writers," Stewart adds, "have stopped writing because they feel they cannot do rock and roll, or they write insincere rock and roll material. . . . This is detrimental to the business. . . . The important elements are talent and integrity. . . . It is stupid for a writer whose forte is ballads to write insincere rock and roll, and vice versa." Stewart says he has

never studiously avoided rock and roll and would gladly promote a good rock and roller if he had one.

But the important thing is that you do not need it in order to operate successfully." Another positive illustration of this argument is the case of cleffer Robert Allen, who has come up with hit after hit (virtually all of the Four Lads' disks) without trying his hand seriously at the rock and roll medium.

Mitch Miller, Columbia pop a.&r. director, and publisher-writer Redd Evans are others who hold to the belief that good material makes it—no matter what the category. An important consideration, in the minds of all these

(Continued on page 42)

Deals Again Pose LP Price Question

Retailers Adopting Cautious Attitude; Majors Foresee No Immediate Change

By REN GREVATT

NEW YORK—Current activity at various levels of the record industry, from the manufacturer down to the corner record shop, make it logical to again raise the question: Where will the retail price of the LP disk finally settle?

Actually, a spokesman for one of the major labels, has quieted some of the speculation by denying that his company intends to break the price line "in the foreseeable future." The market would have to be vastly increased, "perhaps tripled," he indicated, before such a general price dip would be possible. Only then would any record company have the volume to permit lower price selling at a profit. And even if the market were to suddenly triple, he pointed out, production facilities don't currently exist to meet the demand. Other major diskery officials have echoed this sentiment.

It was nearly a year ago when the many reduced-price, traffic building promotions caused the speculation. At the time it was argued that the public was being conditioned to lower-than-list price tags. Such a move did not take place last year, in spite of the many special deals. Now, however, the indications are again

strong that a price break of some kind could occur. For one thing, key New York dealers indicate by recent actions an open belief that the break may still come at a relatively early date.

This week, Sam Goody, kingpin of the discount field, announced a sale to last for an indefinite period on all LP's of the 10 top diskeries. Goody patrons are accustomed to picking up their choice of LP's listing at \$3.98 for \$3.25. On the new sale, everything of the group of 10, normally listing at the \$3.98 tag, goes for \$2.50. Goody averred

(Continued on page 42)

Dorsey Catalog Sale Sparks Brisk Bidding

NEW YORK—Bidding on the late Tommy Dorsey's music publishing companies (Embassy Music and Dorsey Brothers Music) which were put up for sale last month, has been vigorous, with several major music firms seeking to buy the catalogs, according to Philip A. Braunstein, of the accounting firm of Braunstein & Chernin here.

A special sales brochure, made available to bidders, reveals that the two firms brought in a gross income of more than \$56,500 in 1956, with the Broadcast Music, Inc., company, Embassy, accounting for more than \$46,000 of this total. Both firms chalked up record grosses in 1956. The Dorsey Brothers' take from ASCAP in 1956 was about \$7,000, while Embassy drew around \$20,600 from BMI in performance money last year.

Both firms showed an increase in gross income over the last six years. Embassy earned about \$16,000 more in 1956 than in 1951, while the Dorsey firm's take was almost \$3,000 more in 1956 than in 1951, and more than double that of 1954, 1953 and 1952. Mechanical royalties for Embassy in 1956 totaled well over \$18,000, as compared to less than \$5,500 in 1951. The Dorsey Brothers company chalked up around \$2,500 in mechanical royalties in 1956, which was considerably higher than the firm's mechanical royalties in 1954, 1953 and 1952, but about \$1,000 less than in 1951.

10 INDICATIONS OF A HIT TUNE

HOLLYWOOD—It's old hat in the music business: that many of us couldn't keep up the pace if we weren't able to laugh at ourselves occasionally. Disk promotion man Irwin Zucker walked away with laugh honors last week via his plaint, "It must be a hit when you hear:

(1) It's breaking big in the West. (2) It's breaking big in the East. (3) Bill Randle will spin it six times next Tuesday. (4) Peter Potter votes it a hit. (5) a one-stop is interested in a deal. (6) There are 42 different versions of the tune in Italy. (7) Freberg is covering! (8) Randy is trying to buy the master. (9) It's jumped out of nowhere into the No. 92 spot in The Billboard charts. (10) A distributor phones a manufacturer prepaid."

12 Albums on Roulette's LP Debut List

NEW YORK — Roulette Records will release 12 LP's shortly, marking the new label's debut in the album field. At the same time Roulette's artist and repertoire chiefs, Hugo Peretti and Luigi Creatore, are readying 50 new Roulette LP's for release in the fall, plus a children's package line.

Joe Kolsky, executive vice-president and sales chief of Roulette, Rama, Gee and Tico, estimates that the four labels will have more than 100 albums on the market by next fall.

Peretti and Creatore, a.&r. heads for all four labels, are currently holding a series of special album sessions, while Kolsky is mapping out a special promotional and sales merchandising plan for the new LP line, details of which

(Continued on page 63)

Mercury in 3-Way Calypso Promotion

HOLLYWOOD—A three-way commercial tie-up involving Mercury Records, Universal-International and the local fashion firm, Emil of California, gets under way this week with the launching of a national promotion of a calypso sportswear collection featuring singer Vivian Blaine.

Several thousand easel displays of Miss Blaine's calypso costume as featured in the film, "Public Pigeon No. 1," and her Mercury album, "Songs From the Ziegfeld Follies," are being shipped by the fashion designer to department stores and specialty shops to tie in with release of the album and picture.

New One-Stop Service on Stereo Tape

PALISADES PARK, N. J.—A one-stop service for stereo tapes, first known of its kind, will open here on May 1. According to a spokesman for the firm, known as Stereo Tape One-Stop, a need for the service has long been felt by high fidelity, record and camera stores.

The spokesman indicated that there are now more than 25 stereo tape producers actively pushing more than 350 titles. Since almost all are available for both stacked and staggered head playbacks, the inventory problem for dealers is substantial. Also because stereo producers use a variety of unrelated marketing patterns, dealers have an added problem of determining what titles are available and where they may be obtained.

The new firm will give service to mail orders and with each order will send a 48-page catalog, which will be published quarterly.

Cuba, Austria Sign Up for Copyr't Pact

WASHINGTON — Cuba and Austria have recently become the 25th and 26th nations to ratify the Universal Copyright Convention, which gives all participating nations approximately the same protection for works of foreigners as for their own nationals. Announcement was made last week (27) by the United Nations Education, Scientific and Cultural Organization (UNESCO), which has sponsored the Universal Copyright Convention.

R&R FILM HAS WELCOME MAT OUT FOR CLEFFERS

NEW YORK — There's a new rock and roll film in the offing, and its producers are holding "open house" for songwriters.

Vanguard Productions, Inc., which produced "Rock, Rock, Rock" last year in conjunction with deejay Alan Freed, will start shooting again in July. The new flick will feature 12 of the country's top deejays, two foreign jocks and as many rock and roll stars as can be jammed into the thing.

The jocks already signed to appear are Dick Clark, Philadelphia; "Jocko," New York; Barry Kaye, Pittsburgh; Milt Grant, Washington; Joe Smith, Boston; Ed Bonner, St. Louis; Robin Seymour, Detroit; Al Jarvis, Los Angeles. England and Germany will be the foreign countries represented by their own spinners.

According to Milton Subotsky, of Vanguard, the outfit will require 24 rock and roll songs. It intends to set up its own ASCAP and BMI firms to handle most of these, but some tunes will be accepted from other publishers on a split-copyright basis. The producers are seeking understandings in advance with artists and their regular disk companies for the recording of the material, and for release of such disks in September and October. The film will be released in November.

Vanguard also plans to arrange clearances so that several sound track LP's can be made available after the singles have had a chance to click. Vanguard Productions has no connection with Vanguard Records.

FILLE DE JOI

'Love for Sale' in Prose

NEW YORK—"Cast the First Stone," a book by Sara Harris, which ferrets its way into the dark truths of the world's oldest profession, is the inspiration for a 12-inch LP of the same title, which is the first of a new Dolphin Records Documentary series.

In the course of gathering material for the work, author Harris made extensive use of taped interviews with a number of members of that trade, and the disk reproduces one of these interviews, in which one "Joan" tells her life story. According to the diskery, the book and the record represent the first serious attempt to penetrate the "fantastic, secret world of prostitution as it exists in America today."

Que Complete Nat'l Set-Up

NEW YORK — Que Records, recently formed diskery here, has completed its national distribution picture and is stepping up its output of LP's.

Bill Hill, vice-president and sales manager, returned last week from a five-week coast-to-coast trip in which he inked 24 distrib.

In the repertoire line, Que has prepared the first of three operatic-orchestra sets, cut in Rome under the baton of Pietro Argenti. Initial title is "Madame Butterfly," with "Aida" and "Manon" to follow. Diskery also has cut its third calypso set, this one with warbler Lance Haven.

Guitarist Tony Mottola is musical director for the line.

Jade Expands Artist Roster

NEW YORK — Jade Records, indie label headed by ex-Bethlehem exec, Jim Bright, is enlarging its artists roster and distribution.

Last week the outfit inked two thrushes, Genie Pace and Doris Allen, for both singles and albums. Kay Ryan has been engaged to handle public relations for the outfit, and several indie promotion people have been retained in other cities.

Bright recently set up nationwide distribution, and last week added Spanton in Canada.

Michael Gould Ankles Cap's Pub Subsid

HOLLYWOOD — Michael Gould, general professional manager and vice-president of Ardmore and Beechwood Music, resigned his post with the Capitol Records publishing subsidiaries last week to enter the publishing business for himself.

Gould will set up an ASCAP and a BMI firm here, with plans calling for a New York office in the near future. A veteran of 20 years in the music business, Gould worked for Bourne Music on the Coast for five years before joining Capitol. No replacement for Gould has as yet been determined, with Joe Zerga, a vice-president of the Cap firms, to continue its direction.

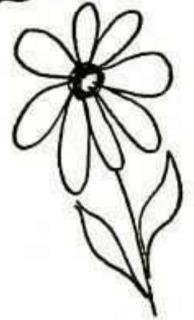
Gould was responsible for the success of such songs as "Vaya Con Dios," "Autumn Leaves," "Mobile" and others during his tenure with Ardmore and Beechwood.



a december "spotlight"

Review Spotlight on...

blossoms into a may smash



JOHNNY MATHIS

singing ...

WONDERFUL WONDERFUL

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COLUMBIA RECORDS

A DIVISION OF CBS

Disks Build New Longhair Talent

Major Talent Managers on Global Kick In Search of Fresh Box Office Winners

NEW YORK—Now that it has been proven that new longhair musical talent can be developed rapidly into top box office via recordings, major talent managers are casting their eyes all over the world, and even making forays behind the Iron Curtain.

The next major talent manager to schedule an expedition into Eastern Europe is Andre Mertens, vice-president of Columbia Artists, who sails for the Continent on May 10. Mertens plans to contact new attractions booked for next season, to plan programs and presentations, and then will venture into Czechoslovakia and Poland looking for new attractions.

Mertens will spend two days in London, then will be in Paris from May 20 thru 23 to go over details of the forthcoming American debut tour of the Hungarian piano sensation, Cziffra. Latter, who already has been set for a big promotional push by Angel Records, will bow in at the Hollywood Bowl and at the Ravinia Park Festival this summer. In November he will make his New York debut with the Philharmonic. Cziffra escaped from Hungary in November.

Mertens will be in Prague, Czechoslovakia, from May 24 thru 27 to organize the presentation of the Czech Philharmonic, which will give its first U. S. concert in Washington next January 26, and then will tour for more than five weeks. Mertens booked this organization, one of the oldest in the world, after consultations with and approval of the U. S. State Department. Latter agency at the same time approved the trip of the Cleveland Orchestra to Czechoslovakia, which gets under way this week. The Czech unit will be conducted by Karel Ancerl, while the Cleveland is under its permanent conductor, George Szell, who 30 years ago was conductor at the Prague Opera.

The Czech orchestra has been represented here by several Decca recordings, cut by Deutsche Grammophon. Negotiations are under way for new recordings to be issued by both Decca and RCA Victor.

From Prague, Mertens will go

Lyricist Sues Sunbeam Music Over Contract

NEW YORK — Songwriter Carolyn Leigh filed an affidavit in the Municipal Court here last week asking for a summary judgment on her breach-of-contract suit against Sunbeam Music, the Tommy Valando firm.

The affidavit, filed by Miss Leigh's attorney Lee Eastman, claims that altho the writer signed an exclusive contract with Sunbeam in 1952—at a stipulated rate of 4-cents a copy and 50 per cent of mechanical royalties—she has not received any money from the firm since January 1, 1956, nor has she received her semi-annual royalty statement.

Referring to alleged promises by Sunbeam to pay her "next week," Miss Leigh commented, "Next week has now dragged on almost a year and a half." She also contended that a law suit started against Sunbeam in California (in connection with the music of the song "Young at Heart" for which Miss Leigh wrote the lyrics, is not a valid reason for holding up payments.

to Poland, for his first visit there since 1936. In that country, he plans to take in everything that's offered in the way of music, opera and ballet.

The next stop will be Vienna, where Mertens will stay for several weeks. There he will be occupied with the preparation of a special Columbia Artists production entitled "Vienna on Parade." This musical variety show will begin a Coast to Coast tour here early in January. To date, it has been booked for 90 appearances, which perhaps is an unprecedented figure for a show that has yet to be put together.

Ingredients of the presentation, which will be represented also by an Angel album carrying the same title, will include the Deutschermeister Band, a mixed children's choir—which also will feature folk dances, an operetta-type soprano and tenor, a zither player, etc. The band has been heard here on Westminster disks.

Meanwhile, Mertens has made it clear that he's not neglecting native talent. Some of the agency's hottest plans revolve around the American soprano Leontyne Price. (Continued on page 27)

MORE STAR-STUDED JAZZ

Newport Festival Adds Extra Day to Agenda

NEWPORT, R. I. — An additional day, with two extra concerts, has been added to the forthcoming Newport Jazz Festival, and the star-studded line-up is being expanded daily.

For the first time in the four years the Festival has been run in this swank community, the owners of some of the huge old mansions are preparing to take in "guests," thus alleviating the ever-increasing lodging problem. The Festival committee currently is working out a modus operandi.

The fourth day will be Sunday, July 7, this date having been set to provide room for the Count Basie band and thrush Sarah Vaughan, who will have only that night off from their scheduled term booking at the Waldorf-Astoria in New York. The afternoon concert for Sunday isn't completely formulated yet, and one of the advisors, John Hammond, has been pitching for a gospel-singing display. The Farmingdale, Mass., High School Jazz Band will probably appear that day.

Programming actually is not definite for any of the concerts, but tentatively, these are several of the line-ups:

Thursday evening (4) — Louis Armstrong Band, Sidney Rechet Quartet, Ella Fitzgerald, Edmond Hall, Earl Hines, Jack Teagarden, Kid Ory, Cozy Cole, Buster Bailey, J. C. Higgenbotham and Red Allen. The evening will be a celebration of Armstrong's 57th birthday, and will end with a big jam session.

Friday afternoon (5) — (Cannonball) Adderly, Toshiko, Kai Windling, C. G. Gryce, Don Byrd and Ruby Braff.

Saturday afternoon (6) — Don Elliott, Jackie Paris, Bernard Peiffer, Horace Silver, Tony Scott, Jimmy Smith and Willie (The Lion) Smith.

Sunday night (7) — Basie Band, Sarah Vaughan and the Oscar Peterson Trio.

Other stars signed, who will round out the various concerts

MOTHER'S DAY IS COMING UP

NEW YORK — Everybody's getting into the act these days.

A new label, SAC Records, has enlisted some off-beat talent for its first release, featuring a number entitled "Your Mother Is Your Best Friend After All." It's sung by a quartet of long-frustrated "talents" that includes Lou del Guercio, the music sheet printer; Ted Eddy, professional manager of Delaware Music; Jack Sherman, an old-time song plugger who now manufactures ladies' pocket-books, and Frank Davis, veteran clefper.

SAC, incidentally, is owned by Connie de Mario, who used to run Majar and Double AA Records several years ago.

Country Music Show for ABC

NEW YORK — ABC-TV is readying a new hour-long "country music" show for Saturday nights in the fall. The show will be slotted from 8 to 9 p.m., immediately preceding Lawrence Welk.

The series will feature some artists from the web's "Ozark Jubilee" show, altho the program will not concentrate on c.&w. music entirely. Emcee will be Milton Cross.

FOREIGN-U. S. TASTES DIFFER WIDELY ON LP'S

NEW YORK—The first tallies are in for RCA Victor's all-world album promotion, and some interesting comparisons may be drawn from sales of specific albums here and abroad.

For example: in the pop field, where contrasts are most sharply drawn, the No. 1 album in the combined foreign markets is "Los Churumbales de Espana"; in the U. S. A., the same album is No. 31. No. 2 abroad is Al Romero's "Flight to Romance," which is No. 11 here. No. 3, "One Night in Acapulco," is No. 18 here. No. 4 album abroad is "An Evening With Belafonte" which is No. 1 here. Luiz Arcaraz' "Wonderful One," No. 5 abroad, is only No. 43 here. The Three Suns' "Midnight for Two" is No. 6 internationally, but No. 3 at home.

"Elvis," which is No. 3 Victor seller at home, shows up nowhere on the foreign list. Belafonte's "Calypso" is No. 2 at home, but hasn't hit the top 10 elsewhere.

Contemporary, GTJ Entering Tape Business

HOLLYWOOD — Good Time Jazz and Contemporary Records, veteran jazz diskery, will enter the tape field with a new firm, Contemporary Tape. An initial release of six stereo albums have been set for May.

In an effort to retain complete and uncut versions of their 12-inch album line, the new tape firm will use premium extra-play tape, with a suggested list price of \$11.95. Diskery has been recording all its sessions stereophonically for the past year in anticipation of the potential tape market.

First six tape albums include Contemporary's best selling package by Shelly Manne, "My Fair Lady," "Music to Listen to by Barney Kessel" and "Music for Lighthousekeeping" by Howard Rumsey. Distributors handling the GTJ and Contemporary disk lines will also handle the tape product in most territories, tho distribution among high-fidelity outlets has not as yet been determined.

Death Claims Belle Baker

HOLLYWOOD — Belle Baker, one of the top names of vaudeville and closely aligned with the music industry thruout her career, died of a heart attack here last week (28).

Miss Baker made her professional debut 45 years ago at New York's Second Avenue Theater with Jacob Adler. She was a top vaudeville singer, later working night clubs and theaters, and recorded a number of hit tunes, among them "Eli Eli" and "My Yiddeshe Mama." She introduced many of Irving Berlin's early song hits; and was the first American performer to headline at the London Palladium. Miss Baker still holds the record at the New York Palace for a continuous run, three and one-half years.

Surviving are a son, Herbert, a screenwriter; a brother, Murray, professional manager of Robbins Music, a brother, Harry; three sisters and two grandchildren. Services were held at Riverside Memorial Chapel in New York and at Hollywood Chapel here. Interment in New York.

dising manager and branch sales manager. Previously he had been vice-president and general manager of Presto Electric Corporation.

One of the bigger surprises is Eddie Fisher's "Bundle of Joy" album, which has risen no higher than No. 12 at home, but is No. 9 abroad, in mainly non-English speaking markets.

The discrepancies are much smaller in the classical field. The top Red Seal seller abroad is Rubinstein's disk of the Rachmaninoff Concerto No. 2 and the Liszt No. 1—which is No. 2 here. No. 2 abroad is "Lanza on Broadway"—No. 7 in the U. S. No. 3 abroad is Horowitz' combination of Beethoven's "Moonlight" and other sonatas, which is No. 1 at home. No. 4 is "Verdi and Toscanini" which is No. 6 here.

Red Seal vocal albums generally show better comparative strength abroad. The foreign top 10 includes four of the Victor operatic "Highlights" sets, from "Madame Butterfly," "Aida," "Traviata" and "Boheme" respectively, all of which are in Victor's second 10 domestically.

Morton Gould's "World's Best Loved" Waltzes" are "loved" equally all over, placing No. 10 both at home and abroad.

AFM Embroiled In Another Suit

HOLLYWOOD — The American Federation of Musicians was the target of a suit seeking damages of \$2,100,000 here last week (30) in a third Superior Court action brought by rebel musicians fighting the union's music performance trust fund.

Sixty-eight musicians filed the latest action on behalf of 1,200 musicians employed in the television film industry, naming the AFM, the trust fund, Trustee Samuel Rosenbaum and 66 TV film producers as defendants. In addition to monetary damages, the suit seeks an injunction restraining telefilm producers, networks and distributors from making further payments to the trust fund.

Action, filed by attorneys Harold A. Fendler and Daniel A. Weber, charges that the collective bargaining agreements negotiated for the plaintiffs in 1951 and 1954 provided for payments of 5 per cent of gross revenues of TV film producers and distributors to the trust fund rather than to the musicians themselves, and that such payments have resulted in a loss of employment thru the use of canned music imported from abroad.

Complaint alleged that 90 per cent of the telefilms now being produced do not use live music because of the excessive price imposed by the AFM's 5 per cent formula.

Action asks the court for declaratory relief, to invalidate those provisions of the 1954 TV film labor and trust agreements requiring royalty payments, and that all funds now being held by Trustee Rosenbaum be held in trust for the benefit of those musicians who performed the services. Suit further seeks to enjoin the AFM from taking punitive action against any film producers not making payments to the trust fund.

Similar suits have already been filed in behalf of recording musicians and those in the motion picture industry seeking in excess of \$13,000,000 from the AFM. Latest action parallels a suit brought by Republic Pictures some months ago, in that Republic also asked the court to invalidate its trust and labor agreement with the AFM. Film company sought relief within the framework of the Sherman-Clayton antitrust laws and has not yet been heard on the federal court calendar.

Now on CORAL

the ORIGINAL

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YUM,
YUMMY

just watch this record go higher and higher • 961838

ANOTHER
DOOR
OPENS



Orchestra directed by Milton Delugg

CORAL
RECORDS

LONGHAIRS UP IN ARMS

**'Beethoven or Bebop?'
FCC Plays No Favorites**

WASHINGTON—"Thou shalt play Beethoven, not bebop"—is a command that can never be issued by the Federal Communications Commission to its broadcast licensees, it was pointed out last week (April 29). The Communications Act "wisely prohibits such impracticable intrusion," FCC hearing examiner Herbert Sharfman pointed out in recommending re-assignment of Washington's "good music station," WGMS to RKO Teleradio. The station sale has been protested by stockholder Lawrence M. Smith, who claims that RKO will drop the highbrow music for the lowbrow variety.

The battle over whether the new owners would continue to keep WGMS on its traditional "good music" plane began during January FCC hearings, at which half a dozen witnesses struggled with a definition of "good" music or "serious" music, as opposed to other kinds. One said "good music" was "classical music dating from the end of the 16th century to present." Washington music critic Paul Hume said good music went back further, and also gasped at WGMS brochure's claim that "good music is music you like," for "this would permit the horrific inclusion of Elvis Presley." Musicologist Dr. Glenn Dillard Gunn said serious music was the type "with which the professional music critic is engaged," and included symphony, opera, recitals, chamber music. Good music must have "complication of detail," another critic pointed out.

Examiner Sharfman, a professed lover of "good" music himself, concluded that a possible liking "for bad music is not incompatible with a radio station owner's ability to

serve the public interest, convenience, and necessity"—which is all the FCC can require in the programming area.

The FCC cannot act "as an impresario," said Sharfman, pointing out that as far as music tastes go, "there are conflicts within the lodge." Concentrating concert-plane music in one station, while it is a "convenience" for the good music on various stations with a little more "dial twirling," Sharfman pointed out.

The battle over final assignment of the WGMS station to RKO Teleradio which has been waging for close to a year, could end up with a full commission hearing, or go to the courts, if the examiner's finding is not finalized.

**Ginger Rogers
To Cut LP**

NEW YORK—Harlequin Records, new indie operated by Bob Bach and Richard Kollmar, is launching several off-beat projects this month.

First, the firm is inking several big film and TV names for disks on a profit-sharing plan. First of these is Ginger Rogers, who will start with an album of tunes from her hit musicals, including "Top Hat," "Swing Time," "Roberta," etc. Andre Previn will arrange and conduct the sides.

Outfit also will tape a complete evening service at the Daddy Grace Mission in Harlem. This will include performances by the 16-voice choir, 24-piece brass band, and eight tambourines.

**Include Tape
Levy in New
Excise Bill**

WASHINGTON — Proposal to levy a 10 per cent tax on tape and wire recorders, players and recorder-players was made part of a wide-sweeping Excise Tax Bill introduced in the House last week (2) by Rep. Aime J. Forand (D., R. I.).

Under the terms of the bill (H. R. 7125) machines designed to produce pre-recorded tapes would be exempt from the tax, as would those designed to record radio and television broadcasts. Machines used to record scientific data would also be exempt.

Levy on tape and wire recorders was proposed by Representative Forand last session, but Congress adjourned before action was taken on the bill. Forand said, however, he wanted to give "interested parties" time to comment on the bill. An Excise Tax Subcommittee, which held hearings on the measure last year, recommended in its report on the hearings that tape and wire players and recorder-players be brought under the levy, too. (The Billboard April 6.)

New bill is outgrowth of those hearings, and will be referred to the House Ways and Means Committee for action and additional comment.

HOLLYWOOD—Carole Simpson, formerly a featured vocalist with the Billy May band, has been signed to an exclusive seven-year contract by Capitol Records.

Chirp will etch both singles and albums, with a 12-inch package already in the works. She is currently appearing at Hurrah's Club, Lake Tahoe, Calif., for a three-week engagement.

MUSIC AS WRITTEN

**Husky Set for Big Time
TV Dates . . .**

Capital Records' Ferlin Husky, now riding with his hit disk, "Gone," is set for a series of important TV shots. Husky's manager, Hubert Long, has set the chanter on "The Woolworth Hour" May 5, on "The Paul Winchell Show" May 9, both on CBS-TV. Long is in New York lining up more TV dates and night club appearances.

**Verve Contract
To Monica Lewis . . .**

Singer Monica Lewis has been inked to a Verve recording contract, and is scheduled to begin work on an album with Buddy Bregman for the label during her stay here. Miss Lewis recently etched the title song for the Jack Webb film, "The D. I." to be released by Columbia, and also had a Jubilee package cut some time ago.

**Decca Makes Another
Travel Album Pital . . .**

Decca Records moves into the travel field again this year with the current release of a deluxe packaging job, titled, "The Magic Islands." The label had a successful promotional program last summer, on its "Holiday" series of 15

LP's, each with music of a different section of the world.

New York

Shorty Rogers, RCA Victor's West Coast Jazz consultant and recording artist, was in town last week for his first visit since 1949. . . . Vik Maestro Richard Maltby and his wife will be interviewed on NBC's TV Home Show Tuesday (7). They'll discuss their life in a trailer. . . . George Painkin, erstwhile indie jazz impresario, has joined Morty Klein's Melody Distributing here as deejay promotion man. Klein recently took over distribution of Dawn Records in the Metropolitan area. . . . Warbler Eddie Tone has signed with Prevue Records. . . . Don Elliott starts today (6) at Baker's Keyboard Lounge in Detroit for a two-week stand.

Chris Connor and Jay Jay Johnson are the headliners this week at George Wein's Storyville Club in Boston. Next Monday (13) it will be Sonny Stitt, the Australian Jazz Quartet and thrush Lurlean Hunter. . . . Ben Selvin, a.&r. head for RCA Thesaurus and Camden, returns this week from the Coast, where he recorded Lawrence Welk and the Lennon Sisters for the transcription library service.

Personal Appearances

**Tony Martin,
Cocoanut Grove, Los Angeles**

Much of Tony Martin's opening night jitters at the refurbished Cocoanut Grove can be laid to the marathon speeches and attendant hoopla that comes with such festivities. Despite the numerous miscues, Martin remained the suave balladeer he is, and it's doubtful that the glitter of the new decor subjected him to playing second fiddle. Martin's is the polished cafe act, always the debonair spooner of songs. Latter included a bevy of his RCA Victor recordings, among them "I Love Paris," "I Could Have Danced All Night" and "I Only Have Eyes for You." His voice war rich and powerful, his rapport in keeping with the jocular air of the event. Freddy Martin, in his 21st annual appearance here, backstopped and reprised the song hits he's introduced at the Grove.

Joel Friedman.

**Maynard Ferguson
Blue Note, Chicago**

CHICAGO—The big new band attraction due to break soon on Emarec jazz and on its parent pop label, Mercury, opened Wednesday (1) at the Blue Note, which houses a most discriminating clientele where instrumental sounds are concerned. Maynard Ferguson, who blows trumpet like an acetylene torch, showed the folks he is also a natural front man and sent them home wondering if the blasts which had just caulked their ears might pound out a major new area for itself in the dance band business. The modern, strained harmonies of Kentonism and the overwhelming danceable drive of Basie have finally been married in one sharp unit, precision honed and volume turned up, and the aura of commercial success danced all about the room.

This band, with an all-new book penned by Bob Brookmeyer, Bill Holman, Jimmy Giuffre, Al Cohn and other hard-driving West Coasters, has already cut an Emarec album aptly titled "Progressive Music in Dance Time," not yet assigned a release date. Mercury singles also are scheduled. If the wax captures the live impact of the Blue Note performance, it should snag heavy fan interest ranging across established lines from the dancers

in the Marterie-Anthony camp over to the cats who insist that the excitement of modern music is all in the ear.

For the commercial market, the richly spread voicings of "My Funny Valentine," arranged by the band's own tenor man, Willie Maiden, could hit the mark. So could the rolling, punchy treatment of "Paper Moon," and the searing brassiness of "Give Me the Simple Life." Bernie Asbell.

**Travel Disks
Cue Language
Short-Cuts**

NEW YORK — The Harian Travel book publishers are branching out into the record field, via the release of four Harian Travel Language albums, which will be sold thru book stores, record retailers and via mail-order.

The 12-inch LP's, which retail at \$2.95, spotlight "the 700 words you will need most in France, Spanish countries, Germany and Italy," with each album devoted to a different language. Each LP is accompanied by a 32-page vest-pocket "word reminder" booklet.

Also the albums will be sold with travel and vacation books in book stores, Harian is putting a special push behind the disks on the dealer level. In line with this, Greenberg Publisher, Inc., which handles the distribution of Harian books and the new albums in stores, is lining up record distributors across the country to handle the new disk merchandise.

To date, Greenberg has made distribution arrangements with Pan-American, Miami; California Record Distributors, Los Angeles; Kay-Gee, Baltimore; Lesco, Philadelphia, and James H. Martin, Inc., Chicago. Mail-orders on the albums will be handled by Harian from its Greenlawn, N. Y., headquarters.

Enter the First Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk jockey, a & r man, distributor, recording artist, a record manufacturer, music publishers, session musicians, etc., you are eligible.

PRIZES:

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

HOW TO ENTER:

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

TOURNAMENT DETAILS:

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

The sixteen ultimate winners (four regional, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-on-Delaware Country Club, Shawnee, Pennsylvania, in late September. Special arrangements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all play.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM HIRSH de LA VIEZ, CHAIRMAN MEMBERSHIP COMMITTEE, D.I.S.C., ROOM 1400, 157 W. 57th STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

ENTRY BLANK

**First Annual National
Golf Tournament**

Sponsored by Disc Industry
Scholarship Committee (DISC)

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

Name _____
Address _____
City _____ State _____
Firm Name _____
Type of Business _____

I Have Enclosed Check Money Order for \$10.00

over
67,000
ACTIVE
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Vik has Tommy*

and **Tommy has a hit**



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'ER"**

b/w
THE OTHER MAN
VIK x/4x-0270

***TOMMY LEONETTI** *that is*

Vik records
A Product of Radio Corporation of America



Thank You
Jimmy Dorsey

for

Your
Great

RECORDING

"So Rare"

Thank You....

Disk Jockeys, Music Machine
Operators and Music Men every-
where, for your wonderful co-op-
eration in making "So Rare" one
of America's Top Hits.

Fraternity RECORDS.
413 RACE ST, CINCINNATI 2, OHIO.

Harry Carlson

Cap's May Program

• Continued from page 18

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

In addition to the 17 pop albums in the release, Capitol is also releasing seven new packages in its Capitol of the World line. These are "The Zodiac Suite" by Norrie Paramor, "Lucho Gatica Sings," "Music of the Matadors," "Honey-moon in Paris" by Frank Pourcel, "China," "Viva Mexico" and "Coroborea."

Bulk allocation of the firm's disk jockey preview kit has been earmarked for d.j.'s, in addition to complete album samples for radio and TV stations. An extensive advertising and co-op campaign will also begin this week, highlighting the new pop product and the firm's new jazz material.

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SEMI-ORCHESTRA

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THE GLAMOROUS NEW HOTEL
AVERY

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"HITS" From THE "HOUSE OF BOURNE"
PAT BOONE....."LOVE LETTERS IN THE SAND"
(DOT 15570)

TINA ROBIN....."MY MAMMY"
(CORAL 61822)

EYDIE GORME... "I'LL TAKE ROMANCE"
(AM-PAR 9780)

BIG MAYBELLE....."ALL OF ME"
(SAVOY 1512)

FRANK CHACKSFIELD....."LULLABY OF THE LEAVES"
(LONDON 1725)

BOURNE, INC.—ABC MUSIC CORP.
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from the 20th-Century-Fox Production
"BOY ON A DOLPHIN"

BOY ON A DOLPHIN

ROBBINS MUSIC CORPORATION

ATTENTION
watch for
FACE IN THE CROWD
&
MAMA GUITAR

REMICK MUSIC CORP.

POSITION WANTED WITH RECORD COMPANY OR MUSIC PUBLISHER

Industrious, energetic young Man, College Graduate. Experienced in promotion, contacts, all phases of music business. Willing to travel. Write to: Box 299, The Billboard, 1564 Broadway, New York 36, N. Y.

Deejay Axed

• Continued from page 18

quested" to do so by a fan petition which he claims bore 100,000 names. He had done the same earlier in the year on Elvis' birthday and last October 1 played 12 hours of Presley, non-stop. When Presley appeared here March 28 at International Amphitheater, Farrell was selected to introduce him, a bow to his drag with the teenage stratum.

Miller's claim is that upon surveying his personnel situation he found he was overstaffed by one announcer and that Farrell was the only staffer who didn't have any dependents to support. While insisting this was his reason, he allowed that he was instituting a programming policy he described as a "screened top 40," that is emphasizing hit disks but screening out those that might be distasteful to a broad audience comprised mainly of adults. Some advertisers, he reported, are beginning to squawk about pitching to concentrated audiences of teen-agers on record shows.

Am-Par Skeds

• Continued from page 18

program slanted toward the dealer, while an extensive consumer advertising campaign on the Am-Par album line is scheduled for this fall.

The label's current album release includes society orchestra leader Meyer Davis' first LP; a package by a new West Coast vocal group, the Axidentals; "Bits and Pieces" by Jackie Cain and Roy Kral; "Cads, Blackguards and False True Loves," a folk album by Julia Ann Gilmer; French chanteuse Zizi De Paris, and a jazz package with Johnny Glasel. The label's next big LP push will be on a "Calypso Dance Party" album, featuring that man of two voices, Candido.

Longhair Talent

• Continued from page 22

She has been booked for several appearances, including two "Aida's" with the Vienna State Opera, for the Brussels Exposition and for a European concert tour. In this country, the young Negro artist will play several leads with the San Francisco Opera, including a premiere of a new Poulenc opera on September 20. This summer, Miss Price will do more than 40 appearances in Australia, with the Australian Broadcast Orchestra, and in recitals.

One of Mertens' more recent "discoveries" is the Canadian contralto, Maureen Forrester, who is being touted as the successor to the late Kathleen Ferrier. The 26-year-old singer, who currently is making her first recording for both Angel and Columbia, has been booked for upcoming appearances with the New York Philharmonic, with the Chicago Symphony (five times), with Beecham and the London Philharmonic, with Von Veinum and the Concertgebouw of Amsterdam, with Monteux and a Swiss orchestra, and with Von Karajan and the Berlin Philharmonic.

BALLY'S COVER WINS AN AWARD

CHICAGO — Bally Records' cover for the Betty Johnson album, "The Touch," won the design award of the Lithographers National Association as the best black-and-white cover of 1956. Photo was shot by Don Bronstein, who has been servicing numerous diskeries from Chicago.

FRIDAY FLASHES

CROSBY-KIDDISK HOOK UP

Golden Records, the kid disk firm here, has prepared a series of Bing Crosby platters for release in the fall. The star has cut a group of LP story operettas. Sides from the albums will be released as 25-cent singles. The LP's spotlight Crosby's narration and vocals on about 20 tunes. Titles include "Ali Baba and the 40 Thieves" by Sammy Cahn and Mary Rodgers; "Boy at the Window," a Christmas story, by Alec Wilder and Arnold Sundgaard; "The Emperor's New Clothes" by Marilyn Keith, Allen Bergman and Lou Spence; and "Jack Be Nimble," a mother goose rhythm, by Marshall Barer and Dean Fuller.

COLUMBIA TO WAX 'RIVALRY'

Producer Paul Gregory has signed a contract with Columbia Records to record the entire production of Norman Corwin's "The Rivalry," based on the famed Lincoln-Douglas debates. Album will star the original stage cast including Raymond Massey, Agnes Moorehead and Brian Donlevy. Play goes into rehearsals in August, with first dates scheduled for September and a New York opening in January. Prior to its Broadway debut, "Rivalry" will play 72 one-night and split-week engagements thruout the country.

M-G-M EXTENDS PRICE-CUT

M-G-M Records has experienced such success with its first dip into the field of special cut-price merchandise, that its original deal has been extended another two weeks. A \$2.98 price tag was applied to a set of three separately packaged Dick Hyman LP's, each containing "60 Great All-Time Songs," the offer was originally set for the month of April and has now been extended to May 15.

AFTRA-DISKERY CONTRACT

American Federation of Television and Radio Artists has opened negotiations with diskeries, looking for a renewal of the AFTRA contract covering employment of vocalists. Most recent two-year pact expired April 1 and agreements which may be reached will be retroactive to that termination date. Donald F. Conway, who is handling the negotiations for AFTRA, said that the pacts cover singers on recordings, who are also engaged in radio and TV fields. Pacts have not, however, to date, covered country and western and rhythm and blues artists.

'Colorama' LP Catalog Swank Sales Hypo

NEW YORK — Coral Records has completed a special 24-page de luxe catalog of its entire LP line, which will be used to spark plug the label's brand new radio station and disk jockey album subscription service, and to help dealers promote the Coral product. The catalog known as the Colorama, reproduces in full color every one of the label's 117 current LP packages and carries a full tune listing and record number for each. In addition, there is a complete directory of all available EP sets, as well as a listing of the label's Silver Star Series of best selling single standards.

Under the label's new subscription service, subscribers will get a minimum of 60 albums a year for \$50. According to Norm Winstroer, Coral sales mahoff, this is a minimum figure only with the actual number of albums delivered likely to be in excess of 60. The album service will be promoted to the label's list of singles subscribers and the album subscriber list of the parent Decca firm. Mailing pieces will include a copy of the Colorama.

Single copies are also being shipped to dealers thruout the country. Bulk copies will go to distributors who will share costs of ordered copies 50-50 with the label. Dealers can get extra copies thru local distributors.

Coast Huddle On Prep Plans

NEW YORK—Capitol's new subsidiary label Prep's chief, Irving Jerome, left here last week for the West Coast, where he will confer with Capitol brass on plans for the new label. Following his Los Angeles conference, Jerome will open up a few more distribution outlets for Prep in the West—including Denver and Oklahoma. Meanwhile, Martha Lou Harp is plugging her first Prep release on the jockey circuit this week in Philadelphia, Baltimore, Richmond, Va., and Boston.

Herman to Get Dual Build-Up

HOLLYWOOD—Woody Herman, now signed with Norman Granz's Verve Records, is due to get a double build-up by the diskery, as a vocalist and as an orkster.

As a warbler, Herman will be built up as a Sinatra-type swinging crooner, and his first album, which will be released next month, will carry the tag, "Songs for Hip Lovers." Next week, Verve will issue his first vocal single for the label, a remake of his mid-'40's hit, "I Wonder," which originally was cut for Columbia. Arrangements were made by Marty Paich, and the sessions supervised by Barney Kessel.

In the fall, Granz will issue several albums of Herman band and vocal material assembled from masters which Herman cut between 1952 and 1954 for his own Mars label. Granz purchased these from Herman and publisher Howie Richmond several months back.

HUBBARD LOSES ARGUMENT, UKE

CHICAGO—Deejay Eddie Hubbard, a sometime player of the ukulele who has worked his uke into his act for the past 15 years and recorded it for Mercury, got into an argument with the weatherman recently, lost it, and his ukulele, too.

Perusing a weather forecast of showers on his WGN show when the morning sun was shining for the first time in days, he remarked idly that if one drop fell before noon, he'd smash his uke. In mid-morning the rains came. Came a call from the man who had made the forecast, U. S. weatherman Jacob Morgan, who insisted that Eddie make good the threat, on the air.

Next day, Morgan was guest on Eddie's show and proudly watched the smashing ceremony. He said, beaming, "Even tho I like ukulele music, this is one of the nicest things that ever happened to me."

ANOTHER BMI "PIN-UP" HIT

AFTER SCHOOL

Recorded by
RANDY STARR Dale
JOY LAYNE Mercury
THE TEARDROPS King

Published by
REPUBLIC MUSIC CORP.



TRUE LOVE GONE
(Come On Home)

Sensationally recorded by

- **BETTY MADIGAN**
on Coral
- **THE ENCHANTERS**
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FALSE HEARTED GIRL
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MUSICRITE White, strong bodied Music Writing Paper. Withstands repeated erasures. Available in all styles of rulings, sheets, pads or books.

TRANSDITE Long lasting, permanently translucent Master Music Duplicating Paper. Makes unlimited number of clear reproductions. Takes pencil or ink and resists repeated erasures.

Send 25c for complete Sample Kit of Musicrite and Transdite.

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CHARLES McDEVITT

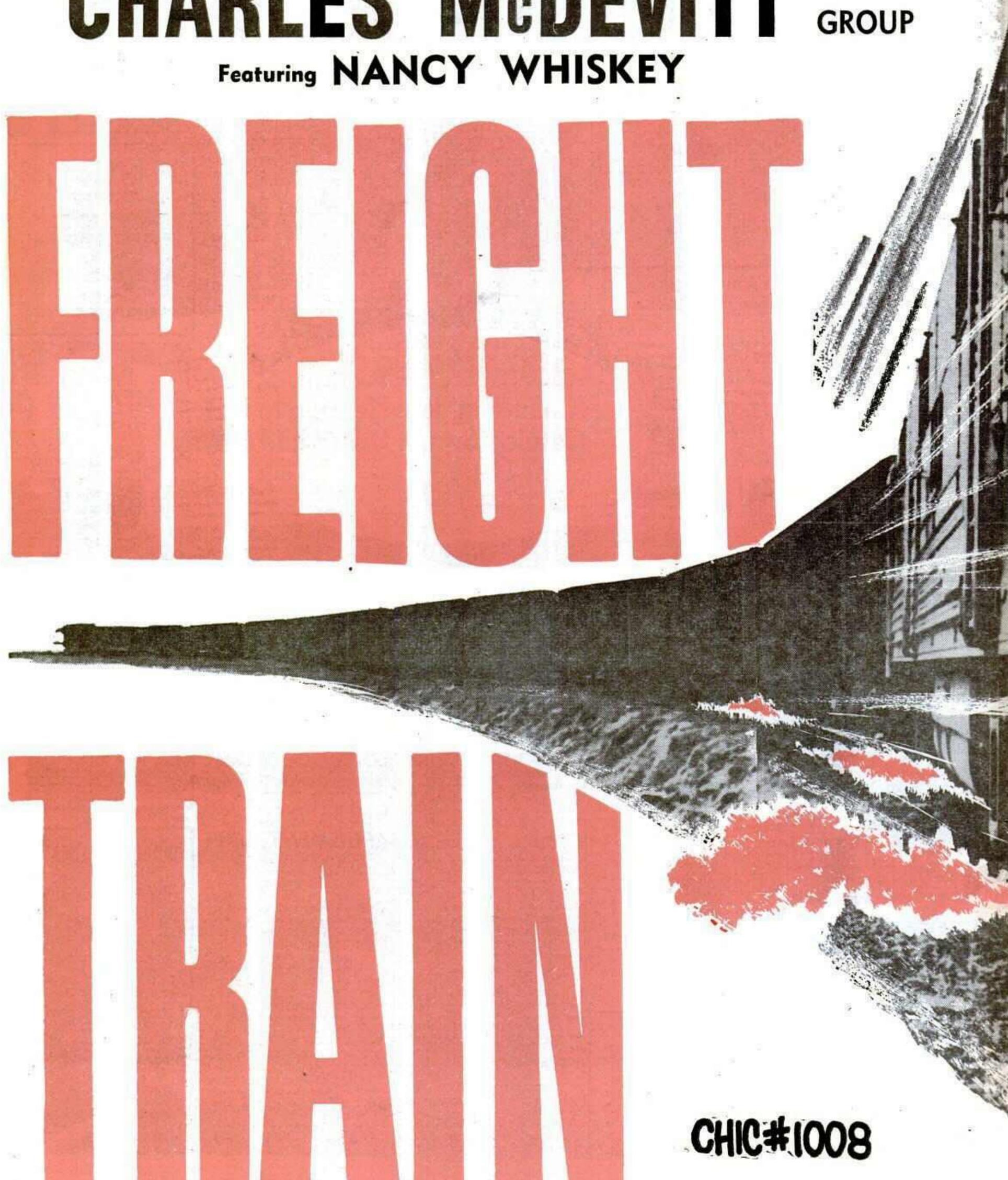
SKIFFLE
GROUP

Featuring **NANCY WHISKEY**

FREIGHT

TRAIN

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CHIC RECORDS

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In Canada it's **SPARTAN RECORDS**

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



TRAFFIC-STOPPER. This window, with its life-size die-cut figure of Elvis, has been stopping traffic for Marshall's Record Center in Bayonne, N. J., ever since it was put in last January. Owner Don Marshall calls it his Teen-Age Window, says it's one of the most effective he's ever had.

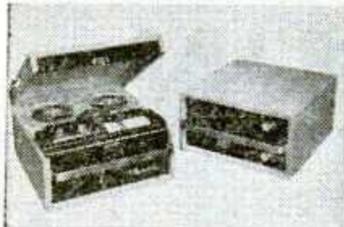
NEW PRODUCTS

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, audio, appliance and photo outlets. Distribution



Stereo Console



Bell's Playmate

of the previous line will remain unchanged.

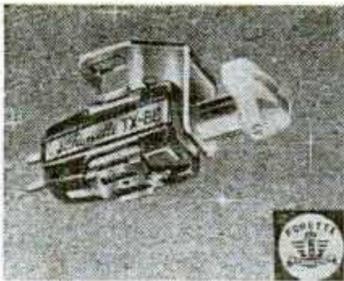
A featured item in the new line is the Bell-tape Play Mate. This all-new recorder is the first to be introduced in three models—monaural record-playback, stacked stereo playback and stag-

gered stereo playback. This model permits the dealer to meet the requirements of all customers.

An optional companion piece to the Play Mate is the Bell Stereo Console (Model 305-D). This matching cabinet provides a second amplifier and extension speaker which is easily removed for remote playing of a stereo channel. The self-contained five-watt amplifier has a frequency response of 60-15,000 cps. and is controlled from two knobs located on the front panel.

HI-FI CARTRIDGE FROM RONETTE

A new hi-fi cartridge that requires no pre-amp has been announced by Ronette. The design of the new twist cartridge also permits quick and positive replacement of needle without the use of tools.



The frequently response claimed for the cartridge by Ronette is flat from 30 cps. to 24 kc. When used in conjunction with a pre-amp, the response exceeds that of magnetic pickups, says Ronette.

The stylomatic stylus assembly is color coded for easy identification.

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 stores up for at least 90 per cent 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 purchase, 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 creative selling.

Sales Person's Function

The function of the sales person is not necessarily one of highly personal attention to the customer. He should be immediate-

ly 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?" This ends shopping. Rather, he should say: "Go ahead and browse. You might see something else you'd like."

Importance of Check-Out

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

Phonos and Radios, Too?

While many dealers are sold on the merits of retailing records by self-service, they have held on to the traditional way of doing business in selling phonographs and radios. There is no question that the radio or phono sale requires more attention from the sales person, but some dealers have found that they can employ at least some of their self-service techniques in their phono departments.

Selling by impulse is certainly the underlying idea in massing 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 crossed out and a special sale price written underneath. The customer can browse, compare, select and even audition each model. Most of the routine questions ("Have you anything a little cheaper?" "Do you have this model in red?" etc.) are answered automatically. If the sales person does give the customer time and attention it is 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 disk-phono tie-in promotion this year. The new program is a special priced package of EP disks to spark sales of the V-M Teentime 45 r.p.m. portable phono. This offer follows hard on the heels of the firm's World-Wide Festival of Sound promotion which made a similar offer of a 12-inch LP for 98 cents.

The Teentime album, entitled Sentimental Era, consists of 40 Tommy Dorsey hits on 10 EP disks. The 10-disk pack will sell for only \$5, with the purchase of the Teentime portable at about \$40. Recorded selections include some of TD's greatest ("Getting Sentimental," "Hawaiian War Chant," "Stardust" and "I'll Never Smile Again," to name a few).

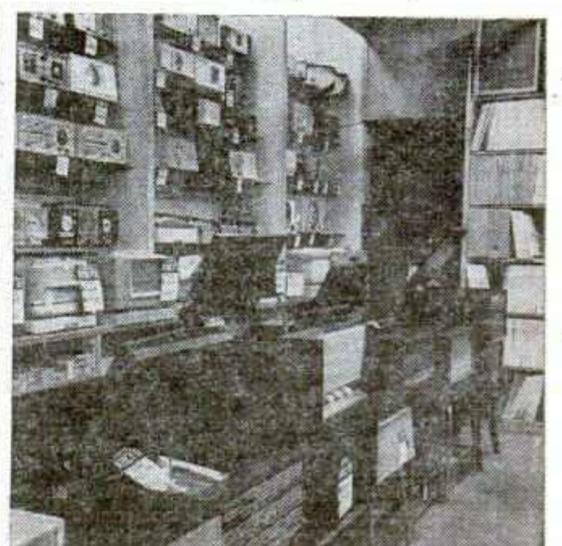
The Teentime is offered in a choice of three-color combinations. It has front opening speaker and separate bass and treble controls.



LEFT: Catalog merchandise is stacked neatly with spines outward for immediate identification; sale merchandise is in waist-high browsers. Custom-built racks are sturdy and well supported to carry weight of LP's.

BELOW, LEFT: Suggestion selling goes on even at the check-out counter. Note wire rack of specially priced Hi-Fi and Jazz Samplers. A pop hit-of-the-week is offered at a special 69 cents, and a sign on the door behind the counter reminds customer the gift certificates are available.

BELOW: Every table radio, clock radio and phonograph is tagged with a hand-lettered sign that shows the suggested list and the sale price. The customer browses 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.



Coming
... in the
June 3
Issue

THE SECOND QUARTERLY Tape Merchandising Special

containing latest news, sales tips and store-tested merchandising ideas that any dealer can use to boost his sales of blank, monaural and stereo recorded tape; tape recorders, tape playbacks and tape accessories.

Watch
for
it!



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 coconut vendor

COCOANUT WOMAN

47/20-6885

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

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45 RPM



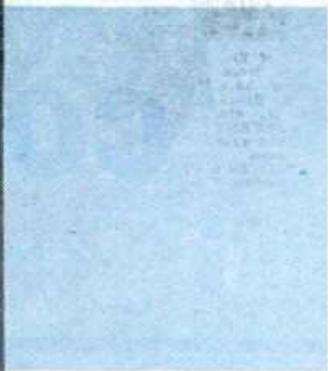
RCA VICTOR
RADIO CORPORATION OF AMERICA





PATTI PAGE

THE
SINGING
RAGE



THE CLASS SONG OF THE YEAR

OLD CAPE GOD

AND A MOST ENCHANTING WALTZ

WONDERING

MERCURY 71101



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

- 1. CALYPSO—Harry Belafonte. RCA Victor LPM 1248
2. AN EVENING WITH BELAFONTE. RCA Victor LPM 1402
3. HYMNS—Tennessee Ernie Ford. Capitol T 756
4. THE KING AND I—Sound Track. Capitol W 740
5. LOVE IS THE THING—Nat (King) Cole. Capitol W 824
6. OKLAHOMA!—Sound Track. Capitol SAO 595
7. MY FAIR LADY—Original Cast. Columbia OL 5090
8. AROUND THE WORLD IN 80 DAYS—Sound Track. Decca DL 9046
9. SONGS OF THE FABULOUS FIFTIES—Roger Williams. Kapp KXL 5000
10. MY FAIR LADY—Percy Faith. Columbia CL 895
11. STEADY DATE WITH TOMMY SANDS. Capitol T 848
12. THE EDDY DUCHIN STORY—Sound Track. Decca DL 8289
13. CLOSE TO YOU—Frank Sinatra. Capitol T 789
14. SPIRITUALS—Tennessee Ernie Ford. Capitol T 818
15. 'S WONDERFUL—Ray Conniff. Columbia CL 925

Pop Albums Coming up Strong

A listing of new pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart.

- 1. Rockin' Frankie Laine
Columbia CL 975
2. Pat Boone Pat Boone
Dot DLP 3050
3. Casa Loma in Hi-Fi Glen Gray
Capitol W 747
4. Eydie Gorme Eydie Gorme
ABC-Paramount ABC 150
5. The Platters, Vol. II The Platters
Mercury MG 20216
6. Rock, Pretty Baby Sound Track
Decca DL 8429

Most Played by Jockeys

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

- 1. LOVE IS THE THING—Nat (King) Cole. Capitol W 824
2. CALYPSO—Harry Belafonte. RCA Victor LPM 1248
3. CLOSE TO YOU—Frank Sinatra. Capitol W 789
4. GREAT SONGS FROM HIT SHOWS—Sarah Vaughan. Mercury MGP-2-100
5. ROCKIN'—Frankie Lane. Columbia CL 975
6. AN EVENING WITH HARRY BELAFONTE—Harry Belafonte Victor LPM 1402
7. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's. Columbia CL 952
8. 'S WONDERFUL—Ray Conniff. Columbia CL 925
9. EYDIE GORME—Eydie Gorme. ABC-Paramount 150
10. CASA LOMA IN HI-FI—Glen Gray. Capitol W 747

Spotlight on Sound

REEDS IN HI-FI (1-12)—Pete Rugolo and His Ork. Mercury MG 20260

While the band hits a pop tempo, the colors attempted are bold, imaginative and literally borrowed in two cases from Stravinsky (Igor Beaver) and Ravel (Spring Is Here). The titles of "Polytonal Blues" and "Impressionism" give clues to their inspiration. It's a terrific experience to hear how some of these effects are achieved without massed orchestral effects since the focus, as title indicates, is on reeds with rhythm support.

CARPENTER: Adventures in a Perambulator; PHILLIPS: Selections From McGuffey's Readers. (1-12)—Eastman-Rochester Ork. Hanson (Cond.) Mercury MG 50136.

The effectiveness of Mercury's single mike technique is brilliantly demonstrated in this disk of two serious American composers. The Carpenter piece is liberally sprinkled with such solo instrumental effects as bells, celesta, glockenspiel and triangle—all reproduced with crystal clarity against a broad orchestral pattern. The pert Burrill Phillips work fares equally well in the reproduction of its equally colorful scoring (featuring traps, cymbal, glockenspiel).

Review Spotlight on . . .

Popular Albums

MANTOVANI FILM ENCORES (1-12)—Mantovani Ork. London LL 1700

The familiar Mantovani touch is applied to tunes from recent films. This is the new featured release in the gigantic "May Is Mantovani Month" promotion. The album should go as well as the previous releases, especially with the added impetus of the dealer display programs being sponsored by the label. Attractive cover.

Classical Albums

DINU LIPATTI—HIS LAST RECITAL (2-12)—Dinu Lipatti, Piano. Angel 3556B

Rewarding new aspects of the sensitive art of the late Rumanian pianist, realistically recorded at the Besancon Festival only two months before his untimely death in 1950. Uncommon nuance, beauty of tone and rightness of style mark this concert program of Bach, Mozart, Schubert and Chopin. Artistic and commercial strength combine for one of best potential classical piano albums of season.

Classical Special Merit Albums

GLUCK: ORPHEUS AND EURYDICE (2-12)—Dietrich Fischer-Dieskau; Maria Stader, Rita Streich, RIAS Chamber Choir, Berlin Motet Choir, Berlin Radio Symphony Ork.; Ferenc Friscay, Cond. Decca DXH-143

Altho it must share the market with the recently issued Epic version of Gluck's monumental opera, this package, superb in every respect, should be the one in the long pull. It's the first with a baritone lead, and F-D is superb as usual. Ditto Stader, Streich and the choirs. Packaging is all the connoisseur or

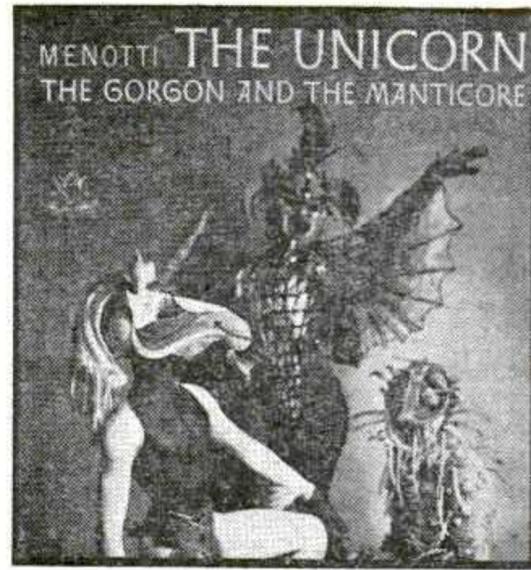
dealer could ask for, and the sound is top-grade. One of the great recordings of the season.

Jazz Talent Albums

NORMAN SIMMONS TRIO (1-12"). Argo LP 607

If this first album is a sample of things to come, a new talent has arrived. The group is similar in styling and technique to Billy Taylor's. The trio hails from Chicago, where they are quite popular, and interest on a national level should develop in time. The Norman Simmons Trio is definitely one to watch.

Album Cover of the Week



MENOTTI: THE UNICORN, THE GORGON AND THE MANTICORE. Angel 35437. Grotesque, colorful costumes are sure to draw double-takes. The cover is a standout display item. Excellent photography by Mass/Bascome.

Reviews and Ratings of New Albums

Popular

BUDDY BREGMAN AND HIS ORCHESTRA PLAYING SELECTIONS FROM "FUNNY FACE" 81 (1-12")

Verve MGV-2064 Here's a sock deejay package, and one that also stacks up well sales-wise. Bregman, in his first instrumental album, provides tasteful, imaginative interpretations of the "Funny Face" film score ("S Wonderful," etc.) along with six other memorable Gershwin show tunes ("Liza," "A Foggy Day," etc.)

TWO SIDES OF CLAUDE THORNHILL AND HIS ORCHESTRA 80 (1-12")

Kapp 1058 Appropriately titled Thornhill reissue presenting the modern jazz and mood music peculiar to this ork combination of rich sound, danceable tempos plus disciplined swinging performance of pulsating Gerry Mulligan and Ralph Aldridge arrangements in modern jazz vein make this an extremely saleable package to dancers, romancers and jazz cognoscenti. Pop and jazz jocks have a lot of meat here.

BIGGER AND BETTER THAN EVER. 72

Sophie Tucker (1-12") Mercury MG 20267 The veteran nitery and vaude star serves up a batch of new special material with ner usual showmanship and schmaltz—emphasizing spicy lyrics ("Love Is My One Bad Habit," etc.) on one side of the LP and sentimental ditties ("Open Your Heart, Open Your Mind") on the flip. For Tucker fans, sentimental oldsters, double-entendre fans and jocks with house fruit audiences (the philosophical side only).

IT'S SONN AGAIN 72

Larry Sonn Ork (1-12") Coral CRE 57104 Sonn wraps up a group of standards—"Prisoner of Love," "We Don't You Do Right," etc.—in rich, tasteful instrumental arrangements and a lightly swaying dance beat. In addition to attracting deep fans, this package should be of interest to jazz fans and jocks on basis of top-notch performance.

(Continued on page 36)

Classical

HI-FI HI-JINKS WITH STRAUSS (1-12")

—Vienna State Opera Ork.; Anton Paulik, Cond. Vanguard SRV 104. 85 Vanguard is understandably proud of their "Treasury of Strauss Music." In these Vienna orchestra performances under Paulik's baton, they have all the bounce and vitality that the music requires. At a bargain \$1.98 price, there will be plenty of takers for this "sampler" from the series and it should whet the listener's appetite for more of the same at full price. Have many hi-fi customers? Let them sample the real anvil sound in "Feuerfest Polka" (band 3, side 1).

PROKOFIEFF: SYMPHONY NO. 7; "CLASSICAL" SYMPHONY (1-12")—Philharmonia Orchestra; Nicolai Malko, Cond. RCA Victor LM 2092 83

Victor classical "Save-on-Records" for May offers first and last symphonies of the popular late Russian modernist. Release relies for main appeal on the much-recorded "Classical Symphony" but will profit from warmth and direct communication of the symphony produced 36 years later. Special price and excellent recording of first-rate ensemble will win sales now; future buyers may turn to older versions. Witty cover.

A HI-FI CARNIVAL WITH STRAUSS—(1-12") Vienna State Opera Ork.; Anton Paulik, Cond. Vanguard VRS 498 78

The most obvious market for music of the Strausses is the beginning collector or those with a taste for lighter classics. This fine-sounding Vanguard recording could attract a more sophisticated type of listener, however, because of the authenticity of the Paulik versions. Some of Johann Strauss' most popular ("Vienna Blut," "Acceleration Waltz") items are presented in zesty performances.

TCHAIKOVSKY: AURORA'S WEDDING; BLACK SWAN SCENE (1-12")—Minneapolis Symphony Ork.; Antal Dorati, Cond. Mercury MG 50118 78

Here are two of the popular Russian's most popular ballet works. Belletrismes may not settle for less than the complete ballet recordings from which these passages have been excerpted. But this disk offers for a much wider audience. The performance is several cuts above average.

(Continued on page 40)

Jazz

THE BARBARA CARROLL TRIO PLAYING SELECTIONS FROM "FUNNY FACE" 83 (1-12")

Verve MGV-2063 One of the very tastiest bundles of packaging and certainly one of the best turned out by the Carroll gal. This is a group of six Gershwin tunes from the current pic "Funny Face," plus six others by the great clemmer from other shows. The solid tunes ("S Wonderful," "Who Cares," etc.) and the superior recording give the package an extra portion of sales fodder. Jocks will help expose this and the cover shot of Fred Astaire and Audrey Hepburn should do the rest. Well worth working on.

TROMBONE SCENE 83 Various Artists (1-12") Vik LX 1087 The best jazz disk produced to date on Vik. It gives a good picture of the "scene" that's left after Kai and Jay, who also play together in the ensembles, are J. Cleveland, U. Green, E. Bert, F. Rehack, S. Russo, W. Dennis and J. Knepper. Each gets a big individual showcase, and then there are tunes that they split up for "battles." Knepper, on his first disk, shows big talent—others are known. Current popularity of trombone sound will speed action.

REEDS IN HI-FI 82

Pete Rugolo Ork (1-12") Mercury MG 20260 The cover of this package alone, massed wind instruments framing Rugolo is enough to accomplish a sizable sale. Inside there's no letdown. Some of the most interesting reed experimental work on disks is to be heard. Ten men work, doubling and sometimes tripling on saxes, clarinets, flutes and piccolos, with a rhythm backing. There are several Kenton-esque treatments and others have the sound of Sauter-Finegan. Presence and fidelity are absolutely tops. Has a freshness that's bound to get jockey and counter attention.

(Continued on page 38)

CLIMBING FAST!

Vera Lynn



DON'T CRY MY LOVE

(The Faithful Hussar)

1729

CHART ACTION

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

B/W

CUMBERLAND GAP

1736

THE BILLBOARD'S

• Review

Spotlight on...

C&W DISK JOCKEY PROGRAMMING

... "impressive new British talent ... side sparkles"

A BRIGHT NOVELTY WITH A BEAT

Beverley Sisters



DOODLE DOO DOO

B/W

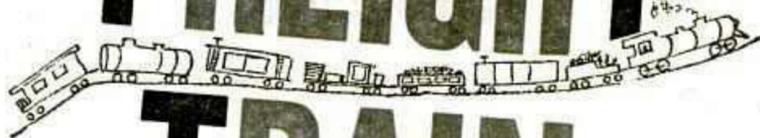
BLOW THE WIND SOUTHERLY

1731

The Cash Box Best Bet

Liz Winter and Bob Cort's Skiffle Group!

FREIGHT TRAIN



1742

A thrilling new arrangement!

Edmundo Ros

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NEWEST PERSONALITY ON RECORD!

V-10048 V-10048X45

Arrangements and orchestra conducted by
Barney Kessel



RECORDS

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

• **Reviews and Ratings of New Popular Albums**

• Continued from page 34

usual solo work by alto sax man Tony Ortega.

BERGEN SINGS MORGAN70

Polly Bergen (1-12")
Columbia CL 994
Top-flight torchy projection of a dozen grand old standards from the speak-easy era. Thrush recaptures amazingly the quality that the late Helen Morgan brought to these heart-searers and Luther Henderson's arrangements further underscore the nostalgic delivery. Label has given a prime engineering send-off to a package dedicated to oldsters with memories, and Bergen fans will take to any sampling of it.

LET'S FALL IN LOVE69

Jack Haskell (1-12")
Jubilee JLP 1036
Haskell sings this collection of love songs in a warm baritone quality in the Dick Haymes, Bob Manning tradition. Backing is by two guitars and bass. How well the disk can compete for the limited shelf space is a question. If a dealer is willing to recommend the package, he'll make sales and nobody will want his money back.

MUSICAL HOROSCOPE69

Hal Mooney Ork (1-12")
Mercury MG 20175
Astrology bugs may go for this one—a group of instrumental interpretations of the 12 signs of the Zodiac. RCA Victor put out a similar album by Dewey Bergman several years ago, which did well. Horoscope material on cover makes LP a great conversation piece for jocks, altho the semi-classical-type themes are a bit heavy for pop spinners. Cover has good display value.

PIZZA PARTY48

Joe Biviano Accordion (1-12")
Davis JD 106
Rather spectacular cover photo, of a giant pizza pie, will draw attention. Material is mainly popular Italian musical dishes, styled in an American pop vein, by accordion, trumpet, guitar, bass and drums. Pleasant stuff for Italian-American buyers, but nothing to start a gold rush. Sales will depend on the neighborhood.

THE HI-FI SOUND OF THE DEAN67

Elliot Dance Band (1-12")
Kapp KL 1056
West Coast arranger Dean Elliot has come up with an interesting new sound, featuring regular dance band instrumentation, augmented with harpsichord, xylophone, vibraharp, flute, oboe and bassoon. Beat isn't solid enough to make this a sock dance album, but it does pack interest for hi-fi fans. "Who Cares," "Fine and Dandy," etc., included.

JOHNNY COSTA PLAYS FOR THE MOST BEAUTIFUL GIRL IN THE WORLD65

(1-12")
Coral CRL 57117
Pleasant piano solo work in a gentle vein by Costa on a group of listenable standards—"Night and Day," "The Boy Next Door," etc. Good instrumental wax for jocks in search of soothing mood music wax. Should enjoy moderate sales if given any exposure.

ALLEN HANLON PICKS LEROY ANDERSON65

(1-12")
Golden Crest CR 3012
LeRoy Anderson tunes like "Sleigh Ride," "Syncopated Clock," etc., are well known enough but they are better suited to bigger and more colorful ork groups than that obtained by multi-track guitar diskings. Hanlon's technique is tops but it doesn't add up to much of a commercial LP package. Cover seems to have little connection with the contents.

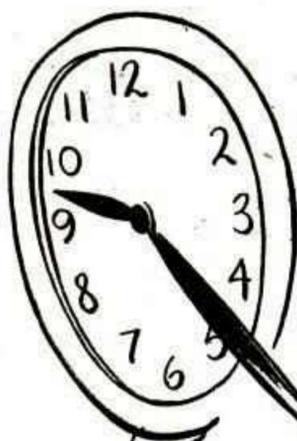
THE THREE FLAMES AT THE BON SOIR62

(1-12")
Mercury MG 20239
The Three Flames are a visual act. The antics that accompany their tongue-in-cheek routines are probably very amusing. However, their smart, comic material simply does not come across on disks. Appeal of the set will most likely be limited to patrons of the intimate boites.

I LOVE YOU TRULY59

Haywood Henry (1-12")
Davis JD 102
It's difficult to see the market for this. Henry plays bari sax, but here it's not jazz or rock and roll . . . just straight melody grunted out on a bunch of great standards, with rhythm section support. Henry's billing as a "wizard" still remains to be justified.

(Continued on page 38)



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still time—
if you
hurry . . .



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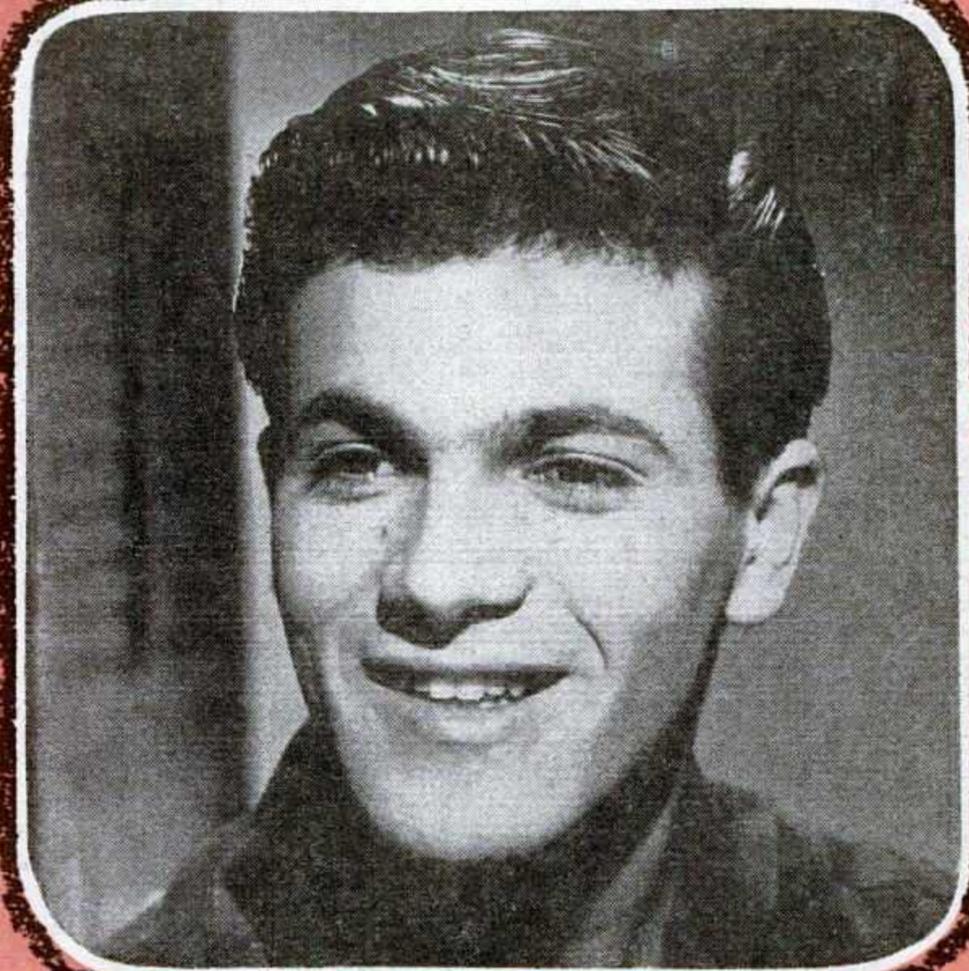
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C/W **RING MY PHONE**

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

record no. 3723

Reviews and Ratings of New Popular Albums

Continued from page 36

MOTH IN A GRAY FLANNEL SUIT... 55
 Bob Peck (1-12")
 Jubilee JLP 1035
 The cover photo and liner notes, satirizing the usual man-about-Madison-Avenue copy—are the best thing about this package. Songs—feeble nitery

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material—and readings are ordinary and rarely amusing.

Latin American

WITH THE LATIN FLAVOR... 69
 Alberto Calderon Ork & Mike Pacheco Sextet (1-12")
 Tropicana LP 1201
 The combined efforts of the two groups produce a fairly listenable package in their stylings of merengues, cha cha chas, conjuntos. There may be some attraction to the album by those who have mastered the popular Latin dance tempos, but the crowded, competitive market dampens chances of large sales.

Polka

NIAGARA FALLS POLKA 78
 Gene Wisniewski Ork (1-12")
 Dana DLP 1230
 This is one of a number of new Dana polka LP sets, which stands out mainly because of the Americanized polka and waltz repertoire. The sound is good and danceable on such items as "Friendly Tavern Polka," "Hoop Dee Doo," "Wagon Wheels Polka," etc. A good entry for the more naturalized polka followers. Should be worth stocking.

BILLY GOAT POLKA 74
 Steve Adamczyk and His Hungry Six (1-12")
 Dana DLP 1229
 Eight polkas, three obereks and a waltz. Make for a nice mixture of programming for anybody's private polka party. Since much of this fare has recently been issued, dealers would be well advised, in spite of over-all good quality, to exercise initial caution.

Country & Western

JIM EDWARD, MAXINE AND BONNIE BROWN 79
 (1-12")
 RCA Victor LPM 1438
 The Brown family has had a series of good selling singles and they've achieved a good following via TV appearances on Red Foley's "Ozark

Jubilee" ABC-TV show. Those points, added to the fact that the trio turn out some real commercial harmonies in their first album, makes this a strong bet for rural territories. Cover of the family group has strong display value.

International

IN THE LAND OF OOM PAH PAH... 80
 Karl Von Stevens Ork (1-12")
 Mercury MG 20241
 This material is rooted in the little German band, old-world tradition and as a sample of this old time art, it's solid stuff. The stale gags offered by a pair of comics who constantly break into the music give things an authentic flavor which the proper market will delight in. Displayable cover shows colorfully clad stein-waivers toasting an attractive Bavarian miss. As one of the label's upcoming \$2.98 specials, this could enjoy healthy sales in the right geographical areas.

Folk

SUSAN REED 73
 (1-12")
 Elektra 116
 Susan Reed's voice has a purity and sweetness that have earned her a devoted following. This second album for Elektra will be snapped up by those who know her work. Others should sample her eloquently simple approach to "Greensleeves," "Molly Malone" or "Venezuela." Dealers with a folk clientele can order without hesitation.

GO CALYPSO 67
 The Island Boys (1-12")
 Kapp KL 1057
 Authentically styled but routine run-thru of calypso (some old, some new) together with several U. S. pops. Group's efforts fail to match recent versions of "Marianne," "Day-O," "Bahama Lullaby." Show-tune, "I Talk to the Trees," seems slightly misplaced here. Ever-growing calypso competition might overwhelm this package.

CALYPSOMANIA 62
 Various Artists (1-12")
 Tropicana LP 1203
 The album features the singing Norma Calderon and Tony Martinez with Alberto Calderon's Ork, spotlighting Pepe Bilyeau on trumpet. All the tunes are by Panamanian Bilyeau. The package will have to be pushed hard to lure interest and sales away from the many calypso albums already available.

Reviews and Ratings of New Jazz Albums

Continued from page 34

THE HAPPY CATS 76
 Joe Newman Sextet (1-12")
 Coral CRL 57121
 Some sturdy, unpretentious blowing in the Basic Idiome highlighted by most compatible arrangements and vibrant rhythm. Solos by trumpeter Newman and F. Rehak on trombone make for real kicks. Can be sold. Use title tune as demo-band.

WEST COASTING WITH CONTE CANDOLI AND STAN LEVEY 76
 (1-12")
 Bethlehem BCP 9
 This re-packaging of two previous 10-inch sets: one spotting Candoli with rhythm; the other, under Levey's name, with Z. Sims and J. Guiffre added, is a good jazz buy. Many "names" on hand, meaty soloing, good writing and the general vitality of performance gives this session appeal.

CLIFFORD BROWN ALL STARS 75
 (1-12")
 EmArcy MG 36102
 Package should move with dealers who cater to modern jazz clientele, for Brown's recent death has created demand for his recorded efforts. Set has one selection on each side, and is in a jam session groove; soloists—H. Geller, K. Drew, J. Malin, etc.—spread out, and the results are gratifying. Most importantly, trumpeter Brown is heard at length, often to good advantage.

Children's

CALYPSO SONGS FOR CHILDREN .. 74
 Ella and Michelle Clark (1-12")
 Columbia CL 995
 This package of 17 calypso songs, sung by a nine and a 12-year-old pair, has an unusually attractive cover of kids in colorful garb. Unfortunately, the disk itself is disappointing. Songs are a hodge podge of mediocre material and the singing itself is unimpressive. And often lyrics will be unintelligible to tots. Cover and title, however, will account for fair impulse sales.

THE ALEX KALLAO TRIO IN CONCERT AT THE UNIVERSITY OF OTTAWA, CANADA 72
 (1-12")
 Baton BL 1205

Kallao, whose fast-moving, modern piano improvisations have already been heard on a previous Victor LP, provides more swift and flashy interludes here. The brothers Jackson; Oliver on drums, and particularly All Mohammed on bass, have impressive extended solo breaks. Quality in playing and dishing job are plainly evident, but without real name value, this would need a strong push to make any headway.

NEW YORK JAZZ QUARTET GOES NATIVE 71
 (1-12")
 Elektra 118

Color cover has display value, and is indicative of content: melodies reflective of West Indies and Latin-America with authentic accompanying rhythms—two Latin drummers employed for full flavor. There is very little jazz, per se, in set, the solo work of quartet members suggest their jazz orientation. Package is in line with the trend to calypso, Latin derived music, and could be pushed to buyers of that persuasion. Might be attractive to a variety of clientele, for LP has elements of novelty and mood-making, as well.

GRAND STAY 71
 Stan Levey Sextet (1-12")
 Bethlehem BCP 71

Much of the arranging and the general ensemble sound loses its flavor by being so typical of previous West Coast sets in conception and attack. However, the solo blowing is extremely good with trumpeter C. Candoli copping top honors. Rhythm is strong; special nod to bassist L. Vin-negar, who proves that he is among the most competent on both coasts. Jazz buyer could be convinced on strength of solos. Full color cover of Levey will help.

THE YOUNG MODERNS 70
 Dave Hildinger Quintet (1-12")
 Baton BL 1204
 Hildinger, an inventive modern pianist in the Horace Silver mold, whose

(Continued on page 41)

Some of the hottest music ever played,
 or for that matter ever listened to.

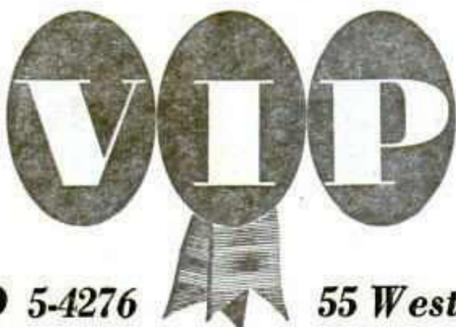
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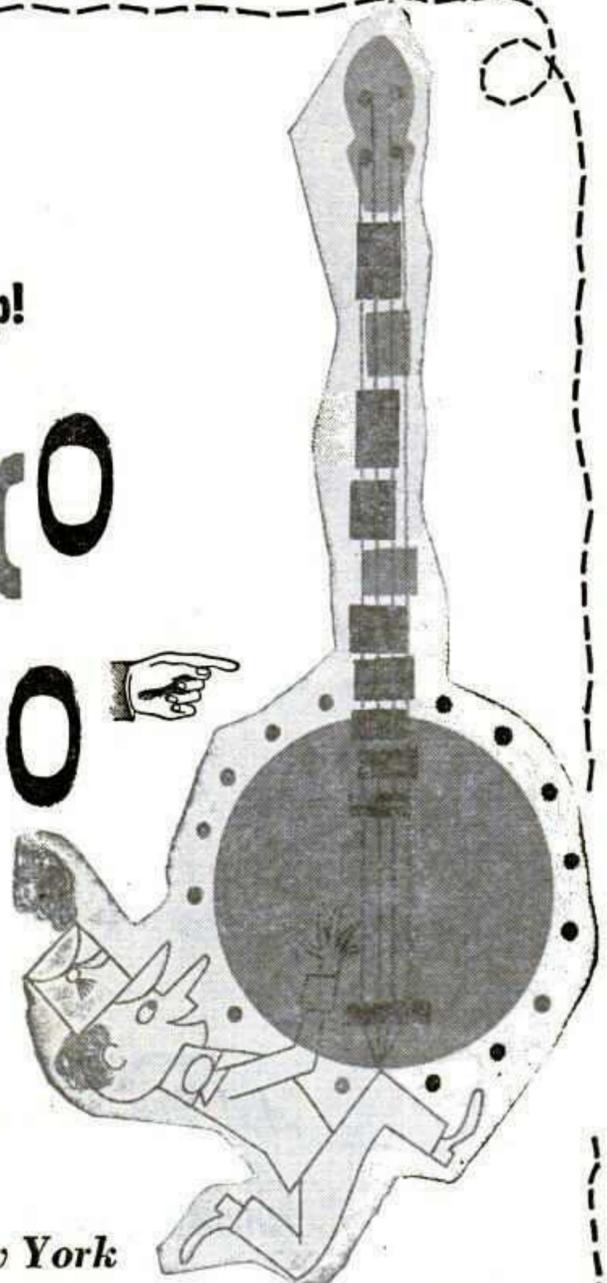
(AL CONTE QUARTET)

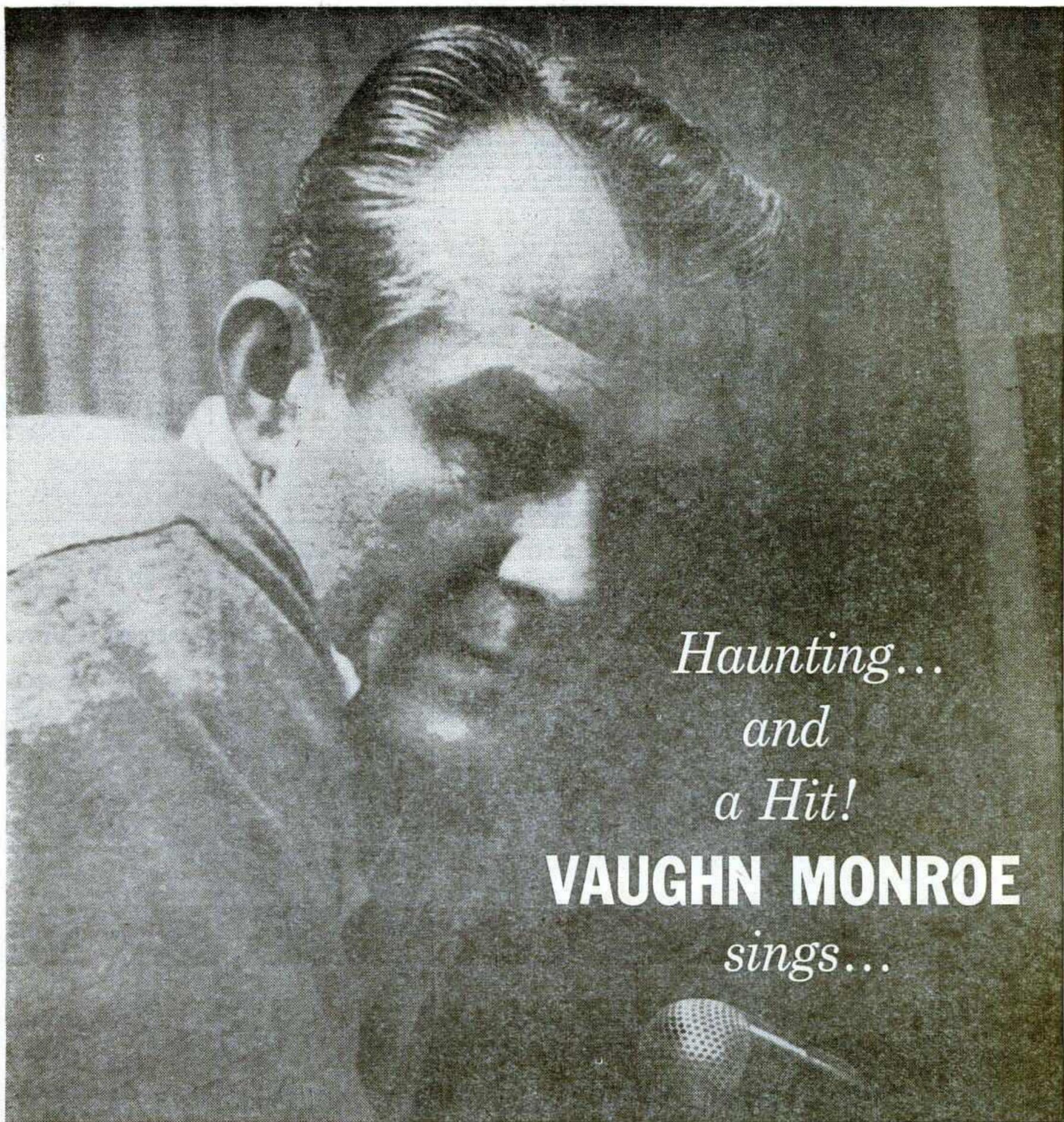


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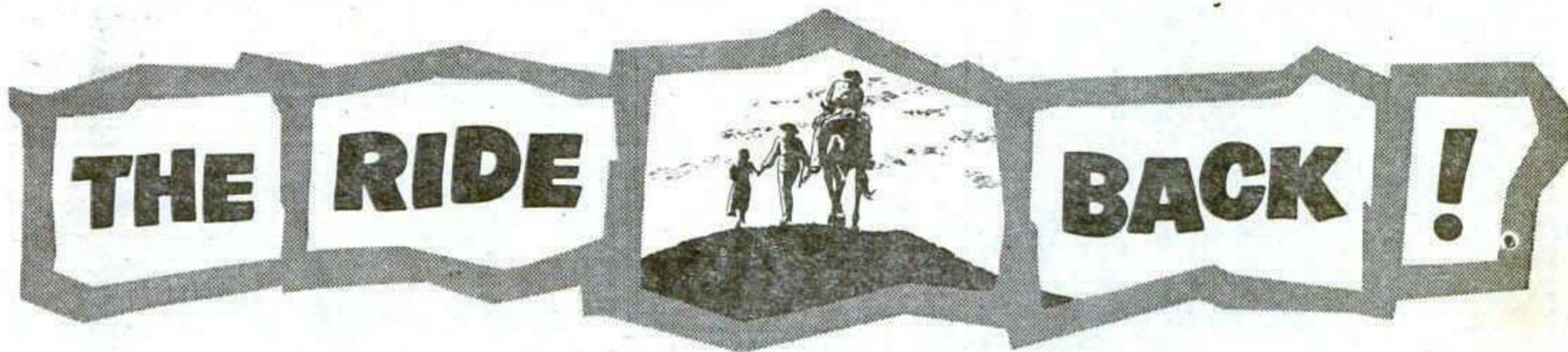
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• **Reviews and Ratings of
New Classical Albums**

• *Continued from page 34*

and the sound is superb. Recommend to collectors who are looking for easily accessible classics.

RIMSKY-KORSAKOV: SCHEHERAZADE (1-12)—Berlin Radio Symphony Orch.; Ferenc Fricsay, Cond. Decca DL 990876

Anyone who hasn't already purchased one of the almost 20 available versions of this work will have little reason not to add this disk to their collection. The Decca Gold Label sound is full and bright and Fricsay renders the full range of color inherent in the score. Dealers who have run low on their Scheherazade inventory should consider this version.

CARPENTER: ADVENTURES IN A PERAMBULATOR; PHILLIPS: SELECTIONS FROM McGUIFFEY'S READERS (1-12)—The Eastern-Rochester Symphony Orch.; Howard Hanson, Cond. Mercury MG 5013675

Two readily accessible examples of American program music, Carpenter's suite, better known, details familiar excursion of child and nursemaid, complete with policeman, hurdy-gurdy and dogs. Phillips treats themes of well-known poems: "One Horse Shay"; "John Alden and Priscilla," and "Paul Revere's Ride." Works are notable for orchestral effect; tympani and bass in last-named work especially suitable for demonstration.

RESPIGHI: THE FOUNTAINS OF ROME; BRAZILIAN IMPRESSIONS (1-12)—Philharmonia; Alico Galliera, Angel 3540575

Programming of lesser-known "Brazilian Impressions" will strengthen this issue against competition from earlier best-selling Toscanini "Pines/Fountains" combination. Atmospheric Brazilian work exploits folk themes, rich orchestral hues. Galliera has an affinity for these scores, leads brilliant orchestra in very well recorded interpretations.

MENOTTI: THE UNICORN, THE GORGON AND THE MANTICORE (1-12)—The New York City Ballet; Thomas Schippers, Cond. Angel 3543774

Menotti deserts operatic style and drama here for smaller scaled essay in form of madrigals, spiced with instrumental interludes. Ballet-fable deals with poet and pet monsters who represent his dreams of youth, maturity and old age. Expert performance by well-drilled chorus and top-flight instrumentalist. May enjoy good initial sale, limited to fairly esoteric market.

SIBELIUS: SYMPHONY NO. 7; PELLEAS ET MELISANDE: THE OCEANIDES (1-12)—Royal Philharmonic; Sir Thomas Beecham, Cond. Angel 3545874

Beecham's finely moulded and authoritative performances could establish these as standard versions. "Pelleas and Melisande" is a more forthright conception than Faure's suite or Debussy's opera—unmistakably Sibelius. "Oceanides" is a tone-picture of the sea, new to long-play. Realistic recorded sound.

MOZART: SERENADE NO. 9 K.320 (POSTHORN); SERENADE NO. 6 K.239 ("SERENATA NOTTURNA") (1-12)—Pro Musica Orch., Stuttgart; Edouard van Remoortel, Cond. Vox PL 989073

One advantage of this fine Mozart set over excellent competitors is the extra inclusion of K.239. The K.230 is one of Mozart's longer and meatier orchestral works, and a great showpiece for this fast-rising young conductor. Excellent sound enhances the bright-eyed, stylish reading. This can be recommended.

WALTON SYMPHONY (1-12)—Philharmonic Promenade Orch.; Sir Adrian Boult, Cond. Westminster NWN 1837473

A most impressive, absorbing modern symphony which could sell nicely if dealers choose to get behind it. Boult's reading is absolutely stunning, and unlikely to be topped for a long time. The sound, for Westminster, is a bit disappointing, but this disk has solid musical merits and deserves support.

DELIBES: COPPELIA; SYLVIA (1-12)—Orchestre du Theatre National de l'Opera; Andre Cluytens, Cond. Angel 3541672

The album, tho a fine treatment of the two ballet scores, faces severe competition. The version by Monteux continues to be a best seller. There are many others available. Dealers will have to give this a strong push to make it go.

ELGAR: SYMPHONY NO. 2 (1-12)—Philharmonic Promenade Orch.; Sir Adrian Boult, Cond. Westminster NWN 1837372

Another British major work merits aid gets a stunning interpretation from Boult. It's the first recording of a work that many consider Elgar's best—loaded with warm, flowing melody, and with the usual Elgar majesty. Could be a big popular seller if dealers choose to push it. Any collector who has amassed the standard symphonies should be ripe for this.

BETHOVEN: SYMPHONY NO. 3 (1-12)—Symphony of the Air; Igor Markevitch, Cond. Decca DL 991271

Fine orchestral playing by former NBC Symphony musicians in a performance notable for accuracy rather than for grandeur. Despite superior sound, will not supersede prior strongly entrenched catalog.

DVORAK: SYMPHONY NO. 2 (1-12)—Berlin Philharmonic; Ferdinand Leitner, Cond. Decca DL 990971

One of Dvorak's lesser-known works, marked by lyrical moments, some nationalistic elements. Adequate reproduction of appropriately warm treatment will appeal to many familiar with composer's more popular symphonies, if suggested. Otherwise, demand in shops will be moderate.

LIADOV: EIGHT RUSSIAN FOLK SONGS, OP. 58; KIKI MORA: THE ENCHANTED LAKE; BABA YAGA; BALAKIREV: ISLAMEY (1-12)—Bamberg Symph.; Jonel Perlea, Cond. Vox PL 10-28071

Familiar repertory of minor Russian works in rather pedestrian performances but enhanced by good sound. Ansermet has recorded several of the Liadov selections with better effect. On credit side, package provides generous program of well related material.

SUITE MUSIC BY BIZET (1-12)—Bamberg Symphony; Marcel Couraud, Cond. Vox PL 10-23070

A well executed and packaged interpretation of the always popular L'Arle-

stienne and Carmen Suites, which obviously are subject to extremely rough competition with such names as Toscanini, Stokowski, Ormandy, etc., attached to other versions. Couraud conducts with lively understanding but comparative results don't look to touch off more than moderate sales interest.

BOCCHERINI QUINTETS, VOL. 3 (1-12)—Quintetto Boccherini, Angel 4500869

The present album follows close on the release of two previous Boccherini packages by the same ensemble. Once again, the prolific Italian's Haydnesque works are executed with fine sound. Similarity of content, however, may involve the law of diminishing returns.

HAYDN: CONCERTO IN D FOR FLUTE; LECLAIR: CONCERTO IN C FOR FLUTE, STRINGS, HARPSICHORD; PERGOLESI CONCERTO FOR FLAUTO TRAVERSO (1-12)—Camillo Wanausk, flute; Pro Musica Chamber Orch., Vienna, Vox PL 10-15069

Three 18th century flute concertos soundly played and well recorded. Selections by German, French and Italian composers reflect some national traits, but resemblances are greater than individual differences. Dealers should be cautious, since this disk will appeal chiefly to buyers with more than average curiosity.

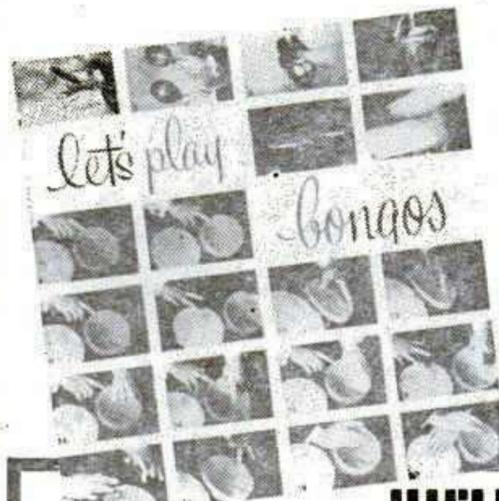
FRANCAIX: SYMPHONY FOR STRINGS; IBERT: DIVERTISSEMENT (1-12)—The M-G-M Chamber Orchestra; Carlos Surinach, Cond. M-G-M E 251467

The "Symphony" is a gay, piquant composition in the turn-of-the-century French romantic tradition. This is the first time it has been recorded. "Divertissement" is a charming musical bur-



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lesque that goes even further for its spoofing than Mozart's "A Musical Joke." Other interpretations are available. Not every shop can do a big job with this. However, lovers of the style and period may find this an attractive buy, if it's exposed.

BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: SYMPHONY NO. 8 ("UNFINISHED") (1-12") The Philharmonia Orchestra of Hamburg, Arthur Winograd, Cond. 64

Competent versions of two of the most widely recorded works in the entire classical catalog. This would appear as a doubtful entry at best against such stalwart competition as Toscanini, Koussevitsky, Munch, etc. Extreme caution in stocking would be advisable.

BYRD: MASS FOR FOUR VOICES, MASS FOR FIVE VOICES (1-12")—The Renaissance Singers, Michael Howard, Cond. Westminster XWN 18401 64

A specialty item for the choral connoisseur and fancier of Renaissance music. These early British Catholic works are mild-mannered and quite lovely, and are sung with great sensitivity. Other versions are available, but this, in its limited market, should fare as well as the others.

SPOTLIGHT ON STRINGS (1-12")—Produced and directed by Ward Botsford. Vox DL 320 64

This is a scholarly treatise on stringed instruments. It is comprised of a single 12-inch LP with examples of all instruments mentioned in a copiously illustrated text. A meaty work, it offers much information to the person who brings to it an interest in the subject. Schools and libraries are the most obvious prospects for the package but it should also attract the audio-minded for highly faithful reproduction of the instruments—some of which are beaten and plucked as well as bowed. It also includes such hi-fi attractions as pure string bass solos. De luxe packaging.

THE MUSIC OF SILVESTRE REVUELTAS (1-12")—The M-G-M Chamber Orchestra; Carlos Surinach, Cond. M-G-M E 3496 63

The album of selections by the Mexican composer is the first in the "Pan American Music Series" planned by the label. Revueletas' musical themes are idiomatic and draw largely from the folk music of his country. Sales power of the package in this country will be hindered because of lack of familiarity.

SCHUBERT: STRING QUARTET NO. 15 IN G MAJOR, OP. 161 (1-12")—The Hungarian Quartet. Angel 45004 . . . 63

Competent, well-recorded reading of a great quartet, the one not nearly as accessible as the "Death and the Maiden." Competition from the much better-known Budapest Quartet on Columbia leaves a very thin slice of the market for this version. Angel's Library Series packaging will appeal to some dealers.

PANCRATIUS ROYAL MEN'S CHORUS OF HEERLEN HOLLAND (1-12")—Henri Heijndael, Cond. Angel 35406 62

A wide-ranging program that covers five centuries—from Jannequin and Lassus, through Haydn and Schubert, to Milhaud and Vaughan Williams. Choral group is well trained and benefits from good engineering, but tends toward monotony in performance. Exception is echo effect in "Villanelle" by Lassus. Modest sales potential.

RAMEAU: PIECES DE CLAVECIN EN CONCERT (1-12")—Gustav Leonhardt, harpsichord; Lars Fryden, baroque violin; Nikolaus Harnocourt viola da gamba. Vanguard BG 556 62

Performers are unusually successful in blending the sonorities of their respective instruments. Result is suave reading of intimate, charming works of small scale in both content and sound. "Connoisseur items," of course, only for the dealer catering to such buyers as might collect offerings by Landowska, Kirkpatrick, etc.

KODALY-ANDOR FOLDES PIANO (1-12")—Decca DL 9913 61

Brilliant, large-scaled performances of works by the modern Hungarian composer. "Harry Janos" selections are given virtuoso treatment, but fall short of impact of original symphonic dress. "Maroszek" dances, originally for piano, also suffer by comparison with orchestral version. Other works are played with flair for idiom. Piano sound is fair.

MUSIC OF INDIA, VOL. 2 (1-12")—Ravi Shankar, Sitar. Angel 35468 . . . 58

Highly sophisticated or ethnic-minded audience is indicated for this sequel to Angel's relatively successful first volume of Indian music. Agile instrumentalists explore subtleties of a tonal language to remote from Western notions for wide market acceptance—although Chatur Lal, "tabla" (drum) virtuoso, has won admirers through U. S. appearances.

CRESTON: DANCE OVERTURE; HIVELEY: SUMMER HOLIDAY; HAUFRECHT: SQUARE SET; SANJUAN: LA MACUMBA (1-12")—The Oslo Philharmonic Orch.; Orch of the "Accademia Nazionale di Santa Cecilia-Roma"; Alfredo Antonini, Cond. Composers Recordings. CRI 111 57

Appealing grouping of little-known works. Creston's lively overture and Haufrecht's tribute to a rural Saturday night are perhaps the more attractive. Hiveley's piece draws on French musical background; Sanjuan's derives from Cuban voodoo, but in polite terms.

LUENING-USSACHEVSKY: A POEM IN CYCLES AND BELLS; USSACHEVSKY: PIECE FOR TAPE RECORDER; LUENING-USSACHEVSKY: SUITE FROM "KING LEAR"; BERGSMÄ: THE FORTUNATE ISLANDS (1-12")—Royal Danish Radio Orch; Otto Luening, Cond.; Orch of the "Accademia Nazionale di Santa Cecilia-Roma"; Alfredo Antonini, Cond. Composers Recordings CRI 112 56

"Cycles and Bells" is surprisingly conventional, with ballad-like theme subjected to climactic echo treatment. "King Lear" reproduces fairly literal sound effects of wind and thunder. Caribbean-inspired "Fortunate Islands" is orthodox score (free from electronic manipulation) competently constructed in modern idiom. Will not titillate novelty-seekers who favored France's "Musique Concrete."

Semi-Classical

WALDTEUFEL WALTZES 78
Philharmonia Promenade Ork; Henry Krips, Cond.
Angel 35426

Brilliant batoning and orchestral response, plus meticulous engineering, add up to a solid potential, despite previous top interpretations by Ormandy and Fiedler of some of the material. Set is first to be entirely devoted to Waldteufel waltzes. Included are "Les Patineurs," "Mon Reve," "Estudiantina," etc. A beautifully reproduced Winterhalter painting for the cover is a sharp attention pull.

OPERA WITHOUT WORDS MASCAGNI: CAVALLERIA RUSTICANA (1-12") Kapp KCL 9003 78

VERDI: LA FORZA DEL DESTINO (1-12") Kapp KCL 9001 75

PUCCHINI: TURANDOT (1-12") Kapp KCL 9000 73

Rome Symphony Orch.; Domenico Savino, Cond.
Opera without words—three sets, each of which gives the full flavor of a complete production via intelligently integrated arias and themes as have several best selling Kostelanetz LP's. Savino and the ork have put plenty of know-how into these intriguing groovings. Saleswise, the "Cavalleria" has the edge, but both the "Destino" and "Turandot" are equally good soundwise. Any or all can build for interest on counters catering to semi-classical trade and might be pushed as musical appreciation material.

• Reviews and Ratings of New Jazz Albums

• Continued from page 38

writing is pleasing also, heads up a session that has its moments. General level of performance of other cats in group is uneven, but buyer will get more than he bargains for from unknowns. Pay special heed to the work of trumpeter Mattson, drummer E. Thigpen, and most important, Hildinger—they're real comers.

A MIDNIGHT SESSION WITH THE JAZZ MESSENGERS 69
Art Blakey (1-12")
Elektra 120

Jazz aficionados to whom the Messengers would ordinarily appeal, might not go for this because of sloppy ensemble playing and slightness of material. Some heated solos plus rhythmic lift are the assets. Sales possible, but not likely to be substantial.

DIXIELAND HEAVEN 67
Lee Castle, Trumpet (1-12")
Davis JD 105

Castle, an Armstrong-inspired soloist and long a name-band player, with a Chicago-styled Dixie date that leans to mellow side. The performances are good, they're not particularly inspired,

and sound lacks sharpness to attract Dixie Hi-Fi bugs. Sales potential might be enhanced by presence of G. Wetling, D. Carey, P. Hucko, L. McGarity, etc. But, it is not likely that this package will be a real challenge to many recently released traditional sets.

THE PARTY'S OVER 66
Ruth Price (1-12")
Kapp KL 2054

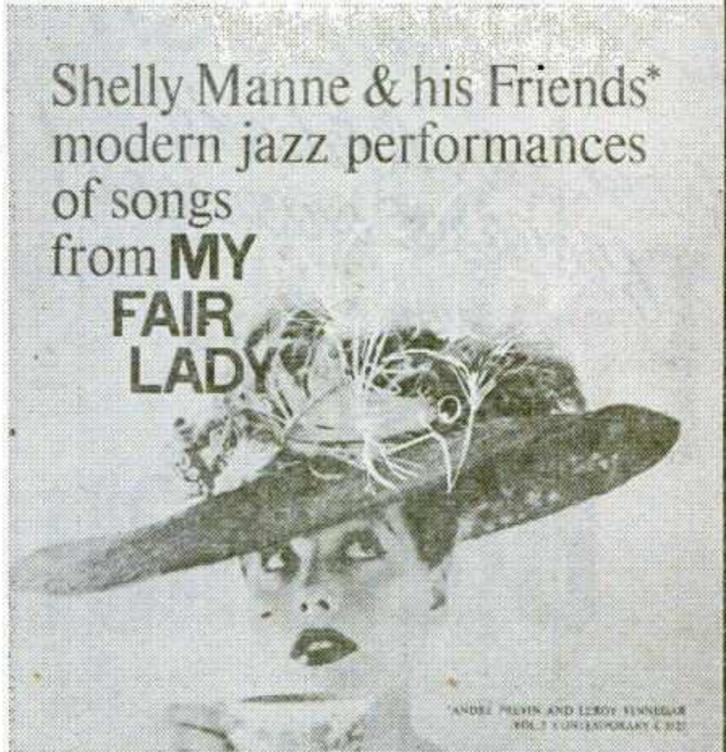
Miss Price's thrashing style has a slightly husky, wispy quality that, in this set, has little to make it stand out above a number of other entrants. Her impressions of "I Had the Craziest Dream," "Bye and Bye," etc., may attract a few jockey spins, but sales prospects would appear very modest.

COOL, MAN, COOL 66
John Plonsky Quintet (1-12")
Golden Crest CR 3014

A display of capable playing and writing in modern idiom by this unknown group. Writing gives group
(Continued on page 42)

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Deals Again Pose LP Question

• Continued from page 20

that from now on, he will buy no more disks from any of these labels unless the price to him is \$2.00 or less.

Pointing to the fact that the last time a general industry price cut took place, he was stuck for a quarter of a million dollars worth of goods, Goody said he was deliberately taking the sale method of reducing inventory so 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 their merchandise at the sale price," he added.

Limited Buys

Meanwhile, across town at the Liberty Music Shop, Bernie Braddon, buyer for 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 Braddon.

Other outlets in this Metropolitan area are also known to be cutting far down on their order in an attempt to eliminate slow moving items which they might find themselves loaded with 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 diskeries are turning out considerably more repertoire than can possibly be sold. Naturally, being overweight 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 lull which set in during the Lent period this season, has not entirely righted itself yet, according to reports. In an attempt to build traffic up and continue the 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 brand new issues. The push continues six weeks, from May 15 to June 30. Dealers will pay \$1.98 per album.

During the month of May, RCA is carrying on a special trade-in deal in which customers can get any Victor Red Seal album for \$2.98 plus any old album on any label, at either 78 or 45 r.p.m. speed, provided the album originally sold for at least \$2. Dealers, upon turning over the traded-in items to distributors will get full credit. The promotion is getting the backing of a saturation campaign and if successful, will likely be carried on for an extra month. Victor's "Save on Records" coupon plan, which makes one disk a month available at \$2.98 remains in effect.

Special Deals

Columbia, meanwhile, continues with its Buy-of-the-Month program which makes a pop and a classical selection each month available without gimmicks at \$2.98. The company earlier instituted a "Buy of Your 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 Buy Columbia," is also in effect, offering the same type of deal on 44 jazz packages. MGM Records, too, has been in the cut-price sweepstakes recently, with three 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 admit that a price cut would be harmful. With the cost of production of albums and their covers constantly on the rise, anything lower than a \$3.98 list would make it extremely difficult to realize a profit, particularly on LP repertoire from diskeries where the volume of sales per album is normally smaller.

Meanwhile, some dealers have indicated that a price cut would not be bad 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 merchandise being pumped out by the diskeries.

Good Material Top Potential

• Continued from page 20

traders, is the adult audience which admittedly shies away from the teen-age rock and roll disks. Columbia's Mitch Miller, while drawing on the rockabilly and traditional country sources for his pop disks, consciously aims at both the teen-age and adult markets. In this way he feels he taps the broadest disk market and also builds the artist so that he can more fully cash in on the personal appearance field, etc.

Other prime examples of artists reaching the broadest market without catering to the rock and rollers are provided by RCA Victor — Harry Belafonte and Perry Como. Belafonte has proved his power to make the money lists with ballads as well as calypsos, while Como has come up with rhythmic "Charm" novelties such as "Round and Round" and with several strong ballad sides.

Redd Evans, long devoted to quality material, says "If I felt I had to appeal only to the 12-year-old I would quit the business." Evans is currently concentrating on "Mangos," which is constantly picking up power via the Rosemary Clooney Columbia disk. While not yet making the Best Selling chart, "Mangos" this week is on "Coming Up Strong" and has taken a sudden spurt—so much so that Columbia

has delayed releasing Clooney's next disk, "Sing, Little Birdie, Sing," backed by "Who Dot Mon, Mom?" Evans, figuring a good sheet sale, income from abroad, income from orchestrations and other sources, estimates that "Mangos" will earn more money than many short-lived chart records. The song has been done on virtually every top show, including Perry Como, Bob Hope, Arthur Godfrey, Tennessee Ernie, etc. If a popularity sampling included adults as well as teen-agers, Evans points out that "Mangos" would rank higher than many tunes which are loosely considered more "popular." Evans notes that: "The kid with the hot 89¢ is not a true measure of popularity. . . . What about the other hundred million people?"

That a music man can successfully understand and operate in both the rock and roll and more conventional pop idioms has been illustrated many times. Perhaps an outstanding example of this is the case of arranger of Ray Ellis, who constantly comes up with hit arrangements in both the rock and roll and ballad idioms. Ellis has arranged any number of smash Atlantic records, with such artists as LaVern Baker, Clyde McPhatter, etc., and on the other hand arranges for the Four Lads.

Jazz Albums

• Continued from page 41

larger sound by intelligent use of accordion and baritone sax. Leader's facile trumpet solos add interest. For all this, LP sales are likely to be limited, for the balance is not top grade, the players are unknown, and there is so much of similar quality on market.

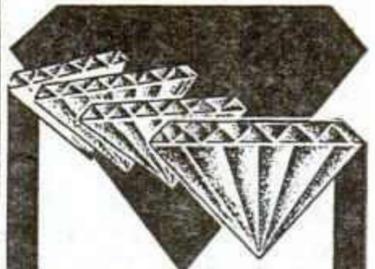
JAZZ PRACTITIONERS 64

Eddie Shu and Bob Hardaway (1-12")
 The album is a combination of two previous 10-inch records. Neither of the LP's were big sellers, and the present coupling is not likely to increase sales notably. Tho the package represents a fair expression of modern jazz by the two tenor-led combos, it ranks as a weak contender against many others by better known artists.

AROUND THE WORLD IN JAZZ 66

Ralph Sharon Sextet (1-12")
 Rama RLP 1001
 This is a "publisher's album which could have been more concerned with jazz-making than copyright control. There are 12 tunes by Sharon, none known, and none unusually stimulating as a jazz vehicle—each serves the gimmicky title of the set. Going largely to waste are the talents of such top-notchers as Lucky Thompson, O. Pettiford, O. Johnson, Ed Costa and J. Puma. It would have been better with, say, six tunes and a chance for all the cast to blow.

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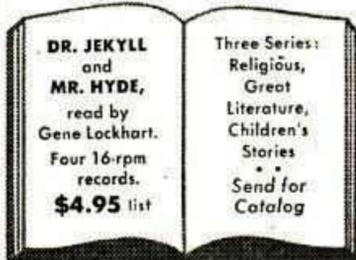
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- 15548—**99 WAYS** — Tab Hunter
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- 15539—**ON TREASURE ISLAND** — Gale Storm
- 15562—**DEAR TO ME—BEER BARREL POLKA** — Milton Rogers
- 15556—**DARLING DEAR—THE GLORY OF LOVE** — Sanford Clark
- 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**—Whitey 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** — Delvikings
- 15575—**VE BORRIQUITO—TELL MY LOVE** — Billy Vaughn

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| DEP-1053— PAT ON MIKE —Pat Boone | DLP-3044— KING OF RAGTIME —Johnny Maddox |
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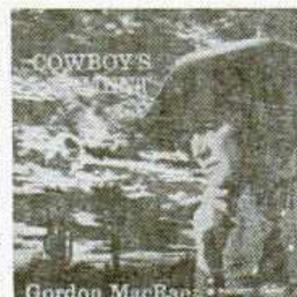
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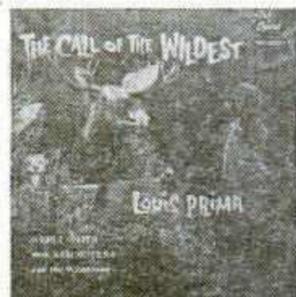
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WITH ORCHESTRA CONDUCTED BY ALVINO REY

IMAGINATION
YOU'RE MY THRILL

Record No. 3713

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AND HIS BRAZOS VALLEY BOYS

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NELSON RIDDLE

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THEME FROM "NEW GIRL IN TOWN"

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MATINEE

Theme Song of NBC-TV Program "Matinee Theater"

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TAURUS TANGO
THE GEMINI WALTZ

Record No. 3714



THE VIPERS SKIFFLE GROUP

CUMBERLAND GAP
MAGGIE MAY

Record No. 3711

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending May 1

This Week	Last Week	Weeks on Chart
1. All Shook Up	1	6
By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMD) BEST SELLING RECORD: E. Presley, Vic 20-6870. RECORD AVAILABLE: D. Hill, Aladdin 3359.		
2. Little Darlin'	3	8
By M. Williams—Published by Excellenc Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Giadolas, Excello 2101.		
3. Round and Round	2	10
By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solek, Dana 2121.		
4. Butterfly	4	12
By A. September—Published by Mayland-Presley (BMD) BEST SELLING RECORDS: Andy Williams, Cadence 1308; C. Gracie, Cameo 105. RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1025; B. Williams, Coral 61795.		
5. Party Doll	5	11
By Jim Bowen-Buddy Knox—Published by Jackie Music (BMD) BEST SELLING RECORDS: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.		

This Week	Last Week	Weeks on Chart
6. Gone	8	9
By S. Rogers—Published by Hill & Range (BMD) BEST SELLING RECORD: F. Husky, Cap 3628. RECORDS AVAILABLE: R. Sovine, Dec 29755; B. Wayne, Mercury 71070; J. Weber, Col 40852.		
7. Come Go With Me	9	9
By C. E. Quick—Published by Gill-Fee Bee (BMI) BEST SELLING RECORD: Dell-Vikings, Dor 15538. RECORDS AVAILABLE: Federals, De Luxe 6112; S. Gale, Dec 30321.		
8. Why Baby Why?	7	8
By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boons, Dot 15545.		
9. I'm Walkin'	10	9
By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORDS: F. Domino, Imperial 5428; R. Nelson, Verve 10047.		
10. Marianne	6	14
By Gilkyson-Dehr-Miller—Published by Montclare (BMD) BEST SELLING RECORD: Hilltoppers, Dot 15537. RECORDS AVAILABLE: T. Gilkyson, Col 40817; B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.		

Second Ten

11. Dark Moon	21	3
By Ned Miller—Published by Dandellon (BMD) BEST SELLING RECORDS: B. Guita, Dot 15550; G. Storm, Dot 15558.		
12. School Day	13	3
By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: C. Berry, Chess 1653.		
13. White Sport Coat	21	3
By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: M. Robbins, Col 40864. RECORD AVAILABLE: J. Desmond, Coral 61835.		
14. So Rare	15	4
By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: J. Dorsey, Fraternity 755.		
15. Almost Paradise	16	10
By Norman Petty—Published by Peer International Corp. (BMD) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount 9787; L. Stein, Unique 385.		

16. Pledge of Love	18	5
By Redd—Published by Lin (BMI) BEST SELLING RECORD: K. Copeland, Imperial 5432. RECORDS AVAILABLE: D. Contino, Mercury 71079; D. Hart, Reserve 118; J. Janis, ABC-Paramount 9800; Penguins, Atlantic 1132; M. Torok, Dec 30230.		
17. Chantez Chantez	14	8
By Albert Ganso-Irving Fields—Published by Cromwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792. RECORD AVAILABLE: G. Wisniewski, Dana 2120.		
18. Ninety-Nine Ways	11	7
By Charlie Gracie—Published by Mayland Music (BMD) BEST SELLING RECORD: I. Hunter, Dot 15548. RECORD AVAILABLE: C. Gracie, Cameo 105.		
18. Rock-A-Billy	20	4
By W. Harris-Deane—Published by Oxford (ASCAP) BEST SELLING RECORD: G. Mitchell, Col 40877.		
20. Mama Look-A Booboo	19	6
By Lord Melody—Published by Duchess Music (BMD) BEST SELLING RECORD: H. Belafonte, Vic 20-6830. RECORDS AVAILABLE: King Flash, Col 40866; R. Mitchum, Cap 3672.		

Third Ten

21. Teen-Age Crush	17	12
By Audrey Allison-Joe Allison—Published by Central Songs, Inc. (BMD) RECORD AVAILABLE: T. Sands, Cap F3639.		
21. Young Love	11	19
By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) RECORDS AVAILABLE: R. Cartey-Jive Tones, Vic 20-6751; Crew Cuts, Mercury 71022; T. Hunter, Dot 15533; S. James, Cap 3602.		
23. Empty Arms	26	2
By I. J. Hunter—Published by Ivory Music (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61805; I. J. Hunter, Atlantic 1128.		
24. I'm Stickin' With You	23	9
By Bowen-Knox—Published by Jackie (BMI) RECORDS AVAILABLE: J. Bowen, Roulette 4001; Roy Brown, Imperial 5427; Fontana Sisters, Dot 15555.		
25. Sittin' in the Balcony	23	7
By Johnny Dee—Published by Bentley Music (BMD) RECORDS AVAILABLE: J. Dee, Colonial 430; D. Cornell, Coral 61811; E. Cochran, Liberty 55056.		

26. Do I Love You	23	4
By Richard Rodgers—Published by Williamson (ASCAP) RECORDS AVAILABLE: V. Damone, Col 40858; S. Feller, ABC-Paramount 9795; T. Martin, Vic 20-6868; Paul Whiteman-B. Eberle, Grand Award 1013; J. Southern, Dec 30254.		
27. Love Is a Golden Ring	28	2
By Dehr-F. Miller-T. Gilkyson—Published by Montclare (BMI) RECORD AVAILABLE: F. Laine, Col 40856.		
28. I'm Sorry	-	3
By Buck Ram-Tintwun-W. White—Published by Algonquin (BMD) RECORD AVAILABLE: Platters, Mercury 71032.		
29. Banana Boat (Day-O)	-	16
By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6771.		
30. Mangos	-	1
By S. Wayne, Libbey—Published by Redd Evans Music Co. (ASCAP) RECORDS AVAILABLE: R. Clooney, Col 40835; B. Morrow, Mercury 71091.		

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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.

• Best Sellers in Stores

For survey week ending May 1

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. ALL SHOOK UP (BMI)—E. Presley . . . That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	1	6	
2. LITTLE DARLIN' (BMI)—Diamonds . . . Faithful and True (BMI)—Mercury 71060	2	9	
3. ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	3	10	
4. COME GO WITH ME (BMI)—D. Vikings How Can I Find Love? (BMI)—Dot 15538	7	11	
5. SCHOOL DAY (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	6	4	
6. GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	5	8	
7. PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	4	11	
8. WHY, BABY, WHY? (BMI)—P. Boone I'm Waiting Just for You (BMI)—Dot 15545	9	8	
9. SO RARE (ASCAP)—J. Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	10	4	
10. ROCK-A-BILLY (ASCAP)—G. Mitchell Hoot Owl (ASCAP)—Col 40877	15	4	
11. I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	8	10	
12. DARK MOON (BMI)—B. Guitar Big Mike (BMI)—Dot 15550	21	3	
13. WHITE SPORT COAT (BMI)—M. Robbins Grown Up Tears (BMI)—Col 40864	17	2	
14. MAMA LOOK-A BOOBOO (BMI)—H. Belafonte Don't Ever Love Me (ASCAP)—Vic 20-6830	11	7	
15. BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	12	11	
16. BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	13	12	
17. I'M SORRY (BMI)—Platters HE'S MINE (BMI)—Mercury 71032	18	4	
18. I'M WALKIN' (BMI)—R. Nelson A Teenager's Romance (ASCAP)—Verve 10047	—	1	
19. PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	14	9	
20. DARK MOON (BMI)—G. Storm Little Too Late (BMI)—Dot 15550	—	1	
21. I'M STICKIN' WITH YOU (BMI)—J. Bowen Ever-Lovin' Fingers (BMI)—Roulette 4001	19	10	
22. LOVE IS A GOLDEN RING (BMI)—F. Laine There's Not a Moment to Spare (ASCAP)—Col 40856	—	1	
23. PLEDGE OF LOVE (BMI)—K. Copeland Night Air (BMI)—Imperial 5432	—	1	
24. NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	20	7	
25. PEACE IN THE VALLEY—E. Presley Vic EPA-4054	—	1	

• Most Played in Juke Boxes

For survey week ending May 1

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. ALL SHOOK UP (BMI)—E. Presley . . . That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	1	5	
2. LITTLE DARLIN' (BMI)—Diamonds . . . Faithful and True (BMI)—Mercury 71060	2	7	
3. ROUND AND ROUND (BMI)—P. Como Mi Casa Su Casa (ASCAP)—Vic 20-6815	3	8	
4. PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	4	10	
5. GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	10	5	
6. I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	5	8	
7. BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	6	10	
8. WHY, BABY, WHY? (BMI)—P. Boone I'm Waiting Just for You (BMI)—Dot 15545	7	7	
9. COME GO WITH ME (BMI)—D. Vikings How Can I Find True Love? (BMI)—Dot 15538	12	2	
10. BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	8	11	
11. PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	11	9	
12. MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	12	12	
12. SO RARE (ASCAP)—J. Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	—	2	
14. SCHOOL DAY (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	—	1	
15. TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	9	11	
15. EMPTY ARMS (BMI)—T. Brewer Ricky-Tick Song (BMI)—Coral 61085	—	1	
17. NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	18	5	
18. WHITE SPORT COAT (BMI)—M. Robbins Grown Up Tears (BMI)—Columbia 40864	—	1	
19. I'M STICKIN' WITH YOU (BMI)—J. Bowen Ever-Lovin' Fingers (BMI)—Roulette 4001	17	3	
19. DARK MOON (BMI)—B. Guitar Big Mike (BMI)—Fabor 5018	—	1	

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Weeks on Chart	Last Week	Chart
1. Round and Round (Rush)	1	9	
2. All Shook Up (Shalimar-Presley)	4	4	
3. Marianne (Montclare)	2	11	
4. Why, Baby, Why? (Winnerton)	6	5	
5. Butterfly (Mayland-Presley)	3	9	
6. Almost Paradise (Peer)	5	8	
7. Chantez-Chantez (Cromwell)	7	8	
8. Little Darlin' (Excelloree)	—	1	
9. White Sport Coat (Acuff-Rose)	—	1	
10. Gone (Hill & Range)	—	3	
10. Do I Love You? (Williamson)	10	4	
12. Ninety-Nine Ways (Mayland)	8	4	
13. Come Go With Me (Gil-Feebee)	13	2	
14. Dark Moon (Dandelion)	—	1	
15. Young Love (Lowery)	9	16	

• Most Played by Jockeys

For survey week ending May 1

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Weeks on Chart	Last Week	Chart
1. ALL SHOOK UP (BMI)—E. Presley . . . That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	1	5	
2. LITTLE DARLIN' (BMI)—Diamonds . . . Faithful and True (BMI)—Mercury 71060	3	7	
3. ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	2	11	
4. GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	4	9	
5. BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	5	10	
6. COME GO WITH ME (BMI)—D. Vikings How Can I Find True Love? (BMI)—Dot 15538	8	6	
7. PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	6	10	
8. WHITE SPORT COAT (BMI)—M. Robbins Grown Up Tears (BMI)—Col 40864	13	2	
9. SCHOOL DAY (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	11	3	
10. SO RARE (ASCAP)—J. Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	16	2	
11. WHY, BABY, WHY? (BMI)—P. Boone I'm Waiting Just for You (BMI)—Dot 15545	7	8	
12. PLEDGE OF LOVE (BMI)—P. Copeland Night Air (BMI)—Imperial 5432	14	2	
13. DARK MOON (BMI)—B. Guitar Big Mike (BMI)—Dot 15550	—	1	
14. MAMA LOOK-A BOOBOO (BMI)—H. Belafonte Don't Ever Love Me (ASCAP)—Vic 20-6830	14	5	
15. ROCK-A-BILLY (ASCAP)—G. Mitchell Hoot Owl (ASCAP)—Col 40877	18	3	
16. LOVE IS A GOLDEN RING (BMI)—F. Laine There's Not a Moment to Spare (ASCAP)—Col 40856	10	4	
16. I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	12	8	
18. PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	9	9	
19. MANGOS (ASCAP)—R. Clooney Independent (ASCAP)—Col 40835	20	4	
19. EMPTY ARMS (BMI)—T. Brewer Ricky Tick Song (BMI)—Coral 61085	—	1	
21. CHANTEZ-CHANTEZ (ASCAP)—D. Shore Honkytonk Heart (BMI)—Vic 20-6792	24	7	
22. ALMOST PARADISE (BMI)—R. Williams For the First Time (ASCAP)—Kapp 175	19	3	
23. SITTING IN THE BALCONY (BMI)—E. Cochran Dark, Lonely Street (BMI)—Liberty 55056	25	4	
23. YES, TONIGHT, JOSEPHINE (BMI)—J. Ray No Wedding Today (ASCAP)—Col 40893	—	1	
25. BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	23	11	

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 Hear him and see him again on the Steve Allen Show NBC-TV
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(That "Are You Satisfied" man is back again with
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PLENTY OF LOVE

and
I WON'T COME BACK

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STAMPS

and
TWO THEME CALYPSO

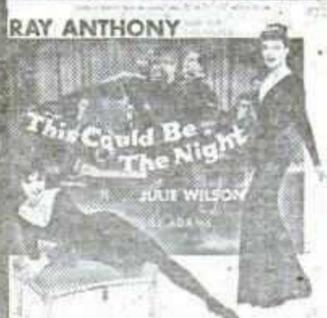
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JULIE WILSON • **NEILE ADAMS**
 E3530 ST



Territorial Best Sellers

For survey week ending May 1

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. Round and Round, P. Como, Vic.
4. Come Go With Me, D. Vikings, Dot
5. Marianne, T. Gilkyson, Col.
6. Little Darlin', Diamonds, Mer.

Baltimore

1. All Shook Up, E. Presley, Vic.
2. School Day, C. Berry, Chs.
3. Wonderful, Wonderful, J. Mathis, Col.
4. Empty Arms, T. Brewer, Cor.
5. Dark Moon, B. Guitar, Dot
6. Little Darlin', Diamonds, Mer.
7. So Rare, J. Dorsey, Fty.
8. Mama Look-A Booboo
H. Belafonte, Vic.
9. Round and Round, P. Como, Vic.
10. Your True Love, C. Perkins, Sun

Boston

1. It's Not for Me to Say, J. Mathis, Col.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, E. Presley, Vic.
4. Round the World, V. Young, Dec.
5. Dark Moon, B. Guitar, Dot
6. School Day, C. Berry, Chs.
7. Why, Baby, Why? P. Boone, Dot
8. Harem Dance
Armenian Jazz Sextet, Kap.
9. Gone, F. Husky, Cap.
10. Pledge of Love, K. Copeland, Imp.

Buffalo

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. Little Darlin', Diamonds, Mer.
4. Come Go With Me, D. Vikings, Dot
5. Round and Round, P. Como, Vic.
6. Empty Arms, T. Brewer, Cor.
7. School Day, C. Berry, Chs.
8. Shish Kabab, R. Marterie, Mer.

Chicago

2. Little Darlin', Diamonds, Mer.
1. Party Doll, B. Knox, Rit.
3. All Shook Up, E. Presley, Vic.
4. Gone, F. Husky, Cap.
5. I'm Walkin', R. Nelson, Vrv.
6. Mama Look-A Booboo
H. Belafonte, Vic.
7. Dark Moon, B. Guitar, Dot
8. Come Go With Me, D. Vikings, Dot
9. School Day, C. Berry, Chs.
10. Day-O Banana Boat, S. Freberg, Cap.

Cincinnati

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Come Go With Me, D. Vikings, Dot
4. Round and Round, P. Como, Vic.
5. School Day, C. Berry, Chs.
6. I'm Walkin', F. Domino, Imp.
7. Gone, F. Husky, Cap.
8. Butterfly, A. Williams, Cdc.
9. Jamie Boy, K. Starr, Vic.
10. Why, Baby, Why? P. Boone, Dot

Cleveland

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. So Rare, J. Dorsey, Fty.
4. School Day, C. Berry, Chs.
5. Round and Round, P. Como, Vic.
6. I'm Walkin', F. Domino, Imp.
7. Party Doll, S. Lawrence, Cor.
8. Mama Look-A Booboo
H. Belafonte, Vic.

Dallas-Fort Worth

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. School Day, C. Berry, Chs.
4. I'm Walkin', F. Domino, Imp.
5. So Rare, J. Dorsey, Fty.
6. Till, P. Faith, Col.

Denver

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Gone, F. Husky, Cap.
4. Party Doll, B. Knox, Rit.
5. Come Go With Me, D. Vikings, Dot
6. Round and Round, P. Como, Vic.
7. I'm Stickin' With You, J. Bowen, Rit.
8. Wonderful Wonderful, J. Mathis, Col.

Detroit

1. All Shook Up, E. Presley, Vic.
2. School Day, C. Berry, Chs.
3. So Rare, J. Dorsey, Fty.
4. Why, Baby, Why? P. Boone, Dot
5. Rosie Lee, Mello Tunes, Gee
6. Little Darlin', Diamonds, Mer.
7. Round and Round, P. Como, Vic.
8. Harem Dance
Armenian Jazz Sextet, Kap.
9. Mama Look-A Booboo
H. Belafonte, Vic.
10. Empty Arms, L. J. Hunter, Atl.

Kansas City

1. All Shook Up, E. Presley, Vic.
2. School Day, C. Berry, Chs.
3. I'm Walkin', F. Domino, Imp.
4. So Rare, J. Dorsey, Fty.
5. Round and Round, P. Como, Vic.
6. After School, R. Starr, Dal.
7. Gone, F. Husky, Cap.
8. Party Doll, B. Knox, Rit.

Los Angeles

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. Come Go With Me, D. Vikings, Dot
5. Party Doll, S. Lawrence, Cor.
6. Why, Baby, Why? P. Boone, Dot
7. Butterfly, A. Williams, Cdc.
8. Marianne, T. Gilkyson, Col.
9. Harem Dance
Armenian Jazz Sextet, Kap.
10. Mama Look-A Booboo
H. Belafonte, Vic.

Milwaukee

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Dark Moon, B. Guitar, Dot
4. Come Go With Me, D. Vikings, Dot
5. Round and Round, P. Como, Vic.
6. Pledge of Love, D. Contino, Mer.
7. School Day, C. Berry, Chs.
8. Rock-a-Billy, G. Mitchell, Col.

Minneapolis-St. Paul

1. All Shook Up, E. Presley, Vic.
2. He's Mine, Platters, Mer.
3. Little Darlin', Diamonds, Mer.
4. So Rare, J. Dorsey, Fty.
5. Peace in the Valley, E. Presley, Vic.
6. Round and Round, P. Como, Vic.
7. Gone, F. Husky, Cap.
8. White Sport Coat, M. Robbins, Col.

New Orleans

1. All Shook Up, E. Presley, Vic.
2. C. C. Rider, C. Willis, Atl.
3. White Sport Coat, M. Robbins, Col.
4. Little Darlin', Diamonds, Mer.
5. School Day, C. Berry, Chs.
6. Round and Round, P. Como, Vic.
7. Come Go With Me, D. Vikings, Dot
8. I'm Walkin', F. Domino, Imp.
9. Just Because, L. Price, Pmt.
10. Party Doll, B. Knox, Rit.

New York

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. Mama Look-A Booboo
H. Belafonte, Vic.
5. Party Doll, B. Knox, Rit.
6. Gone, F. Husky, Cap.
7. Why, Baby, Why? P. Boone, Dot
8. Butterfly, A. Williams, Cdc.

Philadelphia

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. So Rare, J. Dorsey, Fty.
5. Butterfly, C. Gracie, Cam.
6. Mama Look-A Booboo
H. Belafonte, Vic.
7. I'm Walkin', F. Domino, Imp.
8. Come Go With Me, D. Vikings, Dot
9. Party Doll, B. Knox, Rit.
10. Why, Baby, Why? P. Boone, Dot

Pittsburgh

1. White Sport Coat, M. Robbins, Col.
2. All Shook Up, E. Presley, Vic.
3. Round and Round, P. Como, Vic.
4. Little Darlin', Diamonds, Mer.
5. School Day, C. Berry, Chs.
6. Mangos, R. Clooney, Col.
7. So Rare, J. Dorsey, Fty.
8. Over the Mountain, Johnnie & Joe, J&S

St. Louis

1. All Shook Up, E. Presley, Vic.
2. So Rare, J. Dorsey, Fty.
3. Little Darlin', Diamonds, Mer.
4. Party Doll, B. Knox, Rit.
5. Round and Round, P. Como, Vic.
6. Tricky, R. Marterie, Mer.
7. Why, Baby, Why? P. Boone, Dot
8. Mama Look-A Booboo
H. Belafonte, Vic.
9. Dark Moon, G. Storm, Dot
10. Come Go With Me, D. Vikings, Dot

San Francisco

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Party Doll, B. Knox, Rit.
4. Come Go With Me, D. Vikings, Dot
5. Dark Moon, B. Guitar, Dot
6. Round and Round, P. Como, Vic.
7. Gone, F. Husky, Cap.
8. Why, Baby, Why? P. Boone, Dot
9. I'm Walkin', F. Domino, Imp.

Seattle

1. All Shook Up, E. Presley, Vic.
2. I'm Walkin', F. Domino, Imp.
3. Gone, F. Husky, Cap.
4. Little Darlin', Diamonds, Mer.
5. I'm Walkin', R. Nelson, Vrv.
6. White Sport Coat, M. Robbins, Col.
7. Party Doll, B. Knox, Dot
8. Lucille, Little Richard, Spe.
9. Round and Round, P. Como, Vic.
10. School Day, C. Berry, Chs.

Toronto

1. Round and Round, P. Como, Vic.
2. All Shook Up, E. Presley, Vic.
3. Little Darlin', Diamonds, Mer.
4. Gone, F. Husky, Cap.
5. Come Go With Me, D. Vikings, Dot
6. Cricket Song, B. Gimby
7. Rock-a-Billy, G. Mitchell, Col.
8. I'm Walkin', F. Domino, Imp.
9. Why, Baby, Why? P. Boone, Dot

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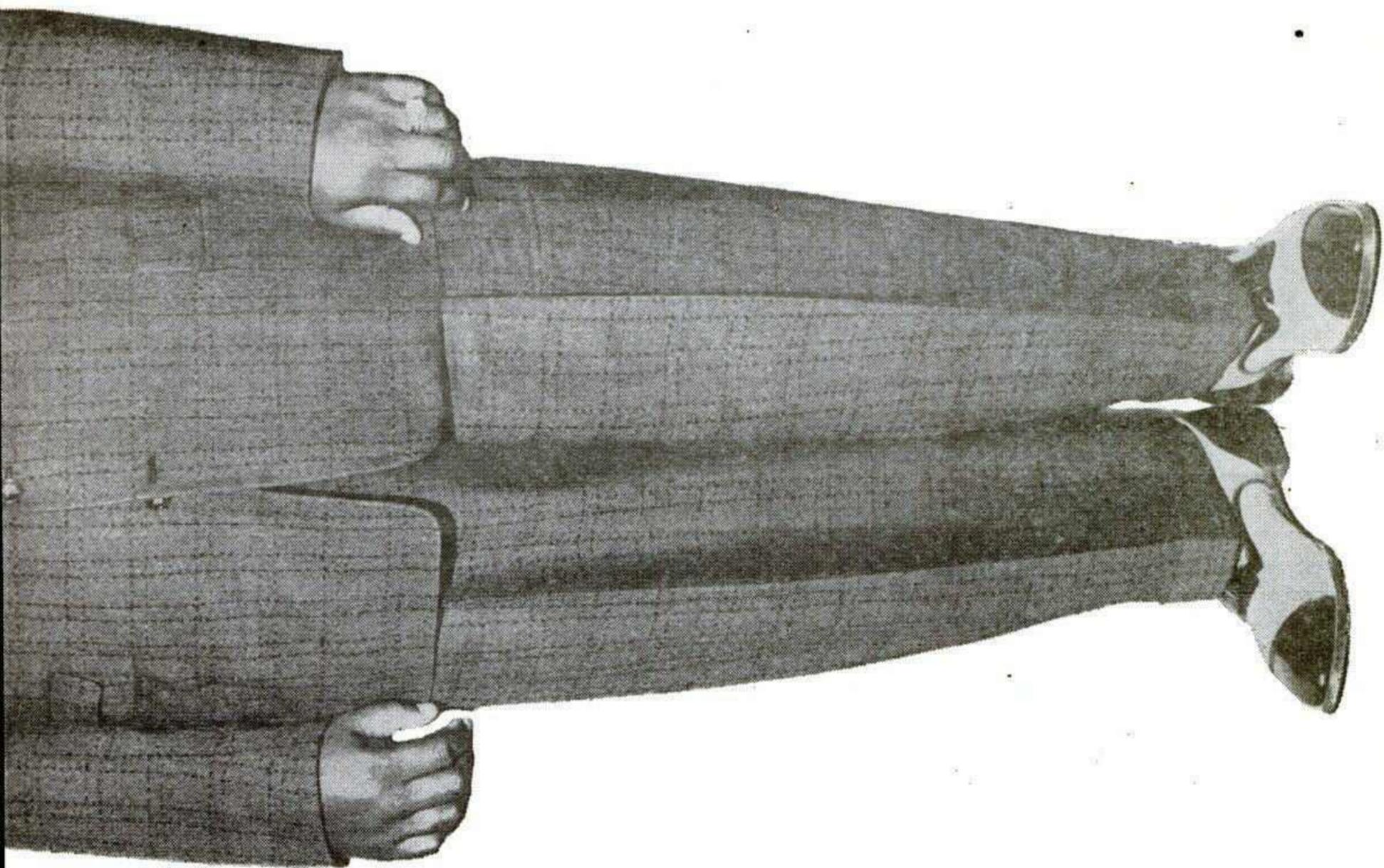
Fats Domino

VALLEY

OF

**THE
EARS**





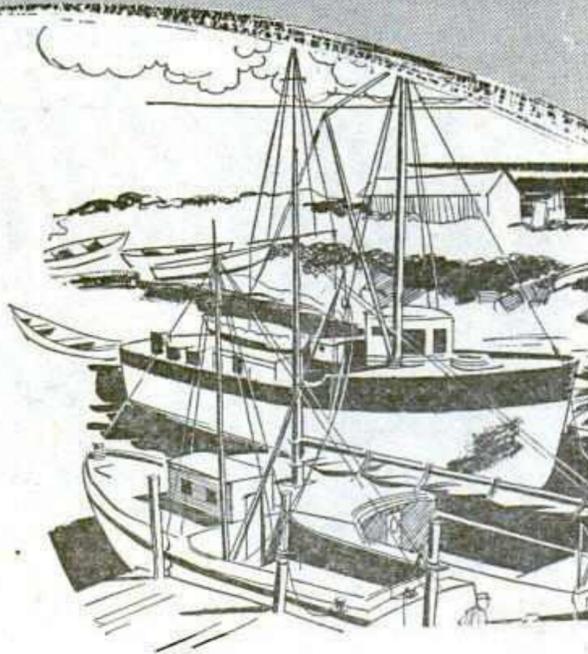
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 YOU
 I LOVE**

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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, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song, Artist, Label	Last Week
1.	ALL SHOOK UP, E. Presley, Victor	1
2.	LITTLE DARLIN', Diamonds, Mercury	2
3.	ROUND AND ROUND, P. Como, Victor	3
4.	GONE, F. Husky, Capitol	5
5.	PARTY DOLL, B. Knox, Roulette	4
6.	COME GO WITH ME, D. Vikings, Dot	9
7.	BUTTERFLY, A. Williams, Cadence	6
7.	WHY, BABY, WHY? P. Boone, Dot	7
9.	SCHOOL DAY, C. Berry, Chess	11
10.	SO RARE, J. Dorsey, Fraternity	13
11.	I'M WALKIN', F. Domino, Imperial	8
12.	WHITE SPORT COAT, M. Robbins, Columbia	17
13.	DARK MOON, B. Guitar, Dot	27
14.	PARTY DOLL, S. Lawrence, Coral	10
15.	MAMA LOOK-A BOOBOO, H. Belafonte, Victor	13
15.	ROCK-A-BILLY, G. Mitchell, Columbia	18
17.	BUTTERFLY, C. Gracie, Cameo	12
18.	EMPTY ARMS, T. Brewer, Coral	24
19.	TEEN-AGE CRUSH, T. Sands, Capitol	13
20.	NINETY-NINE WAYS, T. Hunter, Dot	16
21.	PLEDGE OF LOVE, K. Copeland, Imperial	25
22.	DARK MOON, G. Storm, Dot	38
23.	LOVE IS A GOLDEN RING, F. Laine, Columbia	23
24.	I'M STICKIN' WITH YOU, J. Bowen, Roulette	18
25.	I'M SORRY, Platters, Mercury	29
26.	MARIANNE, T. Gilkyson, Columbia	20
27.	SITTIN' IN THE BALCONY, E. Cochran, Liberty	21
28.	ALMOST PARADISE, R. Williams, Kapp	26
29.	CHANTEZ-CHANTEZ, D. Shore, Victor	33
30.	MANGOS, R. Clooney, Columbia	31
31.	HE'S MINE, Platters, Mercury	36
32.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	34
33.	JUST BECAUSE, L. Price, ABC-Paramount	37
34.	LUCILLE, Little Richard, Specialty	28
35.	MARIANNE, Hilltoppers, Dot	22
36.	WONDERFUL, WONDERFUL, J. Mathis, Columbia	47
37.	AFTER SCHOOL, R. Starr, Dale	44
38.	YOUNG LOVE, T. Hunter, Dot	32
39.	FOUR WALLS, J. Reeves, Victor	76
40.	BANANA BOAT (DAY-O), H. Belafonte, Victor	43
41.	PLEDGE OF LOVE, M. Torok, Decca	35
41.	WHO NEEDS YOU, Four Lads, Columbia	30
43.	SHISH KEBAB, R. Marterie, Mercury	86
44.	PLEDGE OF LOVE, D. Contino, Mercury	45
45.	YES, TONIGHT, JOSEPHINE, J. Ray, Columbia	51
46.	PEACE IN THE VALLEY, E. Presley, Victor	39
46.	YOUNG LOVE, S. James, Capitol	42
48.	DAY-O BANANA BOAT SONG, S. Preberg, Capitol	50
48.	FIRST DATE, FIRST KISS, FIRST LOVE, S. James, Capitol	41
50.	RING-A-DING, T. Sands, Capitol	54
51.	IT'S NOT FOR ME TO SAY, J. Mathis, Columbia	58
52.	EMPTY ARMS, I. J. Hunter, Atlantic	51
52.	I'M WALKIN', R. Nelson, Verve	—
54.	LITTLE DARLIN', Gladiolas, Excello	51
54.	POOR MAN'S ROSES, P. Page, Mercury	46
56.	MAMA GUITAR, D. Cornell, Coral	68
56.	WIND IN THE WILLOW, J. Stafford, Columbia	59
58.	ALMOST PARADISE, L. Stein, Unique	79
59.	C. C. RIDER, C. Willis, Atlantic	63
59.	TRICKY, R. Marterie, Mercury	57
61.	I'M WAITING JUST FOR YOU, P. Boone, Dot	66
62.	MY LOVE SONG, T. Sands, Capitol	71
63.	PLEDGE OF LOVE, J. Janis, ABC-Paramount	72
64.	LET IT BE ME, J. Corey, Columbia	73
65.	SITTIN' IN THE BALCONY, J. Dee, Colonial	49
65.	TALKIN' TO THE BLUES, J. Lowe, Dot	—
67.	WHEN ROCK AND ROLL COMES TO TRINIDAD, N. (King) Cole, Capitol	82
68.	TWELVE O'CLOCK TONIGHT, Doris Day, Columbia	84
69.	YOUNG BLOOD, Coasters, Atco	—
70.	1492, B. Johnson, Bally	—
71.	JAMIE BOY, K. Starr, Victor	54
72.	I'M STICKIN' WITH YOU, Fontane Sisters, Dot	—
72.	LOVE LETTERS IN THE SAND, P. Boone, Dot	—
72.	I'LL TAKE ROMANCE, E. Gorme, ABC-Paramount	66
75.	DON'T FORBID ME, P. Boone, Dot	40
75.	I MISS YOU SO, C. Connor, Atlantic	87
77.	THERE OUGHTA BE A LAW, Mickey and Sylvia, Vik	48
77.	TILL, P. Faith, Columbia	63
79.	SO LONG MY LOVE, F. Sinatra, Capitol	95
80.	FOUR WALLS, J. Lowe, Dot	—
81.	CALYPSO MELODY, D. Rose, M-G-M	62
81.	JIM DANDY, L. Baker, Atlantic	85
83.	THAT'S WHEN YOUR HEARTACHES BEGIN, E. Presley, Victor	60
84.	I JUST DON'T KNOW, Four Lads, Columbia	—
85.	CAN I STEAL A LITTLE LOVE, F. Sinatra, Capitol	77
85.	PARTY DOLL, W. Manone, Decca	74
87.	BAD BOY, Jive Bombers, Savoy	—
88.	LITTLE WHITE LIES, B. Johnson, Bally	80
89.	I LOVE MY GIRL, C. Morley, ABC-Paramount	—
90.	STARDUST, N. (King) Cole, Capitol	—
91.	DON'T CRY MY LOVE, V. Lynn, London	—
91.	ONE STEP AT A TIME, B. Lee, Decca	60
91.	TRUE LOVE GONE, B. Madigan, M-G-M	—
94.	LITTLE LONLINESS, K. Starr, Victor	81
94.	YOUR TRUE LOVE, C. Perkins, Sun	100
96.	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	68
97.	FABULOUS, C. Gracie, Cameo	—
98.	BERNADINE, P. Boone, Dot	—
98.	SAY IT ISN'T SO, T. King, Victor	—
100.	DO I LOVE YOU, V. Damone, Columbia	78
100.	HAREM DANCE, Armenian Jazz Sextet, Kapp	89

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

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(P.S. He also composed
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CL 1004 (Extended Play
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B-10043)

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across the
board and on
the charts

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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!

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THE HOTTEST COMPANY IN

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FAITH

Percy's own brand of magic is brought into full focus in a wonderful instrumental that features a harpsichord. Flip is calypso for full orchestra, and really packs the island mood! The whole deal points to a grand slam!

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



KAYE

Sammy comes out swingin' with his latest entry. Lead side is a ballad with a beat, vocalized by Barry Frank with support from the Kaydets to the tune of tremendous sales appeal. Reverse is Sammy's first calypso, a solid theme with Barry Frank, Sandy Summers and the Kaydets against a full orchestral rhythm. Talk about movement... this one's off like tomorrow's space men!

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



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



4 LADS

The Lads' releases just naturally come up like seedlings from the good earth. (Last one, by the way, grew to the general proportions of a Giant Redwood!) Check the charts. Then check your stock—here's another diamond-studded winner from four young men with an inside track to Lady Luck!

I Just Don't Know b/w
Golly
The Four Lads with
Ray Ellis
4-40914



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 beat! 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



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!

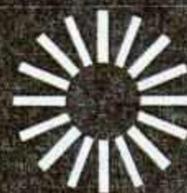
Try To Take It
Like A Man b/w
Mr. Lost
Carl Smith
4-40918-c

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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

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

Radio

- A Face in the Crowd (R) (F)—Remick—ASCAP
- A Lovely Night (R)—Williamson—ASCAP
- After School (R)—Republic—BMI
- All Shook Up (R)—Shalimar—Presley—BMI
- Almost Paradise (R)—Peer International—BMI
- And So Am I (R)—Carlyle—ASCAP
- Butterfly (R)—Maylan—Presley—BMI
- Do I Love You (R)—Williamson—ASCAP
- Empty Arms (R)—Ivory—BMI
- Evangeline (R)—Thunderbird—ASCAP
- Hotta Chocolotta (R)—Speir—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Just Don't Know (R)—Korwin—ASCAP
- In My Own Little Corner (R)—Williamson—ASCAP
- Italiano (R)—Harms—ASCAP
- It's Good to Be Alive (R) (M)—Valyr—ASCAP
- Little Darlin' (R)—Excellerec—BMI
- Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
- Lonely Man (R)—Paramount—ASCAP
- Mama Guitar (R) (F)—Remick—ASCAP
- Man on Fire (R) (F)—Robbins—ASCAP
- Mangos (R)—Redd—Evans—ASCAP
- Only Trust Your Heart (R) (F)—Feist—ASCAP
- Round and Round (R)—Rush—BMI
- 7 Days in Barcelona (R)—Britton—BMI
- So Long My Love (R)—Shaw—ASCAP
- Tango in the Rain (R)—B. F. Wood—ASCAP
- Ten Minutes Ago (R)—Williamson—ASCAP
- Wind in the Willows (R)—Broadcast—BMI
- Young and in Love (R)—Hill & Range—BMI

Television

- A Poor Man's Roses (R)—Shapiro—Bernstein—ASCAP
- Butterfly (R)—Mayland—Presley—BMI
- Cattle Call (R)—Forster—ASCAP
- Chantez-Chantez (R)—Chantez—ASCAP
- Cinco Robles (R)—Warman—ASCAP
- Do I Love You (R)—Williamson—ASCAP
- Empty Arms (R)—Ivory—BMI
- Freight Train (R)—Maurice—ASCAP
- Hold 'Em Joe (R)—Folkways—3MI
- I Love My Baby (R)—Shapiro—Bernstein—ASCAP
- I'm Sorry (R)—Algonquin—BMI
- I'm Waiting Just for You (R)—Lois—BMI
- I'm Walkin' (R)—Reeves—BMI
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Jamaica Farewell (R)—Shaw—BMI
- Little Darlin' (R)—Excellerec—BMI
- Love Is a Golden Ring (R)—Montclare—BMI
- Love Is Strange (R)—Ben Ghazi—BMI
- Mama Look-A Booboo (R)—Duchess—BMI
- Mangos (R)—Redd—Evans—ASCAP
- Marianne (R)—Montclare—BMI
- Mu Cha Cha (R) (M)—Stratford—ASCAP
- Party Doll (R)—Jackie—BMI
- Party's Over (R) (M)—Stratford—ASCAP
- Rock-A-Billy (R)—Oxford—ASCAP
- Round and Round (R)—Rush—BMI
- Singing the Blues (R)—Acuff—Rose—BMI
- That's the Only Way to Live (R)—Vernon—ASCAP
- That's Where I Shine (R)—Remick—ASCAP
- Wriggle Wriggle (R) (F)—Disney—ASCAP

• Best Selling Sheet Music in Britain

(For week ending April 27)

A cabled report from the Music Publishers Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- Heart—Frank (Frank)
- Young Love—Cromwell (Lowery)
- The Banana Boat Song—Morris (E. B. Marks—Bryden)
- Don't Forbid Me—Campbell Connelly (Roosevelt)
- Singing the Blues—Frank (Acuff—Rose)
- True Love—Chappell (Buxton Hill)
- Marianne—Montclare (Montclare)
- Knee Deep in the Blues—Leeds (Acuff—Rose)
- Look Homeward Angel—Kassner (Greta)
- Mangos—Bron (Redd Evans)
- The Wisdom of a Fool—Leeds (Planetary)
- Adoration Waltz—Bron (Sovereign)
- Cumberland Gap—Essex (Hollis)
- I Dreamed—Duchess (Trinity)
- Don't You Rock Me Daddy-O—Essex (Hollis)
- All—Anglo-Continental
- By You, By You, By You—Cinephonic (Trinity)
- Friendly Persuasion—Robbins (Feist)
- Butterfly—Aberbach (Mayland—Presley)
- Good Companions—Maurice (Maurice)

• Best Selling Pop Records in Britain

(For week ending April 27)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication	Last Week
1.	CUMBERLAND GAP—Lionie Donegan (Pye-Nixa)	1
2.	BANANA BOAT—Harry Belafonte (HMV)	2
3.	YOUNG LOVE—Tab Hunter (London)	3
4.	NINETY-NINE WAYS—Tab Hunter (London)	10
5.	BABY, BABY—Teen-Agers (Columbia)	6
6.	LONG TALL SALLY—Little Richard (London)	4
7.	ROCK-A-BILLY—Guy Mitchell (Philips)	18
8.	LOOK HOMEWARD ANGEL—Johnnie Ray (Philips)	7
9.	BUTTERFLY—Andy Williams (London)	16
10.	THE GIRL CAN'T HELP IT—Little Richard (London)	14
11.	WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	9
12.	DON'T FORBID ME—Pat Boone (London)	5
13.	I'LL TAKE YOU HOME AGAIN KATHLEEN—Slim Whitman (London)	13
14.	I'M NOT A JUVENILE DELINQUENT—Teen-Agers (Columbia)	16
15.	FREIGHT TRAIN—Charles McDevitt Group (Oriole)	15
16.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	19
17.	HEART—Max Bygraves (Decca)	12
18.	KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	11
19.	DON'T YOU ROCK ME DADDY-O—Lionie Donegan (Pye-Nixa)	8
20.	SINGING THE BLUES—Guy Mitchell (Philips)	20

Archer Packages

• Continued from page 18

Chenier band (Argo) from Texas. This package plays the Rock and Roll Room in Pittsburgh May 20-25, then goes to Chicago via one-nighters, and opens May 29 for two weeks at the Crown Propeller. More one-nighters will follow.

All of the above acts except Elbert have been signed by Archer. Elbert, who is handled by Jimmy Evans, has been bought for the package. Archer also has signed the Boots Johnson Trio from Cincinnati and is booking the act in clubs.

The new Archer exec set-up is as follows: Jack Archer, president and overall supervisor, but specializing in West Coast operations; Dudley Thomas, concentrating primarily on the South; Jerry Johnson, primarily the North East. The Midwest is split between Thomas and Johnson at present.

Archer exited his post as vice president of Shaw Artists on April 1.

Bookers Prep

• Continued from page 18

at the Philharmonic troupe, with Ella Fitzgerald, Oscar Peterson, etc., on the Continent. Clarinetist Tony Scott is doing solo concerts in Holland.

Such American blues singers as Big Bill Broonzy and Brother John Sellers have become virtual fixtures in England in the past two years, and ex-Basie shouter, Jimmy Rushing, has been booked over for three weeks in September to tour with the local Humphrey Lyttelton band.

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

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

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"YOU MADE ME LOVE YOU"

b/w

"MY DEBUT TO LOVE"

ATCO—6090

Smashing Right to No. 1

"YOUNG BLOOD"

b/w "SEARCHIN'"



The Coasters

ATCO—6087

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DO I LOVE YOU

(BECAUSE YOU'RE BEAUTIFUL)

Columbia 40858

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Original CBS-TV Production

of

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sung by



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COLUMBIA RECORDS

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VOX JOX

By JUNE BUNDY

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

special to make a go of it." . . . Leigh Kamman, WLWL, Minneapolis, reports he is featured as narrator on Zephyr LP "Dixie From the Deep North" with Harry Blons' "incurable mendota buzzards."

GIMMIX: Westinghouse's Boston station, WBZ, is conducting a "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, wherein the gold ignition key to a new Pontiac is hidden somewhere in Boston. A daily clue is given out by WBZ jock Alan Dary on his morning show. . . . Monte Lang, WCAT, Orange, Mass., now opens his afternoon show in Swedish, in honor of Miss WCAT, 18-year-old Carol Lundquist. Ken Jones, WCMI, Ashland, Ky., features "poem portraits" from the James Metcalf book on his "Ken to 10" show. . . . Station WLOB, Portland, Me., held a "Let's Get Acquainted" contest during its first month (February) of broadcasting with 30 prizes donated by sponsors. Deejays participating in the event, which drew 2,000 letters, were spinner-program director Howie Leonard, Jack McDermott and Seth Larrabee.

CHANGE OF THEME: (Donn (cr.) Caldwell, WHLL, Wheeling, W Va., is doing a remote broadcast from the Ohio Valley Yacht Club every Sunday afternoon. He also emceeds a regular "Young Adult" dance at the Wheeling YWCA, in addition to about 10

record hops for teen-agers each month. . . . Jim Scannell left WOSH, Oshkosh, Wis., last week to join WMBV-TV, Green Bay, Wis. . . . Gene Weed, formerly with KTSA, San Antonio, has joined KXYZ, 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, Bally.
- Seattle**
"Old Hacienda," Roberta Linn, Piv.
- Bangor, Me.**
"Round and Round," Perry Como, Victor.
- Shreveport, La.**
"Gonna Find Me a Bluebird," Joyce Hahn, Cadence.
- Sacramento**
"Butterfly," Andy Williams, Cadence.
- New York**
"Mama Look-A Booboo," Harry Belafonte, Victor.
- Spartansburg, S. C.**
"So Rare," Jimmy Dorsey, Fraternity.
- Roswell, N. M.**
"Crazy Love," Frank Sinatra, Capitol.
- Daytona Beach, Fla.**
"Bernardine," Pat Boone, Dot.
- Cleveland**
"Like a Baby," Chordettes, Cadence.

In a complete change of its evening programming, WJNO, West Palm Beach, Fla., is presenting "A Parade of Personalities," with a different deejay taking over the mike each night of the week. Art Dunklin's show "Ope House" features interviews with visiting recording artists. Bob Massey's program, "Collector's Corner," spotlights the spinning of records by local listeners from their own disk collections. Jerry Rhodes' show is built around new releases, with a panel of four guests reviewing the new wax. Mary McGraw, billed as "Your Dream Girl," plays mood music and recites poetry. Fred Jordan conducts a "Saturday Night Dancing Party," which is aired from Teen Town and attended by hundreds of teenagers each week. Earl Bokman's "Three R's" show features "rhythm, relaxing and romancing." And that winds up WJNO's new evening programming pattern.

Don French, KTAS, San Antonio, is recovering from an emergency operation at the Santa Rosa Hospital. Elliott Field is subbing on KTSA for French, who will be hospitalized for several weeks. . . . New staffers at KSET, El Paso, Tex., are Jim Simon (10 a.m. to 2 p.m.) and John Harrison who takes over at 2 p.m. Another KSET staffer, Jack Minter, reports that the 24-hour station is planning to change studio locations shortly "without losing any air time." Gene Milner, WIP, Philadelphia, celebrates his second year on the "Dawn Patrol" show this month. "The Jazz Roost," a 15-minute seg of the Milner show, is taped and fed to more than 300 stations of the Mutual Network every night.

Dotty Abbott, manager of the all-fem station WHER,

Memphis, will be in New York City the week of May 20 thru the 24th. . . . New staffer at KRUX, Phoenix, is Bob Furry, formerly with KDEF, Albuquerque, N. M. Paul Bain has added Furry's KDEF's "Hit Parade" seg to his own morning show. . . . In line with a "greatly expanded music policy," KSJB, Jamestown, N. D., has added an all-afternoon Saturday disk show, emceed by Jim Zim.

YESTERYEAR'S TOPS—

as reported in The Billboard

The nation's top tunes on records

- MAY 19, 1947
- 1. Mam'selle
- 2. Heartaches
- 3. Linda
- 4. Anniversary Song
- 5. My Adobe Hacienda
- 6. April Showers
- 7. How Are Things in Glocca Morra?
- 8. Guilty
- 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
- 6. Pittsburgh, Pa.
- 7. I'll Walk Alone
- 8. Any Time
- 9. Be Anything, But Be Mine
- 10. Forgive Me

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES

Coming Up Strong

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

1. **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 6792
5. **Just Because** **Lloyd Price**
(BMI) ABC-Paramount 9792
6. **My Love Song** **Tommy Sands**
(ASCAP); (BMI) Capitol 3690
7. **Mangos** **Rosemary Clooney**
(ASCAP) Columbia 40835
8. **Wind in the Willow** **Jo Stafford**
(BMI) Columbia 40832
9. **Mama Guitar** **D. Cornell**
(ASCAP) Coral 61819
10. **It's Not for Me to Say** **Johnny Mathis**
(ASCAP) Columbia 40851

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 Boone**—Dot 15570—There has been a tremendous reaction to the new Boone platter with all areas reaping very strong sales. Tho not long in action, the reports already are strong enough to indicate that this will be a big one. Flip is "Bernardine," (Palm Springs, ASCAP). A previous Billboard "Spotlight" pick.
- FABULOUS** (Shalimar-Presley-Mayland, BMI)—**Charle Gracie**—Cameo 107—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 and New York, and the coin is piling up in other areas. Flip side is "Just Lookin'," (Sequence-Gladys-Lowe, ASCAP). A previous Billboard "Spotlight" pick.
- WARM UP TO ME BABY** (Patricia, BMI)—**Jim Bowen**—Roulette 4010—The new disk by Bowen is very strong in Milwaukee, Baltimore, St. Louis and Pittsburgh. Boston, Buffalo and Durham 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 3723 **GOING STEADY**
(Central Songs, BMI)
Sands' latest platter is loaded with teen-appeal. Both sides are from his first album "Going Steady," which hit the best selling album charts this week. "Going Steady" is a tender rock and roll ballad, while the flip is a bouncy rhythm side.
- PERRY COMO** RCA Victor 6904 **THE GIRL WITH THE GOLDEN BRAIDS**
(Roncom, ASCAP)
Como brings his special brand of relaxed vitality and charm to "The Girl With the Golden Braids," a bright, bouncy tune with a folksy polka flavor and plenty of commercial appeal. Flip spotlights another ingratiating Como vocal on a thoroly pleasant ballad.
- HARRY BELAFONTE** RCA Victor 6885 **ISLAND IN THE SUN**
(Clara, ASCAP)
Belafonte has another sock platter for the singles market. "Island in the Sun," is a wistful folk theme and title tune of the singer's new movie. The flip spots an exuberant calypso with amusing lyrics and Belafonte's usual magnetic, show-wise delivery. Both sides will pull plenty of play.
- ANDY WILLIAMS** Cadence 1323 **I LIKE YOUR KIND OF LOVE**
(Acuff-Rose, BMI)
Williams took second best selling honors on "Butterfly," which still put him in the top 10, and this disk may put him back up in the same bracket. It's a rockabilly introed earlier by cleffer Melvin Endsley. Williams gives it a panting, rhythmic reading with a strong vocal assist from provocative Peggy Powers. Flip is "Stop Teasin' Me" (Baranaby, ASCAP).
- RUSTRY DRAPER** Mercury 71102 **FREIGHT TRAIN**
(Peter Maurice, BMI)
Draper has a very strong cover of this tune, already making noise via the Charles McDevitt skiffle group original. Draper's version has some of the gory lyrics cleaned up and can cut in plenty on the loot. Likely to get solid jockey and juke support. Flip is "Seven Come Eleven," a folk-type tune with a beat, which also finds Draper in fine form (Rush, BMI).
- THE FOUR COINS** Epic 9213 **SHANGRI-LA**
(Robbins, ASCAP)
The Coins have a pair of sharply contrasting sides both of which could make it. On top is a wonderfully moist 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 old idea in a shouting rock and roll setting. Watch both of these.
- BERNIE KNEE** Columbia 40906 **HEY, LILEY, LILEY LO**
(Ludlow, BMI)
Knee looks like a real winner on this one. It's a fast-moving pounding shouter with a high-flying female voices and a powerful rhythmic drive in the backing. The sharp backing might be tagged "Mitch Miller's swinging skiffle group." Flip is "Hey, Jamie" (Hollis, BMI).
- PATTI PAGE** Mercury 71101 **OLD CAPE COD**
(Pincus, ASCAP)
The singing "rage" may well have another "Allegheny Moon" here. It's a strong pitch for the colorful New England scene and the thrushing job is super-syrupy on the easy-going and easy-to-remember melody. Flip is "Wondering," another strongly sold vocal job in three-beat time (Egap, BMI).

POP DISK JOCKEY PROGRAMMING

- TOMMY STEELE** London 1735 **BUTTERFINGERS**
(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 contrast with a strong ballad on top. 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 3722—The classy thrush has another strong commercial and swinging blues on her return to the label. Has a great beat and male group does a nice backing. This should share honors with flip. (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. Bears watching and could go. (Raphael, ASCAP)
- DAVE DAY**
Blue Moon Baby 83
MERCURY 71114 — Master purchased from Fee Bee label in Pittsburgh stands a good chance with Mercury's distribu-
- tion. Chant is provocative, with a combination of rockabilly and tropical exotic. One to watch. (Fee Bee, BMI)
- Suzanne My Love** 78
On this side, a gentle folk ballad, Day has plenty of Belafonte-type charm. There's a little of "Cindy, Oh Cindy" here for those who favor the idiom. (Fee Bee, BMI)
- BOB DENTON**
On My Mind Again 80
DOT 15573 — Denton demonstrates a most appealing new talent with rockabilly roots, but a gentle sound. He has a strong piece of material here for teen and country buyers. (Willet, BMI)
- Always Late** 76
Another appealing side, but lacking the clinching power of flip. Here's a talent to watch. (Hill & Range, BMI)

(Continued on page 62)

PIERCING THE CHART BARRIER...

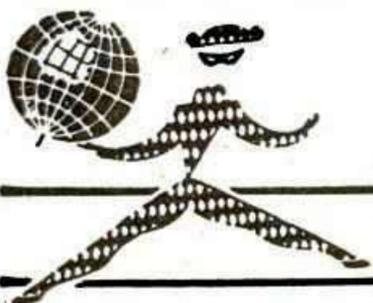
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A NEW WORLD OF SOUND



Reviews of New Pop Records

Continued from page 60

BOB CREWE
Guassia Games 60
 MELBA 119—Crewe sells a strong rock and roll ballad with sincerity and powerful emotional impact. This could be a sleeper. (Conley-Craft, BMI)
Don't Call Me Chicken.... 68
 A routine r.&r.-styled rhythm-novelty is accorded an energetic, humorous vocal by Crewe, but flip is better showcase for his talents. (Conley-Craft, BMI)
NELSON RIDDLE ORK
Theme From "New Girl in Town".... 79
 CAPITOL 3717—Altho the Winter-halter version preceded this, it's an excellent orking of the lovely theme from the excellent new Bob Merrill show score, and should get plenty of play. Most pleasant listening. (Chappell, ASCAP)

Matinee.... 74
 A charming, colorful original instrumental that builds beautifully. Fine deejay theme material, obviously. (Ardmore, ASCAP)
LIZ WINTERS & BOB CORT SKIFFLE GROUP
Freight Train 77
 LONDON 1747—The McDevitt-Nancy Wiskey original on Chic has a big start over all the covers, but this pleasant version can cop some of the fringe money where the original may be unavailable. (Peter Maurice, ASCAP)
BOB CORT SKIFFLE GROUP
Roll Jen Jenkins.... 71
 Fine old American folk song is warbled with happy skiffle flavor by the ace English group. Folk song addicts will get a charge out of it.

THE ANDREWS SISTERS
Give Me Back My Heart..... 76
 CAPITOL 3707—Personable vocalizing by the sisters on a swingy theme with a lilting Latin tempo and sock backing by Billy May. Fine for deejays with adult audiences. (Par Four, ASCAP)
Stars, Stars.... 74
 Languid pacing and engaging solo work by Patti Andrews highlights this appealing ballad. Flip has stronger spin-potential. (E. H. Morris, ASCAP)
JACKIE LEE
Sippin' Soda 76
 CORAL 61827—Excellent chorus warbling on a terp-wise, fast-moving rock and roller, with sock r.&r., piano work on backing. Both sides are good juke fodder and programming for jocks with teen-age audiences. Philadelphia, BMI)
Baby Buggy Boogie.... 74
 A chorus sells a bouncy boogie tune with verve and vitality, while Lee provides standout backing and boogie piano. (Bregman, Vocce & Cons, ASCAP)

calypso job on this tune which is also featured in their new album. Percy Faith has recorded the song instrumentally, and his platter probably gets more spins. (Shapiro-Bernstein, ASCAP)
I Talk to the Trees.... 68
 This tune is from "Paint Your Wagon," the Broadway show of a few seasons past. The new treatment comes off very well but newer tunes on flip will probably sell the disk. (Chappell, ASCAP)
LAURIE LOMAN
St. Christopher Bring Him Home..... 71
 ERA 1036—A ballad-plex, very prettily sung by the thrush. It's not the type of tune that clicks every day, but this label has scored several surprises. Worth a whirl. (Warman, BMI)
Someone to Live For.... 66
 There's a beat to this one, but the thrushing is still sweet. More meat in flip, however. (Chadwick, ASCAP)
DON LEE
Echo, Echo, Echo 69
 BLUE CHIP 0013—A tricky, multiple-recording instrumental—five accordions, piano, bass and cymbals—on a lilting tune with an effective echo gimmick. Should grab juke play. Charmaine.... 67
 A bouncy, up-tempo instrumental version of the World War I standard. Good juke potential. (Miller, ASCAP)

SUNNY GALE
Let's Be Friendly 75
 DECCA 30319—The Philadelphia chirp socks this out with a rough and ready delivery, and gargo sounds like Beatrice Kay. Has a good rocking beat. Coin and jock plays can come on one her better sides. (Abbott, BMI)
Mirror.... 74
 A sad story of a deserted young chick. Pathos of the chat with the face in the mirror could have "sell" for the teen group. Has the decibels and emotion to compete for action with the flip. (E. J., BMI)
HENRI RENE ORK
Smokey Strings 75
 RCA VICTOR 6906—Rene blends strings with organ on a pretty theme to produce a haunting sound. Perfect for romantic deejay segs. (Frank, ASCAP)
Shenandoah Serenade.... 72
 Slow, deliberate pacing on a nostalgic instrumental. Instrumentation is more effective on flip. (E. H. Morris, ASCAP)
ANDY RUSSELL
One is a Lonely Number..... 75
 RCA VICTOR 6902—Russell, now recording in Mexico, sings with feeling and emotional impact (verse in Spanish, chorus in English) on a plaintive ballad, originally cut by Martha Lou Harp on Prep. This version should catch some play, but the thrush is still the one to watch. (Miller, ASCAP)
Day Dream.... 71
 Rich-voiced warbling in English on a poignant ballad. Flip is stronger side. (Shapiro-Bernstein, ASCAP)

RON GOODWIN
When I Fall in Love..... 69
 CAPITOL 3708—London concert ork leader serves up a lushly orchestrated instrumental version of the poignant Victor Young theme. Good mood music for dreamy jock segs. (Northern, ASCAP)
The Headless Horsemen.... 67
 Vivid semi-classical-type instrumental waxing of an original Goodwin theme with an exciting pace. (Robbins, ASCAP)
JIMMY ISLE
Baby-O 68
 BALLY 1034—Isle is writer as well as warbler of these two rock and roll sides. Not much vocal quality here, but there may be some teen appeal in the hypnotic rhythm. (Valleydale, BMI)
Stay By My Side.... 67
 Similar type song, again dependent on the driving rockabilly rhythm. Valleydale, BMI)

FRANKIE BRUNSON
Roses of Picardy 74
 RCA VICTOR 6908—Brunson's first RCA Victor disk spotlights an infectious reading on a rock and roll version of the oldie, in the Fats Domino groove. (Chappell, ASCAP)
(Hello, Bye Bye)
We'll Meet Again.... 72
 A slow rocker, Brunson warbles with intense sincerity and a strong, insistent beat. (Raleigh, BMI)
NATHAN RUSSELL
Scratch, Scratch Me Back..... 73
 BALLY 1035—There's a catchy calypso beat to this one, and a refrain that the kids could take up. This could come in for some play. (Valleydale, BMI)
Similan.... 73
 Russell's musical, dramatic singing of the exotic standard is highly attractive. Two good deejay sides here, both somewhat off the beaten track. (Campbell, BMI)

RUSS TAYLOR
Joannie 68
 GIANT 5005—A melodic dedication, reminiscent of "Ruby," "Laura," etc. Quality reading by Taylor, with nice colors from organ, harmonica and chimes. A little offbeat and definitely worth a jockey try. (El Dorado, ASCAP)
Don't Go, Don't Go.... 66
 Slow, slow entreaties by a guy trying to detain a lady. Gal moans softly in the background. Young daters can see themselves here and late night jockeys might enjoy spinning this careering vocal job. The chick's clincher makes everything clear. (El Dorado, ASCAP)
THE PHIL WOODS QUARTET
Lella 68
 EPIC 9218—This is the main theme Woods play on alto sax in the Sal Mineo-Kraft TV "Drummer Boy." It has a haunting quality which the show could have established. If so, viewers may be tempted. (Sequence, ASCAP)
Abstraction.... 60
 This Mal Waldron jazz original is one of the themes played in the Kraft TV show, "Drummer Boy," by Woods. It's forceful moody modern jazz alto sax, but hard to see as a pop seller. (Prestige, BMI)

THE KEY MEN
Do It Again 72
 CORAL 61823—The vocal group—a former Billboard "Talent Pick"—sells the standard with taste and tongue-in-cheek sophistication, a la the Hi Lo's. Both sides are ideal for hip jocks. (New World, ASCAP)
I Ain't Got Nobody.... 72
 Same comment. (Mayfair-Vogel, ASCAP)
VICKI YOUNG
I'll Never Ask for More..... 72
 BRUNSWICK 55008 — Miss Young belts this slow but swinging job in a husky and intimate approach. Pat Ballard tune gets help, too, by a good Bud Dant big band backing. Exposure could help it get off. (E. H. Morris, ASCAP)
Forbidden Fruit.... 70
 Tune is not new and this multi-tracked version, tho a colorful effort, is not likely to start things again. Flip has more interest. (Aberbach, BMI)

KAY ARMEN
Don't Be Afraid 67
 DECCA 30318—The thrush sells this with a good bit of force and enthusiasm. Male group backs solidly on the gently swinging tune. Okay song-selling here that's out of its market. (United, ASCAP)
With This Pen.... 66
 Cover of the appealing Johnny Parker tune gets a professional but uninspiring reading by Miss Armen. What can happen with this is hard to see, but a few fans may grab off some copies. (Reis, BMI)
HANK PENNY
Big Footed Sam 67
 DECCA 30313—Story has to do with Sam from Birmingham. It's a boogie job in a style reminiscent of the early Freddie Slack-Ray McKinley era. This would have some Southern appeal and Penny slams it out well enough to have some territorial action. (Penny, BMI)
The Cricket Song.... 65
 Innocuous tune has some kid appeal but beyond there it stops. Spoken bits with Mister Cricket add little. (BMI Canada, Ltd.)

BOB EHRET
Stop the Clock..... 72
 ALADDIN 3377—Fast blues wax with a tick tock setting the rhythmic pace. Ehret gives this a rockabilly styling which swings with a good juke box sound. (Aladdin, BMI)
So Lonely.... 63
 A slow ballad with a rock and roll style backing. Ehret has a country touch on the routine ballad. Not much here. (Aladdin, BMI)
THE ISLAND BOYS
Bahama Lullaby 71
 KAPP 182—The boys do a pleasant

THE CORNER QUARTET
Your Mother Is Your Best Friend After All 66
 SAC 1—Old-time gang-sing fest on a highly suitable tune. Group is composed of familiar music-business characters. Their fun is contagious. Jocks and especially jukes could give it a try. (Delaware, ASCAP)

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 #1139



Chris Connor
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 #1138



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(Continued on page 63)

Reviews of New Pop Records

Continued from page 62

My Old Pal...60
Strictly juke fare here. For the tavern slots. (Delstone, BMI)

FLAM BROTHERS
Don't...64
TAZ 1002—New ground slides up and down the scale in a nice rhythmic pattern. Danceable juke wax. (Pure, BMI)

Burning the Torch...60
This has a pop blues feeling with swinging tenor sax work. Chanting is so-so. Possible for juke but little other potential here. (Bob-Cor, BMI)

BOB WADDELL
Until Now...64
JOY 1240—Relaxed danceable tune in a medium-paced rhythm. Waddell has a pleasing legit-type voice. Lyric is juke-warm but singer handles it as well as possible.

Will the Day Ever Come?...60
A slow romantic query in a rock

and roll pattern. Singer performs with chorus backup. Pretty monotonous. Flip has more to offer. (Gam, BMI)

EDDIE VENTURA
Go Get a Girl of Your Own...63
VANITY 564—The warbler, with touches of Tony Bennett and Sinatra, makes a good impression. Better sound would have helped him. He certainly makes the song sound better than it is. (Blue Ribbon, ASCAP)

That's Miss Emma Green...57
Dull, unoriginal material, with interesting warbling but economical backing and sound. Slim chances. (Vanity, BMI)

NOTE AND TOTE & THE GRENADIERS
Hot Feet...60

LHS 1001—Ft. Wayne, Ind., label comes up with a pretty fair tenor sax stomper. It's not too different from dozens of other disks by bigger names. (Lakefront, BMI)

I Got a Cold—Calypto...57
Combination of honk and calypso, plus a silly vocal line through. Very little here. (Lakefront, BMI)

JO ANN LEAR

Knockin' On the Door to Heaven...55
VANITY 562—Completely unoriginal material, not very well sung, and poorly recorded. (Vanity, BMI)

Are You Looking for a Heart?...52
Weak material and poor recording hand this very little chance. (Blue Ribbon, ASCAP)

BROWNE & GREENE

Kiss Me Baby...50
FLASH 119—Unpleasant, monotonous calypso effort. Dim prospects. (Shag, BMI)

Back to Trinidad...48
Tune is much like "Calypso Blues," but lacks the charm and humor. Very scratchy disk. (Shag, BMI)

Roulette's Debut

Continued from page 20

will be announced later this month.

The first 12 Roulette LP's include "Pearl Bailey A-Broad"; the Radio City Music Hall Symphony Orchestra, conducted by Raymond Paige; "Memories of Hal Kemp," by Henry Jerome and his ork; a Buddy Knox package; a Jimmy Bowen album; the first two albums in an "At the Embers" jazz series, one featuring Tyree Glenn, the other Dorothy Donegan; "Barrel House Piano" with Moe Wechsler; a calypso album by the Playmates; a Ted Tyle polka album; "Italy," featuring the Di-Mara Sisters, and "Charleston," by canary Bonnie Alden.

BREAKING BIG...

POP and R & B

Chess #1654

"OVER THE MOUNTAIN ACROSS THE SEA"

Johnnie and Joe

Chess Record Co.

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All Phones: Kenwood 8-4342

Diskery BMI Slant Claimed

Continued from page 18

Celler Subcommittee's staff report levels charges against net ownership of BMI stock; early puffing of BMI music by its staff and some broadcasters; BMI services to broadcasters; alleged "rebating" to broadcasters; a legend tie between BMI and net-owned record companies; alleged cajoling of ASCAP writer and publisher members into BMI fold; and the alleged mutual favoritism between BMI and broadcasters, to the exclusion of ASCAP tunes.

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. The three networks, CBS, NBC, ABC, plus General Teleradio, principal stockholder in Mutual Broadcasting, are reported to own 25.6 per cent of BMI's 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 puffing of BMI music by its staff, and its president, Carl Haverlin, in 1948, and a 1950 BMI newsletter in which two disk jockeys were complimented for playing BMI tunes. In 1948, the staff report notes, BMI had only one tune on Billboard's "Honor Roll of Hits," while ASCAP tallied 519 in that year. The report bypassed the Haverlin claim that his 1948 talk had been in the nature of a pep talk for BMI to produce music of "merit" to rival ASCAP tunes. The report states its belief that subsequent increase of BMI tunes on hit-tune lists was traceable to such exhortations to broadcasters.

On the "premise" that music today can be truly popularized only by broadcasting and that broadcasters "could" dominate the whole music picture if they chose to take "collusive" action, the staff report dissects all BMI publications and practices for evidence. ASCAP listings of its hit tunes are termed "cataloging," of proven hits, but BMI's monthly pin-up sheet and other brochures are said to plug its new songs. The report also frown on BMI practices of providing stations with "continuities"; holding programming clinics and aiding TV broadcasters with information on synchronization rights.

The staff report criticizes BMI for giving "rebates" to its broadcasters. The report applies the term "rebate" to the BMI practice of setting a maximum on collection from percentages of broadcasters' net receipts. On a pro-rate basis, stations do not have to pay their "maximum," if BMI income reaches a certain point over costs. The term "rebate" was objected to as a misnomer by BMI President Haverlin during Celler hearings.

The report notes that "50 per cent of broadcast music is recorded," and proceeds to summarize 15 years of recording by CBS' subsidiary Columbia Records, in three categories: rhythm and blues; folk, and the "most lucrative," pop tunes. Report points out that BMI music took the lead in r.&b. and folk tunes recorded by Columbia between 1940 and 1948. However, from 1952, when there were 103 BMI rhythm and blues tunes at Columbia, versus 59 ASCAP, public taste shifted and Columbia put out only 30 r.&b. records, with 7 of these by ASCAP.

In 1948 folk music, BMI totaled 599 folk recordings at Columbia, as against 328 for ASCAP. But in 1955, public taste again veered, and CBS recorded only 264 folk tunes: by BMI, and 32 by ASCAP. In contrast, the report says BMI had only 65 folk tunes at CBS in 1940, while ASCAP had 291.

In "pop" recordings, Columbia has "consistently" recorded more, ASCAP than BMI, the report points out. In 1940, ASCAP had 78.3 per cent as against BMI's 9.9 per cent in pop at Columbia; in 1955, ASCAP had 71.4 per cent, to BMI's 18.7 per cent. In spite of ASCAP's top-heavy lead in this field, the report sees an ominous trend in BMI's having almost "doubled" its 1940 per cent of pop recordings—particularly in view of ASCAP's drop of 7 per cent.

Proselyting Charged

Accusations are made in the staff report that BMI has lured ASCAP writer and publisher members into their ranks, and that songs have been put under BMI banner by ASCAP writers under false names. One instance was given of the latter, and concerned a 1940 song entitled "I Give You My Word," report quoted ASCAP evidence that BMI allegedly set up "guarantees" for bandleaders like Xavier Cugat and used similar inducements to get others to resign from ASCAP to join BMI.

In the over-all trend toward more BMI music in broadcasting and on pop charts, the staff report sees special significance in those years in which BMI standing took a dip, then recovered. The report feels that the "peaks" of BMI tune popularity were climaxes in build-up by broadcasters to establish a better bargaining position with ASCAP during TV licensing negotiations. The staff report believes such a build-up took place in 1952 and in the current year.

Finally, the report says ASCAP is at a disadvantage because the 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.

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CHARLIE GRACIE

CAMEO #107

RECORDS

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b/w

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GAE

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"COOL WATER"

THE FOUR TUNES

Jubilee 5276

Jubilee Records

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CHLOE b/w NUMBER THREE

RAM-BUNK-SHUS

BLUE LARGO KING 5020

ANNIE LAURIE DE LUXE 6107

IT HURTS TO BE IN LOVE

THE LATEST BY

EARL BOSTIC

TEMPTATION b/w SEPTEMBER SONG

KING 5041

A HOT ONE BY THE MIDNIGHTERS

IN THE DOORWAY CRYING

FEDERAL 12293

A REAL HIT BY LITTLE WILLIE JOHN

I'VE GOT TO GO CRY

b/w

LOOK WHAT YOU'VE DONE TO ME

KING 5045

BREAKING FOR A SMASH HIT DONNIE ELBERT

WHAT CAN I DO b/w HEAR MY PLEA

DE LUXE 6125

OTIS WILLIAMS and his CHARMS

NO GOT DE WOMAN b/w NOWHERE ON EARTH

DE LUXE 6130

THE "5" ROYALES

TEARS OF JOY

b/w

THIRTY SECOND LOVER

King 5032

KENNY AND MOE

I'M ALL ALONE

b/w

I WANT TO LOVE YOU

DE LUXE 6122

JAMES BROWN and the FAMOUS FLAMES

GONNA TRY

b/w

CAN'T BE THE SAME

FEDERAL 12292

BUBBER JOHNSON

LITTLE GIRL

b/w

THE SEARCH

KING 5034

NEW RELEASES

JAMES BROWN AND THE FAMOUS FLAMES

Love or a Game

b/w

Messing With the Blues

FEDERAL 12295

EARL (CONNELLY) KING

Walking Slowly

b/w

Nothin'

King 5038

THE QUARTER NOTES

My Fantasy

b/w

Ten Minutes to Midnight

DE LUXE 6129

FULLER TODD

Proud Lady—Heart Stealer

b/w

Old Fashioned

KING 5048

STILL BIG—KING 4950

HONKY TONK—Bill Doggett

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Address _____
City _____ Zone _____ State _____

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Capitol's Ferlin Husky appears on the "Paul Winchell Show" over the CBS-TV network May 9 from New York. On Sunday (5) Husky guested on "The Woolworth Hour" over the same net. Ferlin and his manager, Hubert Long, are spending most of this week in the Big City negotiating other TV guest shots, as well as several nitery dates for the near future. . . . A "Grand Ole Opry" package headlined by Faron Young, Ferlin Husky and Patsy Cline, along with Simon Crum, the Hushpuppies and the Country Deputies, are scheduled for two appearances at Carnegie Hall, Pittsburgh, Friday night (10). Last Saturday (4) Faron and His Deputies played the annual Livestock Dance at the A. & M. College in Fort Collins, Colo. On June 9 they are skedded for a personal appearance with Don Larkin at Terrace Ballroom, Newark, N. J.

Billy Walker, after premiering his new Columbia release, "On My Mind Again," on "Ozark Jubilee" from Springfield, Mo., Saturday (4), embarked on a deejay swing Monday (6) in Kansas City, Mo. The jaunt, engineered by Columbia's c.&w. promotion chief, Bob Burrell, will include stops in St. Louis, Chicago, Detroit, Cleveland; Youngstown, O.; Pittsburgh, Philadelphia and winding up in Washington, where he'll give the release a CBS-TV network airing via the "Jimmy Dean Show" from WTOP-TV March 20. Walker gives the disk another shot in the arm June 1 on "The Red Foley Show" over ABC Radio. . . . Crossroads vice-presidents Les Kennon and Si Siman are doing the business rounds in New York this week. . . . The Philip Morris Country Music Show attracted 15,600 people at the Fairgrounds Coliseum, Louisville, May 1, the largest crowd it has played to since it took to the road several months ago.

Buddy Young, recently discharged from the Air Force after 25 months' service in Japan, is back in the entertainment field. He has just cut a pair of tunes for Buddy Records, Marshall, Tex., "Reminiscing," by W. T. Bryant, and "My Broken Heart," from Buddy's own pen. . . . Plaza Ballroom, Paterson, N. J., has inaugurated a policy of presenting c.&w. shows on a once-a-month basis. First in, April 21, were Ray Price and Shorty and Smokey Warren and their Western Rangers. Shorty, incidentally, is heard in a new platter show over WAAT, Newark, N. J., Sunday nights, 8-9 o'clock.

Bud Deckleman and Eddie Bond have been inked by Horace Logan

for a regular berth on "Louisiana Hayride," Shreveport, and made their debut on the show with its appearance at Robinson Memorial Auditorium, Little Rock, Ark., Saturday (27). Eddie is currently doing a daily country platter music show on WHHM, Memphis, and taping a three-hour stanza each Saturday night. Deejays may obtain a copy of Bond's new release on Mercury - Starday, Deckleman's newest on M-G-M, or Charlie Feather's King release by writing to Bond at 884 South Cooper Street, Memphis. . . . Al Rogers, (Continued on page 69)

Bowery

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• C&W Best Sellers in Stores

For survey week ending May 1

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

This Week	Last Week	Weeks on Chart
1. GONE (BMI)—F. Husky	1	12
Missing Persons (BMI)—Cap 3628		
2. WHITE SPORT COAT (BMI)—M. Robbins	4	4
Grown-Up Tears (BMI)—Col 40864		
3. HONKY TONK SONG (BMI)—W. Pierce	2	7
SOME DAY (BMI)—Dec 30255		
4. ALL SHOOK UP (BMI)—E. Presley	5	5
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
5. WALKING AFTER MIDNIGHT (BMI)—P. Cline	3	11
Poor Man's Roses (ASCAP)—Dec 30221		
6. FOUR WALLS (BMI)—J. Reeves	9	2
I Know and You Know (BMI)—Vic 20-6874		
7. YOUNG LOVE (BMI)—S. James	7	20
You're the Reason (I'm in Love) (BMI)—Cap 3602		
8. THERE YOU GO (BMI)—J. Cash	6	21
TRAIN OF LOVE (BMI)—Sun 258		
9. FIRST DATE, FIRST KISS, FIRST LOVE (BMI)—S. James	10	5
Speak to Me (BMI)—Cap 3674		
10. I'M TIRED (BMI)—W. Pierce	11	15
It's My Way (BMI)—Dec 30155		
11. FRAULEIN (ASCAP)—B. Helms	15	6
Heartick Feeling (BMI)—Dec 30194		
12. I MISS YOU ALREADY (BMI)—F. Young	8	12
I'm Gonna Live Some Before I Die (BMI)—Cap 3611		
12. AM I LOSING YOU? (BMI)—J. Reeves	11	15
Waitin' for a Train (BMI)—Vic 20-6749		
14. GONNA FIND ME A BLUEBIRD (BMI)—M. Rainwater	13	2
So You Think You've Got Troubles (BMI)—M-G-M 12412		
15. YOUR TRUE LOVE (BMI)—C. Perkins	—	1
Matchbox (BMI)—Sun 261		

• Most Played C&W in Juke Boxes

For survey week ending May 1

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. GONE (BMI)—F. Husky	1	10
Missing Persons (BMI)—Cap 3628		
2. ALL SHOOK UP (BMI)—E. Presley	3	4
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
3. WHITE SPORT COAT (BMI)—M. Robbins	6	4
Grown-Up Tears (BMI)—Col 40864		
4. THERE YOU GO (BMI)—J. Cash	4	18
TRAIN OF LOVE (BMI)—Sun 258		
5. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline	2	6
Poor Man's Roses (ASCAP)—Dec 30221		
6. AM I LOSING YOU? (BMI)—J. Reeves	7	12
Waitin' for a Train (BMI)—Vic 20-6749		
7. HONKY TONK SONG (BMI)—W. Pierce	8	5
SOME DAY (BMI)—Dec 30255		
8. GONNA FIND ME A BLUEBIRD (BMI)—M. Rainwater	9	5
So You Think You've Got Troubles (BMI)—M-G-M 12412		
9. YOUNG LOVE (BMI)—S. James	5	17
You're the Reason (I'm in Love) (BMI)—Cap 3602		
10. FOUR WALLS (BMI)—J. Reeves	—	1
I Know and You Know (BMI)—RCA Victor 20-6874		

• Most Played C&W by Jockeys

For survey week ending May 1

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

This Week	Last Week	Weeks on Chart
1. GONE—F. Husky	1	11
Cap 3528—BMI		
2. HONKY TONK SONG—W. Pierce	2	7
Dec 38255—BMI		
3. WHITE SPORT COAT—M. Robbins	4	4
Col 40864—BMI		
4. FOUR WALLS—J. Reeves	10	2
Vic 20-6174—BMI		
5. ALL SHOOK UP—E. Presley	3	5
Vic 20-6870—BMI		
6. GONNA FIND ME A BLUEBIRD—M. Rainwater	7	19
M-G-M 12412—BMI		
7. YOUNG LOVE—S. James	6	21
Cap 3602—BMI		
8. FRAULEIN—B. Helms	13	4
Dec 30194—ASCAP		
9. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline	7	9
Dec 30221—BMI		
10. AM I LOSING YOU?—J. Reeves	11	17
Vic 20-6749—BMI		
11. THERE YOU GO—J. Cash	12	19
Sun 258—BMI		
12. FIRST DATE, FIRST KISS, FIRST LOVE—S. James	9	3
Cap 3674—BMI		
13. I'M TIRED—W. Pierce	—	17
Dec 30155—BMI		
14. I MISS YOU ALREADY—F. Young	5	10
Cap 3611—BMI		
15. KNEE DEEP IN THE BLUES—M. Robbins	14	15
Col 40815—BMI		
15. OH, SO MANY YEARS—W. Pierce & K. Wells	15	5
Dec 30183—BMI		

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Country Music
with a
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K

THE BILLBOARD

• This Week's C&W Best Buys

A CHANGE OF HEART (Acuff-Rose, BMI) — Kitty Wells — Decca 30288—In release only a short time, the new record by Miss Wells is already a big loot maker. All the traditional c.&w. markets list the platter as a very strong seller. It shouldn't take long to reach the charts.

Kitty Wells'

"A CHANGE OF HEART"

c/w

THREE WAYS (To Love You)

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DECCA RECORDS

• **Reviews of New C&W Records**

GLENN DOUGLAS

Before This Night Is Through.....79
DECCA 30311—Douglas sings with moving simplicity and heart on an effective weeper with provocative lyrics. (Trails' End, BMI)
I Can Love Enough.....79
An appealing rockabilly reading on a melodic rhythm ballad with a strong pop flavor. Both pop and c.&w. jocks should spin this one. (Copar, BMI)

ONIE WHEELER

Going Back to the City.....77
COLUMBIA 40911 — "Where they honky-tonk all night." Amusing hunk of rockabilly material, well sung. Good jock plays foreseen. (Cedarwood, BMI)
Steppin' Out.....75
Wheeler seems to be doing a takeoff on Ernest Tubb on this toe-tapping country opus. Very catchy, pleasing side. Again, it's likely to fare best with deejays. (Forrest, BMI)

DICK THOMAS

Making Excuses.....68
RITA 116—The veteran Pa. warbler gives a listenable rendition to a pretty country waltz, but side lacks big hit potential in today's market. (T. V. Music, ASCAP)
Tiny Baby Shoes.....68
Appeal and potential are about the same as the flip on another country ballad. (Hill & Range, BMI)

LILLY BROS. & DON STOVER

Are You Tired of Me, My Darlin'.....68
EVENT 4261—Heartfelt vocal duet by the Lilly Brothers on a plaintive weeper, highlighted by sock banjo backing by Don Stover. Moderate sales possible if disk gets exposure. (Peer Intl., BMI)
Tragic Romance.....65
Everette Lilly warbles with conviction on a rapidly paced weeper with standout banjo backing. (Traditional)

CLIFF CLAY

I Live Upon a Mountain.....68
RUBY 110—Clay sings a tale of a lonesome life. Artist has a nice touch

and he tosses in a few yodels for good measure. Material is good and has a Johnny Cash feeling about it. Side is worth a look from jocks and ops.

Rose of My Heart.....62
Woeful, woebegone sounds on a melancholy tale. Has an old-fashioned sound, maybe a little out of current market. Flip is stronger.

BIG JIM HILL

I've Had the Blues Too Long.....67
DECCA 30312—Relaxed, deep-voiced interpretation of a brightly paced rhythm-blues with a cheerful whistle chorus and a jaunty beat. (Amber, ASCAP)
The Old Circuit Rider.....64
Routine vocal treatment of a folksy semi-sacred song about a circuit-riding preacher. (Amber-Cornell, ASCAP)

SONNY DEFREEST

Little Boy Blue.....67
EVENT 4262—New artist scores well on his first effort, a pretty ballad. Platter may cop a few spins, but predominant interest may be confined to New England area from the whence the cat hails. (Dawn, ASCAP)
I've Been Hurt by Love Before.....62
A moderate beat weeper. Chances not as strong as the flip. (Dawn, ASCAP)

MAE AND SHORTY WHITSON

I Wish I Could Kiss You Goodnite.....66
BRAMBLE 110—Three-beater is harmonized by the duo in okay Blue-Grass traditional style. Nothing outstanding for the general c.&w. market, however. (White Oak, BMI)
The Old Moon Is GUILTY, Not My Heart.....64
Another competent styling for regional selling. (White Oak, BMI)

RALPH SMITH

Never With Your Heart.....66
LIBERTY BELL 9016—Smith gives a good nasal performance on a Western ballad of faith. No great shakes, but in the home Arizona territory

and neighboring areas it might be worth a juke try. (Renda, BMI)
Could It Be?.....62
Downhome harmonies featured on this unexciting country ballad. Smith gives it good try, but it's not enough. (Renda, BMI)

BOBBY MARTIN

Give Your Heart to Me.....63
RUBY 390—Martin comes close to the original with this Presley-inspired vocal, but the recording lacks sparkle and the material isn't world-shaking. (Annis House, BMI)
Sleepy Time Blues.....63
Another rockabilly a la Presley. Brighter recording fidelity would have helped. (Annis House, BMI)

SALLY MASSEY

Walking After Midnight.....63
VOGUE 8159—A very late cover of the hit tune by Patsy Cline. A nice job by Miss Massey, but it arrives much too late. (Four Star Sales, BMI)
You're Always in My Prayers.....63
Capable vocal on a ballad. Fair sort, but not a best seller. (Tubb, BMI)

JOHNNY HENDERSON

Any Old Port in a Storm.....63
HIGH TIME 177—Fair dose of country flavor on this moderate-beat novelty type. Lacks the stuff to compete with many more attractive items in the market. (Four Star Sales, BMI)
Rocket in My Pocket.....59
Ditty about a lad who prefers rockets to playing with girls or bikes. (Clock, BMI)

ROY BEEMER

Call Me Back.....62
ARTISTS 1459—Okay vocal with ditto support from the Midwest Valley Boys on this ballad. Side was recorded in Kansas City, and the platter might reap some coin in that locale. (Santa-Call-Gon, BMI)
Cheatin' Don't Count.....55
Fair delivery on a just so-so tune. Slim chances here. (Santa-Call-Con, BMI)

BEGLEY SISTERS

If I'm Easy to Love.....60
RUBY 410—"Down-home" harmonization of this far girls may account for some local action for the Hamilton,

• **This Week's C&W Best Buys**

NO SELECTIONS THIS WEEK

• **Review Spotlight on . . .**

C&W RECORDS

WEBB PIERCE

Bye, Bye, Love (Acuff-Rose, BMI)
Missing You (Copar, BMI)—Capitol 30321—"Bye, Bye, Love," a sock rockabilly blues—also cut by the Everly Brothers on Cadence—marks a style switch for Pierce. A strong performance, which could attract new fans and might even go pop with the right exposure. Flip, a poignant ballad, is warbled by Pierce in his usual solid country style.

ERNEST TUBB AND WILBURN BROTHERS

Mister Love (Acuff-Rose, BMI)—Decca 30305—Teaming Tubb with the Wilburns is a great commercial idea. The boys' plaintive young voices provide an interesting contrast to Tubb's mature deep tones. Material is excellent with the love-struck Brothers asking Cupid's oracle (Tubb) for advice on their amatory affairs. Flip is "Leave Me" (Sure Fire Music, BMI).

IRA AND CHARLEY LOUVIN

The First One to Love You (Acuff-Rose, BMI)
Plenty of Everything But You (Acuff-Rose, BMI)—Capitol 15223—The Louvins pour their heart-rending tones into the top side of this strong coupling. Just about as strong is the flip, a bouncy, brightly rendered tune, tho it has a message of complaint. Strong, down-home atmosphere should move both of these.

O. label. But broad marketing chances seem slim. (Annis House, BMI)

I'd Like to Break Into Your Heart.....58
Similar performance on a more pop-styled song. Recording isn't up to market norm. (Annis House, BMI)

LEE GORDON

Until I Met You.....59
RUBY 250—Gordon gives this a real backwoods treatment. Faron Young is a co-cleffer of the tune, but this reading won't carry it far. (Lancaster, BMI)

Those Wasted Years.....50
Gordon gets no help from a poor engineering job on this weepy ballad and he needs all the help he can get. Skip this one. L & R, BMI

BOBBY DENTON

Carla.....58
TUNE 202—A blend of a country-styled vocal with a south-of-the-border beat fails to click. Poor material gets a very so-so reading. (Tree, BMI)

A Fallen Star.....58
Talent lacks any spark on this slow, choral backed ballad. Toss-up with the flip for being the one with the least chance. (Tree, BMI)

BILL STUCKER

I Go on Pretending.....57
RUBY 430—Ordinary material, so-so performance and dull recording sound. No more than home-town action possible. (Annis House, BMI)
Foolin' Me Around.....57
Old-style, ordinary country material here, too. (Annis House, BMI)

• **C&W Territorial Best Sellers**

For survey week ending May 1

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Some Day, W. Pierce, Dec.
2. White Sport Coat, M. Robbins, Col.
3. All Shook Up, E. Presley, Vic.
4. Gone, F. Husky, Cap.
5. Pledge of Love, M. Torok, Dec.
6. Oh, So Many Years
W. Pierce & K. Wells, Dec.

Charlotte

1. Gone, F. Husky, Cap.
2. There You Go, J. Cash, Sun
3. Young Love, S. James, Cap.
4. I'm Tired, W. Pierce, Dec.
5. Train of Love, J. Cash, Sun

Dallas-Fort Worth

1. Fraulein, B. Helms, Dec.
2. Gone, F. Husky, Cap.
3. White Sport Coat, M. Robbins, Col.
4. Young Love, S. James, Cap.
5. Honky Tonk Song, W. Pierce, Dec.

Houston

1. Gone, F. Husky, Cap.
2. Four Walls, J. Reeves, Vic.
3. White Sport Coat, M. Robbins, Col.
4. First Date, First Kiss, First Love
S. James, Cap.
5. All Shook Up, E. Presley, Vic.

Memphis

1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. Four Walls, J. Reeves, Vic.
4. Your True Love, C. Perkins, Sun
5. Gonna Find Me a Bluebird
M. Rainwater, M-G-M.
6. Honky Tonk Song, W. Pierce, Dec.

Nashville

1. White Sport Coat, M. Robbins, Col.
2. Four Walls, J. Reeves, Vic.
3. Gone, F. Husky, Cap.
4. All Shook Up, E. Presley, Vic.
5. Fallen Star, J. Newman, Dot
6. Am I Losing You? J. Reeves, Vic.
7. Three Ways, K. Wells, Dec.
8. Walkin' After Midnight, P. Cline, Dec.

Richmond, Va.

1. Gone, F. Husky, Cap.
2. White Sport Coat, M. Robbins, Col.
3. First Date, First Kiss, First Love
S. James, Cap.
4. Don't Laugh, Louvin Bros., Cap.
5. Gonna Find Me a Bluebird
M. Rainwater, M-G-M.
6. Three Ways, K. Wells, Dec.
7. Turn Her Down, F. Young, Cap.

St. Louis

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. Four Walls, J. Reeves, Vic.
4. Honky Tonk Song, W. Pierce, Dec.
5. Walkin' After Midnight, P. Cline, Dec.

Folk Music From Congo

LEOPARDVILLE, Belgian Congo—This central African capital city may soon become the fountain of a heavy flow of disk esoterica and folk material, if plans now in the works for export to the United States materialize.

Opeka Records, headquartered here, has a catalog of more than 1,500 LP titles. Records have been made via portable taping equipment mounted on a truck. The tapes have been made of the music and ceremonial doings of native rites for practically all the countries in Africa, including the Congo, Union of South Africa, the Sudan, Nigeria, the Cameroons, Tanganyika and Senegal. Disks will be pressed by affiliates in Paris and London and will be exported to the States.

The owners of the label, Gabrielle, Manssa, Benetar and Freres, are being represented in New York by One World Export and Import Company, who are in the process of setting up distribution deals thru a local label there.

FREDDIE HART

'BABY DON'T LEAVE'

VIDOR PUBLICATIONS

Columbia 40896

b/w 'Fraulein'

JOHNNY CASH

just doesn't miss!

(1st) "CRY, CRY, CRY" b/w "Hey Porter"—Sun 221
(On best seller charts 1 week)

(2nd) "SO DOGGONE LONESOME" b/w "Folsom Prison Blues"—Sun 232
(On best seller charts 22 weeks)

(3rd) "I WALK THE LINE"—Sun 241
(On best seller charts 39 weeks)

(4th) "THERE YOU GO"
b/w
"TRAIN OF LOVE"—Sun 258
(On best seller charts 20 weeks—still going!)

AND NOW—NUMBER 5!

"DON'T MAKE ME GO"

b/w

"THE NEXT IN LINE"

(It's Sun 266)

GRAND OLE OPRY.....SUN RECORD CO.

Exclusive Personal Management—BOB NEAL

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1916 Sterick Bldg.

Memphis, Tenn.

R&B Best Sellers in Stores

For survey week ending May 1
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP (BMI)—E. Presley	1	5
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. SCHOOL DAY (BMI)—C. Berry	5	5
Deep Feeling (BMI)—Chess 1653		
3. LITTLE DARLIN' (BMI)—Diamonds	6	8
Faithful and True (BMI)—Mercury 71060		
4. COME GO WITH ME (BMI)—D. Vikings	4	9
How Can I Find True Love? (BMI)—Dot 15538		
5. I'M WALKIN' (BMI)—F. Domino	2	9
I'm in the Mood for Love (ASCAP)—Imperial 5428		
6. LUCILLE (BMI)—Little Richard	3	9
SEND ME SOME LOVIN' (BMI)—Specialty 598		
7. C. C. RIDER (BMI)—C. Willis	9	11
Ease the Pain (BMI)—Atlantic 1130		
8. PARTY DOLL (BMI)—B. Knox	7	9
My Baby's Gone (BMI)—Roulette 4002		
9. NEXT TIME YOU SEE ME (BMI)—Little Jr. Parker	10	8
My Dolly Bee—Duke 164		
10. JUST BECAUSE (BMI)—L. Price	8	10
Why? (BMI)—ABC-Paramount 9792		
11. LOVE'S A HURTING GAME (BMI)—I. J. Hunter	12	3
EMPTY ARMS (BMI)—Atlantic 1128		
12. IT HURTS TO BE IN LOVE (BMI)—A. Laurie	11	11
Hand in Hand (ASCAP)—De Luxe 6107		
13. JUST HOLD MY HAND (BMI)—C. McPhatter	15	2
No Matter What (ASCAP)—Atlantic 1133		
14. LITTLE DARLIN' (BMI)—Gladiolas	13	4
Sweetheart, Please Don't Go (BMI)—Excelllo 2101		
15. TROUBLE, TROUBLE (BMI)—B. B. King	—	1
I WANT TO GET MARRIED (BMI)—RPH 92		

Most Played R&B in Juke Boxes

For survey week ending May 1
RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP (BMI)—E. Presley	3	3
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LUCILLE (BMI)—Little Richard	1	8
SEND ME SOME LOVIN' (BMI)—Specialty 598		
3. LITTLE DARLIN' (BMI)—Diamonds	6	5
Faithful and True (BMI)—Mercury 71060		
4. I'M WALKIN' (BMI)—F. Domino	2	10
I'm in the Mood for Love (ASCAP)—Imperial 5428		
5. SCHOOL DAY (BMI)—C. Berry	3	4
Deep Feeling (BMI)—Chess 1653		
6. C. C. RIDER (BMI)—C. Willis	8	4
Ease the Pain (BMI)—Atlantic 1130		
7. COME GO WITH ME (BMI)—D. Vikings	5	7
How Can I Find True Love? (BMI)—Dot 15538		
8. PARTY DOLL (BMI)—B. Knox	7	7
My Baby's Gone (BMI)—Roulette 4002		
9. HE'S MINE (BMI)—Platters	—	1
I'M SORRY (BMI)—Mercury 71032		
10. YOUNG BLOOD (BMI)—Coasters	—	1
Searchin' (BMI)—Atco 6087		
10. THERE OUGHTA BE A LAW (BMI)—Mickey & Sylvia	—	1
Dearest (BMI)—Vic 0267		
10. EMPTY ARMS (BMI)—I. J. Hunter	9	6
Love's a Hurting Game (BMI)—Atlantic 1128		

Most Played R&B by Jockeys

For survey week ending May 1
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP—E. Presley	2	5
Vic 20-6870—BMI		
2. SCHOOL DAY—C. Berry	1	5
Chess 1653—BMI		
3. LITTLE DARLIN'—Diamonds	12	7
Mercury 71050—BMI		
4. SEND ME SOME LOVIN'—Little Richard	4	5
Specialty 598—BMI		
5. COME GO WITH ME—D. Vikings	9	8
Dot 15538—BMI		
6. I'M WALKIN'—F. Domino	3	9
Imperial 5428—BMI		
7. LUCILLE—Little Richard	5	6
Specialty 598—BMI		
8. IT HURTS TO BE IN LOVE—A. Laurie	7	5
De Luxe 6107—BMI		
8. JUST BECAUSE—L. Price	11	6
ABC-Paramount 9792—BMI		
10. PARTY DOLL—B. Knox	8	10
Roulette 4002—BMI		
10. C. C. RIDER—C. Willis	10	2
Atlantic 1130—BMI		
10. YOUNG BLOOD—Coasters	—	1
Atco 6987—BMI		
13. ROCK ON—B. Johnson	—	1
Mercury 71068—BMI		
13. NEXT TIME YOU SEE ME—Little Jr. Parker	—	3
Duke 164—BMI		
13. OVER THE MOUNTAIN—Johnnie & Joe	—	1
J&S 1664—BMI		

R&B Territorial Best Sellers

For survey week ending May 1

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
1. School Day, C. Berry, Chs.
 2. Come Go With Me, D. Vikings, Dot
 3. All Shook Up, E. Presley, Vic.
 4. C. C. Rider, C. Willis, Atl.
 5. Lucille, Little Richard, Spe.
 6. I'm Walkin', F. Domino, Imp.
 7. Little Darlin', Diamonds, Mer.
 8. Little Darlin', Gladiolas, Exc.
 9. Just to Hold My Hand, C. McPhatter, Atl.
 10. Fools Fall in Love, Drifters, Atl.

- Charlotte**
1. All Shook Up, E. Presley, Vic.
 2. Come Go With Me, D. Vikings, Dot
 3. Little Darlin', Gladiolas, Exc.
 4. Party Doll, B. Knox, Rit.
 5. Gone, F. Husky, Cap.

- Chicago**
1. All Shook Up, E. Presley, Vic.
 2. Little Darlin', Diamonds, Mer.
 3. School Day, C. Berry, Chs.
 4. Come Go With Me, D. Vikings, Dot
 5. Next Time You See Me, Little Jr. Parker, Duk.

- Cincinnati**
1. Little Darlin', Diamonds, Mer.
 2. School Day, C. Berry, Chs.
 3. All Shook Up, E. Presley, Vic.
 4. Come Go With Me, D. Vikings, Dot
 5. I'm Walkin', F. Domino, Imp.
 6. Just Because, L. Price, Pnt.
 7. C. C. Rider, C. Willis, Atl.
 8. Next Time You See Me, Little Jr. Parker, Duk.
 9. Send Me Some Lovin', Little Richard, Spe.
 10. There Oughta Be a Law, Mickey & Sylvia, Vik

- Detroit**
1. School Day, C. Berry, Chs.
 2. Next Time You See Me, Little Jr. Parker, Duk.
 3. Got My Mo-Jo Working, A. Cole, Btn.
 4. Love's a Hurting Game, I. J. Hunter, Atl.
 5. Little Darlin', Diamonds, Mer.
 6. So Rare, J. Dorsey, Fly.
 7. Rock Me, M. Waters, Chs.
 8. Party Doll, B. Knox, Rit.

- Los Angeles**
1. All Shook Up, E. Presley, Vic.
 2. Come Go With Me, D. Vikings, Dot
 3. Next Time You See Me, Little Jr. Parker, Duk.
 4. C. C. Rider, C. Willis, Atl.
 5. It Hurts to Be in Love, A. Laurie, Del.
 6. I'm Walkin', F. Domino, Imp.
 7. Little Darlin', Diamonds, Mer.
 8. Just Because, L. Williams, Spe.
 9. Little Darlin', Gladiolas, Exc.
 10. Love's a Hurting Game, I. J. Hunter, Atl.

- New Orleans**
1. C. C. Rider, C. Willis, Atl.
 2. All Shook Up, E. Presley, Vic.
 3. Send Me Some Lovin', Little Richard, Spe.
 4. School Day, C. Berry, Chs.
 5. Searchin', Coasters, Ato.
 6. It Hurts to Be in Love, A. Laurie, Del.
 7. Empty Arms, I. J. Hunter, Atl.

- New York**
1. Little Darlin', Diamonds, Mer.
 2. Come Go With Me, D. Vikings, Dot
 3. I'm Walkin', F. Domino, Imp.
 4. All Shook Up, E. Presley, Vic.
 5. Party Doll, B. Knox, Rit.
 6. School Day, C. Berry, Chs.

- Philadelphia**
1. Send Me Some Lovin', Little Richard, Spe.
 2. Mama Look-A Booboo, H. Belafonte, Vic.
 3. Next Time You See Me, Little Jr. Parker, Duk.
 4. C. C. Rider, C. Willis, Atl.
 5. All Shook Up, E. Presley, Vic.

- St. Louis**
1. Lucille, Little Richard, Spe.
 2. All Shook Up, E. Presley, Vic.
 3. Trouble, Trouble, B. B. King, R.P.M.
 4. I'm Walkin', F. Domino, Imp.
 5. School Day, C. Berry, Chs.
 6. Honey, Where You Going? J. Reed, VJ
 7. Little Rain, J. Reed, VJ
 8. Party Doll, B. Knox, Rit.
 9. Empty Arms, I. J. Hunter, Atl.

- Washington, D. C.**
1. All Shook Up, E. Presley, Vic.
 2. Just to Hold My Hand, C. McPhatter, Atl.
 3. Little Darlin', Diamonds, Mer.
 4. Party Doll, B. Knox, Rit.
 5. I'm Walkin', F. Domino, Imp.
 6. School Day, C. Berry, Chs.
 7. Gone, F. Husky, Cap.
 8. Send Me Some Lovin', Little Richard, Spe.
 9. C. C. Rider, C. Willis, Atl.
 10. Come Go With Me, D. Vikings, Dot

This Week's R&B Best Buys

JIM DANDY GOT MARRIED (Najo-Raleigh-Progressive, BMI)
THE GAME OF LOVE (A-ONE AND A-TWO) (Progressive, BMI)—Lavern 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 Durham are among areas also reporting strong sales. Elsewhere sales are good and building. The disk is also selling well in the pop markets. A previous Billboard "Spotlight" pick.

YOUNG BLOOD (Tiger, BMI)
SEARCHIN' (Tiger, BMI)—The Coasters—Atco 6087—Both numbers are being requested but "Young Blood" seems to be the top side. After a fair period, sales have begun to grow and now the platter is big in Baltimore, Pittsburgh, Milwaukee and the Southern districts. Strong sales are reported in St. Louis, New York, and Buffalo. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . R&B RECORDS

THE DEL VIKINGS
Little Billy Boy (Greta, BMI)
What Made Maggie Run (Fee-Bee, BMI)—Dot 15571—The group comes off its "Come Go With Me," bought-master smash, to register very 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

STRANGE WORLD

The Vow #3374

Earl Palmer & The Jayhawks

JOHNNY'S HOUSE PARTY

Parts I & II #3379



Los Angeles, Calif.

VEE JAY #242

"IF YOU MISS ME HERE"

The Maceo Woods Singers

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Already Hitting the Charts

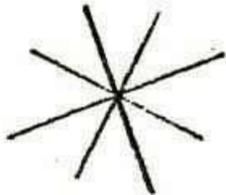
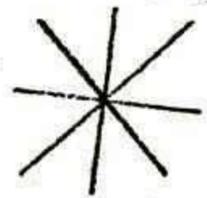
LITTLE RICHARD'S "I LOVE MY BABY"

b/w "MAYBE I'M RIGHT"

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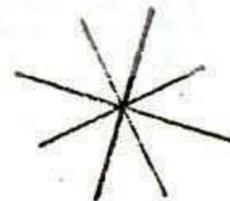
SHE'S NEW (on disc)



She wow'ed them on her first release!

SHE'S DYNAMIC (on VIP)

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DELLA CHIESA (KEY-A-SA)



VIP-1001

sings . . . HAUNTED HEART c/w FROM THIS MOMENT ON



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OPEN FOR DISTRIBUTION,
WE'RE HOT, WE'RE MOVING
AND WE'RE RELEASING OVER
THE SUMMER MONTHS.**

NOW WATCH FOR THESE BREAKING FAST:

VIP-1003

LIGHT A CANDLE c/w LOVE LETTERS IN THE SAND

VIP-1004

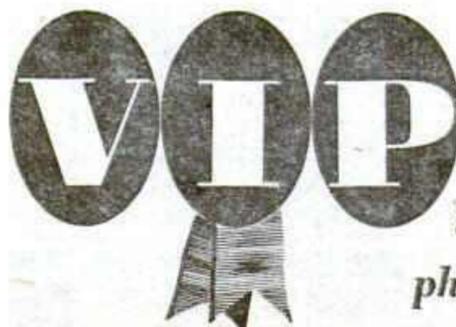
NO MAN c/w ALL OVER AGAIN

VIP-1005

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!*

(Comparison Proves)



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phone LO 5-4276**

FOLK TALENT AND TUNES

Continued from page 64

who heads up and produces "Panhandle Barn Dance" on KGNC-TV, Amarillo, Tex., has added a new label, Exxa Records, to his Arsak music publishing firm. . . . Charlie Wright, Dallas agent, has revived plans for presenting his "Hoedown Jamboree" in Louisiana, Mississippi and Texas towns on a weekly circle idea. He tried the circle gimmick in the Louisiana-Mississippi sector in February to satisfactory results and was in Monroe, La., last week to kick the thing off again.

Lawton Williams, who recently resumed his songwriting career after several years' absence from the field, is appearing each Saturday night on "Cowtown Hoedown," Fort Worth, produced by Buddy Starcher and Jack Henderson. Williams is the writer of "Fraulein," published by Fred Stryker, of Fairway Music, Hollywood, and which has made an enviable impression on the charts with the waxing made by Bobby Helms for Decca. Columbia has covered it with Freddie Hart. Williams enjoyed a visit April 16 with Webb Pierce, Ray Price, Hawkshaw Hawkins, Jimmy Dickens, Jean Shepherd, Moon Mullican and booker Jim Denny, who were in Fort Worth for a show.

Bill Allen has opened a new office, Country-Western Associates, with headquarters in Fayetteville, N. C., to book c.&w. talent thru Eastern North Carolina for the summer and fall. His top account is Fort Bragg, world's largest army post and a heavy user of c.&w. talent. . . . Clyde and Willie, recently to cut two sides for Event Records, "Beautiful Heaven Somewhere" and "Echoes From the Hills," just released. . . . Jimmy Copeland and His Western-Aires (Rocky Carroll, fiddle; Lefty Nason, steel, and Rocky Rockland, bass fiddle and vocals), now on a six-week holdover at the Monterey Candlelight Room, Montreal, have a deal pending that may keep them there another six weeks.

Western handler Leon McAuliffe, who made his debut in Iowa territory with an appearance at Melody Mill Ballroom, Dubuque, April 26, is being set for a return trip thru the Midwest in July, opening with a two-day stand, July 20-21, at Mesker Memorial Auditorium, Evansville, Ind. . . . Hank Thompson played the annual college rodeo at Southwest Texas State Teachers' College, San Marcus, Tex., Thursday (2). . . . Jim Halsey, of Thunderbird Artists, has Wanda Jackson set solidly thru May 31 on American and Canadian dates. She was guest on "Circle Theater Jamboree," Cleveland, April 27.

Hank Thompson and His Brazos Valley Boys are appearing May 6-11 on Connie B. Gay's new "Town and Country" morning show heard 7-8 a.m., EST, over the CBS-TV net via WTOP, Washington. The Thompson unit plays Watonga, Okla., May 17, and follows with Oklahoma City, 18; Fruitland, Idaho, 23; Klamath Falls, Ore., 24; Medford, Ore., 25; Coquille, Ore., 29; and Olympia, Wash., 31. . . . June Carter, "Grand Ole Opry" comedienne, appeared on the Jackie Gleason TVer over the CBS network Saturday (4). Miss Carter has just finished filming an episode of "Gunsmoke," with James Arness, which will be aired June 15.

A. V. Bamford wound up the season of monthly c.&w. shows at the Denver Arena Sunday (5) with a package

comprising Marty Robbins, Porter Wagoner, Johnny Horton, Charlene Arthur, Lee Emerson and Benny Barnes. Bamford plans to resume with the monthly schedule in the fall. . . . "Rocky Mountain Barn Dance," hour-long country and western jamboree, is a new weekly seg on KBT, Denver, with Snow Furniture Company sponsoring. Featured is Rocky Starr, who heads up a troupe of a dozen local entertainers. . . . Henry Gall, and not Don Gray, as recently chronicled here, is the personal manager for Myrna Lorrie (RCA Victor), of Fort William, Ont.

While Red Foley vacations May 5 thru June 5, other top country-music names will take over the reins of "Ozark Jubilee." Producer Bryan Bisney has set for May 11, Rex Allen as headliner, with Sonny James as special guest; May 18, Carl Smith, with guest Jim Brown (Lieut. Rip Masters, of the Rint-Tin-Tin show), and May 25, Jimmy Wakely, with guest Fran (Aunt Fanny) Allison. . . . Jimmy Dickson and His Country Boys and Elmer Snodgrass and His Musical Pioneers will supply the entertainment at the Fifth Annual Georgia Poultry Festival to be held in Gainesville, Ga., May 17-18. Comprising the Snodgrass combo are Gene Still, steel guitar; Stanford Lee, fiddle; Elmer Snodgrass, bull fiddle; Chuck Atha, guitar; Bob Still, guitar; Harry Palmour, drums, and Willard Cowan, trumpet.

The Chain Mountain Boys, made up of Marvin Cobb, guitar and tenor; Frank Wakefield, mandolin and lead singer, and Carace Hutchins, five-string banjo, have as their first release on Wayside Records "New Camptown Races" b.w. "Tell Me Why My Daddy Don't Come Home." Deejay copies may be obtained by writing to Wade Birchfield, 1298 St. Jean Avenue, Detroit 14. . . . Warner Mack, Vicksburg, Miss., rockabilly artist recently pacted by Decca's Paul Cohen, has just had his first release on that label. The tunes, both his own original compositions, are "Is I Wrong?" b.w. "Baby, Squeeze Me." Backing him on the initial release are Owen Bradley, Grady Martin, Hank (Sugarfoot) Garland and the Anita Kerr Singers. Mack is working under the personal management of Wally Smith, deejay at WVIM, Vicksburg. He is currently at a deejay promotional tour in the South, and Smith will contact deejays and distributors in the Middle West within the next few weeks. Deejays may obtain a copy of the new Mack release by writing to Smith at Route 1, Box 157, Gulfport, Miss.

"Old Dominion Barn Dance" made its TV bow direct from the stage of the WRVA Theater, Richmond, Va., Saturday (4), after a three-week delay caused by technical difficulties. . . . Sunshine Sue has returned to the "Old Dominion" line-up after two weeks of battling the mumps. . . . "Hillbilly Lovin'" has been waxed on the Fee Bee label by Bailin'-Wire Bob Strack, who spins the country platters at KIMO, Independence, Mo. Deejays are invited to drop him a line for a sample copy. . . . Fred Stryker, of Fairway Music, Hollywood, typewrites that his firm's new tune, "Every Night," looks like a prime follow-up to Fairway's "Fraulein." "Every Night" on Decca; Peggy Lee for Capitol; Etta James on Modern, Ed Townsend on Aladdin, and Rene Rene on Liberty.

Reviews of New R&B Records

GENE & EUNICE
Strange World . . . 88
ALADDIN 3374—Gene and Eunice with Ray Ellis choral and ork backing give fine performances on a haunting theme that features a cute vocal phrase. Side is their strongest recently. (Aladdin, BMI)

The Vow . . . 85
A ballad with a churchy flavor gets an equally fine reading. This side also has choral and ork support. Good potential here, too. (Aladdin, BMI)

DALE HAWKINS
Don't Treat Me This Way . . . 85
CHECKER 863—Hawkins goes all out on a fairly wild rhythm number. Side has much to attract and will probably get a lot of action. (Arc, BMI)
Susie-Q . . . 85
Another slower rhythm side that could go very well, especially with fanciers of the Deep South sounds. (Arc, BMI)

THE SENSATIONS
My Debut to Love . . . 83
ATCO 6090—Pleasant rendition and backing on a fancy ballad. Lyrics are cute, and so is the chick's sound. (Lowell and Progressive, BMI)
You Made Me Love You . . . 79
Yvonne Mills, the featured singer with the group, sounds very much like Dinah Washington on the old standard. Bluesy treatment should attract spins. (Broadway, ASCAP)

CHARLES BROWN
It's a Sin to Tell a Lie . . . 80
ALADDIN 3366—The old standard receives an energetic and rhythmic styling a la Fats Domino. Brown, who hasn't clicked in several tries recently, may have something with this one. (Bregman, Voeco & Conn, ASCAP)
Please Believe Me . . . 79
Similar styling on a blues type. This side could also happen. (Venice, BMI)

EARL PALMER'S PARTY ROCKERS
Johnnie's House Party (Pts. I & II) . . . 80
ALADDIN 3379—Sounds of a wild party in a big, big room come thru the instrumental walkin' rhythms of this side. The cats on organ, tenor, drums and guitar swing and the hot, hot hollers lend atmosphere of a sort. Jocks will play these sides for kicks and rhythm. (Aladdin, BMI)

JOHNNY OTIS ORK
Wa Wa (Pts. I & II) . . . 76
DIG 134—A slow, playful rocker with a steady beat punctuated by an infectious "wa wa" catch phrase at intervals. Plenty of appeal for jukes and jocks. (Dig, BMI)

THE GLADIATORS
My Baby Doll . . . 75
DIG 135—The boys wail with fervid feeling on an intense ballad. Pounding beat is contagious. (Dig, BMI)
Girl of My Heart . . . 70
Artless reading by group on a simple, fairly appealing ballad. (Dig, BMI)
OTIS WILLIAMS & HIS CHARMS
Nowhere on Earth . . . 74
DE LUXE 6130—Impressive interpretation of a fairly compelling ballad. Moving solo work by Williams. (Jay & Cee, BMI)
No Got de Woman . . . 72
Winning performance by Williams on a routine calypso. Calypso wax is beginning to be a drug on the market, but this one rates spins on basis of good reading. (R-T, BMI)

GUS JENKINS ORK
Spark Plug . . . 68
FLASH 116—A danceable platter and good material for deejays, but not likely to amass many sales. Rhythm is a combination of Latin and rock and roll. (Shag, BMI)
So What? . . . 68
Similar instrumental—based on the Blues. (Shag, BMI)

Cecil Gant
I Wonder . . . 66
DECCA 30320—Gant had a smash with this dubious tune about a decade ago. Another dinking is already out and Woody Herman is slated for a single on Verve. New action thus may shape up and the original figures to rate some activity. (Leeds, ASCAP)
Cecil's Boogie . . . 64
The late Gant played boogie in a loud, brash style. Reissued instrumental has some juke appeal, but otherwise no important prospects. (Four Star Sales, BMI)

BOB DAVIS QUARTET
Twinkle . . . 66
DOOLEY 414—Here's an acceptable instrumental rhythm job showcasing piano and vibes backed with bass and drums. Okay for jukes and possibly for jockey plays. Sales appeal limited, however. (Williams, BMI)
Off-Day Blues . . . 60
Same combo offers a slow, bluesy instrumental. Too slow for the terpers and it's hard to see it moving as listening stuff. Little chance. (Williams, BMI)

MARVIN & JOHNNY
Yak-Yak . . . 62
ALADDIN 3371—This rock along, but the "Old McDonald" type of rep-

ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN GREVATT

Jolly Joyce, Philadelphia and New York booker, is keeping his hand in not only in the rock and roll field with Bill Haley and the Comets, but in the calypso and even the country fields as well. Jolly is setting a series of dates in the Walter Reade eastern theater chain for star packages of the Grand Ole Opry to commence in May. He has also imported Lord Kitchener, England's great calypso king, for appearances here. The singer opens in Manhattan's Jamaican Room this week and follows that engagement with another at the New Jamaican Room Number Two in Island Park, N. Y.

With Haley, Jolly is rocking along with big new 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 winding up in Angola, Ind. The Comets follow up their Ed Sullivan TV appearance on Sunday (28) with another airing Thursday (9) on the Ray Bolger Show. The boys will take three weeks off in July to film another Sam Katzman Columbia picture. Deal on the latter has just been confirmed.

Shaw Artists will shortly send out another r.&b. one-nighter package to hit the southern trail. Newest line-up includes thrush Vikki Nelson, Larry Birdsong, Gene and Eunice and the Gene Barge band.

London Records will now distribute thruout the world, all catalog items and new releases by Little Richard. The Specialty disk star has just been signed for an appearance with Alan Freed at the Brooklyn Paramount in late August. The Pilgrim Travelers, Brother Joe May and the Caravans, Specialty Records gospel singers, will do a personal appearance in Los Angeles in June.

Old rhythm and blues records never die. They live on in collectors' shelves and sometimes they can experience a completely new life—in another world—the world of pop. Such is the case of an exciting Ann Cole disk—released over seven months ago for the first time—"In the Chapel." Baton's Sol Rabinowitz up till last Monday was well satisfied with a good r.&b. sale. Then a call came from Cleveland on Monday for 400 copies for pop stores. Another call Wednesday for 600 and a call from Detroit for a similar number. The disk appears to be breaking in the pop field in both cities, with Cleveland jocks reporting it in their top 10 pop selections of the week.

Duke, the new Negro men's magazine, reports that there are now more than 500 Negro disk jockeys on the air across the nation. Disk jockeying is described as the newest Negro industry, a \$250 million annual business, by

etition is dull. Unimaginative wax. (Aladdin, BMI)
Pretty Eyes . . . 60
Very tired slow-moving sentiments of a romantic nature. Okay reading, but strictly ordinary material and arrangement kill chances. (Aladdin, BMI)

the writer, Ellis Waters. Chicago jockey Al Benson gets the credit for starting the boom 13 years ago. He came along, according to Leonard Evans, head of the National Negro Network, when millions of southern Negroes were being moved about the country, right after World War II. "Of all the jockeys, Benson best understands these migrants and how to get to them," said Evans. May we add this corner's kudos to the Negro jockeys, who have done much to expose and popularize the blues, one of today's commercially as well as artistically great musical idioms.

The Symphonettes and the Freedmen Twins, two new groups of chicks, are set to cut their first sides for Duke Records. Don Robey, the Duke mahoff, will be hoping to crack the monopoly of the charts, held by the cats. Only two out of 25 pop best selling disks include female talent (Bonnie Guitar and the Platters' gal friend, Zola Taylor) while Annie Laurie is the lone chick on the top 15 r.&b. best sellers. . . . Fortune Records reports strong response to Andre Williams' new pairing of "You Are My Sunshine," and "Mean Jean," and The Five Dollars' "How to Do the Bacon Fat." The diskery is setting up a "Bacon Fat" contest for deejays.

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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 will be the site of the '57 Hambletonian — harness racing's Kentucky Derby—this year will put many operation changes into effect.

Don Hayes, who with his brother, Eugene, manage the big expo, reports that prices will remain the same except on the day of the big race, when they will be upped substantially. Gate admissions during the regular days will remain at last year's levels of 60 and 30 cents for adults and children respectively. On the day of the race the outside admission will be \$1.

Hayes also pointed out that grandstand tickets, which range from \$1.50 to \$4.50 on the regular days will be upped from \$3.50 to \$6.50 for the classic.

Other preparations for this year's annual run includes the construc-

tion of two new grandstands which will add 10,000 to the capacity for a total of 19,000 seats. Also being built is a new press box that will seat 100 and will care for the many press representatives expected here for the harness classic. Permanent paddock barns are also being added to replace the tent that has been used in recent years.

Two new features on the program this year will be boat racing and a program of convertible stock car races, Hayes added.

The over-all advertising and publicity program of the fair will be greatly hyped and the budget will be jacked up substantially over last year, he said.

Colorado Skeds 300 Outdoor Events in '57

DENVER—Over 300 outdoor events are scheduled for the Colorado tourist trade this season, the State Public Relations Department announced.

On the schedule are 60 rodeos, 31 fairs, free outdoor musical attractions, horse and dog racing, legit shows staged in outdoor theaters, Western melodramas, boat racing, auto racing and fishing derbys.

In addition, a number of square dance festivals are expected to attract performers and patrons from a wide area. The ninth annual Salida Arkansas River boat race will be held in June.

INDIANA FAIR GETS LENNONS

INDIANAPOLIS — The Lennon Sisters, popular quartet of young singers on the Lawrence Welk TV show, have been added to the grandstand program of the Indiana State Fair here for four nights. The booking of the popular quartet was made by Barnes-Carruthers Theatrical Enterprises in conjunction with the fair board.

Western Fairs Assn. Skeds Hawaiian Trip

SACRAMENTO, Calif.—A 10-day Hawaiian Holiday for fair managers and guests has been approved by the Western Fairs Association board of directors, Louis S. Merrill, WFA general manager, said here last week.

The Holiday, December 1-11, is being planned by the association with the assistance of the local United Air Lines office. The idea behind the project is to give WFA members an opportunity to relax after what the association describes as "the hard work during the hot summer months."

The cost of the air junket is estimated at \$398.50. Trips one way by steamship and the other by plane are \$518.50, but reservations are limited for this type of travel.

Planes for the Hawaiian Islands will leave San Francisco at 8 a.m. and Los Angeles at 9:30 a.m. on December 1. They arrive in Honolulu at 3:30 and 5:30 p.m. respectively the same day. Return air flights are set for December 11, with flights terminating in San Francisco and Los Angeles.

Activities will include time at Waikiki, visit to Maui, and a day at Kona along with luaus and an Aloha farewell party.

Kochman Unit on Tour Thru Europe

Combination of U. S., French Cars Used; 9 Men Fly to May 3 First Date

NEW YORK — A thrill show crew, Jack Kochman's Hell Drivers, left by plane for France on Tuesday (30) where it started eight weeks of dates at European speedways on May 3.

Kochman's unit will play dates acquired thru the foreign booking offices of Holiday on Ice. The drivers will return in time for their first fair date, Harrington, Del., July 22. Equipment for the unit's American dates will be made ready by Bill Horton, who stayed behind.

Bob Conto, general manager of the unit, left a week early for Europe. He was followed by Neil Hamilton, George Patton, Jake Plumstead, Martin Melody, Jim Gates, Billy Richards, Bobbv Daniels, and Jimmy the Clown.

Already sent to France were a pair of new Dodge sedans. Several French cars will round out the show equipment. In this country, Kochman uses a considerable number of Dodge pieces for the Hell Drivers and his other unit, the Jimmy Lynch show now operating as Jack Kochman's Auto Daredevils under Bill Reed.

The show opened April 26 in the Southwest and will route thru flood territory. One date, April 28, was a rainout in Montgomery, Ala. In addition to Dodge, the organization has a tie-in with Goodyear. The route will take it into California for May fairs.

In Europe, the Hell Drivers will play in France, Holland, Belgium,

Luxembourg and Switzerland. Most dates will be one-day duration, using two or three performances under local promoters in American still-date fashion. Ramp help will be provided locally.

The ice was broken for thrill shows in Europe by a show sent over by Earl Newberry (Trans-World Auto Daredevils) and Abe Saperstein, Harlem Globetrotter promoter. Success was enjoyed in 1955 and 1956, they did not return this year, but plan another tour in 1958.

CFA Committee Plans Meeting At Hollywood

HOLLYWOOD — Visits to Disneyland and Jangleland are planned for the Circus Fans of America during the national convention to be held here at the Hotel Roosevelt, June 12-14.

Registration is set for the morning of June 12 with the business session to open an hour later. The final business session opens that afternoon at 3:30 with the day being concluded with an informal banquet.

Thursday's schedule calls for a visit to a studio and a visit to Thousand Oaks. Fun night with a buffet supper will wind up the day's events.

Friday will be given over to the Disneyland tour. According to tentative plans, the fans will attend a screening of the Cecil B. DeMille production, "The Greatest Show on Earth," at the Paramount Studio lot that night.

Name Committees

Harry B. Chipman is national chairman. Serving on the 1957 convention committee are Bob Downie, George Perkins, H. D. (Bob) Matthews and Lyman Sheldon. Other committees and members are:

Registration and Reception: Mabel Buckingham, chairman;

(Continued on page 76)

Manlius, N. Y., Kid Spot Adds Rides

MANLIUS, N.Y.—Joseph Mandracchia and Rocco Piccione of Suburban Park here have added several new rides to their amusement spot this year.

New on the fun zone are an Allan Herschell Roller Coaster, C-16 adult size Miniature Train, a Lucas Clown Ride and a Fly-o-Plane. An imported German Carrousel, called the "Woodworkers Special," is a featured attraction.

Since Mandracchia and Piccione purchased the spot in 1956, they have launched a modernization program and plan a ride turnover system every five years.

Burnette Plans Two New Shows

STUDIO CITY, Calif.—Duncan (Cisco Kid) Renaldo and Smiley Burnette are negotiating for Renaldo to headline a new Burnette promotion, "Sellebrity Sale Day," and a new package, "Skyorama."

For the promotion, Burnette said, the line-up will include Jerry Colona, Fran Allison, Homer and Jethro and stars of the Ozark Jubilee.

"Skyorama" will have in addition to Renaldo, the Atterbury & Hornbeck Enterprise's high pole act, and Burnette.

San Mateo Fair Names Press Agent

SAN MATEO, Calif. — Hope Hill, public relations director for the United Cerebral Palsy Association of Peninsula Cities, Inc., has been named publicity director of the 1957 San Mateo Fair and Floral Fiesta to be held here Aug. 2-10. William M. Wilson, fair secretary-manager, announced last week. She succeeds Dorothy Giberson, Fiesta publicity director since 1953, who has been granted a leave of absence for the summer.

TROUBLED TOUR:

Steele Bronko Show Has Oriental Woes

LOS ANGELES — All of the Bob Steele All-American Wild West Show performers with the exception of Steele have returned here from a tour of the Orient that was snafued by shipping restrictions, martial law, and inadequate business.

Eleven of the performers were returned by the U. S. Government after they sought repatriation following criminal action filed by Joseph Cheang, manager of the Pacific Hotel in Bangkok, for alleged non-payment of their 60,000 baht hotel bill. Cheang took legal action to keep the performers from leaving the country until the hotel bill, which he said was overdue, was settled.

The show left San Francisco January 14 for Manila under the direction of A. V. Bamford and Harry Golub. Set for a February 1 opening, the rodeo was delayed five days because of late stock arrival. About the time of the show, Philippine President Magsay was killed in an airplane crash. A period of national mourning followed. The rodeo was under the sponsorship of Encore Productions in the new 15,000-seater building.

Golub left the show in Manila

and returned to the United States to manage the personal appearance tour on the West Coast of Fats Domino. Golub later took the Little Richard show to the Philippines.

Difficulty in shipping the stock out of Manila was encountered with martial law being called in Bangkok. After the law was lifted, it was said, there was not ample time for promoting the events.

Other dates that were scheduled for the rodeo were in Singapore, Saigon, Hong Kong, Honolulu and Japan.

Patent Muscles Flexed By 'Waters' Promoters

NEW YORK — Infringement warnings are being sent out by Dancing Waters, Inc., which has received three patents covering all phases of the water attraction's machinery.

Patent coverage extends to Canada and other countries, Sam Shayon reported. The effort to obtain patents has been going on for four years, during which time

Detroit Fair Mgr. Opposes Gate Increase

DETROIT—Donald L. Swanson, manager of the Michigan State Fair last week went on record as opposing an additional increase in outside gate charges at the annual here. The admission tab was recently increased to 75 cents, after being at the 60-cent level since 1951.

Swanson opposed any further increase in a Senate appropriations committee hearing where he asked \$550,000 for a project's new Home Arts Building.

The Legislature recently disallowed a fair budget item of \$55,000 for the replacement of boilers in the Coliseum which had been condemned by the State Building Department. Swanson has asked for a further hearing on this issue, pointing out that unless the boilers are replaced the State would lose an estimated \$120,000 in rentals of the building. A circus and several trade shows annually use the big structure during the winter months.

Patent Muscles Flexed By 'Waters' Promoters

other moving-water attractions have been developed.

Both "Dancing Waters" and its smaller version, "Syncopated Waters," are registered trademarks. There are 21 Waters-owned units in existence over the world, 13 of them in the United States. Others are in South America, Mexico and eight European countries.

Chattanooga Skeds Gadget, Hobby Shows as Features

CHATTANOOGA —The Chattanooga-Hamilton County Interstate Fair this year will feature a new farm gadget show that is expected to create much interest, Maude H. Atwood, secretary, announced.

The show, which will feature gadgets used in normal farm operations, is being sponsored by the Hamilton County Farm Bureau and radio and television stations WDEF and WDEF-TV here in Chattanooga. It will be housed in a 30 by 40-foot tent on the main thoroughfare of the grounds.

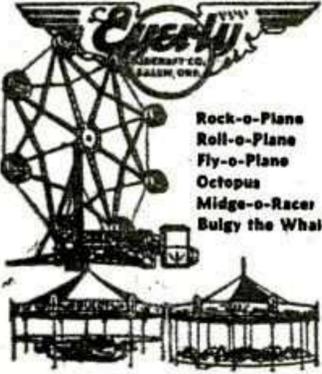
Another new feature is a "Share the Fun" exhibit to be put on by 4-H Club boys. This will be in the form of a working hobby show with the youngsters demonstrating various hobbies every day.

The fair's 90-page premium book was recently put in the mails, Mrs. Atwood said.

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Pool-Beach Gross Hits \$10,000,000

WASHINGTON—There were 652 swimming pools and 360 bathing beaches in operation in 1954, with receipts of \$10,422,000 and \$9,693,000, 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 \$9,000, and only six had receipts of \$100,000 to \$299,000. One bathing beach had receipts of \$500,000 or over, but a large number had receipts of \$5,000 to \$9,000.

Miniature golf, golf driving ranges, scenic attractions, exhibitions, pony tracks, domino parlors and wired music were lumped together in the report, with 6,004 establishments offering such amusements. Receipts for the establishments were listed at \$181,011,000.

No figures from earlier years were available for comparison.

Court Mulls Ruling on IBC

NEW YORK — A proposal which, if accepted by the court, would require Arthur M. Wirtz and James J. Norris to sell their stock in Madison Square Garden has been made by Department of Justice attorneys.

The action is part of the anti-trust case in which Federal Judge Sylvester Ryan held recently that Norris, Wirtz and their International Boxing Club operate a monopoly in boxing. He asked each side to submit possible rulings and he will hear arguments May 20 on the various proposals.

Wirtz Plan Told
 Wirtz and Norris proposed that they be required to change contracts with boxers, discontinue either the New York or the Illinois IBC, limit the number of title fights to be in Madison Square Garden in the next five years and limit IBC activity in TV and movie licensing.

The government lawyers have asked instead that the IBC of both New York and Illinois be ended, that the similar clubs in Michigan and Missouri be discontinued, that they be restrained from promoting any boxing and that Wirtz and Norris be required to sell their interest in Madison Square Garden.

Final Ruling Unset
 Neither set of proposals has been accepted by the court and the final ruling undoubtedly will lie someplace between the two present sets of suggestions.

Wirtz owns 81,000 shares in Madison Square Garden; the Chicago Stadium Corporation owns 117,000 shares in the Garden; John Reed Kilpatrick holds 17,000 shares; Mrs. Kilpatrick has 31,000 shares; Ned Irish owns 2,000; John Ringling North holds 10 shares, and Norris owns a large block of shares. The Billboard has been told.

Once the federal court issues a ruling in the case, the way will be open for the defendants to appeal if they desire to.

50,000-SEATER House Group Okays \$6 Mil D. C. Stadium

WASHINGTON—A \$6,000,000 stadium seating 50,000 persons is authorized in a bill approved Monday (15) by the House District Committee. It would be erected on government-owned land north of the National Guard Armory.

Under terms of the bill, the Army board is authorized to build, maintain and operate the stadium. Project will be financed by issuing \$6,000,000 in tax-free revenue bonds, and be paid for by rental revenue.

The committee action, it is claimed, will make it possible for Congress to give the Army board the go-ahead for obtaining \$35,000 in federal funds to make a planning study of the project.

AGVA Skeds Benefits Show In Hollywood

HOLLYWOOD, Calif.—Outdoor performer AGVA members will be eligible for hospitalization under the new plan for which the union's local will raise funds at a benefit show in Hollywood Bowl June 28, Irving Mazzei, AGVA regional director, said here.

George Murphy will produce the show and is in charge of all talent for the event.

Mazzei explained that the money from the show will go into a fund, which will be held in trust by St. Joseph's Hospital in Burbank. Members in good standing who are confined to the hospital will be aided financially from the fund. He stressed that regular rates will be paid for the hospitalization.

The plan for the benefit show were announced here at a press party at Billy Gray's Band, Box on Thursday (25). AGVA plans to make the benefit an annual event.

Edmonton Sets Car Giveaways

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

A game manager will be hired and some 120 spotters will be drawn from community leagues and service clubs, with the organizations sharing in the profits.



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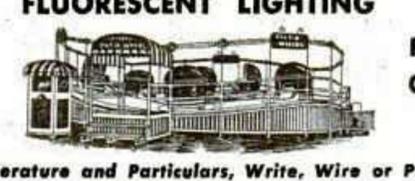
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ARENAS & AUDITORIUMS
Spectacular Construction Marks Arenas; More Coming

By TOM PARKINSON

THE designers of modern auditoriums and arenas have come up with some unusual ideas, as illustrated by buildings in the style of the Charlotte (N. C.) Coliseum and the Alabama State Coliseum, Montgomery.

But the designers have not outdone 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 Fieldhouse at Bozeman.

MAIN CHARACTERISTIC of the new Albuquerque building is its 218-foot concrete dome. To build it, several possible methods were studied. The one selected was the most economical and, incidentally, 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 area was graded into a dome of dirt. This was shaped and smoothed, even rolled with a hand roller. Over the mound 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 concrete to leave the large dome atop its pillars. Where there had been a hill there was now the main form of the new arena. And today it is in operation with total floor 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 300 feet in diameter and covers two acres. The highest point is 93 feet from the floor. To build this the contractor first built 36 pillar-like ribs around the site and these were held together by a tension ring at the bottom. From the circle of ribs the stringers that comprise the roof were extended upward and outward. This was continued until an open circle remained at the very top of the dome. Into that circle was fitted a steel compression ring 18 feet in diameter. This was accomplished by raising it on four towering beams.

Skeleton of the dome in various states of completion was spectacular and attracted wide attention from townspeople and builders. The Field House now is in use, its vast area being used not only for basketball but also for two rodeos, possible spring football drill, and more community events.

THERE IS MORE SPECTACULAR construction to come in this field. At Pittsburgh, plans and talks continue about the proposed roof that could be opened. Six sections of the dome would be movable and would travel on railroad wheels on a circular rail. In New York there is talk about proposed buildings that would amount to roofed ballparks.

When the building is finished, Don Jewell, manager of the new Lincoln, Neb., Pershing Municipal Auditorium, has just the place for the contractors, designers and suppliers to tell about their feats. He reports that the Building Material Exhibit, which was a feature of opening events in Lincoln, was a success. As part of the first show in the structure, the builders took space to dramatize their part in its completion. From the arena manager's viewpoint, it had the added advantage of occupying the exhibit space which otherwise would have been vacant at the building's debut.

Arena Recap

Chicago Exhibit Hall Selects Lake Location

CHICAGO — Added debate about location of the proposed Chicago convention hall has been stirred up by announcement that the Metropolitan Fair and Exposition Authority has chosen the lake-front site officially. Opponents of this location protested and asked for a State investigation.

San Antonio Home Show Announces '58 Dates

SAN ANTONIO—More than 86,000 persons attended the Home Show that ended April 14. Next year's dates will be April 13-20 or the first week in May, show director Irving Wayne stated.

Droettboom Named IAAM Vice-President

TACOMA, Wash.—Ted Droettboom, manager of the Field House here, has been named provisional vice-president of the IAAM to fill the vacancy created by the death of Lawrence Wicklund of Seattle.

Wyatt Earp to Play Chicago Armory Date

CHICAGO — Hugh O'Brien, Wyatt Earp of TV, will be with the Medinah Black Horse Troupe's annual show at the Chicago Avenue Armory May 17-18.

Denver Home Show Hypes Attendance

DENVER — Annual Home Show at the University of Denver

Field House closed Sunday (28) with attendance increased over last year. Show officials said this totaled 80,000 people in the eight days. There were 227 exhibits.

Mobile Jaycees Pick Ladd Stadium for Fair

MOBILE, Ala.—Ladd Memorial Stadium here has been selected as the site for the Greater Gulf State Fair to be sponsored by the Mobile Jaycees.

Ocean Beach Opens Good

NEW LONDON, Conn.—Easter Sunday opening at Ocean Beach Park here was excellent, helped along by summery weather. Turn-out and spending was comparable to mid-season, operators reported.

An Easter egg hunt went over very well, with eggs being hidden along the boardwalk, at ride locations and elsewhere. Some 3,000 people are estimated to have responded. Chocolate bunnies, gift baskets and other prizes were given out.

Following Sunday (28) also was a big one as good weather held up. Eleven rides are in operation by C. and F. Amusements, Dick Coleman being one of the principals.

Estes Rodeo Gets Crowds In Mexico

MEXICO CITY — Bob Estes Lone Star Ranch Rodeo, playing here at the Auditorium Nacional for 10 days, got off to a strong start April 26 and business held up steadily thru the first half of the run.

Two performances were scheduled for May 1, Mexico's Labor Day, and three for the country's Independence Day, May 5, which also was the wind-up. The building's capacity is 14,000 with prices from four to 25 pesos, equal to 32 cents to \$2 U. S.

The show is produced by Bob Estes. Judges are Joe Vinas and Ken Hargis. Buster Davis is arena director with Dan Parks as chute boss. Timers are June Ivory and Marianne Estes, with the latter also serving as arena secretary.

In addition to 60 entrants, trick riders include Virginia Hadley, Fay Blessing and Pal North. Specialties are handled by Roger Mason with clowns being Cajun Kid and Jack Watson.

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FOOD DEVELOPMENTS:

New Deep Fat Fryer Has High Heat Rate

OAK PARK, Ill.—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 115,000 BTU's per hour, considerably higher than most similar units now on the market. The increased input assures application of sufficient heat thru-out the frying cycle to satisfy the heat requirements and the thermostat always shuts 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, in-

dicating lights that show the temperature of the fat, automatic straining of the fat, automatic pilot and high temperature shut-off.—Kenworth Associations, 143 North Harvey Avenue, Oak Park, Ill.

Deep Storage Beverage Cooler . . .

ST. LOUIS—A beverage cooler that is compact and features a 19½-inch deep storage compartment, is being marketed here. The unit has a baked enamel exterior, stainless steel sliding lids and temperature control. It is reported to have a capacity of 670 half pints of milk or 12½ cases of 12-ounce bottles corded.—Bevco Company,

3320 South Broadway, St. Louis 18, Mo.

Infra-Red Sandwich Oven . . .

ROCKFORD, Ill.—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 32½ inches wide, 12½ inches deep and 17½ inches high.—Todd Food Merchandising Systems, 305 South Main Street, Rockford, Ill.

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 12 by 20 by 2-inch pans.—Franklin Products Corporation, 400 West Madison Street, Chicago 6.



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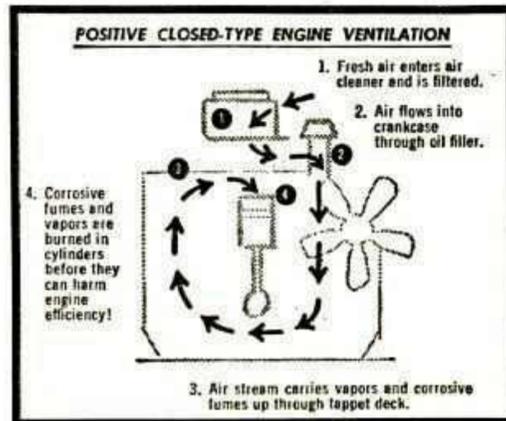
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Ft. Worth Sets Second Annual Pioneer Days

FORT WORTH—The second annual Pioneer Days Celebration and Rodeo will be held here for a week beginning Monday, May 27, under auspices of the North Fort Worth Business Association.

Scene of the celebration will be the stockyards area on the North Side, with its most famous street, Exchange Avenue, dolled up to resemble the old days as nearly as possible.

The rodeo will be staged in the historic old North Side Coliseum, site of the world's first indoor rodeo in 1917.

Tommy Steiner of Austin will produce the three-day rodeo which begins May 30. Frills and innovations of modern rodeo productions have been eliminated in order to recapture the flavor of the Old West. The five main events will be saddle and bareback bronk-busting, calf roping, steer wrestling and bull riding, with a special cutting horse contest.

The rodeo will be the only event for which tickets will be sold.

W. H. (Bill) Hames, Fort Worth, owner of Bill Hames Shows, Inc., has been awarded the contract for a carnival in the area. Hames will provide at least 15 rides, seven shows and 700 feet of game space, and the carnival will operate the entire week of the celebration.

Tavern keepers on Exchange and other streets in North Fort Worth are letting their hair and their beards grow and laying in a supply of silver dollars for change. Some also plan to install antique, out-of-tune pianos a la frontier days.

Square dance teams from all over Texas have been invited to compete at the celebration. A pistol shooting contest for old-timers will feature real six-shooters and live ammunition. There'll be awards for the oldest couple and the person who comes from the longest distance to attend. Fiddle bands will visit most of the city's shopping centers during the week before the celebration. There'll be an award for the man with the loudest voice, a shouting contest dedicated to the memory of the old rodeo announcer who used a pair of leather lungs in place of a public address system.

A Pioneer Days celebration was held last year for only one day. There was no rodeo, but some 20,000 persons took part in the activities.



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Ice Shows

Holiday on Ice of 1957: Baton Rouge, La., 6-7; Mexico City, Mex., 11-June 2.
Ice Capades, 17th Edition: Los Angeles, Calif., 6-26.

J. A. Milliken, 63, Succumbs

SPARKS, Ga.—Jesse A. Milliken, 63, operator of Milliken Bros. Shows in recent years and earlier the owner of circuses, died April 24 in Sparks, Ga., after a brief illness. Services were held April 24 with burial in Cedar Hill Cemetery, Washington.

Milliken had been in outdoor show business for 43 years. Prior to organization of his carnival, he had owned and operated Milliken Bros. Circus & Ken's Wild West Shows.

Surviving are his widow, Flois; a daughter, Mary Evelyn, of California; three sons, Jesse A. Jr., Lynchburg, Va., and Wilson and James, both of California, and three brothers, E. W., Toms Brook, Va.; O. J., Perrys Point, Md., and Wilburn, Washington.

Beatty Press Adds 2 Men

NEW YORK—Ora Parks and Walter D. Nealand joined the Beatty press contingent last week, Nealand joining in Burlington, N. C., and Parks flying to New York from Indiana, to meet with general agent Floyd King.

Nealand will handle press back on the show, working two days ahead in the big towns. Arthur E. Bitters continues as general press agent and Elsie Kitzman as contracting press agent. Eddie Dullon is handling radio TV programs on show day.

Wilson Buys Boat Line

NEW YORK—Wilson Line last week absorbed the Meseck Steamship Lines, of which an official is Allan E. MacNicol, former director of Playland, Rye, N. Y.

Wilson Lines is a subsidiary of the vast City Investing Company.

The Meseck Line was formed in 1929 by Capt. John A. Meseck. Its last excursion boat, the John A. Meseck, will continue to be run by Wilson to Rye Beach and Bridgeport, Conn., at least for 1957, it was announced.

In the New York area Wilson also runs the Liberty Belle and Hudson Belle.

Evansville, Ind., Rodeo Pact Won By Tommy Steiner

EVANSVILLE, Ind.—Tommy Steiner, Austin, Tex., rodeo producer, has been awarded the contract to furnish the first annual rodeo in the new Coliseum here in October.

Eddie Dean, cowboy singer, will be the name attraction at the show, which opens October 24. Following the show here, Steiner will produce the St. Louis Fireman's Rodeo which will feature Gene Autry and Annie Oakley. The latter two will also be at the Shreveport, La., rodeo, while Dean will also play the Montgomery, Ala., rodeo September 4.

Sport Show Up At Columbus; Set '58 Dates

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

Ben Cowall, show manager, said next year's edition will be March 22-28. He said the 1957 event was the most successful of the four charity annuals, with attendance reaching nearly 40,000.

Ohio State Fair's Coliseum was filled with exhibitors, Cowall said. Gun and boat exhibits were at a new high. Entertainment included a trout tank plus a show with Tommy Bartlett, emcee; Paul La-Cross, marksman; Northern Guides; Chief Split Cloud's Iroquois Indians; Jimmy Risk, horseshoe pitching, and Ann Clark, archery.

Samuel Dane Forms New Food, Drink Equipment Concern

BOSTON—The Dane Corporation has been organized here for the manufacture and distribution of food and soft drink dispensers, Samuel Dane, president, announced. Dane until recently was president of the Jet Spray Corporation.

Taylor Gaffga, former sales manager of Jet Spray, has joined the firm as vice-president and director of sales, and Joseph J. Rodth, veteran beverage dispenser engineer, is vice-president in charge of design and manufacturing.

Executive offices have been established at 2 Elm Place, Brookline Village, Boston 47, and work is under way at the firm's plant at Swansea, Mass., Dane said.

Pass Giveaway for Preview, Opener At LeSourdsville

MIDDLETOWN, O.—Patrons attending LeSourdsville Lake Park here Sunday (7), second day of the second weekend preview preceding the May 12 official opening of the season, received season gate passes to the park. The same plan will be in effect Sunday (12), said Manager Don Dazey. The plan was designed to hypo attendance both days and stimulate business during the season.

Back at the park this year will be Chef Sherrod Smith in the park's dining room and cafeteria; Ethel Rammel, dining room hostess, and Frenchy Williams, cafeteria manager. The park recently purchased a new power sweeper for use by the grounds maintenance crew.

Sam Solomon Into Enlarged Quarters

CHICAGO—Sam Solomon, outdoor insurance man, has moved his offices to new quarters at 5009 North Sheridan Road here. The enlarged space was necessary due to an expanded staff and business, Solomon said.

Inventors' Assn. Sets Exhibit

SAN FRANCISCO—The California Inventors' Association is sponsoring the National Invention and Creation Exhibition to be held at the Scottish Rite Auditorium here May 18-26, Lawrence Udell, CIA secretary, said.

Udell added that exhibits of interest to the family will be featured with items from toys to household and personal items being shown.

'Capades' Builds On Split Date In Denver Arena

DENVER—"Ice Capades" built from light opening houses to near-capacity crowds at the Denver Coliseum, April 20-29. The show had half houses on the opening night and Easter Sunday's two performances.

After that it layed off two days, resuming Wednesday (24). Box office picked up and final two days were strong.

Horace Nash, of Denver Arena Corporation, promoter of the show, ran into timing troubles this year with his annual promotion for bringing high school senior classes from about 200 communities to the ice. Classes take "sneak days," away from school, and Nash has encouraged their coming to the ice show in Denver then. This year, however, the ice dates conflicted with spring vacations and the turn out of classes was about half of normal. Strong promotional campaign was aimed at other business in Denver this year.

ARCADIA, Fla.—De Soto County Fair has re-elected L. R. Morgan, Bill Channell and C. E. Adams to its board of directors for four more years. The appropriation for prizes was increased from \$1,500 to \$2,000 for next year.

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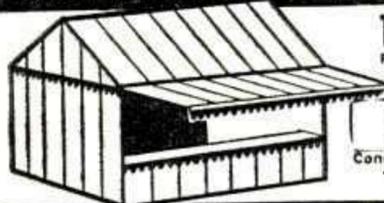
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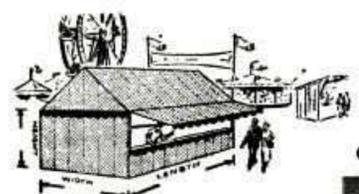
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THE FINAL CURTAIN

CATES—Frank B., 68, trumpeter with the Musical Cates family, April 28 at his home in Battle Creek, Mich. With his brothers, Walter and Fred, he played with various musical organizations, including their own band. From 1922 until the advent of talking pictures they supplied musical backing for vaudeville at the Capitol Theater, Jackson, Mich. After that they became members of the Ringling Bros. and Barnum & Bailey Circus band. Services May 1. Survived by his brother, Walter.

CLANCY—Frederick M., 75, known throught the rodeo world as Foghorn Clancy, April 28 at Waverly, N. Y., where he had lived with a foster daughter, Ruby Roberts. Born April 4, 1882, in Phoenix City, Ala., his exposure to rodeos came in San Angelo, Tex., in 1898 when he was thrown from a bronk. The nickname Foghorn, which won him announcing assignments for decades, was given him in Mineral Wells, Tex., where at the age of 16 he had gone to enlist for the Spanish-American War. At that time he was hawking the Dallas Morning News and his voice drew attention. He was announcer, emcee, program man and rodeo publi-

cist for 55 years. He authored an Encyclopaedia Britannica section on rodeos and wrote a book, "My 50 Years in Rodeo." For the past 20 years he had been with Jim Eskew and the J. E. Ranch, which no longer exists. For the past 18 years he handled publicity for the Houston Fat Stock Show and Rodeo, while also representing Gene Autry, Roy Rogers and other personalities on tour. Burial was May 2 in Glenwood Mausoleum, Waverly. Survivors also include a son, Frank.

In Fond Memory of

J. L. (JOE)

FRANK

PEE WEE KING

HODGES-HODGIN—Edward, 44, circus performer who had been operating a Funny Ford act, of a heart attack April 21. Survivors include his widow, Dorothy; three children, LaVivoyne, Eddy Jr. and Marlena Dee; his mother, Nellie Hodgini, and Corrine Dearo and Caroline Hodgson. The act will be carried on for the present by Bob Gordon Hodgson. Mrs. Hodgini and her family will not troupe with the act for the remainder of this season and are staying at Laurens, S. C.

HOSKINS—Mrs. Jean, 41, born on the old Con T. Kennedy Shows, the daughter of Eugene S. Bowers, Louisville, and Mrs. Bertha Walsh, Brooklyn, April 14 in Brooklyn. Her father was active in the carnival business for many years before becoming a Louisville fireman.

INGRAM—Rex M., 63, formerly with Barton Bros., Hunt Bros. and Bradley Bros. circuses, April 24 in Ruffin, N. C., after an illness of several ye. For the past 15 years he operated store and walk-thru shows and a bird and animal school show in the South for the U. S. Society of Zoology. A native of Burlington, Ia., and a resident of Ruffin since 1936, he was a veteran of World War 1 and a member of the American Legion and Lions Club. Survived by his widow, Fannie, and a son, Tex. Services April 26 and burial in Ruffin Cemetery.

KERR—S. A., 62, former general agent of the Art Lewis, Dick's Paramount and John W. Marks shows, recently in Philadelphia. Surviving is his widow, Mary. Burial in West Laurel Cemetery, Philadelphia.

KRONE—Ira, 80, founder of Europe's Circus Krone, recently in Germany. (Details in Circus Section.)

MILLIKEN—Jesse A., 63, veteran outdoor showman, April 24 in Sparks, Ga., Burial April 24 in Cedar Hill Cemetery, Washington. (Details in General Outdoor section.)

NAZAR—Helen, 48, a veteran of 20 years in outdoor show business, April 23 in Miami. She had been with Cetlin & Wilson, Prell, Bill Page, Wolfe and other carnivals. Survived by her husband, Nick; a sister, Clara; her mother and

three brothers. Honorary pallbearers were Agnes Ross, Lennie Fineman, Anna Benjamin, Pearl Norman, Ada Cowan, Hazel Zabriskie, Helen Eule, Elsie Keeler, Kathlyeen Glosser and Hilda Roman. Burial was in Miami Showmen's Rest, Southern Memorial Cemetery.

OSBORN—Margite, 53, wife of Glen Osborn, for the past 11 years legal adjuster for Wallace Bros. Shows and previously with Crowley United, West Bros. and United Exposition shows, May 1 in Baptist Hospital, Memphis, after an illness of six months. Other survivors are a daughter; her father, J. L. Maddox; three sisters and three grandchildren. Services and burial May 3 in Memphis.

SCHNEIDER—Paul B., 77, for many years a member of the Machedon Brothers horizontal bar act, April 18 in Chicago. He was a native of Munich, Germany. Burial in Chapel Hill Garden, Elmhurst, Ill.

SHERIDAN—Eudora G., 50, cashier at Kenneywood Park, Pittsburg, at her home April 27. Surviving are a daughter, brother and parents.

STROBEL—George W., 73, former carnival concessionaire, April 17 in Wichita, Kan. Survived by his widow and daughter. Burial in Wichita.

WESTERN—John W., 73, operator of the old J. W. Western Shows, April 22 in Baptist Hospital, Selma, Ala. Besides his widow, Gladys, he is survived by four sons, Stanley, Columbus, Miss.; Malone, Butler, Ala., and George and J. W. Jr., both of Uniontown, Ala., where the deceased made his home; a daughter, Donna, Uniontown; six brothers, James, Detroit; George, Carson City, Mich.; Mitchell, Coshocton, O.; Dan, Charleroi, Pa.; Joe, Fort Wayne, Ind., and Gill, Barberton, O., and two sisters, Mrs. Maggie Akers, Newcomerstown, O., and Mrs. Annie Morgan, Barberton. Burial in Greenlawn Cemetery, Selma.

WHISENANT—Charles, father of the exotic dancer Carol who was performing on the girl revue with O. C. Buck Shows, died in Albany (N. Y.) Memorial Hospital after being stricken on the lot in Menands. He was formerly with Club 18 on the World of Mirth Shows, and lived in Spartanburg, S. C.

MARRIAGES

CARSON-LIZARDI—Charles Carson, ride foreman for Harry A. Illions at Celoron (N. Y.) Park, and Catherine Lizardi, former carnival concessionaire and associate with her late uncle, Harvey George, December 30, 1956, it has just been learned.

LYNCH-DAVIS—John Lynch, nonprofessional, and Mrs. Esther Davis, concessionaire and carnival owner prior to retirement in 1949, April 24 in Long Beach, Miss.

BIRTHS

ABRAMS—A daughter, Jill Marla, April 23 to Mr. and Mrs. Sol B. Abrams in Brooklyn Jewish Hospital. Mother is the former Zelda Handelsman of Brooklyn. Father is with the Bert Nevins, Inc., publicity agency in New York, working on the Palisades Park and Hess Bros. (Allentown) accounts.

DELAWTER—A daughter, Janet, April 23 in

**Kelly-Miller
Battles Mud
In 1st Stands**

GAINESVILLE, Tex.—Al G. Kelly & Miller Bros. Circus battled against mud in the first two road stands of its season. It played to fine business at three out of the first four shows; the other performance was lost.

The show opened at its winter quarters in Hugo, Okla., Sunday (28) and moved next to Durant, Okla. The entire area has been drenched with more than 11 inches of rain in April and all ground is muddy.

At Durant, tractors and elephants were required in order to pull motor units onto the lot at the old fairgrounds. The afternoon show pulled a three-quarter 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 to reach pavement. Move to Gainesville thus was slowed and in the second town the rain resumed.

Show arrived late at Gainesville and was in more mud there. As a result, the afternoon performance could not be given. Rain stopped in the morning but the fairgrounds was muddy and skies were cloudy.

Night show in Gainesville came up with a straw house as citizens of the home of the Gainesville Community Circus turned out for the first professional show to play the city in several years.

CFA Committee

• Continued from page 70

Mrs. Olive McDougal, Emma Wentworth, Daisy Borders.

Banquet and Koo-Koo Klub: Downie, chairman; Sheldon, Gordon Borders, Don Francis.

Transportation: Charles Puck, chairman; Terry Perkins, Bill Mayo Robert McDougall.

Entertainment and Program: George Perkins, chairman; Terry Perkins, John Luhring.

Decorations and badges: Sheldon, chairman.

Ladies Luncheon and Entertainment: Mrs. Doris Chipman, chairman; Gaynelle Perkins, Elsie Sheldon, Daisy Borders.

Jungleland: Matthews, chairman.

Disneyland: Del Wentworth, chairman. Studio tours: Mayo, chairman. Chipman is handling the publicity for the event.

Typographical error in the Tucson, Ariz., newspaper ad billed the Tom Packs Western unit as the "Tom Tacks Circus."

Arlington County (Va.) Hospital to Mr. and Mrs. Bob Delawter, of the Amusements of America carnival.

DIVORCES

HART—Edgar Hart from Jeanette Hart April 1 in St. Louis.

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HARRY SOMMERVILLE

FEM MANAGER

Background Proves Out For Mrs. Ruth Hartkopf

BLACKFOOT, Idaho—If ever a fair manager was well prepared for a job, it's Mrs. Ruth C. Hartkopf, secretary-manager of Eastern Idaho State Fair here. Her father was a longtime fair executive and exhibitor and, as a result, she lived on or near a fairgrounds the better part of her life.

Born in Grand Junction, Colo., she was almost immediately introduced to fairs. Her father, Leon J. Chapman, was manager of the fair in that Colorado city. Once she was able to walk she made the fairgrounds her playground and when her mother would go looking for her, she'd knowingly head for that playground.

When the family moved to Oregon, there was no break in their living habits. Chapman became manager of the Malheur County Fair in Ontario. About that time, he exhibited Oregon apples at a number of fairs and Ruth still remembers the post cards she received from him while he was displaying his product at Minnesota State Fair.

Shortly after, Mrs. Hartkopf went thru one of the few periods in her life when she wasn't close to a fair. In 1932 the Chapman family moved to Blackfoot where Ruth attended school and later the University of Idaho. Following her schooling she returned to Blackfoot where she worked at a bank and as a legal secretary.

The lure of the fairgrounds was too much, however, and in 1937 she took a job as premium clerk at the fair. She served in this capacity—meanwhile gaining more experience—until 1941, when she was appointed secretary. In 1949 she was named secretary-manager.

This early exposure to the fair movement has paid off. When Mrs. Hartkopf took over as manager, attendance was in the neighborhood of 75,000. Last year's annual drew 115,000 thru the outside gates.

The fair's attraction program has also progressed. Auto races and thrill shows were introduced by the progressive feminine fair manager, and the night grandstand show—built up at her direction—now draws heavily from a 100-mile radius of Blackfoot.

Mrs. Hartkopf is also keenly aware of the value of commercial exhibits. A new commercial building was added to the upcoming fairgrounds some years ago. Revenue from this structure made it possible to construct a new 4-H exhibit building last year. And as a result, the 4-H organizations in Bingham County, site of the fair, have the biggest enrollment in the State.

The only woman fair manager in Idaho, and one of the few in the country, Mrs. Hartkopf is also the first woman ever appointed to the board of directors of the International Association of Fairs and Expositions. This position she held during 1953-'54.

Mrs. Hartkopf's aim is to build the Eastern Idaho State Fair into one of the biggest and best fairs in the West. If background and experience are important, this should be a cinch.



MRS. RUTH HARTKOPF

Alexander Awarded Bloomsburg Revue

BLOOMSBURG, Pa. — The Bloomsburg Fair's grandstand talent for the most part, will be produced this fall by Willard Alexander, of New York. An exception is the Gene Holter animal show thru Ward Beam.

Alexander and Beam were among four agencies bidding for the date last week, the others being GAC-Hamid, represented by George A. Hamid Sr. and George A. Hamid Jr., and Cook & Rose. The signing marked the third fair date won by Alexander for the coming season, his first in the fair field.

The commitment includes a night revue and afternoon grandstand acts to be offered between races. Holter, it is understood, will be used on Tuesday afternoon on Kiddies' Day, and there may be a thrill show signed for Friday afternoon. Reithoffer Shows will provide the midway.

Allentown a Showcase
New York State Fair, Syracuse, has signed with Alexander for its outdoor bandshell attraction, which this year will consist of the Glenn Miller orchestra and two acts. He has also booked the Latin Quarter Revue into the Allentown Fair, its only fair appearance. The Latin Quarter show, it has been confirmed, will serve as a showcase for future fair bookings, and a good number of fair people are being approached to view it.

Starring at Bloomsburg will be

Lethbridge, Alta., To Reserve Seats In Grandstand

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

Reserved seat tickets selling at \$2 and \$1.75 will entitle holders to see chuck wagon races, grandstand revue and fireworks.

At a meeting of the fair board, A. W. Shackelford, president, reported that \$200,000 had been spent on capital expenditures and \$75,000 on general maintenance during the past 11 years.

"We are on the brink of expanding this year and we are laying out the most expensive entertainment we have ever provided," Shackelford said.

Secretary-Manager C. E. Perry said that in addition to the entertainment end of the exhibition the board is making an effort to increase the agricultural aspects. An extensive building program is planned to take care of agricultural needs, he said.

Johnny Puleo and His Harmonica Gang. Other acts will include Larry Griswold, comedy trampoline; the Why-Not Twirlers; 16-girl Las Vegas Lovelies line in three numbers, four afternoon acts and an orchestra for the afternoon acts and night show. Alexander will provide all lights, scenery and production equipment for the revue, which is being produced by his packaging firm, Alco Tours, Inc.

Alexander is a native of Bloomsburg, altho he has not booked talent into the fair before. The grounds are being improved with a widened main automobile entrance. A four-lane entry road is completed, at the expense of flower beds which lined the older, narrow entry. Improved traffic control will be a result of the work.

Memphis Inks Riverboat for Second Year

MEMPHIS — Midsouth Fair has contracted a new edition of "Riverboat Follies" for this year's run, G. W. (Bill) Wynne, fair manager, announced. The show was again booked thru Eldred O. Stacy, Music Corporation of America.

Preston Foster, TV and film actor, will head the cast. Also included will be Candy Candido, emcee; Bobby Winters, juggler; Dolly Barr, roller skating; Miriam Sage dancers and Billy Williams' orchestra. Candido and the line are the only acts that will return from last year's package.

The show will again be presented under a 60 by 150-foot top with a front that will depict a Mississippi River steamboat. Location will be at one of the busiest corners on the grounds and a professional talker will be used out front. The contract calls for three performances daily for the nine days of the fair.

Wynne also reported that two acts have been contracted to appear in the commercial exhibits building. They are Johnny Matson, comedy-music, and Del Ray, magician.

TRENTON, Mo. — Elmer C. Posey, member of the board of directors of North Central Missouri Fair, is handling the position of chairman of entertainment and concessions. He succeeds the late L. I. McMullen, who died suddenly early in April.

Mich. Assn. Boosts 75-Cent Gate Tab

100 Turn Out for Annual Short Course; Round Table Discussions Predominate

LANSING, Mich.—The Michigan Association of Fairs and Exhibitions went on record last week as recommending that its member fairs establish gate admission charges in line with those in neighboring States and recommended that 75 cents be charged wherever possible. This action came out of the association's annual short course on fair management Friday and Saturday (26-27) in the Porter Hotel here.

Close to 100 delegates from county fairs turned out for the two-day event which featured round-table discussions on a wide variety of topics. Mrs. Moxie Mulrooney, Saginaw (Mich.) Fair, and president of the association, presided during the short course.

Subject discussed included portable livestock scales, free and paid gates and grandstands, tractor pulling rules, methods of encouraging exhibitors, release of exhibits in open competition, premium lists, advertising and insurance.

Top speakers at Friday night's banquet were George McIntyre, State director of agriculture; Edward R. Zemmer, chief of Michi-

gan's fairs; Russell Mawby, State 4-H Club leader, and Sen. John Minnema. Harry Moxley, Michigan State University, showed colored movies of horse-pulling contests. In addition, many legislators attended the social events.

DISPLAY, TOO

Danbury Gives 3,000 Eggs For Easter

DANBURY, Conn.—More than 3,000 Easter eggs were distributed in the name of the Danbury Fair Sunday (21) by John W. Leahy, general manager.

The annual affair has been held at Leahy's White Street Easter display for all who come. Setup are attractive cages with rabbits, sheep and some other domestic animals.

Hours were relayed thru the local papers with the note Leahy would be at the spot from 1 to 5 p.m., but kids mobbed the display long before 1 o'clock. Local and railroad police were hard pressed to handle the traffic.

Leahy's office also publicizes the fair with big displays on Christmas and Thanksgiving.

S. C. State Starts Work On New Stand

COLUMBIA, S. C.—Construction work on the South Carolina State Fair's new \$50,000 grandstand was scheduled to get under way here last week.

The new concrete and steel grandstand will replace a 35-year-old wood stand that has been dismantled. Paul V. Moore, fair secretary, said the schedule calls for the new structure to be completed by September 1 so that it can be used at this year's fair.

WANTED
SMALL CARNIVAL
AUGUST 15-17
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Colihan's Son Named To Promote Excelsior

EXCELSIOR, Minn.—Ray Colihan, son of park manager Joe Colihan, has been named to succeed the late Ruby Shogran as director of promotion, advertising and picnic booking at Excelsior Park.

Shogran and the elder Colihan began work at Excelsior Park on the same day in 1930. Among the promotions which Shogran handled in the subsequent years have been the franchise contest for Miss Minnesota. This will be the third year the contest is tied in with the Miss Universe contest at Long Beach. For 15 years earlier, Excelsior worked with a Miss America franchise out of New Jersey.

Ray Colihan worked for Sho-

gram before spending a year and a half with the Army in Japan. Upon his return, he became manager of the 7-Hi Drive-In Theater and manager of an indoor theater in St. Paul.

Joe Colihan said that picnic bookings are running on a par with last year's. The park opened April 21 for weekends and will start full operation on May 17. The entire park has been repainted and almost all of the area is black-topped now, the manager said.

Chi Riverview To Host NIRA Conventioneers

CHICAGO—Convention of the National Industrial Recreation Association in Chicago, June 2-5, will draw an anticipated 1,000 delegates to the Hotel Sherman sessions. A special event on the program will be a tour of Riverview Park.

Theme of this year's meeting is "Industrial Recreation for the Entire Family," it was announced by Don L. Neer, executive secretary. Company picnics at amusement parks comprise an important phase of activities by many NIRA members.

Jacksonville Sets Sponsor

JACKSONVILLE, Fla. — Sid Walker's Riverview Park opens May 11 with a date sponsored by a church women's group. Added attractions this season are live ponies, pony carts and riding horses.

Rides will include Merry-Go-Round, Giant Swings, Ferris Wheel, Whip, Caterpillar, Spitfire and kiddie rides. Boat launching ramps are being built on Trout River. Walker said that he has delayed his opening this season because of work entailed with improvements and additions.

Houston Park Draws 40,000 On Promotion

HOUSTON—Despite scattered showers, the "official" opening of Houston Playland Park on Easter Sunday drew a record-breaking crowd of 40,000. The affair again was sponsored by The Houston Chronicle with its annual Easter Party and Easter Hat contest. Government bonds and cash prizes were awarded winners.

Playland actually opened three weeks before Easter on full-time basis, with off-season special prices of 5 and 10 cents. Attendance was far higher than expected, Manager Louis Shusky said.

Five kiddie rides have been added. One major ride has been returned to service and three major rides ordered.

Chilhowee Coaster Contract Expires

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

The pact called for Badgett to build the Coaster at the park and operate it for 25 years at 20 per cent of the gross. Construction was to have started within a 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 announced its heavy schedule of country and western and rock 'n' roll names as well as other attractions for the coming season.

Country music park opens May 19 with Roy Acuff's show from "Grand Ole Opry." Subsequent bookings include Hank Snow, May 26; Bill Haley and His Comets, June 2; Marty Robbins, June 9; Duke of Paducah, June 16; Johnny Cash, June 23; Justin Tubb, the Gold Dust Twins and fireworks, June 30; Homer and Jethro and Red Blanchard, July 4; Jim Reeves, July 7; Ferlin Huskey, July 14; Ray Price, July 28; Faron Young, August 4; Lulu Belle and Scotty, August 18; and Louvin Brothers, August 25.

Smythe has bought a Little Show Boat for operation on Buck Lake. Starting June 8 there will be wres-

ting shows at the park each Saturday. Spot will be open daily from 10 a.m. to 8 p.m., with accent on picnics during the week. The ranch also is using heavy advertising on its trout fishing. Tank is open daily and no license or limit applies. Fishermen are charged according to the size and number of fish they catch.

Spot, now starting its 11th year, is circulating 50,000 copies of an eight-page newspaper herald which stresses name musicians that are booked. Smythe said that he also is using TV spot announcements plus quarter-page ads in 27 newspapers in Indiana, Ohio and Michigan.

Extra attraction on July 4 will be one that has proved okay at Buck Lake Ranch for several years, a horse-pulling contest with cash prizes for winners.

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 sendoff on Easter Sunday, weekend opening day for most spots in the territory.

Larry Stone, operator of Paragon Park, Nantasket, reported his biggest Easter Sunday on record, altho only two-thirds of the rides were going. A year ago, in sharp contrast, thick snows covered every park in the area. Only John Collins at Lincoln Park, New Bedford, managed to do any business then, by hiring bulldozers to move the drifts.

To meet the big crowds, Paragon's equipment was spruced up in new paint and landscaping work was in the process of completion. He had expected to open with a Schiff Wild Mouse ride.

Stone has moved out his skating rink and has put his Kiddieland into the building. The rides are running, and reconstruction changes are being rushed to allow the kiddie spot to be used as a year-round proposition. He also is remodeling the Palm Gardens restaurant, which will be named the Paragon Casino. Promotional activities have been started to attract industrial and church groups to the new spot.

Funland Fire

Business was good for Dave Baker's big Funland until the middle of the afternoon, when a transformer blew, starting a blaze that wrecked one end of his Scooter house. Winds were high and for a time it looked as tho things might be serious for Paragon Park and the beach concessions. But firefighters held the blaze in check.

At Norumbega Park in Newton big crowds flocked in all day and found rides and other facilities newly painted. Douglas Farrington had his 200 pedal boats and canoes on the Charles River adorned in new colors and the front gate area attractively painted and landscaped. Other parks in the area also got plenty of business.

Line-Up Told For Seaside

SEASIDE HEIGHTS, N. J.—Inaugural for the new Funtown is set for Decoration Day, May 30. Altho the big ride spot has been running weekends.

Area is located partly in this community and partly in Seaside Park, stretching nearly five blocks in length. Installation features much new equipment. Units include a No. 16 Eli Wheel, Schiff Wild Mouse, Herschell miniature train, Rock-O-Plane, Hot Rods, 17 Kiddie Rides, and Miniature Golf. Other major rides are expected.

Location is the site of the 1955 fire which destroyed a boardwalk concession stretch and Carousel building.

NANTASKET BALLROOM SET BY COLLINS KIN

NANTASKET BEACH, Mass.—An upsurge in ballroom business has sparked the first major project along these lines in more than 10 years. Public dancing will return to the beach here June 14 when the Surf, a reconstructed ocean-front building, will be formally opened.

The site is that of the old Ocean Gardens, for many years a semi-public dance hall. The new project is headed by William J. Spence, Hull real estate man, who is reportedly putting \$400,000 into the development. General manager of the ballroom is Jack Scott of Hingham.

Spence is the son-in-law of John Collins, owner of Lincoln Park, North Dartmouth. Scott is new to the amusement field. The spot has 22,000 square feet of floor space and can handle up to 4,000 couples.

Lombardo to Open

There will be lounges, television rooms and other attractions. A bar will also feature in the plans, since Spence recently obtained a liquor license. The June 14 opening will have Guy Lombardo and His Royal Canadians. Other top names will follow, with the Glenn Miller band and the Four Lads already signed.

South American dancing will be

featured on Wednesday nights, name bands and singing personalities on Friday nights with surf-style dancing parties Saturday nights. The ballroom's design will be along Miami lines with decor in rich pastels and a full wall of picture windows looking out over the ocean from a second floor vantage point.

The Surf will be made available for business and civic meetings, conventions, and social affairs requiring luncheon and dinner service.

Sizable advertising budget should help other businesses on the beach since it will draw attention and new business to the spot. The town itself has a summer population of 75,000 with as high as 125,000 flocking to the beach on good weekends.

Dry Salisbury Doing Okay; Defer Music \$\$

SALISBURY, Mass. — A proposal to attract summer tourists to this completely dry beach resort was postponed indefinitely at a town meeting last week. Some residents had signed a petition to appropriate \$10,000 for a bandstand on the Boardwalk as well as \$16,000 to support the musical programs. But the measure was deferred when only 75 persons showed up at the meeting.

Absence of liquor on the beach appears to have had little effect on crowds thus far, since no noticeable drop in attendance was noted in the two Sundays the beach has been running. Both Easter Sunday and the following weekend saw record crowds for the time of year.

200G Fire Razes S. C. Pavilion; Plan Replacement

CHARLESTON, S. C. — A \$200,000 fire razed the pavilion at Folly Beach near here recently, but plans are in the making for a new one for 1958 and temporary beach facilities for this summer.

New layout is to include a boardwalk to link the fishing pier and pavilion, with an arch for cars to go under en route to the beach. John Larry is owner of the spot.

Straw Promotion Contracts With Parks May Total 100

NEW YORK—More than 100 parks will be tied in with the Flav-R Straws promotion when all contracts are in and the firm has about 700 signed so far, it reports.

The promotion (The Billboard, February 23) will use all of the new firm's advertising budget, estimated at \$60,000 weekly. Flav-R Straws sponsors kiddie TV shows in 263 outlets over the nation and is embarking on a reciprocal agreement whereby ride spots will accept product boxes as ride tickets.

Agreements have been reached, it is reported, with parks covering Boston, Washington, Baltimore, Philadelphia, Chicago, St. Louis, Cleveland, the Southwest and Far West. New York is the only major market open at this time. A list

of participant parks is being prepared.

Material Prepared

Work is under way on store posters and other promotional material, to be used at store locations and in parks. This material will plug both the parks, where the box-ticket exchange is worked, and the product. In addition, the TV advertising will boost the participating park.

Beginning of the promotion has been set for July 1, having originally been set for early in the season. Distribution of Flav-R Straws, an impregnated straw imparting one of several flavors to milk sipped thru it, has gone national since the promotion was conceived.

ROLLER RUMBLINGS

Skating Meets Before Huge Crowds Possible

By CAP SEFFERINO
Price Hill Roller Rink
Cincinnati

Since I have neither the time nor the facilities to answer the many letters of comment I have received in regard to my recent statement (The Billboard, April 20) about the desirability of the roller skating trade presenting its annual skating

championships before thousands of people instead of the few hundred relatives of amateurs who now compose the audience of such contests, I am again taking my story to The Billboard, which has been very kind to roller skating for many years.

In answer to many questions, I must say that I personally would not know how to go about the job of presenting skating contests to 50,000 people in other cities, but I am quite certain that with a great deal of help it could be accomplished in Cincinnati.

By way of explanation, I would like to point out that I have a most pleasant contact with Stanley Dahlman, promotional manager of The Cincinnati Post, one of our large daily papers and a link in the Scripps-Howard chain of newspapers. In addition, The Post also owns and operates WCPO-AM and TV. Together, Dahlman and I have presented four highly successful roller skating shows at the Price Hill Roller Rink of Lou and Charles Meyers for the benefit of one of The Post's charitable drives. Dahlman has assured me that he would be interested in the promotion of a national roller skating contest, even to the point of aiding in the job of securing a sponsor to underwrite a possible financial loss. However, it must be pointed out that Dahlman is strictly big league in his promotional concepts, and that anything short of a spectacular would not interest him.

There are many imponderables to a proposed promotion of this magnitude. One of the most important questions to be answered is whether the Roller Skating Rink Operators' Association of America would be interested in such a promotion. Secondly, would it be interested in supplying the finances necessary to obtain a large portable floor on which a national championship could be presented in the open, and if so, from where would the finances come to accomplish this?

Off hand, I would suggest the newly formed Roller Skating Foundation of America as a possible source of money. If the Foundation is not agreeable to this suggestion, then I would suggest that the resources of the operators be examined. In this connection, it is my understanding that all RSROA chapters are set up as non-profit organizations. At a recent meeting of the Ohio chapter, which I attended, I heard Al Kish, chapter official, state the treasury stood at \$5,000 and that the sum had to be disposed of in the near future. What a terrific

1st Peppermint Near Houston

PASADENA, Tex. — Ribbon cutting ceremony led by the Chamber of Commerce welcoming committee marked the official opening of Peppermint Kiddieland Park here Saturday (20). It is the first Kiddieland in this Houston suburb and the first of three parks planned by Peppermint Parks, Inc. William H. Watson and John M. Sheesley are co-owners and active managers.

The park covers five acres and is joined on one side by a parking lot of the largest Sears store in this area. A main front entrance and one entrance on the Sears side are provided. Year-round operation is planned. Sheesley and Watson said unusual types of promotion are in the offing.

The layout includes a concession building, central ticket offices and these rides: Herschell Miniature Train, Allan Herschell Sky Fighter, Herschell Merry-Go-Round; San Antonio Roller Coaster, Ferris Wheel; Smith Junior Tractors, Arrow Tracked Auto Rides, Arrow Development Boat Rides, Hodges Hand Cars and Mangels Roto Whip. All rides are priced at 10 cents.

start that money would make toward construction of a portable floor and a covering for it in the event of inclement weather at a championship.

Certainly there are many more aspects and details to a project of this type and possibly a year of intense planning in advance of its culmination. However, in the event that these details could all be coordinated into reality, then I feel that it would be no problem whatever to secure, let us say, Crosley Field, home of the Cincinnati Redlegs, or one of the other stadiums we have in Cincinnati in which to present such a show.

I would like to point out that Dahlman's connection with a prominent newspaper and TV and radio stations would be tailormade in properly promoting a presentation of this kind. That it could be successfully promoted in Cincinnati I have no doubt, and I see no reason why it could not be repeated in other cities in which operators, sufficiently interested, went to work in succeeding years.

Cincy Calypso Dance Attracts Attention . . .

CINCINNATI—Recent disclosure that the professional of Price Hill Roller Rink here has developed a simple dance that may be done to calypso music has brought a request from Irwin Rosee, New York, promotional man for the Roller Skating Foundation of America, for details about the dance, said C. V. (Cap) Sefferino, manager of the local rink. Rosee requested diagrams and all information about the dance and plans to use the material in the Rink-sider, RSFA publicity organ. "To enlighten those who may be interested," said Sefferino, "I would like to point out that the dance contains no edges or artistic movements. It's simply a fun dance. We skate for fun in Cincinnati, believing that provision of fun for the skater is the basic responsibility of a rink operation."

Carroll on Bay State Wage Board

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

Carroll will represent employers on the commission board. The unit establishes wages, suggestions and rates for the recreation industry, and will meet twice monthly at the State House in Boston.

FOR SALE
One R.C. CHAMBERS MAJOR BUG RIDE, complete, only \$2,800. One complete SHOOTING GALLERY with Duck Pond, 31 feet wide, 12 feet high, 3 years old, only \$5,000.
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Bingo Caller wanted with park experience. Starting salary \$75.00 week; will pay more to right man. Phone: Myrtle Beach 4873 or write P. O. Box 7227, Myrtle Beach, S. C.

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Preferably in Ohio or Florida area. Write **DONALD TAVENNER**
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GAME SHOOT-A-PHOTO
Exclusive. Top location. 3 year lease. Same owner in same park 9 years, Rockaways' Playland, N. Y.
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FOR SALE
Recreation and Animal Park, ¼ mile off Route 2, four miles from Gardner, Mass. Swimming pool, cement wading pool, playgrounds, several buildings, cages, etc. Spring water, artesian well, nice lawns, plenty of land, also large parking lot. Price very reasonable, equipped or not; also nice home if desired. Write **NARRAGANSETT PARK**, Templeton, Mass.

KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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Size 52x102 ft. 3 cars with lighting and platform complete. Can be seen in operation.
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FREE BEACH AMUSEMENT PARK
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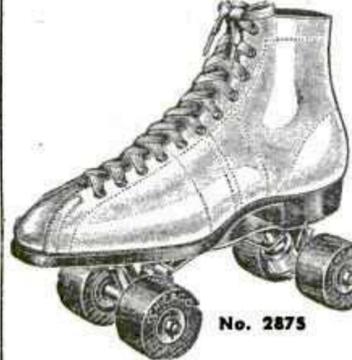
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Manager for portable Skating Rink. Must be experienced. Good salary or percentage to an experienced man. Call or write at once.
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For KIDDIELAND AMUSEMENT CO. Legitimate Concessions of all kinds. All Concessions can have X, Ferris Wheel, Merry-Go-Round and Kiddie Rides of all kinds. You would be booked to open Monday, June 3, to September 1. Located in the center of city, one block off Main Street. Address:
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High Quality and Long Service
Cheapest in the Long Run
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CHICAGO ROLLER SKATE CO. 4427 W. Lake Street Chicago, Illinois
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say you saw it in **THE BILLBOARD!**

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

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

NEW YORK—A daily nut of \$7,000 or \$8,000 is the target for Ringling's road operation this year, compared with the \$26,000 daily expense during its final week under canvas in 1956.

Elimination of canvas, seating, cookhouse and other phases of the road tour has cut the payroll to less than 300 people. Performers for the first time in decades outnumber working hands. There are some 175 on the performing end, and 100 others on the show's property, horse, elephant and office staffs. Total payroll had exceeded 1,000 under canvas.

A key point for the performance end is the date in Philadelphia, July 23-28. Performers' contracts, which include options, expire at that point, the last before the Big Show will start playing outdoor dates.

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

No-Strike Clause

The show here closed a contract with Harry Karsh's affiliate of the Teamsters, Local 447 of the Carnival and Allied Workers' Union. Covered are all working departments. There is a dues check-off system and a no-strike clause. It is understood a couple of hands attempted to violate this clause and as a result left the show. Some others quit because of the resulting deduction in pay.

Altho speculation has arisen over whether the August weeks following Philadelphia will see the show returning to Sarasota prior to making the Canadian National Exhibition, Toronto, Art Concello stated flatly that three outdoor dates are in the making for that period.

For the outdoor dates, work is proceeding in winter quarters on a cycloramic background some 400 feet long and 17½ feet high. It will make use of 25-foot flagpoles and be in blue and white striping. The backdrop will be in four sections and a glass fiber material will be used.

Glass Fiber Panorama

Ringling's willingness to experiment with new materials is evident in the rubber matting it is using in Madison Square Garden. The

Grand Forks Crowds Okay For Davenport

GRAND FORKS, N. D.—Orrin Davenport's Shrine Circus here played to half houses and better at the 8,000-seat University of North Dakota Fieldhouse, April 25-28.

Afternoon kid business was about equal to that of the previous four years, but this time weather was the best in some seasons and this curtailed night business because farmers could stay in the fields.

Attendance was 3,000 Thursday (25); 3,000 and 5,000 Friday (26); 3,000 and 5,000 Saturday (27), and 6,000 and 5,000 on Sunday. A morning show Saturday drew about 3,000, also.

glass fiber material will shed water and be flexible, altho much more rigid than canvas. The rubber matting has been undergoing a variety of cleaning processes to date, the current one using dry crystals and strong suction machinery. Considering the heavy traffic and stains it has been subjected to, the yellow coloring has held up passably, while the rubber base is in excellent condition.

Transportation for workingmen this year, for whom \$50 is the prevailing wage, is to be handled thru giving out tickets or by their bedding down for jumps in baggage cars. Riggers will leave early on the show bus to make arena interiors ready for arrival.

Offsetting the one-day atmosphere of several stops, such as Providence, R. I.; Rochester, N. Y., and Hershey, Pa., is a sellout pattern. Three of the Rochester days have been sold, two of them to Eastman Kodak and Bausch & Lomb, while Hershey includes a Republican Party sellout and Providence has the first two days sold out, the second to a UPC group.

All indications are that the Big Show is making nothing but money to date. Matinee business is unsurpassed, and the \$1,400,000 gross figure was reached Sunday (28). It appeared another \$2,000,000 engagement is in the making.

Only staff positions announced thus far by Concello are those of Harold Genders, aided by Lloyd Morgan, general supervisors, and Bill Reynolds, legal adjuster.

Buffalo Shrine Score Equals Recent Seasons

BUFFALO — Business at the Shrine Circus here was at least as good as in previous years, and the six-day event was expected to net a larger sum at the final accounting.

It marked the second attempt to depart from booking an organized indoor show. List of acts was assembled by Al Dobritch, many of them thru the Clyde Bros. Circus of Howard Suez.

Strongest reception was extended to the Flying Victors; Takeo Usui, slide for life; Unus, finger stand; Wallendas, high wire, and Alberto Zoppe's riding act. Climax had three pole acts, winding up with the Bruno breakaway which was well received at shows caught Friday afternoon (26), which drew a quarter-full house, and that night, a half house. The Memorial Auditorium seats 2,000.

Mickey Sullivan's 18-piece band backed the show and announcing was by Scampy Dobritch, who limited himself to simple delivery of names, with no build-up.

Zoppe, just returned from Hawaii, was hampered by use of reserve horses and new girls. Act's regular mounts had not arrived from the West Coast in time for the show. In place of the El Kigordo lion act, Dobritch spotted Robert Bandy's uncaged leopard routine, using two leashed cats, performing platform leaps, bottle

HOWARD Y. BARY NAMED BY R-B; 3 GET NOTICE

NEW YORK—The road staff of Ringling's press department will be headed by Howard Y. Bary, it was announced last week. Second man is yet to be chosen, altho Norman Carroll's name figures prominently in the discussions.

Two weeks' notice was handed Sunday (28) to three agents of the four who worked New York for the show. This year's contract with the Association of Theatrical Press Agents and Managers provides for four men in New York and two on the road.

Frank Braden has been general press agent for New York, assisted by Bary and A. J. Clarke, with Reginald Dennenholtz on radio-TV. Carroll has handled radio-TV for Ringling in the past.

Business Off At Los Angeles For Polack Unit

LOS ANGELES—Business for Polack Bros.' Circus at Shrine Auditorium here, April 25-28, was down sharply from previous years. The show has had Shrine auspices for 16 previous runs. This year it was handled by the Werner Buck promotion organization, which also will handle Ringling-Barnum's appearance at Los Angeles County Fair in September.

Hitting this time was the absence of membership ticket sales, which in the past has soared above \$150,000.

walking and hind stand. Flying Victors' novel hump-backed rigging drew many comments from showfolk, and the act scored solidly with a passing leap in which the two leapers are hooded with gunnysacks.

Wallendas and Zoppes provided two revolving riggings for aerial display, and 12 girls worked web during the Ely Ardely routine which closed the first half.

Clowns were Bozo Ward, producing; Felix and Amelia Adler, Bobby Towner and six from Clyde Bros.; Carl Nelson, Jack Harrison, Roy Atkinson, John Car-

(Continued on page 93)

Carolina Business Holds Good Place for Cristianis

STATESVILLE, N. C.—Good business held for Cristianis Bros. Circus in early North Carolina stands, and South Carolina towns had been nearly as good.

Under the VFW, Cristianis had half and three-quarter houses in Newberry, S. C. (22). Spartanburg, S. C., Wednesday (24), gave a half house in the afternoon and 85 per cent of capacity at night. In the latter spot, advertising and promotion was termed good.

Cole Show Wins Money Despite Worst Weather

GUTHRIE, Tenn. — Despite the worst weather the show ever experienced and the blowing of two stands, the Famous Cole Circus has shown a profit for the first month of its season. Manager Herb Walters said that two weeks of bad weather began with opening day, when the lot was flooded.

The circus has moved rapidly from its Texas quarters. On Sunday (28) it was making a long run

from Guthrie, Tenn., to Huntingburg, Ind. Ahead of it is time in Michigan and other Middle Western States.

Performance includes the Rawls Family, the Frasier Trio, Bob Grubb's Liberty horses, Shirley Walters Trained Bears and Charles Rex with the elephant acts and in an aerial number. There is a Wild West concert.

On the midway is the menagerie-Side Show, a rhinoceros show, snake pit and pony ride.

General agent is Floyd Hill. Bill and Jackie Wilcox have charge of the advance cars again. Scotty Scott handles advance sales and makes country routes with heralds, bills and sound car.

Hunt Opens Tour, Signs Park Return

NEW YORK—Annual tour of Hunt Bros.' Circus got underway Tuesday (30) at Middlesex, N. J., with the show offering a combined circus and Wild West production. Harry Hunt reported arranging for a repeat date at Palisades Park in 1958, with additional middle canvas to boost seating capacity.

Acts have been coming on for several days. Among those contracted are David Hoover's lion act, the Riding Newmans, Lunsfords, Western act and trampoline, and the McClellans, Liberty ponies, whip-cracking, roping, etc.

First week will bring the show close to winter quarters in Burlington, N. J., enabling a change from the new O. H. Henry tent used at Palisades to last year's top. The new canvas will be returned for minor adjustments and held in reserve.

Press work this year will be handled by Harry Hunt, aided by Walter Long.

Mills Gets Wet At Ohio Stands

ALLIANCE, O.—Rain limited Mills Bros.' Circus in two stands last week. Youngstown and Alliance both had wet weather and wet lots.

At Youngstown, Tuesday (23), the show had 2,249 people in the afternoon and 342 at night, with rain in the evening. Legion was the auspices. Alliance on Wednesday (24), had audiences of about 200 each because there were showers during the day and then storm warnings.

Noyelles Burkhardt has closed with the show's advance and returned to Sarasota. He had been a contracting agent.

Hartford Show In Auditorium

NEW YORK — Sphinx Shrine Temple, Hartford, Conn., held its silver anniversary circus presentation April 29-May 4. Show was held in Bush Memorial Theater this time rather than the Armory.

The show, produced by Frank Wirth, included the following acts: Prince El Kigordo's wild animal group; Evelyn's Dogs and Ponies; Betty Pasco, aerial; Ridola Trio, comedy table act; Whiz Kids, cyclists; Three Tuckers, trampoline; Charlotte Levine's Chimps; Flying Victors; James Cole's Elephants; Hoffmans, plate spinners; Yong Brothers and Sister, acrobatic; Hungaria Troupe, teeterboard; Dolly Torelli's Horse Revue; Celeste, "Star in the Moon," and clowns Frank Caimn, Cosmo, Al Florenz and Poodles Hanneford.

Ernest Anderson was equestrian director, with Roland Cote in charge of properties. The usual morning show was held Saturday (4) for crippled children.

Death Claims Ida Krone

NEW YORK—Word has been received of the recent death in Germany of Ida Krone, 80, widow of Karl Krone, founder of Europe's largest touring circus. Circus Krone also possesses a large show building in Munich. The Krones were originally wild animals trainers.

Surviving is a daughter, married to Karl Sendach, who continues as Circus Krone manager. Their children are Christel and Robert, dressage riders.

Albemarle Night Okay for Betty

ALBEMARLE, N. C.—Clyde Betty Circus and half and near-full houses here Wednesday (24) with Shrine club auspices. Thomas H. Walsh, aerialist, was hurt in a 27-foot fall that caused fracture of both arms and a crushed elbow and ankle.

Beers-Barnes Opens

MIAMI — The Beers-Barnes Circus is opening its season in North Carolina. Members of the families earlier left their winter homes here for Wallace, N. C., where equipment is stored.

Carson-Barnes In Heavy Rains

ANDERSON, Mo.—Carson & Barnes Circus appeared here Sunday (28) for an afternoon-only and drew a half house in cloudy weather. Show has been getting much rain since opening in Oklahoma. For a week it was at Joplin, Mo., featured at the home show there.

Jack Moore, is manager. Performance includes Col. Bill Woodcock and his two elephants, the Jacksons, the Blonda Wards, Jimmy Connors, and the Moores. Mrs. Ward plays the organ. In the Side Show are three cages of animals and the lead stock and elephants.

On the midway are Luke Anderson's Hippo Show and Jack Turner's Snake Show. Mrs. Turner has the ticket wagon. Ted LaVelda came on in Joplin as Side Show manager.

UNDER THE MARQUEE

By TOM PARKINSON

Mike Moreno, formerly with Ringling and King, is with the Mills show. . . . Bette Leonard, Paul Van Pool, Herb Hoyt and other fans in the area, visited the Carson-Barnes show at Joplin, Mo. . . . Toledo newspaper carried a feature about Pete Sun, former operator of the old Sun Bros.' Circus. Sun now lives in Toledo. . . . The 100-year-ago column in the St. Louis Globe-Democrat recently mentioned Sands-Nathan circus played there in 1857 with elephants that did one-foot stunts.

Paul Kaye, of Polack Eastern, caught the Al Dobritch show in Buffalo. . . . Sam Polack visited the Eastern unit at Canton and Akron. . . . Art Hill, former cyclist, visited Polack in Canton. . . . Arden Kreisch caught the Buffalo Shrine show. . . . John Bullock joined the Polack prop crew. . . . Fans catching Polack Eastern recently included Ted Deppish, Joe Duval, Henry Varner, Howard Pedlar, the George Moneys, Blackie McGlover, Vic Reynolds, Floyd McClintock and John Boyle.

Buckles Woodcock, who has been with the Ringling elephant department, closed and joined Paul Kelly's elephant crew at the St. Louis Police Circus, where Lou Regan is in charge. . . . Sylvia and Jimmy Hirschberg visited the Cristiani show at Concord, S. C.

Among those spotted around the Ringling in New York are the Sheriff Welch, Dummy Robinson, Deacon Blanchfield, Foy Large, Joe Hodgini, Dean McMurray, Charlie Schuler, Bill Reynolds, Ken Mayo and Elmer Brown.

Among present Ringling acts that reportedly are booked elsewhere for later in the season are the Bokaras, Young China, and the Dam Brothers. . . . Paul Van Pool caught Carson-Barnes and Hagen Bros. . . . Merle and Nena Evans will visit Van Pool a week in June, and the CFA in Joplin, Mo., named for Evans, will have its annual party for him on June 7. . . . Irv Romig, TV clown in the Detroit area, will play June 15 at the Goodrich, Mich., Old Settlers' Days. . . . Albert Wolff, billposter with many circuses, started on the Buffalo Bill show and quit with the Tim McCoy show. Now he is operating a newsstand in Chicago and would like to hear from his friends. He recently reached 74.

Kitty Ronstrom writes from Polack Eastern the Paul Kaye and Harold Voise were among those who caught the Hamid-Hunt show at Palisades Park. . . . Poodles, Gracie and Grace Hanneford, of Frontier Town, New York resort, visited the George Hanneford, Adele Nelson Reed and Bobby Nelson visited. . . . Catching the show at Albany were Joseph Kammayer, Dottie Ward, the Roy Bradens and the Louis Reeds. . . . Eddie Kuhn will take delivery on two leopards in Atlanta. . . . Charlie visited Ray Sinclair at the Albany hospital and while there entertained in several wards. Sinclair, producing clown, injured his hand with fireworks and will be in Albany until June 1, for skin grafting.

Bill Bailey again is clowning at the Memphis zoo this year. Tommy O'Brien produces the show at the zoo. . . . William B. Hall III, CFA from Philadelphia, is a public information officer with the Sixth Fleet of the Navy in the Near East. From France he recently reported that Larry R. Nixon, former clown with Gil Gray and son of performers, is on the U.S.S. Des Moines.

From the Circus Hall of Fame, Mary Jane Miller writes that aerialist Shirley Meredith celebrated a

birthday and friends gave a surprise party. . . . Julie and Mauricio Drougett visited before joining the Packs Western unit. . . . The Charlie Bells and granddaughter, Bonnie Kora, visited while Charlie was on vacation from his clowning work in Dallas. . . . Don Fowler, concessionaire, visited. . . . Doris Earl, of the Aerial Earls, visited Earl for their season. . . . The Gene Lynches, Miami, visited Joe McCarthy, with whom Gene trouped on the Ringling show.

Barbara Fairchild, writing from Cristiani Bros.' Circus, reports that Walter Kernan of the Beatty show visited. Many members of the Cristiani show visited the Beatty show the same day. Rex and Wanda Rossi left the Cristiani show to join Beatty. . . . The Rudy Rudy-noffs visited Cristiani. . . . Tommy Parris injured a knee again and was advised to undergo surgery, so he returned to Sarasota. . . . Friends and relatives of Lillian and Pete Sadowski visited while the show was near York, S. C.

Fan Fred Pfening is touring Europe until June 10. . . . Danny Kaye is to play in a film, "Merry Andrew," which is about a clown. Film story is from a yarn by Paul Gallico. The movie probably will be shot in Europe. . . . Gee Gee Powell, of Gee Gee's Askans, was appointed a judge of the Huskie dog classes at the Toronto sports show. She is adding two mamamutes to the act. Roxy Engesser and Mrs. George Engesser worked a celebration in Oklahoma and visited the Frankie Smiths, and Bozo and Bozet Cooper of the Hagen show. . . . J. W. Hartigan Jr., reports Cristiani will play near Morgantown, W. Va., May 19, one of the few Sunday dates made there.

Shirley Lindemann Bentley and Red Bentley are with the Hagen show. . . . Mel Henry (Enrico De-Mel) is in the Veterans' Hospital, San Juan, Puerto Rico, for another operation, he reports. . . . Clown Cub President Ray Bickford is pushing the idea of sending circus posters to schools.

The Elsie Hix syndicated cartoon, "Strange as It Seems," recently noted that a mysterious 42-foot circle remains barren at a spot in Chatham County, North Carolina. Fan Ralph Miller of Memphis ventures the guess that this was an old-time dirt circus ring of the standard 42-foot size.

Injuries have been suffered by performers on two British shows. An elephant drove a jeep into clown Coco's back on the Bertram Mills show as he stood in the entrance, breaking a bone in the clown's right leg. On the Billy Smart show, Horst Loopino fell from his aerial motorcycle rigging, breaking a wrist and suffering internal injuries.

Sciellini's Chimps are booked for the May 11 Jackie Gleason TV show by Al Dobritch.

L. T. Hart and wife, retired

from the road, have bought a fruit and produce business in Daphne, Ala.

In the concession department line-up of Hagen Bros.' Circus are Paul Davis, floss; Freddy Claus, popcorn; Frank Smith, candy apples; Jack Bennett, snow cones; L. Stevens, novelties; Chuck Isaacs, No. 1 stand; Bill Griffith and Curtis Harper, seats, and George Bell, back yard lunch stand.

Charles H. Powers, Monticello, Ky., caught Ring Bros. Circus at Whitley City, Ky. . . . Vernon McReavy, in advance of a show, was in Chicago last week. . . . R. T. (Bob) Bullock is general agent for Eddie Moran's F. S. Wolcott Rabbit Foot Show. . . . Clown Buck Leahy is with Mills Bros. Circus. Earlier he made the theater route of the James M Cole show.

Catching up after the long jumps and busy times, Jimmy Douglass, of Polack Western, writes that two of the Paul Kelly elephant acts, a menagerie, a sledge were added for Indianapolis. . . . That snow between Indiana and Seattle caused an accident in which the Palacios demolished one of their trailers and were forced to leave a truck behind because of ice. Rose Gold had to leave her trailer behind because of ice, too. . . . Many Polack people made a quick trip to Sarasota or Miami out of Indianapolis, among them the Fredonia Troupe, Sheila Lacy, Bela Ezias, several Barbetta girls, Burnhard Schwark, and Josephine Berosini. . . . Mary Huber joined Barbetta's troupe. . . . Punch Jacobs and his wife visited. . . . CFA visitors included Patu Thorndike, Charles Milroy, Beryl Hunter, Dan Miller and Ernie Jensen. . . . During the layoff before Los Angeles, some Polack people were at Thousand Oaks, where they visited Arky Scott, Slivers and Jo Madison, the Albert Fleets, Chet Jusyck, Mel Kuntz, and Barbara and Max Morris.

Gunther Amandis of the Four Amandis, teeterboard, writes from Stockholm they left the U. S. last November, played London in December and then went to Glasgow for two months with the Kevin Hall Circus. They were with the Circus Strassburger in Amsterdam (Continued on page 93)

German Museum Names 'Immortals'

HAMBURG, Germany—A "hall of circus immortals" at the circus museum in this city has been opened. Among those whose pictures are included are:

The Codonas, Con Colleano, the Concellos, Lillian Leitler Great Wallendas, Unus, Ernesto Cristiani family, all known in America; plus Richard Sawada, Balasi, Glenzeretti and Metzelle troupes, acrobats; Enrico Rastelli, juggler; Natta Iur Marasso, somersault rider; William Truzzi, Liberty trainer, and the Kremos family, Risley acrobats.

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RAS TO HIT RAILS FOR MEMPHIS BOW

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

TAMPA—The Royal American Shows will rail out of here Monday (6) for Memphis and the Cotton Carnival, its first engagement of the season.

The RAS train will go out in two sections and is scheduled to arrive in Memphis Wednesday (8). The stand will open Saturday (11) and run thru the following week.

As show personnel worked on equipment in preparation for the season's opening, only finishing touches remained to be applied following one of the most busy winter quarters seasons in the show's history.

Twenty-one all-steel wagons have been built and all of the show

wagons were equipped with pneumatic tires in the show's program of keeping its equipment in top-notch condition. All the wheels on wagons have rims with six lugs and, as a result, any wheel will fit any wagon on the show.

All flat cars are now reinforced to carry heavier loads. All of them now have U frames, which replaced the old T frames. Show officials maintain that the U frames provide 15 times the strength of the T frames and provide added safety.

Winter quarters has been in operation since late last fall. During the early phases of the make-ready, the winter quarters crew consisted of about 40 men. In the closing stages, the show's payroll covered 135 men, Walter Devoyne, show secretary-treasurer, said.

Rehearsals for Leon Claxton's "Harlem in Havana" revue and the Leon Miller-produced show have been in progress since April 22. The title of the Miller show will not be announced until the Memphis opening, RAS owner, Carl Sedlmayr Sr., said.

Capell Shows Hit Rain, Snow In New Mexico

MANCOS, Colo. — Shop-O-Rama Shows, after a profitable tour of Arizona, moved into New Mexico in time for spring snow, rain and dust storms and is now in Colorado where business has been okay when the weather permits.

H. N. (Doc) Capell, owner-manager, has bowed out of the management due to ill health and the show is being handled by his three sons, Jack, Bob and Bill. Bob carries the title of manager, Jack is lot man and transportation supervisor, while Bill is superintendent. Other staffers include Clarence Auskings, general agent; Jack Gibson, legal adjuster, and Mayme Capell, secretary treasurer.

The show carries four major and four kid rides, three shows, the free circus on the back end and upwards of 25 concessions. No gate admission is charged.

On the front end are Earl Pounds, 3; Clarence Bolige, 4; John Marketello, 4; Otis Reynolds, 3; Jim Cross, 3; Ed and Sue Lundgren, 3, and 4 office-owned concessions. Pete Hickman manages the animal shows. Entire layout move on 15 office-owned trucks, all painted red and white.

Al Hogarth left recently for New York to purchase equipment for two shows and is expected back shortly.

Farrow Adds Miss. Fair

JACKSON, Miss.—E. E. (Ernie) Farrow, owner-manager of Wallace Bros. Shows, has announced signing contracts to provide the midway attractions at this year's Monroe County Fair, Aberdeen, Miss.

The fair will be held the last week of September. Eugene Sikes, fair president, signed for the fair.

The Farrow show, which bases here, was putting last minute touches on its equipment last week in preparation for its season opener at the Cotton Carnival in Memphis.

New Show Tops Delivered to Olson Quarters

HOT SPRINGS — Paul Olson, manager and co-owner of the Olson Shows, is at winter quarters and will remain here until the show opens for the season.

En route from his home in Florida, Olson visited Kentucky State Fairgrounds, Louisville, where he and fair officials decided to relocate the midway. The area in front of the independent midway is to be used by the Olson Shows at the fair.

This shift will serve a dual purpose. It will put the main midway closer to the Coliseum and give the fair additional parking space closer to the Stadium.

Shortly after arriving here, Olson dispatched four diesel power plants to the Lewis Diesel Company, Memphis, for overhauling.

New canvas, meanwhile, arrived in quarters. Four new show tops were delivered by O. Henry Tent & Awning Company, Chicago; another is due in soon, and Olson said he plans to order still more new canvas.

Work on rides is being directed by Ray Cramer.

C&W Preem June 2; Sign Sally Rand

PETERSBURG, Va. — Raynell has again signed Sally Rand for the Cetlin & Wilson shows this season, and Miss Rand visited here following an appearance in New York on the "Masquerade Party" TV show, Jack Wilson announced.

Pre-season activity has been stepped up at winter quarters, with the arrival of considerable new canvas from U.S. Tent and Awning Company. Opening date, latest in years, will be June 1 locally, to be followed by the recently signed downtown date in Roanoke, Va., the Diamond Jubilee Celebration.

About 32 rides will be on the

show, one of them the old Philadelphia Toboggan Carrousel rebuilt by R. S. Waters.

Shows include several of Bob Edwards, Earl Purtle's Motor-drome, which just benefited publicity-wise thru the birth of a lion cub; Bert Slover's rides, including a Coaster; Swede Ericson's Snake Show, and Jerri Jackson's Rock 'n' Roll Show.

New Weinkle Cookhouse

Concession Manager Bill Moore is again assisted by Claude Sechrist. Others include Harry Errigo, Al Dorso with the show bingo; Rip Weinkle's new cookhouse, featuring a kitchen and walk-in freezer on trailer; Mrs. Earl Purtle, floss; Mrs. Al Dorso, popcorn; Mrs. Jack Wilson, custard and other units. Purtle and Walters will also operate the Kiddieland.

Fair season will begin with the Ionia (Mich.) Free Fair, August 6, with Sedalia, Mo., and Indianapolis again among the later season dates, winding up the fair season November 22.

Show staff includes Peasy Hoffman, advance promotion; William Hartsman, treasurer; Whitey Walker, secretary; Charley Sheesley is general superintendent; Clyde Mulligan, electrician and diesels, and Jess Warren, trainmaster.

Harris Sets Bunker Hill Fete Plans

BOSTON—Contract for the Bunker Hill Celebration was acquired this week by Jeff Harris, who will stage the midway presentation on a new lot, site of the former Massachusetts State Prison. The prison has been demolished and the lot cleared, prior to construction which will cover the lot next year.

Harris said the nine-day run will be the longest in the celebration's 61 years. The lot is large enough for a couple of organized shows and has railroad sidings on the property.

Plans are for daily promotional events, including fireworks. The annual fete includes a three-day week-end holiday, during which all units can operate. The annual parade will be held June 17.

SLA's Theater Party Scores Big Success

CHICAGO—The theater party held by the Showmen's League of America here Monday night (29) was a smash success.

The club netted more than \$1,000 and league members enjoyed a delightful evening, which besides attendance at "Around the World in 80 Days" at the Cinestage Theater, included a buffet served in the League's quarters following the show.

More than 400 tickets were sold by members for the Mike Todd film. The entire main floor had been reserved for League-sold tickets. At show time, many who sought to buy tickets were turned away at the box office.

Bill Carsky, the League's second vice-president, headed the committee in charge of the evening's program. Assisting were other officers, including Al Sweeney, president; Jack Duffield, first vice-president, and Bernie Mendelson, treasurer.

The house committee assisted in handling the many who attended the buffet in the clubrooms. Included among members on hand to assist were Max Brantman, Charlie Zemater Sr., Gardner Lloyd, Jack Benjamin, Maurice (Lefty) Ohren, Louie Berger and Harold Barrows. Food was prepared and set out

by Ida Levy, Alice Mendelson, Bernice Sweeney, Josephine Duffield, Mary Haft, Mable Ohren and Phoebe Carsky.

The success of the evening was pointed up by a decision, made by the committee, to continue the theater party next year and to make it an annual spring event.

GALA EVENT:

Gooding Hosts Staffers At Going-Away Party

COLUMBUS, O.—F. E. Gooding, president of the Gooding Amusement Company, played host to his managers, executives and friends at his annual going-away party here Friday (26) in Grandview Inn.

Mrs. F. E. Gooding served as hostess, Hal Eifort, general agent, as toastmaster, and impromptu speeches included those of Gooding and Buck Saunders. Entertainment was provided by a quartet of Joel Kempner, Stewart Relyea, Robert Cashner and Bruce Hinds.

Also among the guests were Joyce Ann Gooding, Ralph Root, Jacqueline Whetstone; Doris Relyea, executive secretary of the Gooding firm and secretary-treasurer of Zoo Park; Vivian Hinds, personal secretary to Gooding;

Ned Skinner, assistant manager of the park, and Mrs. Skinner; Lawrence and Wilma McCartney, Anna Reid, Mr. and Mrs. George Boie, Jimmy Wolfe, Frank Hoover, Mr. and Mrs. Frank Craik, Chick and Lillian Franklin, Mr. and Mrs. (Continued on page 85)

Grand American Bows to OK Crowd

OTTUMWA, Ia. — In warm weather and under fair skies the Grand American Shows opened here April 25 to a large turnout of patrons.

In the line-up were 10 office-owned rides, Funhouse, kiddie section, long-range gallery, Arcade, four shows and 25 concessions. Show Owner-Manager L. O. Weaver is handling the front end, with Bob Etgeton in charge of rides and trucks.

Foley and Burk Debuts May 18

DAVIS, Calif.—Foley & Burk Combined Shows will open the 1957 season May 18 at the annual Luther Burbank Rose Carnival in Santa Rosa, L. G. Chapman, F&B general manager, said here last week.

Twisters, Rain Cut Moore's Modern Takes

DUNCAN, Okla. — Tornados, high winds and heavy rain has been cutting into receipts of Moore's Modern Shows. The organization opened here Friday (26) after moving from Ardmore, Okla., where the inclement weather did no harm to the show but kept patrons away in droves.

Show personnel celebrated Easter Sunday with an egg hunt operated by Jake Moore. Mrs. David Hinton visited her parents, Gid and Dolly Roberts, on the show. Max Weber has the Athletic Show. Donald Wall joined with a jewelry concession.

Mrs. Ira Burdick left the show to spend Easter with her grandchildren in Temple, Tex. Joe Nelson is back on the Ferris Wheel. Tex Hardy Stevens recently celebrated his birthday.

Blue Grass Bows With Circus Unit

OWENSBORO, KY. — C. C. (Specks) Groscurth's Blue Grass Circus and Carnival kicked off its season here Thursday (2), bowing with its new circus show as the back-end feature.

The circus, which is presented on a 30-by-30-foot all-steel stage, presents Will Hill's animals, Flying Siegrists; Platinos, wire; Del-Oros, revolving ladder; Mellow the Clown and the Groscurth elephant, Nancy. Other acts are to be added as the season progresses, Groscurth said. The stage is built on a special trailer that opens up with a circus background.

Also new this year is a Funhouse, Glass House and a steam calliope, which was rebuilt over the winter, is to be used for downtown ballys as well as concerts on the midway.

The show, which broke in a new lot here on the edge of town, moved here from Florida last week with all vehicles making the 1,000-mile jump without mishap. Free bus service to the lot was arranged by Groscurth.

In addition to heavy billing for the opening, the radio station and newspaper co-operated, the latter running a half-page biographical sketch on Groscurth and the growth of the show.

PARAKEETS
85c
 Minimum Order, 40 Birds.
CAGES 50c EACH
 Shipped Daily—F.O.B. Los Angeles.
 —Call or Wire—
24-HOUR SERVICE
Durkee's Bird Farm
 8967 E. Gallatin Rd., Pico, California
Phone: OXFord 9-5210



Strangest Attractions on Earth
 Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk-in-Head, Many others. Send for folder.
TATE'S CURIOSITY SHOP
 Apache Junction, Arizona

REID'S GOLDEN STAR SHOWS
WANT ——— WANT ——— WANT
 Concessions of all kinds—Fish Ponds, Pitch-Tilt-You-Win, Ball Games, Six Cats, Buckets, P.C. open; Skillo, Pin Store, Razzle, Diggers. Legal Adjuster with or without Concessions. Help—Wheel Foreman, Second Men on other rides. Jimmy Billingsley, Bob and Effie, get in touch. Want Man and Woman to take over Cookhouse. Rides—Pony Ride, Chairplane or any other Flat Ride. Billy Helson, get in touch with Fred Almany by wire. Jimmie Aekley no longer with this show. All replies to **ELMER REID**, Spring City, Tenn., this week; then Hartsville, Tenn.

WHITEY SLATEN Wants for S. & S. AMUSEMENTS.
 Ferris Wheel Foreman. Nice Popcorn Wagon for balance of season. Will book several legitimate Concessions such as Fish Pond, Duck Pond, Hi-Striker, Bear Pitch, Parakeet Pitch or any other Concession not conflicting. All replies to **WHITEY SLATEN, S. & S. AMUSEMENTS** Rink's Bargain City, Hamilton, Ohio, May 1 thru 12.

HUBERT'S MUSEUM
 228 W. 42nd St., New York, N. Y.
Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

OLD SETTLER DAYS
 June 12-16, Goodrich, Michigan
 Want Hanky Panks, Direct Sales, Auctions and Pitchmen. Write **F. B. WALTERS**
 P. O. Goodrich, Michigan, or phone person to person: YU 2-4391, Port Huron, Mich. No collect.

FOR SALE FUNHOUSE
 On 30 ft. trailer, in good condition, \$2,000.00 cash.
 Reason for selling, sickness.
W. R. ANDERSON
 6115 Gold St. Houston, Texas

OLD SETTLERS' DAY AND AMERICAN LEGION FESTIVAL
 Columbia City, Ind., August 7-8-9-10.
 Gooding Rides—Street Fair.
BYRON BEABER
 Concessions.

AGENTS WANTED
 Tip-Over Coke; Bucket Agents, Spindle Agents, Swinger Agents. Timmie Wilson, contact. Drunks, stay where you are. Playing coal mining towns.
BILL SHAFFER
 c/o Western Union Abingdon, Virginia

TIM AYLIFFE
 Wants Hanky Pank Agents. Luther Maddy, get in touch with me.
TIM AYLIFFE
 Nelson Breeze Amusements Falmouth Fairgrounds, Falmouth, Ky.

NORTH STAR SHOWS
8 RIDES—20 CONCESSIONS
 Want Hanky Panks and small Shows. Ride Men who drive.
LEO CTIBOR
 Phone: 9885 Winona, Minn.

Continental Beats Rain In Kingston

KINGSTON, N. Y.—Continental Shows opened here Thursday night (25) with rain hampering the evening, altho nearly 1,000 patrons reportedly came thru the gate. Friday night, however, proved a more fitting season's opener, with good weather and an estimated total of 2,500 paid admissions. All units got a fair play and a big Saturday matinee was looked forward to.

Office personnel on Roland Champagne's show remain unchanged, with Paul LaCross as publicist and general agent; Fred Fritz, treasurer and office manager, and Doris Fritz, secretary.

Other personnel include Mr. and Mrs. Bill Gross with Jack Simmes, cookhouse; Mr. and Mrs. Dan Donini, bingo, with Bobby Stewart, Jerry Stewart and Don Passinger; Mrs. Julia Champagne, floss; Ara Solickian, popcorn; Margarita, the Leopard Girl; Mr. and Mrs. Whitey Brown, Mrs. Paul LaCross with Richard Morlock and Gina Hoover and Mr. and Mrs. John (Bridgeport) Paolette; Leo Litchfield with Mr. and Mrs. Bill Durgin and daughter, Debra; Mr. and Mrs. Sonny Poplin with Mr. and Mrs. C. H. Purkey and Johnny Lebec; Mr. and Mrs. Nate Waterman, Dick Hasford, Mitch, Johnny Masefield, Mr. and Mrs. Duke Tofani, Mr. and Mrs. W. Colman Corley, Mr. and Mrs. Charles Coppock and Larry Gospodorski, with Billy Timberlake and James Hatfield with Porter Naanes.

Superintendent of rides and chief electrician are Frank Forrest and Pinnocchio Ferrucci. John Kinsey has the sound truck. Other help include Carol Lenard, Robert Scherer, Red Thomson, Bob Falato, John Falato, Whitey Hannett, Smokey Gennette, Walter Ladue, Leo Falato, George Falato.

Midway Confab

Joe Pearl and Benny Bensch recently drove from Tampa to Bowling Green, Ky., and stopped off to visit with Johnny Denton, Pee Wee Johnson and Bill Stevens on Gold Medal Shows. Pearl will have the front gate, mail and The Billboard on C. C. (Specks) Groscurth's Blue Grass Shows this season, while Bensch will have a concession on Drago Shows. . . . Mr. and Mrs. Sam Caldwell are now on Tivoli Exposition Shows with a glass pitch, jewelry and a kiddie Merry-Go-Round. . . . Turner Scott writes that his ride operation at Dayton Beach, Fla., opened strong.

Evelyn E. Wyatt, wife of David (Snap) Wyatt, Tampa snipe plant operator, is in St. Joseph's Hospital there for observation. . . . Johnny B. Williams, veteran outdoor showman and concessionaire, is managing a pool room and Arcade in Leesville, La., and plans to spend the summer there.

Among showfolks attending funeral services for Sylvester A. Kerr, veteran carnival man who died April 19 in Philadelphia, were Richard E. Gilsdorf, E. K. Johnson, Jack Esser, John Quinn, Mr. and Mrs. Roy Hunter, Frank Rich, George Ingram, Mrs. Bess Ross, Frank Shine, Joe List, Benny Welch, James Phelam, William Herr, Joe Late and D. Bockovitz.

La Vern Martin is being featured in Andy Iron's geek show on Page Combined Shows as Sadie the Savage Sadist.

Morris Hannum Shows
One of the Great Eastern Shows

VANDLING, PA., MAY 13-18, BIG FIREMEN'S CELEBRATION, FREE GATE AND GIANT 10 COUNTY PARADE. THEN OLYPHANT, PA., MAY 20-25, LION'S CLUB HOMECOMING, FREE GATE, ADVANCE TICKETS & BIG BEAUTY PAGEANT

- CONCESSIONS** Novelties, Photos, Custard, Hats, Jewelry, all Hanky Panks, no exclusives. Some Percentage open, one Wheel and one Grind Store, Buckets, Six Cats, Blower or Pin Store.
- SHOWS** Will give attractive deal and long season to Monkey Speedway, Dark Ride, Arcade, Illusion and Wildlife.
- HELP** Rider and Talker for office-owned Motordrome. A-1 Ferris Wheel Man who drives. Capable Help on all other Adult and Kiddie Rides. Some Foremen Jobs open. Can place Truck Mechanic with tools who knows Ford F-8 tractors. Long season, top wages and bonus. Help wanted for Mack's Bingo and "Red" Adams' Diner.

WANT FREE ACT FOR THE FIRST THREE WEEKS OF JUNE IN PHILADELPHIA AREA. MUST BE HIGH AND SENSATIONAL.

Show now playing 9th & Luzerne Sts., downtown Scranton, Pa. All replies to **MORRIS HANNUM Casey Hotel Scranton, Pa., until May 25**

WADE GREATER SHOWS

Pontiac, Michigan

Opening: May 17 to May 26—At: Franklin Street Show Grounds—Sponsored by: Marine Corps Lake—10 Days and 10 Nights

WANT SHOWS: Snake Show, Pit Show, Monkey Show, Fat Girl, Mechanical City and Glass and Fun House.
RIDE HELP: Ferris Wheel and Tilt Foreman. Man and Wife to handle three (3) Kiddie Rides. Show to set up May 15th.

Legitimate Concessions of all kind.

WRITE, WIRE OR PHONE:

C. D. MURRAY, Manager, c/o Wade Greater Shows

18931 Prest, Detroit 35, Michigan. Phone: Vermont 8-0708.

Ecorse Michigan—DECORATION WEEK CELEBRATION—May 29 thru June 9

WALLACE BROS. SHOWS INC.

LAST CALL! OPENING MEMPHIS COTTON FESTIVAL, MAY 10

WANT LOT MAN

- SHOWS** Want Unborn, 10-In-1, Big Snake, Motordrome, Monkey Show, any Grind Shows. To join Carbondale, Ill., May 20.
- CONCESSIONS** Place Scales, Age, all Hanky Panks for Memphis and balance of season. Place two Grind Stores for Memphis only.
- HELP** Want Foremen and Second Men for Ferris Wheel, Tilt-A-Whirl, Spitfire, Rock-o-Plane, Scrambler, Little Dipper, Merry-Go-Round, Chairplane and Kid Rides.

WANT SIGN PAINTER **MAN FOR TOWERS AND MARQUEE**
All replies E. E. FARROW, Mgr., Jackson, Miss. (Phone: 5-9276)
After May 8, wire Beale Ave. Park, Memphis, Tenn.

BEAM'S ATTRACTIONS

- V. F. W. CELEBRATION**
 Winchester, Va., May 13-18
- JR. CHAMBER OF COMMERCE JAMBOREE**
 Bedford, Pa., May 2-25
- PALS—POLICE CLUB CELEBRATION**
 Masontown, Pa., May 27-June 1
- S. CONNELLSVILLE FIREMEN'S JUBILEE**
 S. Connellsville, Pa., June 3-8

These are outstanding community sponsored events with plenty of promotion. **FREE GATE ALWAYS—GIANT SEARCHLIGHTS ON MIDWAY.**

CONCESSIONS—Glass Pitch, Novelties, Water Games, Photos, other Hanky-Panks.
SHOWS—Side Show, Animal Shows, Grind Shows—have tops if needed.
HELP—OCTOPUS OR FLY-O-PLANE FOREMAN, SECOND MEN FOR ALL RIDES. Operator for French Fries. Concession Agents can be placed.

ALL COMMUNICATIONS TO STEVE DECKER, BEAM'S ATTRACTIONS
 KENBRIDGE, VIRGINIA, this week

P.S.: Rudi Kleason wants Talker for Motordrome.

RITTER'S UNITED SHOWS
 Playing home-town Fairs and Celebrations. Wants Concessions that do not conflict. No griff or Mitt Camp.
 130 South K St., San Bernardino, Calif., or as per route.

TENNESSEE VALLEY AMUSEMENTS
CONCESSIONS WANTED: Hanky Panks of all kinds. Excellent opportunity for Bingo, Long or Short Range Gallery or any Stock Concession. Want Grind Store Agents, Pin Store, Count Store, Skillo and Buckets. Want Operator for Girl Show with own wardrobe (I'll furnish top and sound equipment) and any Grind Show. **RIDE HELP:** Foremen for all Rides, Wheel, Rolloplane and Chairplane. Will book Octopus and Coaster. Call, wire or come in, I will place you.
THEODORE MEADOWS, Russellville, Ky., this week

DEGGELLER Amusement Company

Opening Secor & Dorr in Toledo, Ohio
Two weeks—May 7 through 19

Opportunity for Man to take over Monkey Motor Drome
on percentage basis.

Can use one more Show.

GAMES—Glass Pitch, Pottery Pitch or Scales.
Need general Ride Help.

IRVIN DEGGELLER, Toledo, Ohio

WANT SHOP-O-RAMA SHOWS WANT "A REVELATION IN CARNIVALDOM"

FEATURING WORLD'S LARGEST FREE CIRCUS PLUS CARNIVAL MIDWAY
No Gate—Advised for Miles—Always Plenty of People to Work To,
Day and Night—Shows, Two Spots a Week.

CONCESSIONS: Stock and Alibi Concessions of all kinds. John Marketello wants Agents for Glass Pitch and Pan Game. Jack and Bill Capell want Hanky Pank Agents. Can place Cookhouse Help. Also capable Count and Peek Agents for Office Stores ("Waco" Odel and Johnnie Major, contact).

SHOWS: Place money-getting Shows—"Last Supper," Fun House, Snake, Pit and Side Shows. Contact, low P.C.

RIDES: Book any non-conflicting Major Rides, especially want Octopus, Roll-o-Plane, Coaster, etc.

HELP: Ride Help and capable Show People, contact. "Remember This Show Never Closes, Work the Year Around."

ALL ADDRESS

BOB CAPELL, Mgr. JACK GIBSON, Legal Adjuster
Dove Creek, Colo., May 6-11; Monticello, Utah, May 13-18; then per route.

FOR SALE—RIDES

1 FLY-O-PLANE, set up for inspection. See it and
make offer. First-class shape.

1 18 CAR TANK RIDE—36 kids; 2 guns on each
tank. Koss make, \$5,500.00.

1 NEW SINGLE PHASE MOTOR FOR SKY FIGHTER—\$150.00.

1 WESTINGHOUSE 15 H.P. 3 PHASE MOTOR—\$250.00.

OTHER MISCELLANEOUS EQUIPMENT

M. J. DOOLAN

c/o Kiddyland, 4001 W. 95th St., Oak Lawn, Ill.—Suburb of Chicago

AMUSEMENT CORPORATION OF AMERICA

presents the

OLSON SHOWS

"THE WORLD'S GREATEST MIDWAY"

WINTERQUARTERS NOW OPEN

WANT

Wheel Foreman—Top salary and bonus. Also need
Foremen for Tilt and Rock-O-Plane.

WANT

General Help in all departments. Need Carpenter and Carpenter Helper, Mule
Drivers, Cat Driver who can weld. Earl Chambers wants Glass House Operator.
Good proposition. Will buy young Rhesus Monkeys. Contact

RAY CRAMER or PAUL OLSON

BOX 414, HOT SPRINGS, ARK. (PHONE: NATIONAL 3-6955)

LAS VEGAS, NEVADA

All-night celebration

ANNUAL HELLDORADO DAYS

May 15 to 19 inclusive

100,000 attendance—uptown location—plenty of free parking.

NOW BOOKING SHOWS AND CONCESSIONS

Space \$8.00 per foot, all good locations. Wire, write or phone

CRAFTS 20 BIG SHOWS, INC.

7283 BELLAIRE AVENUE NORTH HOLLYWOOD, CALIF.
Phone: Poplar 50909 or 50320

BADGER STATE SHOWS

OPENING LE CENTER, MINN., MAY 11-19

CAN USE Street Sales, Jewelry, Pan Game and Slum Concessions not conflicting.
WANT Arcade, Athletic or any Grind Show. RIDE HELP—Foremen for Wheel
and Tilt-A-Whirl; other Ride Help needed. John Reynolds needs Agents. Want
to book Cookhouse. Our Fairs start July 11. Fair and Celebration Committees,
have open dates after August 25.

J. VOMBERG

7011 W. BLUEMOND RD. Phone: GL 3-3830 MILWAUKEE 13, WIS.

FORT DODGE, IOWA—MAY 13-18

ONE OF IOWA'S OUTSTANDING CITIES, 25,000 POPULATION

CONCESSIONS—Milk and Coke Bottles, Punk and Basketball, Hoop-La, Coke Ring,
Fish or Duck Pond, Pitch-Tilt-You-Win, String Game and other Hanky Panks.

EXCLUSIVES OPEN—Glass, Bird and Lamp Pitches, Age and Weight, Custard
SHOWS—With own Outfits (no Girl or Side Show).

RIDE MEN—Can place Second Men who drive semis (no cars, no women, no hotels
or bottles). Come Single-O and we can use you.

SUNSET AMUSEMENT COMPANY

Red Oak, Iowa, this week.

Coleman Opens Big On Middletown Lot

MIDDLETOWN, Conn. — Spending by repeat customers on the Coleman route indicates a good season ahead, the operator of the Coleman Bros.' Shows reports. Kickoff date on his lot here was Thursday (25) and ideal weather has encouraged good spending thus far. A second week will be played on the lot, following which the show opens Monday (6) in Wallingford.

I. T. Opener A Lush Week In Manhattan

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

Only adult rides were used. The kiddieland was set up, but the neighborhood's kids were so rough the units had to be taken down again, altho \$300 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 hired to supplement the show's watchman, in efforts to thwart the vandalism.

In earnings, however, the date was a lush one, with rides and concessions having a fine week. In use were the Merry-Go-Round, dual wheels, Caterpillar, Tilt, Roll-o-Plane, Octopus, Comet, Whip, and Little Dipper.

No. 1 unit next week goes to 174th Street in the Bronx, while the No. 2 unit heads downtown to Delancy Street. Death last week claimed Joe, the Caterpillar foreman, who died in the hospital after being stricken at home. Bill Appleton, ride superintendent, has a leg in a cast following surgery. Following Delancy Street, the No. 2 unit managed by Phil Isser opens its Long Island tour at Inwood.

While playing club dates in the Des Moines area, Jimmie Travis visited at the Wally Chagnans' home. Mrs. Chagnan is the former Rosa Mackie, of burlesque's Baby Dumplin's.

Buck Scores Okay as Weather Favors Opener

MENANDS, N. Y.—Ideal weather aided the opener Thursday (25) of the O. C. Buck Shows, on Houlihan's Broadway showgrounds. Matinees on Friday and Saturday were exceptionally good.

Gene Knight and assistant Gene Allen got top business on the back end, for their Side Show presentation. Joining here was Ginger Raye with the girl revue, to handle the front for Joe Mooney.

Concession line-up included Mr. and Mrs. George Gordon, Mr. and Mrs. Larry Marcassio, Mr. and Mrs. Sid Goodwalt, Mr. and Mrs. Joe Marciano senior and junior, Mr. and Mrs. William Carpenter, Mr. and Mrs. Jack Gold and son, Mr. and Mrs. Joseph Schavo and son, Mr. and Mrs. Lou Clark, Frenchy Remillard, Charles Zucker, Danny Dorso, Mrs. Jane Fairlee, Jack Burke, Sally Beldock, Charlie Wright, Mickey McBride, Mr. and Mrs. Joe Moreno and Joseph Aarons.

Business in Middletown has been ahead of anything in recent years. The show plans to spend seven or eight weeks in Connecticut, a longer stay than usual.

Top money among shows for the kickoff date was being won by Carson's Hypnotist show from Australia. Also on the back end at Grady's Lobster Family; Carl Thompson, Freak Animals; Capt. Frankenhurst, Pit Show; Dave Harris, Girl Revue, and Stanley Zirick, Girl Show. Al Wallace joined with his Dark Ride.

Units Named

There are some 40 concessions on the show, including Bill Story 8, Eddie Horowitz 4, Sal (Butch) Rizzuto, cookhouse and grab, Jones bingo managed by Gene O'Donnell, Eddie Stone 2, Phoebe and Pat Cooper 3, Jim Coleman 3, Harry Sisson 2, Rocky Dell 2, Pat Patterson 2, and many singles.

Clem Schmitz was a visitor on Tuesday (30). First fair of the 11 booked will be the last week in July, at Boonville, N. Y.

Show staff remains unchanged, with Coleman's sons Francis and Robert in the managerial spots.

A. of A. Okay In Date at Falls Church

CRUM LYNNE, Pa.—A satisfactory week was enjoyed by Amusements of America in Falls Church, Va., after a rather slow start. Family matinee night drew okay and Saturday was a good one.

Co-operation of the sponsoring VFW committee under Joe Zemsky was good.

Jimmy Chevanne has been doing well with his Side Show, which includes Dick Hilburn, legless; Mr. and Mrs. Andy Brisky, fire, torture and annex, and Mrs. Chevanne, sword swallower, among the feature attractions. Mrs. John Dempsey is also doing well with the Wild Life.

Joe Cenname's bingo is managed by the Graver brothers. Ralph and Pauline Ryan have their new 10-table cookhouse on the show.

Tirza Duval, wine bath show, joined here with a nine-person revue and band. Tony Mason has two shows.

IRWIN GREATER SHOWS

Richmond, Ky., May 13 thru 18; South Point, Ohio, May 20 thru 25. Bonafide Celebrations—9 Fairs—Winter Route in Florida.

Can use Hanky Panks, Bucket, Six Cat, Photo, Popcorn, Floss, Sno Cone, Bingo, Girl Show and any others with own equipment. Reply:

Walter (Buss) Irwin

General Delivery, Franklin, W. Va., this week, or Richmond, Ky., next.
P.S.: Lena and Leo, also Sol Rosen, please contact at once.

Merry-Go-Round, 6 horse ... \$350.00

Smith Airplane, Mangels Boat and 1946 Chevrolet Truck, racked to carry same, 225', 3-wire #6 Cable, Field Box and Ticket Booth, CASH ... 3,500.00

Polar Pet and Echols Snowball Machines ... \$75.00 & 35.00

Floss Machine and Stand ... 150.00

Concession Trailer, one of the best flashed and equipped in the East, apples, floss, corn, peanuts, dogs and drink.

Opens four (4) sides, awnings four (4) corners. CASH 1,950.00

20x20 Sitdown Cookhouse ... 400.00

DAVID C. REID, Reid's Rides

75 Strawberry Hill Ave., Norwalk, Conn.

Telephone: VO 6-0861

WANT DROME RIDERS

Straight and race. Top salary and tips. Drome now up in Winter Quarters.

Opening last week in May, Cetlin & Wilson. Write, no collect calls.

EARL PURTLE

7612 Sweet Briar Rd. Richmond, Va.

RIDES FOR SALE

1 Seller Tilt-A-Whirl ... \$2,500.00

1 Pretzel Dark Ride ... 3,500.00

1 No. 5 Eli Ferris Wheel ... 4,500.00

1 Kiddie Auto Ride ... 2,250.00

16 Late Model Lusse Bros. Auto-Skooter Cars, Each ... 300.00

Contact

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire Avenue

North Hollywood, Calif.

Phones: PO. 50909 or PO. 50320

WANTED

FAT BOY or FAT GIRL

Have complete set-up.

Write or wire.

Le-Ola

c/o ROSS MANNING SHOWS

Richmond, Va.

WANTED

BILLPOSTER

Season's work. Write or wire.

Ross Manning Shows

Richmond, Virginia

WANTED

Side Show Acts of all kinds. Mental Act, Hatfield, contact; Girls for Illusions and Bally, good Annex Talker, Ticket Sellers, Inside Lecturer.

LARRY GOSPODARSKI

c/o Continental Shows, Inc., Oneonta, N. Y.

LITTLE DIXIE

AMUSEMENT COMPANY

Want Hanky Panks of all kinds for Colorado, Kansas and Oklahoma. Hurry and contact as Celebration Dates are starting soon. Can also place Bucket Agents and Second Men on all Rides. Contact

ED WHALEN, Gen. Mgr.

Sayre, Okla., May 6-11.

WANT

Two or three Kiddie Rides, such as Chairplane, Merry-Go-Round, Ferris Wheel, for the summer in Amusement Playground opening May 30. Consider small Carnival. Good proposition. Phone 3517—or write

DR. J. D. HAWKINS

234 Montgomery St. Henderson, N. C.

WANT

FERRIS WHEEL

Will Book, Buy or Lease

Jimmy Aekley

BIG CITY SHOWS

Andrews, N. C., this week



"THE PEAK OF ENTERTAINMENT"
RAINIER SHOWS

K. R. (ANDY) ANDERSON, MGR., 2710 GARFIELD RD., TACOMA, WASH.
OPENING RAYMOND, WASHINGTON—MAY 20 **16 FAIRS AND CELEBRATIONS TO FOLLOW**

RIDES Due to disappointment can place Kiddie Rides.	RIDE HELP Want Ride Help on all Rides. Must Drive Semis.	SHOWS Want Shows of all kinds. What have you?
---	--	---

WINTERQUARTERS NOW OPEN AT SALEM, OREGON, FAIRGROUNDS

CONCESSIONS Want Add-Pans, Tip-Over Coke Bottles, High Striker or any Hanky Panks that do not conflict with what we have.	CONCESSION HELP Agents for Hanky Panks, Six Cats and Buckets.
---	---

GET IN TOUCH AT ONCE WITH
JOHN DELAPORTE, P. O. Box 670 **Salem, Oregon**

WILSON FAMOUS SHOWS
 Opening May 20, Canton, Ill. Lot will be laid out on the 18th

WANT—Foremen and Second Men for 32-ft. Merry-Go-Round, No. 5 Wheel, Flying Scooter, Spitfire, Scrambler, Coaster and Kid Rides. All must drive. Will use your Wives on Tickets. Report now.

CONCESSIONS—Hanky Panks only. Milk Bottle, Cork Gallery, Roman Targets, Dish Pitch, Novelty. Hoop-La, Long Range Gallery or what have you.

SHOWS—Monkey, Snake, Mechanical, 5-in-1 or any worth-while Attraction with own equipment. No Girl Show, no Athletic Shows, no Mitt Camps, no grift.

ADDRESS—ASTORIA, ILL., UNTIL MAY 17

MOTOR STATE SHOWS #2
WANT for late May opening—Hanky Panks, Ball Games, Fish Pond, etc. Will sell EX on Photos, Novelty, Hi-Striker, Age & Weight. Need One or Two small Shows.
WANT Wheel Foreman and General Help; must be sober and have chauffeur's license.
NOTICE: H. Rayburn, Shorty Crenschew, Merry-Go-Round Yoder, contact J. F. Frederick.
F. DICKSON, Box 238, Quaker City, Ohio

FAIR TIME SHOWS, Inc.

WANTS **WANTS**

RIDE HELP FOR ALL RIDES
 Contact: **CHET BARKER**, General Superintendent.
FAIR TIME SHOWS, INC.

Orange County Fairgrounds Kimberly 5-6532 Santa Ana, Calif.

May 14-19 Inclusive—CORONA, CALIF., Third St. & Merrill

CONCESSIONAIRES—contact OLIVIA WALDRON—Kimberly 5-6532
 or write **FAIR TIME SHOWS, INC., Orange County Fairgrounds, Santa Ana, Calif.**

GLADES AMUSEMENT COMPANY
 OPENING MAY 13, PULPWOOD FESTIVAL, AMHERST, VA., AND ALL SUMMER IN VIRGINIA

Can use sober, reliable Ride Men for Wheel, Jenny, Fly-O-Plane, Chairplane and Kid Rides.
 Will book several Hanky Panks, Mugg Joint, Fish or Duck Pond, Long Range, Pitch-Til-U-Win or any other Stock Concessions
Contact JERRY SADDLEMIRE, Amherst, Va.
P.S.: All those booked, come in.

RALEY BROTHERS' EXPOSITION
 "CLEANEST SHOW ON EARTH"

Place any Stock Concession. Family-Type Shows with or without tops. Rides not conflicting. Rickey Renzulli wants Girls for White and Colored Show, experience unnecessary. Also Canvas Men and Ticket Sellers

Charleston Heights, So. Car., this week; North Charleston to follow. Wire or write. No phone calls accepted.

JAMES H. DREW SHOWS
GALLIPOLIS, OHIO, ALL THIS WEEK

CONCESSIONS: Have openings for Long Range, Arcade, Custard, Novelty and Jewelry.
SHOWS: Will place Snake Show or any Grind Show that does not conflict.
RIDES: Have good opening for Dark Ride for the entire season.
All address this week
JAMES H. DREW SHOWS, c/o Western Union, Gallipolis, Ohio

JAMES E. STRATES SHOWS

WANT FOR 1957 SEASON
FAIR SEASON OF 15 FAIRS AND CELEBRATIONS STARTS JUNE 29

SHOWS	Unborn, Fat, Monkey, Illusion or any worth-while Grind Show or Attraction. Have two complete Sit-Down Shows, need Operators; state your proposition.
HELP	Capable and experienced Ride Men. Train Porters. Experienced labor in all departments. Two experienced Carpenters. Glass House Help.
FOR SALE	Eli #5 Ferris Wheel.

JAMES E. STRATES SHOWS, INC.
 Wilmington, Del., May 6-18; Philadelphia, Pa., to follow

PAGE COMBINED SHOWS
Two more Still Dates, then Celebrations and Fairs until the middle of November

CONCESSIONS—Age & Scales, Glass Pitch, Water Games, Balloon Darts, Bumper, String Games, Bear and Parakeet Pitches, Derby Racers and Penny Arcade.
RIDES—Need Coaster, Live Ponies and all Kiddie Rides except Train, McSpadden, can place your Coaster and Kid Rides. **RIDE HELP**—Foremen for Tilt, Spitfire and Wheel. Second Men on Rides who have license and drive. Salary no object if you are a qualified Ride man. Pay every Wednesday. Seasonal bonus to reliable men. Dave DeCorte and Ocie Hawkins, contact immediately.
All replies to BILL PAGE, Martinsburg, W. Va.

CARNIVAL WANTED
JUNE 30 THROUGH JULY 6, TUSKEGEE, ALABAMA
101st ANNIVERSARY PICNIC OBSERVING THE BIRTH OF BOOKER T. WASHINGTON
 Good attendance guaranteed with plenty of money to spend for all types of amusements and attractions. Will consider a main show and several rides. Contact
BOOKER T. WASHINGTON CENTENNIAL COMMISSION
 Booker Washington Birthplace, Virginia. Phone: Rocky Mount, Virginia, 9308.

LINDLE SHOWS
3 CENTENNAIS—8 FAIRS—9 CELEBRATIONS

CONCESSIONS: Need a few more Hanky Panks, Cookhouse or Grab; All have X HELP; Agents for Jewelry, Long Range Photo, Balloon Dart, Crazy Ball, Foremen for Wheel, Merry-Go-Round, new Schiff Coaster, must drive; good pay plus bonus. Write, no collect calls. Curley Harris is ride supt. on this show.
SHOWS: Good spot for Walkthru. Will book or lease Funhouse.
 Open Beardstown, Ill., May 20. Winter Quarters open May 15.
JACK LINDLE, MGR.
 BEARDSTOWN, ILL.

CARROLL'S GREATER SHOWS "BIGGER & BETTER"
 Opening Lexington Village, Minn. May 15. Those booked, please contact.
CONCESSIONS: Due to disappointment can place Bingo beginning May 31 for balance of season. Need Cookhouse and a few more Hanky Panks. No flats or gypsies, please.
RIDE HELP: Need Foremen for Merry-Go-Round, Wheel, Octopus, Round-Up, Tubs-O-Fun and Tilt. Need Second Men on all Rides. Must be able to drive semis.
SHOWS: Athletic Illusion, Unborn, Mechanical and Mouse or any Show of merit with own transportation. **FOR SALE:** One Train, new paint, just been overhauled; one Tubs-O-Fun, used 4 months; one International Motor; one Left Motor, both 4 cylinder; two 10x14 ft. Lineup Tops with Frames, 1 1/2x14 ft. Center Top with Frame, Awnings all around. Contact **CHAS. H. CARROLL**, 10754 Central Ave., N.E., Minneapolis, Minn. (Phone: Sunset 4-5018) No collect calls

THE GREAT BUNKER HILL CELEBRATION

Being held for the first time for 9 BIG DAYS, June 14-22, including a three day holiday weekend

Site is the former location of the Massachusetts State Prison, which has been torn down

Shows and games can work evenings and all day Saturday, Sunday and Monday, June 15, 16, 17. Rides work afternoons and nights. Daily promotions including fireworks and the big annual parade, which draws 500,000 people.

WANT: Rides, Shows, Eating Booths of all descriptions, Age and Scale, Floss, Novelty, Souvenirs, and all legitimate types of Concessions. Flat joints need not apply, save postage. There are railroad sidings right at the lot. This will be the biggest celebration in the East, on a prize lot that will not be available after this year. All communications to:

JEFF HARRIS
 103 Walnut Ave. or Box 88, Revere, Mass. Phone: REvere 8-3525 before 10 P.M.

BAKER UNITED SHOWS

CONCESSIONS—Can place Glass or Pottery Pitch, Hoop-La, Hi-Striker, Records, Coke Bottle, Scales and Age. **RIDE HELP**—Can place good useful Ride Men in all departments; must drive semi and have license. **HEAVY SAUNDERS, GET IN TOUCH.**

SHOWS—Motordrome, Snake Show, Geek, Glass House, Fun House, Girl Show.
FOR SALE—Smith & Smith Chairplane with 1951 Ford truck, ready to go, \$1,000.00 cash; Transformer Wagon, 37 1/2 KVA, with junction boxes and wiring, \$1,500.00.

Replies to **ERNIE ALLEN**
 Connorsville, Ind., May 9-18; Columbus, Ind., May 20-25.

BUFF HOTTLE SHOWS

CONCESSIONS: Want Stock Concessions of all kinds.
SHOWS: Roy Sears wants Acts for Major John's Sideshow. Especially want Whip Artist.
HELP: Dell Sims, call me collect. Can use several Ride Men who drive.
H. KARL O'HAYER, call me collect.
All replies to ROMEO DUNN, Mgr., Ponchatoula, La. Phone 7535

WANT TO BOOK
TRAILER GRAB STAND FOR SEASON
 (Factory Made—F-L-A-S-H-Y)
WANT TO BOOK ON SHOW WITH GOOD FAIR ROUTE.

E. L. JENKINS
 2621 West Main Street, Richmond, Va.
 Phone 5-0898

<p>Roll or Machine, 1x2 Printed to Order</p> <p>2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 11.00 20,000 13.50 100,000 33.50 250,000 71.00</p> <p>Price Chg. \$3.50 Color Chg. \$1.50.</p>	<p>ROLL 2,000 EACH COUPONS DOUBLE PRICE Cash With Order No C.O.D.</p> <p>DALY TICKET CO. Collinsville, Tenn. Add shipping cost. Union made.</p>	<p>STOCK TICKETS 1x2 INCHES</p> <p>1 Roll \$ 1.00 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 24.00</p> <p>Stock Double Coupon Double Prices</p>
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Oblong 50c ea. **PARAKEETS and CAGES** Round 62c ea.



Write or Wire for Prices on Live Birds.

- Shipped Daily
- Safe Arrival
- Lowest Prices
- Buy Direct

CHICAGO BIRD & CAGE CO.
422 S. State St., Chicago, Ill.
Phone: WEBster 9-4191

WANT WANT WANT AGENTS

FOR FULL SEASON'S WORK ON W. G. WADE SHOWS AND 3 STATE FAIRS TO FOLLOW. OPENING MAY 27, BATTLE CREEK, MICH.

WANT AGENTS FOR THE ONLY TWO GRIND STORES ON SHOW

Agents for Buckets, 1-Ball Milk Bottles, Cigarette Block, Mouse Game, Scales and Age, experienced Balloon Dart Agent. FOLLOWING PEOPLE GET IN TOUCH: Bob Quinlan, "Minnow" Waver, Arnie and Betty Kolberg, Sandy, Turn Abrams. (Grabbo Henderson, can place you and your Hoop-La). (Whitie Tara, I have Deal for you and Wife.) Any others who are interested, contact.

AL WILLIAMSON
Claridge Hotel, Memphis, Tenn., until May 18; then c/o W. G. Wade Shows, Battle Creek, Mich.

PARADA SHOWS

P. O. Box 125—Caney, Kansas—Phone 468

Opening May 18 — Two Saturdays

Ride Foremen, Second Men, contact—get my offer. Scrambler, Schiff Coaster, Tubs-O-Fun, Octopus, Ell Five Wheel, Thriller, Merry-Go-Round, Kid Rides.

ELECTRICIAN Who can wire up a 10-Ride Show.

Want Hanky Panks all kinds, Talkers for four new flashy Shows. Can place Second Men on Rides, Truck Drivers, Ticket Sellers, Concession Agents.

COOK HOUSE Who can feed Show People.

This Show all new but the name from front to back and have the big fair route as always. Out till Christmas. Make all replies to

H. C. SWISHER, Caney, Kansas. Phone 468
P.S.: Ride Men, write and get our bonus plan, you will like it.

NEW ENGLAND AMUSEMENTS

WANT legitimate Concessions such as Photos, Ball Games, Pitch Till You Win, Basketball.

RIDE HELP—Foreman for Octopus, Tilt and Two Kiddie Rides. Salary, all you are worth. Man for sound truck and double on concessions. Electrician.

All replies **HARRY KAHN**
60 PARKSIDE STREET SPRINGFIELD, MASS.
Phone Republic 60237 until May 10.

DUMONT SHOWS

Mt. Pleasant, Tenn. — May 13 to 18

WANT Hanky Panks of all kinds.

WANT Bingo, Custard, French Fries, Cotton Candy.

WANT GIRL SHOWS (Dick Palmer, get in touch; also Fats Usher). Girl shows to start Mt. Pleasant.

All address, **LOU RILEY, Mgr.**
SHEFFIELD, ALA., MAY 6 TO 11

KING BROS.' SHOWS

WANT

Due to disappointment want nice Grab, Red Hughes, what happened? Wire or call me, Johnny Hubbard, where are you? Ben McFadden wants Ride Help of all kinds, First and Second Men. Will sell exclusive on Hats and Novelties for Pagosa Springs, Colo., 4th of July Celebration. Must have Hat Machine. Want Mechanical or Snake Show. Will book a few non conflicting Hanky Panks.

All replies to **JOE L. KING, Derby, Colo., May 2 thru 12**
P.S.: Nebraska Fair Committees, have open August 9, 10, 24, 25 and 26.

EVANS UNITED SHOWS

LAST CALL!!! OPENING MAY 10, RICHMOND, MO.—4 STILL DATES, THEN FAIRS and CELEBRATIONS STARTING JUNE 10

Have openings for legitimate Concessions, Basket Ball, Grab, Foot Long, Novelties, Watch-La, Bumper, others not conflicting. We book only one of a kind. No 2/pairs—no racket—no gate. Can place First and Second Men on Rides. No women, no cars, no drunks. Address: RICHMOND, MO., NOW.

WANTED FOR MAY 20 OPENING AT MENA, ARK.

Couples to operate Cookhouse on trailer and well-flashed Bingo. Need Agents for Stock Concessions. Will book Mug, Coke Age and Weight, Hoop-La, Lead, Hi-Striker and others. Want Second Men on all Rides who drive; Foreman for Pony Ride.

RAINES AMUSEMENTS
PHONE 102 (NOT COLLECT), MENA, ARKANSAS

B & B COMBINED SHOWS

El Reno this week; then Altus and Frederick Centennials, all Oklahoma

RIDES: Want one or two Kid Rides. SHOWS: Can place Shows of all kinds. CONCESSIONS: Want Mitt Camp, Hanky Panks of all kinds. Kitty Kelly can place useful Side Show and Girl Show Help for season. No Still Dates, all Celebrations and Centennials, 16 Fairs, Work every week. Jack and Jackie Cox, wire or call me, have good deal for you both. John Starkey, get in touch with me at once. Lots of work on show here. (Millo, what happened? Am still waiting; write Kitty Kelly, care of Show.) Address: EL RENO, OKLA., THIS WEEK; THEN PER ROUTE.

CLUB ACTIVITIES

National Showmen's Association

NEW YORK—Funeral services for Louis (Lemons) Kronenberg, who died April 19, were attended on April 21 by club Chaplain Louis D. King, Charles Cingolo, Morris Brown, Harry Koretsky and Sam Walker.

A committee appointed by President Morris Batalsky to handle purchases of furniture for the new clubhouse comprises John S. Weisman, Henry Kaufman, David Brown, Larry Neumann and Louis D. King.

Eight additional applications for membership have been brought in by Morris Brown, who now has 20 toward a gold-life membership card. Secured by him are Joseph Gianduso, Matteo Aquilino, James Pidluski, Albert Semente, Rudy Rutkin, Isaac Sloberman, Dave Wallace and Jack Chicarelli. Pledges from Morris and Ann Brown bring the new-home plaque total to 68. Additional payments have been received from George A. Hamid Sr. and Louis D. King.

The shut-in fund received gifts from Sylvia Stern, Dan Thaler, Vincent Anderson, Henry Kaufman, Max Tubis and Morris Sommers.

On the sick list are Jim McHugh, at his Peekskill, N. Y., home; Jack Rose, Veterans' Hospital, Coral Gables, Fla.; Jack Schenck, Roosevelt Hospital, New York; Arthur (Doc) Marcus, Liberty (N. Y.) Maimonides Hospital; Harry W. Dyer, St. Barnabas Hospital, New York; Frank Meyer, Rockland County Hospital, Nyack, N. Y.; Joseph Bellinger, Veterans' Administration Hospital, New York, and Herman Cohen, Montefiore Hospital, Bronx, N. Y. Recovering at home are Louis (Lulu Wagner) Reiben and James Peterson. Bucky Allen's daughter, Marion, has undergone an operation.

Recent visitors were Jack Agree, Ward Graves, Morris Glass, Edward Nacht, Joe Agule, John DeNoia, Murray Spitzer, Dave Brown, Sam Rothstein, D. D. Simmons, Irving Pearlstone, Reuben Lippman, Harry Levine, Dan Thaler and Abe Fabricant.

Showmen's League of America

CHICAGO—New members recently enrolled include Patrick J. Doyle, Louis J. Jakich, James Moran and Kenneth L. Martin.

The final meeting of the season was held Thursday (2) with the first meeting of the fall scheduled for October 3.

It was announced that the mechanics of the blood bank had been set up and it will be located at St. Luke's Hospital here in Chicago.

Harry Mamsch Jr. was reported in the hospital for minor surgery.

Greenline Mfg. Co. Makes Mon-O-Rail Ride

COLUMBUS, O.—The Mon-O-Rail Speedway, invented by Norman Bartlett, is being manufactured by the Greenline Manufacturing Company, North Tonawanda, N. Y., and not, as erroneously reported last week, by another manufacturer in that city. Floyd E. Gooding, of the Gooding Amusement Company, is scheduled to get the first Mon-O-Rail, with delivery to be made at the Gooding quarters here about Memorial Day.

Midwest Showmen's Association

MINNEAPOLIS—Major decision at the regular meeting was to give away an all-expense tour for two to next year's Florida State Fair and Gasparilla Celebration.

William A. Collins, president, was in the chair for the meeting which drew a record turnout of the membership. Also present were Frank Winkley and Charles Carroll, vice-presidents, and John Libby, secretary.

Bill Ehr came in from Minot, N. D., to attend his first meeting.

Winkley was named chairman of the tour giveaway program and said he would have tickets available in the near future. They will sell for \$1 each.

Carroll submitted three new members, including George Ramsey. Another new member is E. W. (Slim) Wells.

Show Folks of America

SAN FRANCISCO—The regular meeting was called to order by President Eddie Hellwig. Also on hand were Oscar Mattley, second vice-president; Joe Barell, third vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary. Harry and Marie Baker also sat on the rostrum.

Barbara Hellwig outlined plans for the ladies' bazaar. A two-week Hawaiian vacation for two will be given away during the bazaar. Bobby Cohn will be assisted by Bonnie Townsend in distribution of \$1 tickets for the event.

The clubrooms are officially closed for the summer, but a meeting will take place once each month. Weekly meeting will be resumed in October.

Pacific Coast Showmen's Association

LOS ANGELES—Last meeting of the season was held Monday night (22), with President Bob Downie conducting. Al Flint, executive secretary, served as secretary in the absence of 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 13.

The lights were dimmed in honor of Chuck Gammon, who died in New York.

Flint read a letter from E. W. (George) Coe, a past president who was honored with Hunter G. Farmer, also a past executive, April 15. Coe thanked the night's committee chairman Harry Seber and other members for the tribute extended them.

Al Stein is out after spending several weeks in the hospital, and Meyer Scholm was reported doing well at a local rest home. Lee Smith was coming along well following an illness.

Edmund J. Bisson was voted into membership on reinstatement.

President Downie called on Larry Benner, who was here with the Polack Bros.' Circus; Wally Smith, who is re-entering show business after ranching near Fresno; Eddie Roth, Kiddieland operator; Sam Coomas, who leaves soon to join the Monte Young Shows, and Fred Mortensen, who served the buffet supper.

Agents-Wanted-Agents

For Cork, Ball Games, Bee Hive, other Hanky Panks. Pop Smith and Kirt Dunlap, get in touch.

JOE STEVENS
c/o Sonny Mayer Amusement Co. Atchison, Kansas, this week; then c/o Northern Exposition Shows for rest of season.

DROME HELP

KID RIDE HELP

Can place Riders, top pay; Ticket Sellers, Talker on Drome. Sleaz, am depending on you.

DEL CROUCH
c/o Olson Shows, Hot Springs, Ark.

Wanted to Buy for Cash

Factory-built Concession Trailer, 12 ft. or longer, awning on all four sides, suitable for Popcorn, Sno and Drinks, with or without equipment.

ROSA RAINES, RAINES AMUSEMENTS
Phone 102 Mena, Arkansas

Carroll's Greater Shows HELP WANTED

Need Foremen for Merry-Go-Round, Wheel, Octopus, Round-Up, Tilt and Tubs-O-Fun. Want Second Men on all Rides. Top wages and bonus. Must be able to drive semis. (Chet Sorenson, contact Rose Sinderson at this address.) All others contact, CHAS. H. CARROLL, 10754 Central Ave., N.E., Minneapolis, Minn. (Phone: Sunset 4-5618; no collect calls.)

FOR SALE MERRY-GO-ROUND

Allan Herschell, kiddie size, like new, 3 years old. Pole and all center mounted on wheels. Priced right. Will take in other Rides. Contact

C. A. GOREE
Hamilton Hotel Olnsey, Tex.

WANTED FOR MEMPHIS

Crew for Cigarette Block, Agents for Pan Game, Grind Store Agents.

GENE CAIN
c/o Wallace Bros.' Shows Memphis, Tenn.

FOR SALE

20'x30' Bingo Top, frame, 72 seats, complete—want \$1,200.00; best offer accepted.

Gladys Supply Co.
702 S. Sixth St. Allentown, Pa.

WANTED

Agents for Buckets, Six Cats and Cigarette Block. No drunks.

All replies to **JOHN COLE**
c/o M. D. AMUSEMENT CO. Essington, Pa., near South Philadelphia, all this week.

CARNIVAL WANTED

for OTTWAY GREENE COUNTY FAIR

August 19 thru 24 or later. Give number of Rides, etc. Wire or write **Mrs. Troy Thompson, Secy.**
Route #1, Greeneville, Tenn.

Carnival Rides Wanted

Several good Rides needed July 31-August 3 OR August 7-10. Rides only. 4 Nights, 2 Afternoons at annual Old Settlers' Reunion and Celebration. Contact at once.

M. D. Arganbright
Civic Club, Toulon, Ill.
Phone 4471

WANT TO LEASE OR BOOK

Two major Rides for solid season of twenty weeks.

NORTH STAR SHOWS
119 1/2 E. Second St. Winona, Minn.
Phone: 9885

WANTED

Carnival Rides for Centennial Celebration, July 4, 5, 6 and 7.

Terrific location, Town of 5,000 people situated 12 miles from Twin Cities. Write, wire or call **Edward G. Younger, Gen. Chairman**
Hudson Centennial Hudson, Wisconsin

FOR SALE

Two complete G-12 Streamliners with 300 ft. track each unit, A-1 and ready to operate. Engine and three coaches each unit.

Motor State Exposition
Rochester, Mich., this week.

WANT AGENTS

Join on wire for Grind Stores, P.C. Dealers, Six Cat; Man or Woman for Grab Stand, Freddie Dody and Bill Parker, get in touch with me.

C. M. WILLIS
Starkville, Miss., May 6 to 11.

1957 Rodeo Dates

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

Arkansas
 Fort Smith—Fort Smith Rodeo, May 27-June 1. Bill Horne.
 Newport—Newport Rodeo, June 13-15. Molly Hinkle.
 Springdale—Springdale Rodeo, July 1-4. Mace D. Howell.

California
 Angels Camp—Angels Camp Rodeo, May 19. Carl T. Mills.
 Bakersfield—Bakersfield Rodeo, May 11-12. Jerry Elrod.
 Blythe—Blythe Rodeo, Oct. 11-13. R. Seelye.
 Dixon—Dixon Rodeo, May 19. Robert McClure.
 Eureka—Eureka Rodeo, June 29-30. Ralph H. Barnes.
 Glenville—Glenville Rodeo, June 2. Bob Woody.
 Hayward—Alameda Co. Rodeo, May 18-19. Cecil Jones.
 Hemet—Hemet Rodeo, June 29-30. Ervin Quick.
 Lone Pine—Lone Pine Rodeo, May 11-12. Walter Jones.
 Pomona—Pomona Rodeo, June 15-16. H. S. Johnson.
 Redding—Redding Rodeo, May 25-26. J. F. McReynolds.
 Salinas—Salinas Rodeo, July 11-14. W. T. Bramers.
 San Bernardino—San Bernardino Rodeo, June 22-23.
 San Jose—San Jose Rodeo, May 25-26. Gene Sawyer.
 San Juan Bautista—San Juan Bautista Rodeo, July 7. G. Hackney.
 San Luis Obispo—San Luis Obispo Rodeo, July 20-21. M. Avila.
 Stockton—Stockton Rodeo, Aug. 16-20. R. E. Walker.
 Torrance—Torrance Rodeo, July 27-28. Clifford Coover.
 Tulare—Tulare Rodeo, June 8-9. L. O. Basteen.

Colorado
 Boulder—Boulder Rodeo, July 28-29. Rollie Leonard.
 Castle Rock—Castle Rock Rodeo, Sept. 14-15. Charles Kirk.
 Colorado Springs—Colorado Springs Rodeo, Aug. 6-10.
 Cortez—Cortez Rodeo, June 14-16. Tom Wark.
 Durango—Durango Rodeo, Aug. 9-11. R. Franklin McKelvey.
 Estes Park—Estes Park Rodeo, Aug. 1-3. C. A. Krenenak.
 Greeley—Greeley Rodeo, July 3-4. Bob Davis.
 Holyoke—Holyoke Rodeo, Aug. 16-17. R. E. Ensminger.
 Longmont—Longmont Rodeo, Aug. 15-17. Cal Maier.
 Loveland—Loveland Rodeo, Aug. 11-13. Robt. Palmer.
 Monte Vista—Monte Vista Rodeo, July 30-Aug. 1. John H. Beatty.
 Norwood—Norwood Rodeo, Aug. 17-18. Gordon Palmer.
 Pagosa Springs—Pagosa Springs Rodeo, July 4-5. Glen Edmonds.
 Pueblo—Pueblo Rodeo, Aug. 23-25. W. H. Kittle.
 Trinidad—Trinidad Round-Up, Aug. 31-Sept. 2. Thomas Murphy.
 Yuma—Yuma Rodeo, Aug. 13-14. Frank Herman.

Idaho
 Boise—Ada Co. Sheriff's Cow Cutting Contest, June 29.
 Caldwell—Caldwell Night Rodeo, Aug. 6-10.
 Fairfield—Legion Rodeo, July 26-27.
 Filer—Filer Rodeo, Sept. 4-7. Thom Parks.
 Hailey—Wood River Round-Up, July 3-4.
 Idaho Falls—War Bonnett Round-Up, July 31-Aug. 3.
 Jerome—Jerome Rodeo, Aug. 22-24. Eleanor Wiswall.
 Lewiston—Lewiston Rodeo, Sept. 6-8. Joseph Skok.
 Mackay—Mackay Rodeo, June 22-23.
 Malad—Oncida Co. Night Rodeo, July 5-6.
 Nampa—Snake River Stampede, July 16-20.
 Pocatello—Pocatello Rodeo, July 16-18. Muriel Ruggles.
 Preston—Preston Rodeo, Aug. 1-3.
 Rigby—Rigby Rodeo, June 14-15. R. C. Swager.
 Rupert—Rupert Rodeo, July 4-6.
 Sidney—Sidney Rodeo, Aug. 20-24. Ralph Travis.
 Soda Springs—State High School Championship Rodeo, June 1-2.

Terreton—Terreton Rodeo, Aug. 23-24. Della Cope.
Weiser—Weiser Rodeo, July 11-13. James Skow.

Illinois
 Chicago—Chicago Rodeo, Oct. 9-20. M. E. Thayer.
 Kankakee—Kankakee Rodeo, Sept. 6-8. P. F. Loiselie.

Iowa
 Sidney—Championship Rodeo, Aug. 20-24. Ralph Travis.

Kansas
 Clayton—Clayton Rodeo, May 25-26. M. I. Kirk.
 Great Bend—Great Bend Rodeo, July 19-21. Kent Collier.
 Phillipsburg—Phillipsburg Rodeo, Aug. 1-4. W. C. Sullivan.
 Pretty Prairie—Pretty Prairie Rodeo, July 16-18. L. C. McCubbin.
 Strong City—Strong City Rodeo, June 7-9. Geo. Beaver.
 Wichita—Frontier Days Rodeo, Sept. 19-22. Harry Shepler.

Kentucky
 Louisville—Louisville Rodeo, Sept. 6-9.

Louisiana
 Alexandria—Alexandria Rodeo, Aug. 27-31. James Thompson.
 Bastrop—Bastrop Rodeo, June 5-8. Lucille Meador.
 Shreveport—Shreveport Rodeo, May 15-19.

Missouri
 Camdenon—Camdenon Rodeo, July 9-14. Harry Nelson.
 Joplin—Western Fiesta Rodeo, June 26-29. J. D. Baughman.
 West Plains—Lions Club Rodeo, July 4-6. J. R. Smoot.

Montana
 Billings—Billings Rodeo, Aug. 13-17. Harry L. Fitton.
 Bozeman—Bozeman Rodeo, Aug. 9-11. J. Jensen.
 Great Falls—Great Falls Rodeo, Aug. 6-10. Leo C. Dailey.
 Lewiston—Central Wyoming Rodeo, Aug. 1-3. James Schultz.
 Shelby—Shelby Rodeo, July 25-28. Clifford Coover.
 Wolf Point—Wolf Point Rodeo, July 12-14. W. C. Reichert.

Nebraska
 Bertrand—Bertrand Rodeo, July 30-31. Bernard Holen.
 Crawford—Crawford Rodeo, July 2-4. Thomas Moody.
 Lewellen—Lewellen Round-Up, Sept. 1-2. A. Klein.
 North Platte—North Platte Rodeo, June 21-23.
 Omaha—Omaha Rodeo, Sept. 20-29. J. J. Isaacson.
 Sidney—Sidney Rodeo, Aug. 16-17. L. W. Lindell.

Nevada
 Las Vegas—Las Vegas Rodeo, Aug. 2-4. W. R. Scheihagen.
 Reno—Reno Rodeo, July 4-6. Ray Peterson.
 Yerington—Yerington Rodeo, June 1-2. L. Massini.

New Mexico
 Albuquerque—State Fair Rodeo, Sept. 28-Oct. 6. Leon H. Harms.
 Cimarron—Cimarron Rodeo, July 4. W. D. Littrell.
 Espanola—Espanola Rodeo, May 18-19. Joe Becker.
 Farmington—Farmington Rodeo, June 7-9. Chas. Hurren.
 Gallup—Gallup Rodeo, June 22-23. Wallace Leach.
 Santa Fe—Santa Fe Rodeo, July 11-14. A. C. Green.
 Yerington—Yerington Rodeo, June 1-2. Larry Massini.

North Dakota
 Walthalla—Walthalla Rodeo, July 2-4. L. A. Jackson.

Oklahoma
 Ada—Ada Rodeo, Aug. 13-17. Douglas Smith.
 Claremore—Claremore Rodeo, July 2-6. Cecil F. Ray.
 Elk City—Elk City Rodeo, Sept. 2-4. Geo. Peeler.
 Hinton—Hinton Rodeo, July 8-10. Dean Rader.
 Lawton—Lawton Rodeo, Aug. 2-6. James Daves.
 McAlester—McAlester Rodeo, Sept. 5-8. Lawrence Clements.
 Tulsa—Tulsa Rodeo, May 7-12. O. W. Mayo.
 Vinita—Vinita Rodeo, Aug. 28-Sept. 1. F. C. Goodpaster.
 Yukon—Yukon Rodeo, June 27-29. Mrs. V. M. Compton.

Oregon
 Cottage Grove—Cottage Grove Rodeo, July 13-14. John Welis.
 Elgin—Elgin Rodeo, July 20-21. Ted Keefer.
 Eugene—Eugene Rodeo, Aug. 2-4. Dick Langton.
 Halfway—Halfway Rodeo, Sept. 1-2. D. D. Peterson.
 Molalla—Molalla Rodeo, July 3-7. Ernest W. Clark.
 Moro—Moro Rodeo, Sept. 14-15. M. O. Coons.
 Pendleton—Pendleton Round-Up, Sept. 11-14. Dick Purchase.
 Prineville—Prineville Rodeo, Aug. 9-11. Clyde Gumpert.
 Roseburg—Roseburg Rodeo, June 22-23. Bill Tipton.
 St. Paul—St. Paul Rodeo, July 2-4. Gene Smith.
 Union—Eastern Ore. Rodeo, June 6-8. R. C. Baum.

South Dakota
 Faith—Faith Rodeo, Aug. 10-11.
 Belle Fourche—Belle Fourche Rodeo, July 3-5. Joe Koller.
 Deadwood—Deadwood Rodeo, Aug. 2-4. Nell Ferrigouse.
 Rapid City—Rapid City Rodeo, Aug. 15-18. Kenneth Roberts.
 Sioux Falls—Sioux Falls Rodeo, Aug. 16-18.
 Sturgis—Sturgis Rodeo, July 13-14. Malcolm Cooper.

Tennessee
 Memphis—Memphis Rodeo, Sept. 20-28. Boyd Arthur.

Texas
 Baird—Baird Rodeo, June 18-20. Rupert Jackson.
 Belton—Belton Rodeo, July 4-6. W. P. Hammer.
 Big Spring—Big Spring Rodeo, June 12-15. E. P. Driver.
 Coleman—Coleman Rodeo, July 10-14. Robt. O'Hair.
 Dalhart—XIT Rodeo, Aug. 2-3. Nick P. Craig.
 Dublin—Dublin Rodeo, Aug. 28-31. C. E. Leatherwood.
 Midland—Midland Rodeo, June 4-8. Lou Bartha.
 Plainview—Plainview Rodeo, June 6-8. H. A. Ragland.

Utah
 Lehi—Lehi Rodeo, June 27-29. Ferrin Gurney.
 Logan—Logan Rodeo, Aug. 15-17. M. R. Hovey.
 Nephi—Nephi Rodeo, July 11-13. Lorin Christensen.
 Ogden—Ogden Pioneer Days, July 19-24.
 Price—Price Rodeo, Aug. 8-10. Elvin Chapman.
 St. George—St. George Rodeo, Sept. 12-14. Clayton Atkin.
 Salt Lake City—Days of '47 Rodeo, July 18-24. Lee Neilson.
 Vernal—Vernal Rodeo, July 18-20. Jack Boren.

Washington
 Ellensburg—Ellensburg Rodeo, Aug. 31-Sept. 2. Art Driver.
 Kennewick—Kennewick Rodeo, Aug. 23-25. H. C. DeHaven.
 Monroe—Monroe Rodeo, Aug. 31-Sept. 2. Robert Follis.
 Moses Lake—Moses Lake Rodeo, Sept. 7-8. Ivan Cole.
 Mount Vernon—Mount Vernon Rodeo, May 26. Vernon G. Eabers.
 Newport—Pen Oreille Co. Rodeo, July 27-28. Joseph Berendt.
 Omah—Omah Rodeo, Aug. 10-11. Gordon Lacey.
 Spokane—Spokane Rodeo, Aug. 14-17. Bob Miller.
 Tonasket—Tonasket Rodeo, June 8-9. D. M. Richardson.
 Walla Walla—Walla Walla Rodeo, Aug. 30-Sept. 1. Milton Loney.

Wisconsin
 Spooner—Heart of the North Rodeo, July 13-14. Harold Haynes.

Wyoming
 Casper—Casper Rodeo, July 31-Aug. 3. Robt. L. Honey.
 Cody—Cody Stampede, July 4-5.
 Cheyenne—Frontier Days, July 23-27. Jack Mabee.
 Evanston—Cowboy Days Rodeo, Aug. 31-Sept. 1.
 Guernsey—Old-Timers Rodeo, July 3-4.
 Guernsey—Labor Day Rodeo, Sept. 2.
 Lander—Lander Rodeo, July 3-4. James Farthing.
 Pinedale—World Championship Steer Roping Contest, Aug. 3.
 Sheridan—Sheridan Rodeo, July 12-14.
 Tensleep—Tensleep Rodeo, July 4-5.
 Thermopolis—Thermopolis Rodeo, Sept. 1-2.

CANADA

Alberta
 Cardston—Cardston Rodeo, July 15-16. Bert Gibb.
 Lethbridge—Lethbridge Rodeo, July 25-27. C. E. Barry.
 Medicine Hat—Medicine Hat Rodeo, July 18-20. E. V. Eiford.

British Columbia
 Cloverdale—Cloverdale Rodeo, May 18-20. J. Stinson.

MIDWAY CONFAB

On the Amusements of America Pop Akers is handling mail and The Billboard, Mr. Marshall Sr. has bought his fourth record player for the Merry-Go-Round, Louis and Nova Dell leave May 5 to join Royal American Shows, and Mr. and Mrs. Bob Dewawter's daughter was born April 23.

Leo LaSalle and Ben Levine are set to join the Morris Hannum Shows. . . Sol Abrams, of the Bert Nevins office, New York, which represents Palisades Park, became the father of a girl April 23. . . Frank (Shrimple) Rappaport left New York to play the Boston area. Julius Roth off for a Hot Springs vacation. . . A surprise baby shower was thrown for Ann Brown by Bess Hamid and other New York clubwomen Wednesday (24) at which many gifts were given. Hubby Morris Brown is on the I. T. Shows.

Scott Show Strong on Sweden Date

COPENHAGEN — Kate Bronnett, directress of Sweden's Circus Scott, has her big top in Malmo, Sweden, a short sail from Denmark. Circus Scott has a well-designed tent seating more than 5,000, and also has a big menagerie.

There are several big animal and horse presentations Chipperfield's elephants and Bela Roucha's cage of mixed cats from England; Hans Strassburger's Liberty and high school horses from Holland; De Jonghe's (10) chimps from Belgium, and Edith Crocker's bears from Germany.

All acts on the bill are imports, at least four of them from the Ringling-Barnum show, Alfred Burton, unsupported ladder; Reverhos, juggling on wire; Mory Morey and Company, perch, and Five Cordons, whip-crackers. Aerial and ring acts are: Eight Croneras, flying trapeze; Miss Luana, aerialist; Miss Corrington, acro-contortion; Three Akeffs, antipodists; Joy Kay and Company, contortion novelty; Five Bentos, clowns; Leon Halle, vocalist, and Digger Pugh's 10 Helicopter Girls, who ride the Chipperfield elephants and execute acro-dance routines.

Ringmasters are Francois Bronett and A. Delbosq; announcer Socukny, and Hans Klabold fronts the 16-piece band. Show is one of the biggest and best seen in Malmo in a long time.

Weather Slows Hagen in Mo.

WEBB CITY, Mo.—Hagen Bros.' Circus took a couple of blasts from heavy rains in the Southwest. Show lost a performance and changed some lots because of water.

At Pawhuska, 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 curtailed to fit the barn.

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

Rain at Webb City had quagmired the original lot at the football stadium, so it was abandoned in favor of a mid-town location near the firehouse. Firemen were the auspices, and the new lot is owned by the Snapp carnival. Result was a full afternoon and a three-quarter night.

The Webb City business was scored despite current tornado warnings.

At Pawnee, Okla., the Hagen cookhouse was caught by wind and blown down.

EVANSVILLE, Ind. — The Shrine Circus contract here has been awarded to Al Dobritch, it was learned last week. Show is produced annually in November.

CARNIVAL OWNERS

and

OUTDOOR SHOWMEN

All Show Want Ads **MUST Be**

MAILED (Special Delivery)

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to reach the **CINCINNATI OFFICE**

of The Billboard by

FRIDAY NOON

Eastern Standard Time

for the following week's issue,

on sale **MONDAY.**

The Billboard Pub. Co.

2160 Patterson St. Cincinnati 22, Ohio

Phone: DUnbar 1-6450

AGENTS

Wanted for Pins, Skillo, Razzle, Buckets and Hanky Panks. Will give head of Razzle to capable party with two agents. Have Army payday June 1; West Baden Springs, Ind., July 4 and 5, and 16 Fairs.

CHAS. GRIGGS

Russellville, Ky., this week; Bowling Green, Ky., next week.

FOREMAN

For New 12-Car Skooter
Light Building

HAROLD J. LUCAS

c/o Happyland Show
Royal Oak, Mich., until May 8; then
Garden City, Mich.

W.G. WADE SHOWS

OFFICIAL OPENING, MONDAY, MAY 27
Battle Creek, Mich.

—CAN PLACE FOR SEASON—

SHOWS—Glass House or Fun House, Arcade, Snake or Monster, Drome, Motor or Monkey, Freak Animal or other worthwhile attractions.

CONCESSIONS—Ball Games, Pitch-Till-You-Win, String Game, Fish or Duck Pond, Age and Scales, Devil's Bowling Alley, Color and Water Games, etc. Will sell "X" on Photos and French Fries.

HELP—Foreman for Eli Wheel, Second Men for Tilt and Wheel. Semi drivers preferred.

All replies to **D. WADE**

18110 Melrose Detroit 19, Mich.

ROHR'S MODERN MIDWAY

CITY PARK, CHILLICOTHE, ILLINOIS, MAY 12

Concessions: Fish Pond, Glass Pitch, Ball Games, Bowling Alleys, Balloon Darts, or what have you. Concessions that work for stock only. Those joining now given preference.

Can use one more Grind Show that does not conflict. Experienced Ride Help who drive for Wheel, Spinaroo, Tubs of Fun. No flats or gypsies.

D. J. ROHR Chillicothe, Ill.

WANTED

Experienced Foreman for Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl, and Octopus. Have to be sober and drive semi. Good wages and treatment. Boys that worked for me before, get in touch with me.

SAM MENCHIN

LAKE SHORE AMUSEMENT

11 West Division Chicago, Illinois Superior 7-7243

Grand American Shows

WANT FOR NEWTON, IOWA; FORT MADISON, CARROLL; FORT DODGE, WATERLOO, IOWA, CELEBRATIONS, CENTENNIALS, FAIRS TO FOLLOW

WANT—Grind Shows with own equipment.

WANT—Concessions, Novelties, Pitches and Hanky Panks.

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

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

BIG CITY SHOWS

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

RIDES—Will book Octopus, Tilt or any Flat Ride.

SHOWS—Five-in-One, Glass House, Funhouse, Girl Shows with or without equipment, Colored Girl Show. Pat Ryan, Judy Davis, get in touch. Tex Mason wants Talker and Help for Side Show.

CONCESSIONS—Bingo, Photos, Six Cats, Diggers, Hanky Panks of all kinds at "live-and-let-live" prices. Agents for Swinger, Balloon Ball Games and other Hanky Panks. Also Agents for Peek and Cour; Store, full Skillo Crew. Kid Bruce wants Help. **RIDE HELP**—Merry-Go-Round Foreman and Help for new factory Rides. L. Crunchfield, Carolina Red and "Cotton," come on.

Contact **JIMMY ACKLEY**, Owner; **RALPH DECKER**, Bus. Mgr.; **HAP DAWBY**, Ride Supt. Andrews, N. C., this week.

PAGE BROS.' CARNIVAL & CIRCUS COMBINED

Want Agents for Pin Store, Count Store and P.C. Ride Men on all Rides, must drive. Want Arcade, Jewelry, Lead Gallery, Scales, Hanky Panks of all kinds. Want Man and Wife to take over Girl Show; Show People in all departments. Want to buy 14x28 Bingo without truck.

American Legion Show Grounds, Madison, Tenn., this week; Strawberry Festival, Portland, Tenn., next week.

P.S.: Ep Glasser wants Agents for Count Store, Skillo and Pin Store.

Foley and Burk Contest Winner Enters Stanford

SALINAS, Calif.—The Union High School senior who won the \$250 scholarship offered by L. G. Champman of Foley & Burk Combined Shows for her essay will enter Stanford University this fall and major in journalism.

The show, thru its owner-manager, offered the scholarship for the best 300-word essay on what "The Salinas Rodeo Means to Me." The California Rodeo Association co-operated in the award with Dr. E. J. Leach, CRA past president, presenting the winner with the check.

The scholarship award was well publicized in regional papers. The carnival has played the rodeo for more than a quarter of a century.

Manning Dates in N. Y. Rearranged

NEW YORK — Dates of two Ross Manning Shows weeks in the New York Metropolitan area were altered this week, promoter Morgan Demarest reported. Show plays West Haverstraw on May 13 and Newburgh, May 20. Following week is in Poughkeepsie.

Parada Adds 3 Rides, 4 Shows to Line-Up

CANEY, Kan. — A Scrambler, Schiff Coaster and Tubs-O-Fun will be in operation May 18 when the Parada Shows opens its 1957 season, said F. C. Swisher, owner. In addition, said Swisher, the organization will carry four newly built shows. New trucks and trailers have also been added.

Gooding Is Host

• Continued from page 82

Herb Everschor, Mr. and Mrs. Marel, Mr. and Mrs. Jim Heise, Mr. and Mrs. Robert Brush, Mr. and Mrs. Ed Starr, Mrs. Jack Lampton, Mr. and Mrs. Ray Gooding, Mrs. Chloe Gooding and Mrs. Buck Saunders.

Representing the Gooding units were the following: No. 2, Mr. and Mrs. Gerald Franz; No. 3, Charles O'Brien and Mr. and Mrs. Berkshire and daughter; No. 4, Joel Kempner; No. 5, Mr. and Mrs. Bart Miner; No. 6, Mr. and Mrs. William Liesure; No. 8, Mr. and Mrs. Ray Riffle; No. 7, Mr. and Mrs. Delmar Groves, and No. 10, Mr. and Mrs. Harry Moore.

ATTENTION

Fair & CELEBRATION COMMITTEES

Have several open dates. Playing Ohio and Indiana. Have 8 Rides and Concessions. All replies to

WHITEY SLATEN
S. & S. AMUSEMENTS
P. O. Box 92 Mt. Healthy, Ohio

WANTED

Ride Operator for Merry-Go-Round, Tilt-A-Whirl, Rock-o-Plane and Scrambler. Must be sober and reliable.

DELGARIAN AMUSEMENT CO.
1759 N. Newland Avenue
Chicago 35, Illinois

WANTED

Foremen on all Rides. First Man for Ferris Wheel, must make ups and downs. No drunks need apply.

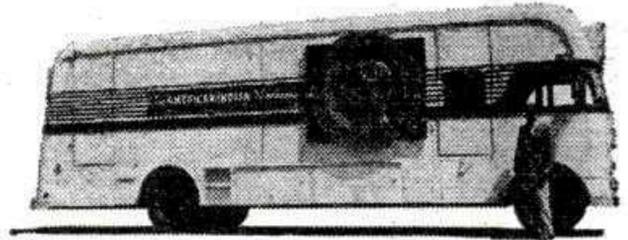
1339 SO. BROADWAY
ST. LOUIS, MISSOURI

AGENTS

Want Pitch-Till-U-Win and Hanky Pank Agents. All replies to

Josephine Haywood
Gooding Amusement Co., Inc.
Washington, Pa., now; Fairmont, W. Va., next week.

FOR SALE



MOTOR VANORAMA

Large, air-conditioned motor van; 40 feet long bumper to bumper, 11 feet 6 inches high; interior 7 feet high; in excellent shape throughout; equipped with public address system, auxiliary heating, gasoline-driven power plant which provides 220 volt, 3 phase power as well as 110 volt single phase lighting; aromatic power steering, wide entrance and exit, front and rear, equipped with retractable stairs and railings, thermostatic control of heating and air conditioning, fog, directional and spot lights, interior large enough to seat 25 persons, ample storage compartments, fire extinguisher, ideal for traveling exhibits and displays, demonstrations, museum attractions, movie projections, etc. Recently overhauled and painted for special project now completed. Attractively priced at \$7,500 for complete unit which originally cost \$30,000. Wire, write or phone—

Narragansett Brewing Co., Cranston, Rhode Island
Telephone—Jackson 1-4000, Ext. 261

Fourth Annual

CIVIL DEFENSE EXPOSITION

Featuring Big Free Circus (Terrell Jacobs Wild Animal Circus)

\$1,000,000 Civic & Commercial Exhibits—Outstanding Free Attractions such as Joe Louis appearing in person, Dewis Sky Wheel.

NOW BOOKING FOR GARY, IND., GLEASON PARK ON BROADWAY, MAY 15 THRU 25

RIDES — SHOWS — CONCESSIONS

All replies to **PAUL MILLER**, Southeastern Circus Grounds, Indianapolis, Ind., this week. Phone: Melrose 2-1978.

BILL MCCOY CAN PLACE RELIABLE AGENTS.

P.S.: Eddie Kack, please get in touch with Jimmy Smith.

CAPITAL CITY SHOWS #2

WANT FOR EAST POINT, GA., WEEK MAY 10-18, FOLLOWED BY 20 WEEKS ON ATLANTA LOTS

CONCESSIONS: Popcorn and Apples, Photos, Floss and Snow, Cigarette Gallery, Water Games, Balloon Darts; Bear, Glass and Bird Pitches; Slum Spindle, Jewelry, Long and Short Range, small Sitdown Grab, small Bingo, Heart and Block Pitches, Ball Games or any Prize-Every-Time Concessions. No sets or flats.

HELP: Foremen and Second Men for Wheel, Octopus, Chairplane or Kid Ride. Will buy, book or lease small Merry-Go-Round or set of Kid Rides.

SHOWS: Snake, Monkey or Motordrome, any Grind Shows with own equipment.

All replies to **C. E. ROSS, Mgr.**
EAST POINT, GA., THIS WEEK.

GOLD BOND SHOWS

LAST CALL—OPENING MAY 10, CREVE COEUR, ILL. (NEAR PEORIA, ILL.)

CONCESSIONS: Want Roman Targets, Cigarette Shooting Gallery, Basket Ball, Age and Weight, Bear Pitch, Gold Fish, Parakeet Pitch, Block Pitch, Fish Pond.

SHOWS: Want Wild Life, Drome, Mechanical, Illusion, 5-in-1 (Jack Body, answer), Want Operators for Office Owned Shows on Trailers, Monkeys, Mirrors, Fun House and Peek Show.

RIDE HELP: Ride Help who Drive report to winterquarters not later than May 8. After May 8 report to Creve Coeur. No phone calls after May 8. Replies by wire only to Creve Coeur.

MICKY STARK, Mgr., P. O. Box 229, Mt. Sterling, Ill.
Winterquarters at Fairgrounds.

WANT WANT WANT

Experienced, sober Scooter Help. Must be familiar with Lusse Cars. Mostly new equipment. 3 permanent locations. No ups and downs. Your pay is what you are worth. ALSO WANT FERRIS WHEEL OPERATOR AND HANKY PANK AGENTS. FOR SALE—One 90 kw. G.M. Diesel Light Plant, complete with panel board and large storage tank, mounted on trailer. FOR LEASE—Two 60 kw. G.M. Diesels, mounted on one trailer, with tractor. Ready to go with cable and junction boxes. All replies to

RALPH ENDY

CRYSTAL BEACH, WHITE LAKE, N. C. (PHONE 3-660)

WANTED

Experienced Chairplane Foreman, Ferris Wheel Clutch Man, Second Men on all Rides. Must be sober and have driver's license. Agents for Glass Pitch, Bear Pitch, Penny Pitch, Pan Game, Milk Can, Ball Game Lady, Husband to work office Concessions. Experienced Pea Pool Agent who can stand prosperity. Will book Cork Gallery, Pitch-Till-You-Win, Hoop-La, Dart Store, Bumpers and Slum Blower outfits. One of each kind. Join on wire.

FRANK W. PEPPER, Warrior, Ala.

FLOYD O. KILE SHOWS

WANT RIDE HELP—JOIN NOW

Can place Foremen for Eli, Roll-o-Plane, Spitfire, Chairplane and Caterpillar; must know Tunnel. Can place anyone on Rides who can drive Semi as Second and Third Men. If you can drive and handle iron, we can place you. Man for Kiddie Autos, come on in to Clinton, La., Fairgrounds; need you by 15th. We work solid till November; good treatment; wages according to ability; no cars or wives, please. All who worked here before contact.

FLOYD O. KILE, CLINTON, LA.

MAY 6, 1957

Communications to 2160 Patterson St., Cincinnati 22, O.

MERCHANDISE TOPICS

Imperial Merchandise Company, 893 Broadway, New York 3, reports that it is swamped with orders for its new Sunglass Secretary, a kit consisting of simulated leather secretary wallet, pair of sunglasses and retractable ball point pen with gilt cap. The price is \$48 per gross, net, f.o.b. New York. The firm also reports that it is catching up on deliveries of its Six Pen Secretary and is again in position to make immediate deliveries of quantity orders.

Samuel B. Pockar Company, 477 Smith Street (rear), Providence, R. I., specializes in slum and resale jewelry. They have giveaways for games, each on a card, to provide flash. The items are priced low to provide good value. A big stock is on hand for same-day shipment. Also offered is engraving merchandise such as sets, rings, religious jewelry and expansion identents. Get their circular.

The original Amberine unbreakable combs for demonstrations are again being presented by Amberine, 2020 F Street, South Belmar, N. J. They are available directly from the manufacturer, who has the combs registered in U. S. and Canadian patent offices. A good supply on hand makes fast delivery. Send \$1 for a sample set. Price list will be sent on request.

The big deal from Oak Rubber Company, Ravenna, O., is a gross of balloons, giant paddle, giant airship, colored ball, plus one demonstrator all packed in a sturdy carton which converts to a tray from which they can be sold. See your jobber about these packs and the other bigger, brighter, tougher big flash balloons which are available.

G. C. J. Mattei Company, 927 East Madison Street, Louisville 4, claimed to be the largest carnival

supply house in Louisville, has been supplying concessionaires with plush, plaster, glassware and blankets since 1921. The firm's new price list will be ready May 1. Write for it today.

Ace Toy Manufacturing Company, 536 Broadway, New York, announces that it now has a stock of Emmet Kelly clown dolls in various sizes, plus a Kelly group of circus animal hand puppets. Ace is offering the items to the carnival and concession trade, calling them a natural for outdoor show business operations. Ace requests that readers watch for its ads in The Billboard on these products or write for further information.

Mills Sales Company, 889 Broadway, New York, reports that its 1957-'58 merchandise catalog, containing more than 5,000 items, is ready for distribution. Concessionaires and novelty and premium users are urged to write immediately for their copy of the volume, which contains many bargain offerings.

A new Cincinnati importing firm offers the trade items which it says cannot be obtained elsewhere in the country. Halaby's Import & Distributing Company, 1613 Cedar Avenue, Cincinnati 24, imports direct from manufacturers. This eliminates middleman profits, making lowest prices possible, the firm says. One of its items is the Lynx optical Judah. It is a tiny precision panoramic spyglass, almost invisible and made of plastic material, which can easily be installed on the door of a home. Due to the extended range of visibility of this microvisor, persons inside the house can look at people on the outside without being seen by them. Thus it protects from undesirable visitors and insures security. Write for prices on this item and a listing of other imports.

PIPES FOR PITCHMEN

By BILL BAKER

NEWS NOTES . . . from Joe Joblots, now located in New York: Joe (Blackface) Marks, formerly of the Ed March Enterprises, is currently in Indianapolis promoting a police show. . . . Harry (The Hat) Kibble sends his regards to all the boys after winning a bundle in the Irish Sweepstakes. . . . Aaron (Hardtack) Hymes, the tobacco king, has bought a ranch in Canada and waits the boys to visit him. . . . Cy Stern is manager of novelty concessions in Madison Square Garden during the Ringling-Barnum showing. . . . Pat (Salads) McGinley is re-entering the Army for a three-year hitch. . . . Red Lux reportedly rocked Chicago's Maxwell Street with his pretzel location, taking in plenty of long green. . . . Lou Mazur has joined the Ringling-Barnum Side Show as a fat man. . . . Ted Boytick has bought a bar in St. Petersburg, Fla. . . . Andy Day has been named business manager of the Thoroughbred Improvement Breeders' Association. . . . Mike Zetner recently hit a big daily double at the Jamaica track and left for Miami.

Five Years Ago In Pitchdom

Art Gorvin, belt worker, was confined in Drew Hospital, Tampa. . . . Doc Dyer, noted old-time med showman, left Miami for a visit with the fraternity in New York. . . . The Maubleys, Edna and Harry, were working sheet to good returns in Virginia. . . . Jack (Bottles) Stover was back among the lads and lassies on the leaf in

Virginia following a vacation. . . . Al Harvey was working sheet in the hills of Virginia. . . . Jim Brown launched his summer tour at Susan Playland, Copiague, N. Y., with a balloon concession. He was slated to play Durham, N. C., in early June and then head for Happyland Park, Charlotte, N. C.

Carleton Neustadt, veteran novelty pitchman, was in Hines (Ill.) Hospital for further amputation of his left leg. . . . Pat Patterson was peddling novelties to retailers in Omaha. . . . J. B. Headington, off the road for 15 years, was at his home in Arcadia, Calif., planning to re-enter the field as a sheet writer. . . . Dean Miller reported from Hastings, Neb., that he had just completed publication of a book, "The African Violet," and that he planned giving it a radio pitch in that area. . . . Bob Lilliston was working sports magazines at Starn's fishing pier in Atlantic City. . . . Gabby Klein, working Denver locations, was making plans to do street pitches in Colorado resort towns during the summer.

"HAVE BEEN . . . working coils at sales and race meets thru the West, but find the pickings poor," writes Bill Gaston, currently in Tucson, Ariz., where he stopped off for a visit with Solly Fields, who has a big jewelry layout in a dime store there. According to Gaston, Fields is installing photo machines in Southwestern dime stores. He has two going now and plans for six more.

OAK'S New PATRIOTIC BALLOON



always big sellers... **NOW More Flash than Ever** Real Money-Makers for the HOLIDAYS and POLITICAL CONVENTIONS

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For Immediate Shipment. Write for FREE Catalog.
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LOOK!!
Disc Necks on 24" Chain, many styles, nickel silver Signet Rings; low-priced Expansion Ident Bracelets, Scatter Pins, heavyweight Mexican Rings, low-priced white stone Rings, Rings for Grab Bags from \$8.00 to \$12.00 a gross. Send \$2.00 or \$5.00 for samples. No catalog.
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You Can't Beat BRODY for Merchandise
We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways
84-PAGE CATALOG AVAILABLE FREE
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Offers a full line of Ear Rings Scatter Pins, Neck lace and Earring Sets, Religious Jewelry, Rings, Bracelets, Idents, etc. OVER 150 DIFFERENT fully illustrated and easy to sell jewelry items. COMPARE OUR PRICES & QUALITY! Also Men's and Ladies' Watch Sets.

THIS WEEK'S SPECIAL
Men's Hand-Set Rhinestone Rings, Ladies' adjustable Rhinestone Rings, Lasting Gold Finish. Each dozen in hinged jewelers' tray. \$3.00 per doz.

PACKARD JEWELRY CO.
Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

... guarantee **Billboard advertisements** a true measure of value

GREAT NEW SELLER!
6 PEN POCKET SECRETARY



HOTTEST PEN DEAL IN 5 YEARS!
Includes

- ★ 6 Jet Automatic Ball Pens
- ★ Leather Grained Vinyl Pocket Secretary
- ★ 80 Page Memo Pad

GENUINE WINDSOR SET
As Advertised in "LIFE"

DOZEN SETS Only \$8.40
GROSS SETS, \$96.00 Per Gross
SAMPLE, \$1.00 Post Paid
Your Money Back If You Don't Agree . . .
THIS IS THE HOTTEST ITEM OF ITS KIND!

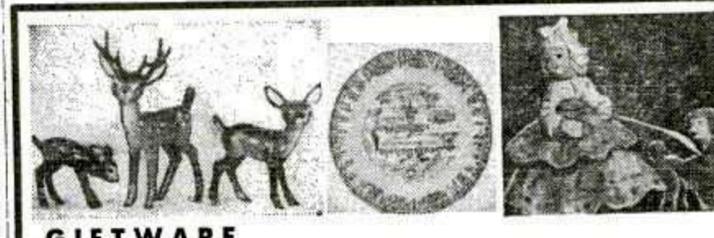
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New miracle spray shines shoes with a high gloss in 3 seconds. No brushing—No rubbing. 50 shines for 2 1/2¢ each.

MAKE BIG MONEY FAST
Everybody wants it. Send \$1.00 for 11-ounce sample and money-making details.

UNIVERSAL SPRAY CAN CORPORATION
Dept. B-56 80 Washington Street, New York 6, N. Y.

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Announces New, Modern and Larger Quarters
60,000 Square Feet
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OPERATORS—JOBBER—DISTRIBUTORS
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NO FEDERAL TAX OR WAGERING STAMP REQUIRED
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BENMAR SALES CO. 633 Plymouth Ct., Chicago 5, Ill.

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DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.
Minimum \$10.**

CASH WITH COPY

(unless credit has been established)

4-PC. PEARL SET
included
FREE

Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

**MEN'S
WOMEN'S**
New
Styles



**Choice Lot
6 FOR \$49**

All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

10

Assortment, Men's Elgin, Waltham Complete with Expansion Bands **\$69.50**

(Sample \$8.95)

\$6.45

SPECIAL LOT—Men's Elgin, Waltham Watches Reconditioned and Guaranteed. Expansion Bands included.

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send Money order or certified check to avoid delay in shipment.

**You Always
GET A BETTER DEAL AT
WEINMAN'S**

182 S. Main St., Memphis, Tenn.

Sherman MASTER PAINTERS PRODUCTS
FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure. Packed 4 gallon cans to carton, sold in carton lots only, \$1.35 per gallon.
RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton, \$1.50 per gallon.
SHERMAN MASTER PAINTERS PRODUCTS Rubberized, concrete, porch and floor enamel. Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$2.40 per gallon.
3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton, \$1.00 per set.
25% dep., money order or bank check. Bal. C.O.D., F.O.B. Chicago.
COOK BROS. 916 S. Halsted St. Chicago, Ill.

FREE!

WHOLESALE CATALOG

Hand-tooled Mexican Purses and Wallets ★ Mexican tarnish-proof Rings ★ Hand-painted Skirts ★ 100% wool Jackets ★ Zarapes ★ All sizes ★ Men's hand-tooled Belts ★ Imported Fishing and Hunting Knives ★ The best Merchandise at lowest prices ★ And many more items too numerous to mention.

PEARL SALES CO.
P. O. BOX 675
EL PASO, TEXAS

ACTS, SONGS & PARODIES

NEED COMEDY MATERIAL? THEN YOU need Show-Biz Comedy Service. Serving every phase of show business. Write "Show-Biz" (Dept. BB 17), 1613 E. 29th St., Brooklyn 29, New York.

WANTED—SONGWRITERS; ROCK & ROLL, Blues. Jess Records, 7020 Bethany St., Shreveport, La.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ju24

AGENTS & DISTRIBUTORS

ATTENTION, HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. my6

EARRINGS — ASSORTED STONED AND tailored. \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. my27

JOKERS FUN SHOP — FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. my20

NEW CLOSING DATE

The Billboard is now dated Monday each week; distributed the preceding Saturday. The New Closing Date for the Classified Section is

WEDNESDAY

in Cincinnati for the issue on sale the following Monday.

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Asst. Tie Slides, carded 1.00 dz.
Rosaries, imported 1.25 dz.
Summer Sets, boxed 7.20 dz.
Tie & Cufflinks Set, asst. 3.50 dz.
4-Pc. Rhinestone Sets, boxed 15.00 dz.
Summer Earrings, asst. 12.00 gr.
Pearl Necklaces (domestics) 1.45 dz.
Neck & Earrings, asst., boxed 9.00 dz.
Cufflinks, carded, asst. 1.25 dz.
Necklaces, asst. 18.00 gr.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I.

COIN MONEY WITH NEW GOLD-PLATED combination Knife, Tie Clasp and Money Clip. In plush lined box with \$5 tag. Send \$1 for sample. Write for sensational wholesale prices. E. Condon, Upper Darby, Pa. ch-my13

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$6.50 gross
Tie Bars, carded 3.60 gross
Charm Bracelets 7.20 gross
Stoned Pins 7.20 gross
20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

MEN'S WALLETS — PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage. C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. my27

NEW SUMMER CLOSEOUTS

Spring Floral Ear, asst. \$ 2.75 dz.
New Spring Colored Ropes, 3.00 dz.
Gen. Cultured Pearl Pins & Neckties 2.50 dz.
4 Pc. Pearl Set, boxed 13.50 dz.
Crystal Beaded Necklaces 5.00 dz.
Large Floral Ear, 3.60 dz.
Summer Neck Bra, asst. 4.80 dz.
Floral Neck & Ear Set, boxed 10.80 dz.
Charm Bracelets, Asst. 2.50 dz.

NEW FREE DESCRIPTIVE LITERATURE ON HUNDREDS OF TERRIFIC VALUES. 20% deposit with order, balance C.O.D.

KAREN ORIGINALS
45 N. Main St., Dept. B Bristol, Conn.

OIL PAINTINGS — POPULAR PRICES. Landscape scenes, etc. Hand painted. Cardboard canvas; dozen, large lots. Studio-A, 1001 E. Main, Merrill, Wis.

PARFUM—FRANCE, PARIS LABELS. Advertised \$22.50, costs you \$10 dozen. Sample \$1. Martin, Perfumer, Colgate, N. Dak.

SELL NEW HOT ITEM TO SOUVENIR stands at resorts, mountains or seashore. Free sample. Creekside Farm, Box 495, Landrum, S. C.

TERRIFIC DEAL! BANKRUPT STOCK E-Z Kill Bug Lites. Kills flies, mosquitos, moths, etc. Sells for \$1.49 per package of three in fancy display carton of 24 packages. Local market saturated. Closing out balance at ten cents per package in case lots of 72. Sample carton \$3, cash or money order. Burns, 2319 H. St., Sacramento, Calif.

2,000 PP. SHIPPING LABELS, 2 COLORS, \$6.50. Dealers wanted. D. Allen, 216 W. Jackson Blvd., Chicago, Ill.

ANIMALS, BIRDS, PETS

AFRICAN LIONS, OCELOTS, PUMA CUBS, Ringtail Monkeys, Rhesus, Java, Spiders, Coat Mundi, Honey Bears, Agouti, Porcupine, Badgers, Pecary, Armadillo, Squirrels, tame adult Coyote, adult Wolves, desecrated Skunks, Ringtail Cats, Raccoons, Bobcat, Foxes, Owls, Hawks, Alligators, Snakes, Lizards, Rats, Parakeets. Logston's, Box 3045, Fort Worth 5, Tex. Phone: Jefferson 42592.

BABY BEAR CUBS, IMMEDIATE SHIPMENT. Tame, collar broken, healthy, \$100 each delivered. Box C-181, Billboard, Cincinnati 22, O. my13

DINGO PUPPIES, \$45; RACCOONS, \$10; Wildcats, \$35; Red Fox Squirrels, \$10; Coyote, \$25; King Vultures, Pecararies, Monkeys, Rattlesnakes. Complete stock Birds, Animals, Reptiles. Write or phone. Bill Allen, Fredericktown, Mo.

FINEST QUALITY BOA CONSTRUCTORS, excellent feeders, already tamed; also exceptionally good fifteen foot Anaconda and Indian Rock Pythons. Jack Adam, Box 881, Mesa, Ariz.

NEW BOOKLET LISTING ALL REPTILES of North America by common name and scientific. Price postpaid \$1. Ross Allen's Reptile Institute, Silver Springs, Fla. my27

NINE GENTLE, WELL BROKE RINK Ponies. Ready to work. Assorted sizes and colors, \$2,000 cash, Phone Elgin, Ill. Sherwood 1-1937.

PARAKEETS, \$1 EACH, MINIMUM ORDER 25 Birds; Cages, \$4.80 doz. Canaries, Flash Cages, Rats, Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Missouri. je24

PLENTY SNAKES, ALLIGATORS, TERRAPINS, Horned Toads, Deodorized Skunks, Red Fox, Ringtail Cats, Monkeys, Ferrets, Puma Cub, Squirrels, Owls, Rabbits, Rats, Prairie Dogs, Guinea Pigs, Gila Monster, Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex. je3

R-A-T-T-L-E-S-N-A-K-E-S
FRESH CAUGHT

65¢ per lb. in lots of over 100 lbs.
75¢ per lb. on orders less than 100 lbs.
Ask about our other snake bargains.

OKLAHOMA ANIMAL IMPORT CO.
Oklahoma City, Oklahoma

SEA ELEPHANTS, CALIFORNIA SEA-IONS, Seals. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc. Hermosa Beach, Calif. my18

WANTED — TAME GAZELLE, MUST BE halter or collar broken. Wire details to: Cateau, 608 W. 48th St., New York.

1957 BEAR CUBS FOR SALE, \$70 EACH. 50% deposit with order. Immediate shipment. Unique Animal Zoo, Sutton, Ont., Canada.

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greasless doughnuts. Free recipes. Norbert Ray, 3805 S. 15th, Minneapolis 7, Minn. np

COIN PITCH GAME — ALL ELECTRIC, new, fascinating, playlands, carnivals, fairs, concessions. Write, free details. Fairland Amusement Co., P. O. Box 531, North Bellmore, N. Y.

EVERY HOME A PROSPECT — CAROCIDE relieves Athlete Foot, Ringworm, Tetter, any skin germ or money refunded; removes corns and callouses. Pays you 100% profit; send \$1 for two sample jars. Carocide Co., Box 1282, Savannah, Ga.

FACTORY BUILT FROZEN CUSTARD Trailer, fully equipped, beautiful outfit, cheap for cash. T. Thornton, R.F.D., Groton, Mass.

GLASSBLOWER, WORK 100% LOCATION on Boardwalk in Atlantic City, N. J., across from Steel Pier. Full summer season. Contact immediately. Louis Levine, 260 So. Connecticut Ave., Atlantic City.

GO IN BUSINESS FOR YOURSELF. \$300 complete Cat Game, 130 Cats, Balls, Rack and Backdrop Canvas. Write: Andrew Ritsul, 255 Midland St., Bridgeport, Conn.

GOOD LOCATION OPEN FOR WALK-Throughs, Exhibits, Wildlife, Mechanical Village, Aquariums, etc. Venice Amusement Corp., Grant Ave. and Boardwalk, Seaside Heights, N. J. Seaside Park 9-1100. Mr. Thomas, Mgr. ch

**OWNER OPERATORS
KIDDIE RIDES**

Terrific opportunity to place a set of rides on parking lots of highway department stores. Located near Hartford, Conn., near Levittown, Pa.; Linden, N. J., and Hackensack, N. J.
Call Mr. R., Lo 3-5771 in New York City. Or write to Curly's, Fort Lee, New Jersey.

PORTABLE ROLLER RINK, 52'X132'. VERY good Sectional Maple Floor. All first-class equipment for operating. Priced right for cash. M. C. St. John, Winona, Minn. my6

START YOUR BUSINESS — \$6 SUPPLIES 14 kt. gold sample worth \$15. Free literature. Watson Corp., 580 Fifth Ave., New York.

SUMMER THEATRE—ADIRONDACKS. Includes Homestead for restaurant, dormitories, barns, Lake shore. Low percentage lease. Box 212, Crown Point, N. Y. np

UNUSUAL BUSINESS OPPORTUNITY—Established producers of Jingles and other music for T.V. and Radio want active investor to become sales promotion V-P. We have our own recording equipment. Company will consider small investment if investor has ability. Our prime interest is your ability to produce results. Box NY 156, c/o The Billboard, 1564 Broadway, New York 38, N. Y. ch

COSTUMES, UNIFORMS, WARDROBES

THEATRICAL AND PIN-UP ACCESSORIES. Strip, Pants, Bra, Elastic Hose, Tights, other items. Free folder. Mail Orders only. H. Koretsky, Suite 904, 1472 Broadway, New York, N. Y.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00	L3—Stoned Pen & Liter Bxd Dz. \$19.80
E2—Stone Earrings, Asst. Gr. 21.00	R3—Gents' Stone Rings, Asst. Dz. 2.75
E3—Pierced Hoop Earrings, Gr. 8.50	K101—Ladies' Manicure Set, Dz. 7.20
E5—Stone E Rings, Etc. Asst. Gr. 12.00	K110—Men's Manicure Set Dz. 7.20
T1—Tailored Tie Sets, Bxd Dz. 3.50	R101—Pearl Rosaries, Bxd Dz. 9.00
T2—Stone Tie Sets, Bxd Dz. 4.50	R102—Pearl Rosaries, Bxd Dz. 5.25
T3—Asst. Tie Sets, Bxd Dz. 5.75	R164—Religious Medallions, Bxd Dz. 6.75
T4—Tiealides, Carded, Dz. 1.25	2—Gift Perfume Set, Bxd Dz. 14.40
T5—Marilyn Monroe Tie Sets, Dz. 10.50	6—"Your Grace" Perfume, Bxd Dz. 9.00
C1—Cufflinks, Carded, Dz. 1.25	8—"Lis'n Dear" Perfume, Bxd Dz. 21.00
O1—Odd Lot Neckties & Braces, Gr. 15.00	2160—Stone Neckties & Ears, Bxd Dz. 7.50
B1—Bracelets, Asst. Gr. 24.00	2164—Stone Neckties & Ears, Bxd Dz. 9.00
W1—Men's 6-Piece Watch Set 5.95	2256—3-Piece Pearl Set, Bxd Dz. 8.50
W2—Ladies' 5-Piece Watch Set 6.25	BF101—Ladies' Wallets, Dz. 4.50
W3—Men's Stone Dial Watch 5.50	BF122—Ladies' Wallets, Dz. 3.80
P12—Men's 10-Piece Watch Set 7.50	BF445—Ladies' Wallets, Dz. 6.50
P13—Men's 10-Piece Watch Set 7.50	BF124—Men's Wallets, Dz. 3.50
P16—5 Asst. Cuff Sets, Bxd. 3.00	BF446—Ladies' Wallets, Bxd. Dz. 15.00
P24—Men's 6-Piece Watch Set 5.00	BF447—Men's Wallets, Bxd. Dz. 11.25

Try samples of any items at fax. prices. 20% dep., bal. COD. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Providence, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.
(14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in issue

I enclose remittance of \$.....

Name

Address

City..... State.....

SPECIALS

10 GROSS ASST. SLUM FOR. \$.85
3/8-IN COLORED DICE (2 in Box). Gro. Boxes 1.40
PLASTIC POLICE WHISTLE RING (6 doz. on card). Card 1.50
8-IN. FEATHER DOLL. Doz. 1.65
4-IN. SOLID HEAD FUR MONKEY. Per Gro. 3.40
8-IN. FRINGE CHIP PAR. Gro. 7.75
18-IN. FLORAL PAPER PARASOL. Per Gro. 9.00
EXPANSION BAND WRIST WATCH. Per Gro. 9.50
F.O.B. Terre Haute—Postage Extra. Send 25% Deposit With C.O.D. Orders.

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

FOOD AND DRINK CONCESSION SUPPLIES

POPCORN, BOXES, SEASONING. NEW Popcorn Machines, Popcorn Cones, Floss Machines, Gold Medal Pre-Pop Corn "ready to eat." Three used Crestors 41, one like new. New electric Drink Dispensers. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y.

CUSTARD STAND

Equipped, easily moved Custard Stand with large Mills mach. Both 2 years old, \$2,500. If desired mach. separate, \$900.

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

216 S. Center Clinton, Illinois

FOR SALE SECONDHAND GOODS

FOR SALE 3 SEARCHLIGHT TRUCKS

Complete with 60 inch carbon Arc Lights and 16.2 KW-DC Generator with Hercules model JXD Gas Engine Power Plant mounted on platform body type motor truck.

Call Mr. R. LO 3-5771 in New York City. Or write to Cury's, Fort Lee, New Jersey.

LONG RANGE GALLERY ON LOW MILEAGE Chevrolet Truck. Six Remington Automatics. Marks Show two seasons. Can operate present location near Fort Bragg. Owner deceased. Quick sale for cash. Mrs. Herther, 803 Pearl St., Fayetteville, N. C. 2-6402.

PORTABLE ROLLER RINK, 40'x90', COMPLETE; new tent, maple sectional floor, 100 pairs Chicago skates, counter, sound system, wiring, etc., \$3,750. Bertram Ott, 224 Kings Highway, Murfreesboro, Tenn.

FOR SALE—SECONDHAND SHOW PROPERTY

FOR SALE — ONE NO. 5 ELI FERRIS Wheel; one Chair Swing, twenty-four seats; one Merry-Go-Round, two-abreast; one Tractor, two Trailers. Route for Rides booked. Price: Sixteen Thousand for all. Smith Bros., Quincy, Ind.

KIDDIE RIDES — EASY PAYMENT PLAN. Kiddie Rides, Music Tape, \$10. Write: Steve Stevens, 2500 Grand, Parsons, Kan.

KING ROCKET RIDE, A-1 SHAPE, \$1,500; Smith & Smith Ferris Wheel, like new, \$4,000; Calumnet Popcorn & Floss Trailer, \$1,500; brand new A-H Kiddie Merry-Go-Round. Can be seen set up at Crystal Lake, Crystal, Mich. John Evert.

MOBILE GRAB ON CUSTOM BUILT TRUCK, three wings, circuit breakers, neon lights, grill, coffee urn, juice pump, ice box, etc., \$850. Brown's, 1015 Garden St., Bristol, Pa., or Stillwell 8-3258.

ROCKET AND TRAIN RIDE. PRICED FOR quick sale. Rides in excellent condition. Gabriel Di Tullio, 138-39 Centreville Ave., Ozone Park, N. Y. VI 8-3626—VI 3-3000. my20



THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.

MYRLO CO., Dept. B

1231 Main Ave. Cleveland 13, Ohio

NOVELTY SCATTER PINS

(in cotton-filled boxes) 12 different styles in each dozen, good show bright gold non-tarnish finish, hand painted, retail for 59¢ and over (\$1.00 in dept. stores), new mdse.—\$3.75 per doz.

Also CLOSEOUTS

Earrings, scatter pins, necklaces and bracelets, better grade, usually \$6.75 per doz. and over for \$3.75 per doz.

20% with order, balance C.O.D.

PRINCESS FASHIONS, INC. 1 Washington Ave., Dept. B Providence 5, R. I.

WORLD'S SMALLEST LITER SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can chain or warn on men's key chain or ladies' charm bracelets.



\$2.75 Doz. \$30.00 Gr. Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free Catalog.

STERLING JEWELERS 1975 East Main St. Columbus, Ohio Ideal for Engravers. State Your Business.

SHOOTING GALLERY — LEAD BB SHOT complete, ready to set up, with 1,200 lbs. of shot. Will take \$650 for entire gallery. Selling due to husband's death. Geneva Thomas, 3418 Brendan Ave., Baltimore 13, Md. Phone: Broadway 6-5250.

SHORT RANGE TARGETS — SAMPLES free. One-day service. Save this advertisement. Fine Arts Press, 1016 Donald, Peoria, Ill. Je3

TENT STAKES "F.O.B. DALLAS." 1,500 stock, \$1 each, F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. Je10

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my13

1956 ALLAN HERSHELL KIDDIE MERRY-Go-Round with fluid drive and 1 1/2 hp. electric motor, 20 Cast Aluminum Horses and 2 Chariots. Ready to go with Tent Top, Side Walls and Tools. Like new, used 8 days, \$5,850 cash. Clayton Redman, 525 Gratiot, Alma, Mich.

16MM-35MM. FILMS EXCHANGED, \$5. Bought, sold. Bryant Supply Co., Emporia, Va.

12 FT. EVINS MONKEY SPEEDWAY, 3 cars, 3 used banners; two healthy medium Rhesus Monkeys, one does barrel and hoop jump, \$650. No time to dicker. Carroll Miller, R. D. #2, Box 329, Holly Hill, Fla.

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 North Dearborn, Chicago 2. np

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. my6

TRICK HOUSE, KALIF'S CUTTER, ILLUSTRATION, Ventriquist Figures, Clown Gags, Fire Eating, Sword Swallowing, etc. Manly, 200 South Ave. 56, Los Angeles 42, Calif.

MISCELLANEOUS

COLOSSAL AND LIFE-SIZE HUMAN FIGURES made to order with fibreglass plastic for roadside displays or attractions. Colorful and durable. Glass plastic rolling globes, professional glass plastic juggling clubs, 12 oz., balanced, \$8 each. Al Nichols, York Beach, Me.

LOCATION AVAILABLE, MAIN HIGHWAY, next to gigantic farmers market. Want Tent Show, Carnival, etc. Box 359, Hicksville, New York.

OLD MUSICAL AND MECHANICAL ITEMS. Antique Nickelodeons, Orchestras, Circus Calliopes, Barrel Organs, Burdy Cards, Mechanical Musical Toys, rare Music Boxes, Amusement Items, Flip Picture Machines, Organs, Player Piano and Rolls. If it plays music we have it. We buy and sell. Send photos, description and price. Park View Antique Shop, 3159 Los Feliz Blvd., Los Angeles 39, Calif. Phone Normandy 5-0188. np

WANTED—MUSICAL UNITS

Singles, thru Quintets. Prefer those with Femme Vocalists. Also place few big Bands. Agency desires those who wish to work Illinois, Michigan, Wisconsin, Iowa, Indiana, Ohio. Give full repertoire and photo in first letter. Our artists know of this ad. Write: Box C-180, c/o The Billboard, Cincinnati 22, Ohio.

M. P. FILMS & ACCESSORIES

16 & 35MM. MOVIES, EQUIPMENT SALE, exchange, low rentals. Major Movies, P. O. Box 44, Ada, O.

16MM. SOUND FILMS, WESTERNS. FEATURES, Shorts. Outright sale. Send for bargain lists now. Rogers Films, Lombard, Illinois. my27

16MM. SOUND FILMS. SALE AND EXCHANGE hundreds of titles. Free list. Crawford Film Service, 412 Page St., Fort Worth 10 Tex. my6

PARTNERS WANTED

PARTNER WANTED—LADY ORCHESTRA Leader to help organize, finance orchestra. Partnership basis. To play the two hemispheres. If serious, write Box 890, c/o The Billboard, 158 W. Randolph St., Chicago, Ill. my6

PERSONALS

HOUSTON SUNDAY CLASSIFIED \$1. Letters remailed 25¢. Receiving forwarding address \$3 month. Information, research routes on request. Daniels, 2024 Vermont, Houston 19, Tex.

PHOTO SUPPLIES DEVELOPING—PRINTING

CHARCOAL PORTRAIT OF DISTINCTION done from your photo, \$15; in colored pastels, \$25; excellent gift. John Walencik, 15703 Kennicott, Harvey, Ill.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-42a

PRINTING

A SPECIAL! RUBBER STAMP WITH YOUR name, business, address, of 3 lines for only \$1 postpaid. More's, Box 94, Redwood City, Calif.

ALWAYS SPEEDIEST SERVICE ON QUALITY Window Cards, Three color, 14x22 Posters, \$8 hundred; 17x26 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 257, Earl Park, Indiana. Je24

COMMERCIAL ART SERVICES. SPECIALIZING in letterheads, commercial designs. Free quotations. Clarence Keating, Box 303, Danville, N. Y.

TARGETS FOR SHORT RANGE GALLERY. \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

1,000 NAME AND ADDRESS LABELS PLUS Retractable Ball Point Pen only \$1 postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2x9 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. my20

NEW CLOSING DATE

The Billboard is now dated Monday each week; distributed the preceding Saturday. The New Closing Date for the Classified Section is

WEDNESDAY

in Cincinnati for the issue on sale the following Monday.

SALESMEN WANTED

CLASSICAL RECORD MANUFACTURER, prestige line, desires resident Salesmen nationally. Highly advertised, good commissions, franchised territory. Write: Box C-175, c/o Billboard, Cincinnati 22, O. my6

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-1fn

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. my13

NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Catalog free. Mill Zeis, 728 Lesley, Rockford, Ill. Jy8

WANTED TO BUY

HOLLY CRANES, SINGLE MOTOR TYPE; state condition, price. Will purchase any quantity. Beasley Amusements, 82 Bloor W., Toronto, Can.

WANTED TO BUY—CASH DEAL. CARNIVAL Rides for children and adults, also Concessions. Good used equipment preferred. Box 978, Lovington, N. M.

WANTED—STEAM OR AIR CALLOPE, Stagecoaches, Steam Engines or Locomotives. Jerry Hornic, Atwood, Kan.

WANTED — BAND ORGANS AND CALLIOPES, any condition; Edison Phonographs, Mechanical Pianos with attachments, Music Boxes. Kuglers, 7 So. 6th St., Minneapolis 2, Minnesota.

WILL PAY HALF ORIGINAL FACE VALUE for mutilated coins. Any denomination. John Estill, 501 Hemphill, Fort Worth, Tex. my13

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

GIRLS WANTED WITH OR WITHOUT EXPERIENCE. Dancers, singers, waitresses, hostesses. Wardrobe furnished. Diamond Horse Shoe Club, 4th Ave., Tampa, Fla. my13

MUSICIANS—IMMEDIATE OPENING LEAD Alto and 2nd Trumpet. Others interested, please write. Guaranteed salary. Cut or no notice. Band Manager, 201 Franklin Bldg., Norfolk, Va. my6

SEMI-NAME ORCHESTRA REORGANIZING. Top salaries for right men. All instruments. Like to hear from Men capable conducting shows and becoming leaders under guidance. State all. Give permanent address. Answers confidential. Box C-182, c/o Billboard, Cincinnati 22, O.

TENOR SAX DOUBLING CLARINET FOR commercial combo. Must read good and have commercial tone. Steady location. Write or wire Ernie Ray, 118 N. 24th St., Billings, Mont. Phone 24203.

WANT BOY OR GIRL — LEARN CIRCUS work from old troopers. Trapeze and Slack Wire Walking, Dog Act. Right boy or girl will inherit a circus car and house trailer. Graffins and Raymond, General Delivery, Miami, Fla.

WANTED—DRIVERS. TWO EXPERIENCED heavy Drought Horses. Must be able to drive four in hand; two leaders, two hitch. Season through October. Pleasant working conditions. Salary \$300 per month. Room and kitchen privileges. Cowboy City, Highway 33, Farmingdale, N. J.

WANTED — HILLBILLY OR WESTERN Musicians that sing; about 20 minutes' stage appearance each night; Med. Show; 20 weeks or more. Jadex Players, Gen. Del., Valdosta-Ga. my6

WANTED — YOUNG TROMBONE OR Trumpet-Bone Man, double on Electric Bass for established entertaining group. (4-way vocals.) Send letter listing age, experience, etc. Box C-178, c/o The Billboard, Cincinnati 22, O.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

AT LIBERTY AFTER MAY 15. McCALLS Dogs and Ponies, 4 acts. Pick out, Posing, pony, Husky Dog Act, 4 Pony Drill, 2 Pony, Dog and Monkey combination. E. L. McCall, c/o Robert E. Roth, Drawer 3387, Greensboro, N. C., until May 15; then address will be Route 5, Mexico, Mo. my6

MISCELLANEOUS

AVAILABLE JUNE — EXPERIENCED IN Promotion, Co-Op Advertising, Radio Announcing, Musician (piano), TV Production. Prefer Southern California, Midwest. Garland, 97 Shasta Drive, St. Louis 17, Mo. MANAGER OR ASSISTANT MANAGER FOR Roller Rink, portable or permanent. Houston vicinity. Experienced in rink operation and programs, have many ideas for promotion to increase attendance and skaters' pleasure. I am a Christian, married, have good references. David E. Willis, 9209 Mirawood, Houston 28, Tex. Phone: ORchard 2-8148.

YOUNG COMEDIAN-MC WITH PROVEN sense of sparkling showmanship and vocal versatility wants solid start in show business. Work singles or join with ambitious partner (please send pix). Top potential, fresh style, clean material. Union. Will welcome answer. All replies: Box C-183, c/o The Billboard, Cincinnati 22, O.

WANT WORK TO DIRECT AMATEUR Shows at summer resorts or follow Fairs as Salesman on wages and commission. Write: Box C-174, c/o The Billboard, Cincinnati 22, O. my6

MUSICIANS

A-1 ORGANIST AVAILABLE FOR LOUNGE, dining room, rink, etc. Write or wire Organist, c/o Elks' Club, Lakeland, Fla. my13

A-1 RINK ORGANIST AVAILABLE—Twelve years' experience best rinks. References. Will locate anywhere. Write Organist, 1524 Plantation St., Worcester, Massachusetts. my6

ACCORDION, DOUBLE ON PIANO. ANY style, prefer jazz. Professional experience, 7 years radio, TV and shows. Donald Le Vau, 350 Monroe St. N.E., Minneapolis 13, Minnesota.

ALL GIRL COMBO—DANCE MUSIC OR entertaining. Travel anywhere; cheaper terms on long contract. Box C-170, c/o The Billboard, Cincinnati 22, Ohio. my6

ARRANGER, ANY STYLE. BOB VAN, 2501 Lowry Ave., N.E., Minneapolis, Minn. my27

BUDDY WOODY, HAMMOND ORGANIST, double Accordion, Celeste and Vocals. Work solo or join combo. Locations only. Have car and transportation. 3825 Speight, Waco, Tex. my6

COLORFUL BAND FOR NIGHT CLUBS, cocktail lounges, taverns, etc.; four men, entertaining and singing. Orchestra Leader, 3519 Rhodes St., Chicago, Ill. Je10

DRUMMER—NAME AND SEMI-NAME Experience, playing Shows, Latin, Society, Swing. Will consider all good offers. Drummer, 317 S. Gaena, Dixon, Ill. 2-3851.

GUITARIST, AGE 33 — SOLO, RHYTHM, vocals. Prefers combo work. Will travel. All offers considered. Write Howard Presar, 202 E. Benton St., Wapakoneta, O. my13

LEAD TRUMPET—EXPERIENCED COMBO, big band, also jazz. Sober, reliable, age 35. Frank Fisher, 406 W. Main, Houston, Texas. my6

NON-READING PIANO PLAYER, DOUBLE stage, bits only, go anywhere. Cody Thomas, 234 So. Ave. 24, Los Angeles, Calif.

PIANO MAN AVAILABLE FOR SOUTHERN location Dixie or commercial unit, no shows. Jimmy Moore, 504 South McDonough, Montgomery, Ala. Tel. AM 4-3167.

POLISHED INSTRUMENTAL QUARTET. Professionally neat in sound and appearance. Average age 27. Available for hotel, resort or club in Midwest between June 24 and Sept 17. Jim Friday, 710 University Ave., Madison, Wis. my13

STRING DUO—MAN AND WIFE, GUITARS, Mandolin, Violin, Novelties, Country, Standard, Pop Tunes. At liberty for week-ends. Tavern or lounge vicinity Chicago. Musicians, 1365 W. Grand Ave. Rear. Phone CA 6-1785.

TRUMPETER — DOUBLING TENOR SAX, vocals, bongos, read, fake; married, children. Want resort hotel offers. Kreyghten, Tamiami Trailer Park, Sarasota, Fla. my13

TRUMPET — JAZZ, DIXIE, COMMERCIAL. Available immediately. Kenny Buckles, 418 W. 3rd St., Garnett, Kan. Phone 368.

TRUMPET — NICE TONE, GOOD READER. Prefer section work. Jim Newsum, Box 352, Heavener, Okla. my6

WESTERN SWING DRUMMER — FORMERLY with Bob Willis and Billy Gray. Have \$600 set of drums, car, union. Cowboy boots and hat will travel. Bill Mounce, wire or write 1505-5 4th St., Waco, Tex. Phone 28329. my13

4 TO 6 PIECE COMBO—AVAILABLE JUNE 15; travel anywhere U.S. or Canada. All styles, Commercial, Latin, Progressive; Uniforms, etc. Prefer location, resort or hotel. Excellent references. Joe Harris, 5907 Phillips Ave., Pittsburgh 17, Pa.

PARKS & FAIRS

A NEW FREE BALLOON ACT FOR YOUR celebration. Hartman Air Bik or old-time balloon. A. J. Hartman, Burlington, N.Y. my6

ACADEMY AWARD LOSER HARRY ALBACHER "the only dead magician alive." Free brochure 1728 East 32nd St., Lorain, Ohio. np

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer 1041 S. Dennison, Indianapolis 21, Ind.

HERE IS THE TOUGHEST ASSIGNMENT A Stunt Man can get. Sensational high diving as featured by Fox Movietone. You name your date and Capt. Mac will appear personally to put on a performance that will be long remembered. For particulars address Capt. Mac, 456 Lamphier Place, Warren, O. Tel. 45337.

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination. Magnolia, O. Route #1. Je10

VAUDEVILLE ARTISTS

"ACADEMY AWARD LOSER" BARRY Albacher, the world's greatest starring magician. For availabilities contact: Brownie Komara, 1235 Christopher St., Johnstown, Pa. my27

AVAILABLE DOG ACT, VERY ATTRACTIVE; also Trick Roping. Suitable for any entertainment. Have own transportation. Permanent address: Rose Washington, 3107 West Pl., Sarasota, Fla.

VOCALISTS

LEGITIMATE SWING AND BALLAD VOCALIST, male, 31. Interested in radio disc jockey, singer spot or TV. Have had dance band, night club, radio staff announcer, radio breakfast show and TV experience. Details, photo, singing demo record available upon request. Willing to move for right thing. Interested in legitimate deal only. Dick McKenna, 1632 Mamaroneck Ave., Mamaroneck, N. Y.

Spotlight Value! Packed with "SELL" Priced for PROFIT!



CEL-MAX Ensemble KEY CHAIN \$4.89 Sample \$6.45 EXPANSION BAND JEWELLED WATCH CUFF LINKS TIE BAR In lots of 12, \$4.79 ea.

NATIONALLY ADVERTISED it's terrific! High styled Cuff Links . . . Full length Key Chain . . . Tie Bar . . . Fine Expansion Band and Handsome Jeweled Watch . . . All luxuriously packed . . . Sensationally priced! A sample will convince you! 25% with order, balance C.O.D. Write for new catalog.

Cel-Max Extra!

Ladies' 6-Pc. Rhinestone Watch Set Sparkling, Jeweled Watch • Sleek Band • Smart Necklace • Matching Earrings and Stunning Bracelet. Beautifully Boxed. \$7.95 (12 or more sets, \$7.75 ea.)

CEL-MAX, Inc. 582 SO. MAIN ST. MEMPHIS, TENN.

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Your choice any item— 88c per gross. Minimum order \$10.00. (This offer expires June 1, 1957)

- 4" Paper Horn Paper Cigarette Whistle 3 1/2" Tin Cricket 1 1/2" Rubber Bat 1 1/2" Rubber Mouse 1 1/2" Rubber Spider 4" Rubber Dagger Wire Puzzle Butterfly Brooch 12" Blowout Paper Pill Puzzle 1 1/2" Magnet Paper Hat Mask Rubber Razor 4" Flower Fan 6" Fingertap 2 1/2" Rubber Lizard 2" Rubber Skeleton 25% dep. required on all C.O.D. orders include postage with order.

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Nationally Adv. Combination Watch and Lighter, Thin Pocket Size. Assorted Colors \$9. 10 Pc. Watch Sets \$5.95; 8 Pc. \$4.60. New 17 Jewels, His \$10; Hers \$9.

RESULT SALES (Dept. B) 580 FIFTH AVE., NEW YORK 36, N. Y.

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10 of our latest and HOTTEST promotional items. Re-order just the items you desire. You must be delighted with our sample kit or money refunded immediately. Send us \$7.50 today for your kit or write for FREE listing.

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Moccasins, Plaster Stump, Flying Birds, Whips, Balloons, Mats, Canes, Ball Gum, Special Bingo Merchandise.

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MATCH YOUR NUMBER

Players like to play and locations like the profits. Send for details of this fast money maker and other ticket games.

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FIRST QUALITY PRECISION RETRACTABLE BALL PENS

TWO TONE
In many color combinations
ONLY \$15.50 Gr.

SILVER TIPPED REFILLS
ONLY \$7.20 GROSS
Choice of black, red, blue or green inks.

All Pens have the **SILVER TIP** refill with **FULL SHOT** of ink

Many other styles, including standard gold cap with 14K gold-plated clips.

Write for free catalog and price list. M.O., check or deposit for C.O.D.'s required.

Special discounts for quantity users.

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World's Smallest Pistol

COMPLETE WITH RANGED AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

ACTUAL SIZE



Dealer's Cost... \$12.00
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Actually shoots caps with terrific report... sells on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

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Dept. B.
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NEW "COLOR-PIX" T. V.

Make PICTURES IN COLOR a reality. Attach to any Black & white T. V. receiver in seconds—without tools. Instantly vivid "REAL AS LIFE" color. Eliminates glare and eye-strain. Low price—tremendous sales & profits.

DON'T DELAY—be first in your area with this startling "COLOR-PIX" miracle. **SAMPLE DEMONSTRATOR—\$1.00.**

NO C.O.D.'s. SPECIFY SIZE. Special discounts to distributors, crew managers, etc. Don't miss this TREMENDOUS OPPORTUNITY. Write today!

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Dept. B, Box 2469, Great Neck, N. Y.

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Attention: Carnival Men

28" Plush Bear \$25.00 per dz.
25" Plush Bear 22.50 per dz.
No. 10 Round Balloons.... 1.75 per gr.
24" Reed Balloon Sticks... .65 per gr.
Heavy Carded Western Jewelry 2.50 per gr.
25% deposit if not known, bal. C.O.D.
Orders shipped same day received.

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130 Jackson Ave., Knoxville, Tenn.
Day Phone: 2-4410 Nite Phone: 3-1784

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
Cincinnati 22, O.
2160 Patterson St.

Parcel Post

Paris, Raymond (2 mm. Pkgs.) 8¢

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post

Cornelison, Mrs. Wm. 60¢

Mail on hand at St. Louis office

Albert, E. J.
Ames, Mrs. Eddy
Ard, Mr. & Mrs. Robt.
Asbury, R. W.
Augsburger, Mr.
Bacon, Wm. Gus
Bennett, Red.
Bergman, Talma
Bierbaum, Vinea
Black, Joe
Boward, George
Brown, Mrs. Earl
Burton, Red
Butts, Bobby
Bydair, Albert
Carter, LeRoy
Castle, Rebecca
Chambers, Louise
Cooper, Floyd E.
Cornelison, Mrs. Wm.
Crown, Charlie
Cullen, Don
Davis, Clyde
DeFrees, Bubbles
Dick, Red Tracy
Dion, Ted
Doxey Elmer
Ellis, Francis
Elmore, John
Fisher, Miss Norma
Gamble, Mrs. Jo Ann
Gentry, Red
Gil, Milan W.
Good, Buxy
Gregory, R. W. Bob
Hall, Mr. & Mrs. Ed
Hammond, Johnnie
Hatfield, Mr. & Mrs.
Henderson, Grabo
Higgins, Joe
Holston, Mrs. Rose
Hughes, Joe S.
Irby, Jack
Isenhower, George
Johnson, Lloyd G.
Johnson, Ruby
Kelly, Earl
Kerns, Jim
Kibbey, Mr. & Mrs.
Kanpp, Jimmy (The Tourist)

Killingworth, Bill
Padilla, Liola O.
Powers, Thomas R.
Raye, Ginger

Killingworth, Bill
Padilla, Liola O.
Powers, Thomas R.
Raye, Ginger

Killingworth, Bill
Padilla, Liola O.
Powers, Thomas R.
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Killingworth, Bill
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Reconditioned and guaranteed like new. Latest style for men and women. (Sample watch, \$9.95)

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Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

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REALLY BEAUTIFUL IMPORTS

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16" TAFFETA DOLL
Bagged, \$5.00 dz.
In gr. lots **\$4.50** dz.

7" ASSTD. PLUSH
Bears & Dogs w/
Squeaker **\$4.00** dz.

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plastic face, \$6.00 dz. In gross lots **\$5.50** dz.

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w/squeaker, \$9.00 gr. In 5 gr. lots **\$8.40** dz.

No extra charge for samples.
72 pcs. 1 dozen each of above **\$29.00**

28" PLUSH BEAR
Cotton stuffed, assorted colors, \$18.00 dz. In gr. lots **\$16.80** dz.

42" BOZO CLOWN
bagged, \$16.50 dz. In gr. lots **\$15.00** dz.

F.O.B. N.Y.C. 25% deposit, balance C.O.D. if not rated, FREE: NEW 46-page catalog of 400 plush and carn. items.

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51-15. Dark or Light Seam. 1st Quality. Every Pair Guaranteed. In Beautiful Shades of Appleblossom, Cherry Pink, Samba, Red Fox and Cinnamon. From the Famous Oakbrook Mills.

Packed 3 Pair to a Box. In dozen lots only. **\$6.00** doz.

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Phone: Taylor 9-1556

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Boy Alone - Girl Alone
Or Combination

Made of Aluminum and Gold or Nickel Plated.

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Diamonds, Watches, all kinds Jewelry, Appliances, Camera Equipment, Luggage.

Write us immediately for this wonderful money-making Catalog.

Our services on filling orders is fast and our stock is complete.

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Durable—Tough—Brilliant

48 assorted colors—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

Colorful Decorations of All Kinds. Write for Free Catalog.

A & A NOVELTY CO.
Cincinnati 36, Ohio

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Pitchmen (Novelty Stores)! Rush only \$1.00 for 10 different samples of FAST-SELLING EZ 25¢ Magic Tricks, Jokes and Clever Puzzles, also wholesale price list. Please mention your business.

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ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDS—ASK PRICES

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Dept. T-4
1140 BROADWAY (27th St.) N.Y. • MU 3-4834

COMING EVENTS

Alabama
Tuskegee—Booker T. Washington Picnic, June 30-July 6. Booker Washington Centennial Commission, Booker Washington Birthplace, Va.

Arizona
Flagstaff—Indian Powwow, July 4-6.

California
Del Mar—Southern Calif., Expo., June 28-July 7.
North Highlands—Sacramento Riding Club Horse Show, June 8-9. Mrs. Hazel Hogan, 3260 Ben Lomond, Sacramento.
Oakland—Spring Home & Garden Show, May 4-12. John I. Hennessy, Hotel Claremont, Berkeley.
San Diego—Home Show. (Electric Bldg., Balboa Park), May 18-26.
Santa Barbara—Horse Show & Flower Show, July 16-21. Edward G. Van Cleave, 715 Santa Barbara St.
San Jose—Home Beautiful Expo. (Civic Aud.), June 6-9. Robert L. Jordan.
Stockton—Legion Celebration, July 4.

Colorado
Derby—Celebration, May 2-12.
Waisenburg—Spanish Peaks Fiesta, June 16-22. Star Caywood, P. O. Box 643.

Georgia
Augusta—Celebration, July 4-6. Wm. E. Anthony, P. O. Box 1181.

Idaho
Blackfoot—Snake River Valley Horse Show, July 11-13. Dess Lauder, Sugar City.
Emmett—Emmett Cherry Festival, June 17-22.
Meridian—Meridian Dairy & Stock Show, May 29-June 1.
Rigby—Rigby Pioneer Days, June 14-15.

Illinois
Chicago—Chicagoand Fair (Navy Pier) June 28-July 4. Geraghty, Chicago Assn. of Commerce, 1 N. La Salle St.
Chicago—Celebration (Soldier Field), July 4.
Hardin—Legion Picnic, July 4-7. Howard Devine.
Madison—Celebration, July 1-6.
Palmyra—Terry Park Industrial Fair & Rodeo, July 14-18. Oral H. Cooper.
Polo—Centennial, June 17-22.
Springfield—Land of Lincoln Centennial, July 1-6.

Indiana
Brazil—Celebration, July 4.
North Webster—Mermaid Festival, June 24-29. Robert Huffman, Lions Club.
West Baden—Legion Celebration, July 1-6.
Dow S. Henson, Box 91.
Valparaiso—Celebration, June 26-29.

Iowa
Lake Park—Celebration, July 4-7. A. V. Hanson, Box 225.

Kansas
Emporia—Centennial, June 30-July 6. Chamber of Commerce.

Kentucky
Louisia—Homecoming, July 1-6. Dr. E. J. Tisko.
Paintsville—Celebration, July 1-6.

Louisiana
New Orleans—La. Boat Festival—Pan American Regatta, June 8-9. Herman J. Prager Jr.
New Roads—Baton Rouge-Pointe Coupee Boat Festival, May 25-26. Leon Monceter Jr.
Shreveport—Shreveport Horse Show, June 12-15. Mrs. Saunders Gregg.

Massachusetts
Boston—Boston Common Dairy Festival, June 8-17. Paul Corson.
Fall River—Greater Fall River Home & Sports Show, May 14-19. John W. Daly, 56 N. Main St.

Michigan
Bay City—Bay Co. Centennial, June 16-22. Jack Davis, Box 12.
Detroit—Spring Fashion & Trade Bazaar (Marquette Community Center), May 8-12. Ulysses W. Boykin & Associates, 139 Cadillac Square.
East Tawas—Home & Sports Show, May 10-12. Jack Davis, Box 12, Bay City.
Goodrich—Old Settlers Days, June 12-16. F. Bucky Walters.
Wayne—Amvet Spring Festival, May 3-12.

Minnesota
Edgerton—Dutch Festival, July 17-18. Clifford H. Peterson.

Missouri
Centralia—Centennial, June 10-15.
Florissant—Centennial, June 17-22.
Gallatin—Davies Co. Jr. Lamb Show, June 3. George Schmitt.
Gerald—4-H Livestock & Home Economics Show, July 4-5. Raymond Ketterer.
Huntsville—Huntsville Horse Show, July 1-2. J. D. Bagby.
Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
Maitland—Blue Grass Festival, June 26-29. Dale A. Marlon, American Legion.
Maryville—4-H Pat Lamb Show, June 4. Kenneth Walkup.
Moberly—Kiwanis Club Jr. Pat Lamb Show, June 15. A. T. Johnson.
Monroe City—Centennial, June 3-8.
Republic—Oarks Future Farmer Pat Lamb Show, June 14. Vencil G. Mount.
Shelbyville—Shelby Co. 4-H Lamb Show, June 19. John M. Douglas.
St. Joseph—Buchanan Co. Dairy Show, July 27. Webb Embrey.

Nebraska
Grand Island—Centennial, July 1-6. Jerry Anderson, 1114 N. Eddy St.

New Mexico
Albuquerque—Food, Home & Auto Show (Auditorium), May 16-18. Continental Enterprises, 304 San Mateo, NE.

New York
Lackawanna—Marine Corps Memorial Celebrations, June 11-16. Fred V. Catuzas Jr., 54 Jackson Ave.
New York—Natl. Home Builders' Expo. (Coliseum), May 4-12.

North Dakota
Dickinson—Celebration, July 1-6.

Ohio
Gibsonburg—Firmen's & Legion Homecoming, July 24-26. Al Schlea, Vol. Fire Dept.
Ironton—Spring Festival, May 13-18.
Jamestown—Lions Club Celebration, July 4-6. George Smith, 24 1/2 E. Market St., Xenia, O.

Oklahoma
Oklahoma City—Semi-Centennial Expo., June 14-July 7. James C. Burge, Box 8111, Farley Station.
Prague—Celebration, July 4.
Tulsa—Charity Horse Show (Fairgrounds), May 21-25. Mary Glass, P. O. Box 4042.

Tulsa—Tulsarama, June 1-8.
Wright City—Rodeo & Old Settlers' Reunion, July 2-4. James Lawhorn.

Oregon
Portland—Intl. Trailer Show, June 8-16. Jack Matlack, 510 Portland Trust Bldg.
The Dalles—Mid-Columbia Livestock Show, 4-H, Fat Stock Show & Sale, June 2-5. Elmer H. Lierman.
Union—Eastern Ore. Livestock Show, June 6-8. G. I. Hess.

Pennsylvania
Lyons—Firemen's Celebration, July 3-7. Olyphant—Lions Club Homecoming, May 20-25.
Vandling—Firemen's Parade, May 13-18.
Sharon—Patagonia Fire Co. Homecoming, June 24-29. J. E. Barker Jr., 1039 Adelaide St.

South Dakota
Bristol—Diamond Jubilee, June 9-11.
Bristol—Old Settlers' Picnic, June 2.
Brookings—VFW Carnival Days, May 30-June 5.
Carthage—75th Anniversary Celebration, June 23-24.
De Smet—Old Settlers' Day, June 10.
Estelline—Celebration, July 4.
Faulkton—Diamond Jubilee, June 8-6.
Hot Springs—Junior Rodeo, May 25-26.
Hot Springs—Miss S. D. Talent & Beauty Pageant, July 20-22.
Lennox—50th Anniversary Celebration, June 16-19.
Pierre—Oahe Powwow, June 16-17.
Pierre—Old Sioux Sun Dance, June 14-15.
Plankinton—Tulip Festival, May 18-19.
Sturgis—Progress Day Celebration, June 15.
Vermillion—Horse Show, May 30.
Wessington Springs—Diamond Jubilee, June 3-5.
Woonsocket—Celebration, July 4.

Tennessee
Memphis—Memphis Cotton Carnival, May 11-18.

Texas
Brady—Jubilee, July 4-6. Jim Harkrider.
El Paso—Food-O-Rama (Coliseum), June 13-15. Continental Enterprises, Liberty Hall.
El Paso—Washington Park Celebration, July 4.
Falls—Diamond Jubilee, May 11-18.
Fort Worth—Pioneer Days Celebration & Rodeo, May 27-June 2. North Fort Worth Business Assn.
Wichita Falls—Diamond Jubilee, May 11-18. J. A. McDonald, P. O. Box 991, Iowa Park.

Utah
Delta—Millard Co. Jr. Livestock Show, May 23-24.
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 5-6.
Plain City—Plains City Dairy Day, May 10.
Richmond—Black & White Days, May 17-18.
Spanish Fork—Utah Jr. Livestock Show, May 8-11.

Virginia
Lynchburg—Celebration, May 16-18. Don F. Wood, Box 128, R. P. D. 3.
Orange—Orange Firemen's Fair, June 14-15. Russell M. Preddy.
Roanoke—Roanoke Diamond Jubilee, June 14-22. Jim Mace, 412 S. Jefferson St.

Washington
Bellingham—Northwest Blossom Time Festival, May 5-12.
Bothwell—Celebration, July 4.
Centralia—Lewis Co. Rose Show, June 29-30.
Edmonds—Celebration, July 4.
Ellensburg—Kittitas Co. Quarterhorse Show, June 8-9.
Enumclaw—Spring Cattle Show, May 18.
Ephrata—Sun Festival, June 28-30.
Everett—Celebration, July 4.
Ferndale—Old Settlers' Picnic, July 25-27.
Forks—Celebration, July 4.
Kelso—Kelso Dairy Week, June 17-22.
Kirkland—Eagles Strawberry Festival, June 21-22.
Okanogan—Natl. Guard Exhn. and Fireworks, July 4.
Port Townsend—Rhododendron Festival, May 23-25.
Seattle—International Trade Fair, May 17-26.
Seattle—Rhododendron Show, May 25-29.
Seattle—Rose Show, June 25.
Sedro Woolley—Loggerodeo Celebration, July 1-4.
Shelton—Mason Co. Forest Festival, May 23-25.
Spokane—Lilac Festival, May 13-18.

West Virginia
Buckhannon—Central W. Va. Strawberry Festival, June 6-7. John A. Poling.
Ripley—Celebration, July 4. Don Fleisher, Box 6.

Wisconsin
Madison—Celebration, July 4.
Ontario—Centennial, July 12-14.
Rhineland—Northern Wis. Sports & Vacation Show, July 3-9. Ed McGowan.
Spring Green—Centennial, June 27-30.

Wyoming
Daniel—Green River Rendezvous, July 7.
Greybull—Days of '49, June 8-9.
Thermopolis—State Park Day, June 9.
Laramie—Laramie Jubilee Days, July 11-14.

CANADA

Alberta
Calgary—Calgary Horse Show, May 7-11.
Calgary—Better Living Exhn., May 18-25. Maurice E. Hartnett.
Edmonton—Spring Horse Show, May 15-18.

Ontario
Oakville—Oakville Centennial, June 29-July 6. Tom Ringle, Box 345.
St. Catharines—Niagara Peninsula Better Homes Expo., May 7-11. E. V. Smith, 139 Westchester.
Toronto—Regional Meet of National Association of Concessionaires (King Edward Hotel), May 8.
Waterloo—Centennial, June 26-July 2.

Saskatoon
Saskatoon—Saskatoon Stock Show (Stockyards), May 31-June 1. S. N. MacEachern.

UNDER THE MARQUEE

Continued from page 81

for February, then started an eight-month engagement with the Schumann circus in Sweden. They report that Pinito Del Oro did not join at Goteborg as scheduled because of illness. The show will not play there in the future because the building has been rented to a TV studio. In Stockholm the Schumann show opened to good business. The Amandis will be in Copenhagen all summer with the show. This is their home country but they have worked there only a month before now. After this engagement, they are splitting into two acts. The Amandis will have three people and much the same routine. Tommy Amandi will take out a six-people teeterboard act as the Walgard Troupe. Walgardis go to England for the next Christmas season, and the Amandis will return to the U. S. in November, after playing Brussels and Paris.

Buffalo Shrine

Continued from page 80

son, Harry Toledo and Albert Veraci. Mrs. Harrison was wardrobe mistress.

Program included Grand Entry; Jacimo, trampoline; Piet Van Brechts, contortion novelty, and St. Leons, knockabout; Roberts Leopards; Betty Pasco and Mr. Sensation (Billy Barton), aerial; clown walkaround; Valitha and Aldino, barrel jump; Beebe's Hollywood Bears and Henderson's Chimp; Howard's five Liberty horses, six-pony drill with Tex Burwell, and Tony Smaha working dressage, and two camels, llama, zebra and guanaco; Wallenda and Zoppe aerial displays on revolving rigging, four girls on each; St. Leons, teeterboard; clown walkaround; Howard's Baby Elephants; Ely Erdely, aerial.

Second half: Flying Victors; Royal Rockets, skating; Hoffmanns, juggling; Wallendas, Roman ladders; White Cloud Indians, knife throwing and arrows; Baudy's Greyhounds; Takeo Usui; Unus; clowns; Wallendas; Zoppes, and Bruno, Betty Pasco and Miss Rietta, sway poles.—I. K.

6 RETRACTABLE BALL POINT PENS

Gold Polished Metal Caps. RED • GREEN BLUE INKS.

Full Size Secretary Pen Pocket Holder Standard Memo Pad 15% dep. with order F.O.B. Chicago. Cashier's check or money order.

\$7.50 per doz. sets

Packed in one doz. lots. No less sold

COOK BROS. 916 S. Halsted St. Chicago, Ill.

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• TIP CARDS •
• BASEBALL CARDS •

at very reasonable prices.
Phone: Wheeling—Cedar 34282

COLUMBIA SALES CO.
302 Main St., Wheeling, W. Va.

Make Money Selling Ties

Buy Direct From Manufacturer

Outstanding new Spring line Regular, Square End, Round Bottom, Reversible Feather Pleated, Knitted, Bow Ties, Tie & Kerchief Sets. Money Back Guarantee. We pay postage.

SPECIAL INTRODUCTORY OFFER
Send Only \$1.00 for 2 Sample Ties. Retail Value \$2. Write for FREE CATALOG, PHILIP'S NECKWEAR, Dept. 355, 20 W. 22nd St., New York 10, N. Y.

FEATURING A POPULAR LINE OF ABOUT 50 ASSORTED WELL CONSTRUCTED STUFFED TOYS

Made in Tampa. Highest grade plush used. Shipment made on receipt of order. Try a sample order and be convinced. Terms: 25% deposit with all orders, balance C.O.D. Free catalogue mailed on request.

FEATURE STUFFED TOY CO.
4417 N. Lauber Way Tampa 3, Fla. Tel. 72-4001

28" — \$22.50 per dz. 23x18" — \$24.00 per dz.

3 SPEED PHONOGRAPHS

#906
1 needle and volume control **\$12.95** each

#716
2 needle, volume and tone control **\$14.95** each

Model #OPR 100, Portable **\$12.95** each

Model PA 900 3 Speed Phonograph
2 permanent needles, tone and volume control. Attractive carrying case. **\$32.50** each

5% discount for orders of six or more of any single item.
Special quotations for large volume users.
25% deposit, balance COD, FOB, N.Y.

MATTHEW STUART & CO., INC.
315 East 85th St., New York 23, N. Y.
LEhigh 5-4466

10" SAFETY LOCK WRENCH
with Flick-of-the-Finger Release

- Jaws Lock in Position • Withstands 1-Ton Pressure • Adjustable to 1 1/2 Inches • Releases Instantly, Easily • Individually Boxed.

\$12.00 per dozen
Grass Seed — 5-lb. box. Tagged \$4.95. Packed 10 to master carton. \$10.00 per carton.

Sample \$1.95 prepaid

50-ft. Plastic Garden Hose. Case lots of 10. \$12.00 per case.
Holland White House Paint. Packed 4 gallon cans to case. \$1.35 per gal. 25% dep., bal. C.O.D. F.O.B. Chicago.

BEVERLY LIQUIDATING CO.
1920 Milwaukee Ave. Chicago 47, Ill.

PLUSH BEARS

26" BEAR **\$24.60** Dozen Milwaukee F.O.B. K.C.

29" BEAR **\$27.00** Dozen Milwaukee F.O.B. K.C.

Complete Assortment of All Plush Toys — Dolls — Concession Merchandise.

Wisconsin Deluxe Co.
1902 No. 3d St., Milwaukee 12, Wis.

ONE OF 1,000'S—PRICE RIOT

6 PEN POCKET SECRETARY SETS. Full size secretary with memo pad and 6 automatic ball pens in different colors. Pocket protector case with flap and billfold compartment. Terrific value. A \$4.95 flash to sell fast at \$1.50. Gross: Sets complete, \$86.40. DOZEN SETS \$7.50 DEPOSIT OR PAYMENT FOB. NEW YORK. Complete Set and 1957 Catalog. \$1.00 prepaid.

MILLS SALES CO.
Cut-Rate WHOLESALERS Since 1916
889 BROADWAY, New York 3, N. Y.

JEWELRY SALE

Pearl Necklaces \$1.20 to \$3.60 dz.
Pearl Earrings 1.20 to 1.80 dz.
Acetate Flower Earrings .60 to 1.80 dz.
Pearl Shine Color Bracelets 1.20 to 3.00 dz.

Send for \$5.00 sample order.

NATIONAL SOUVENIR MFG. CO.
P. O. Box 286 North Miami, Fla.

THE BEST SALES BOARDS and JAR GAMES

Write for information and prices

GALENTINE COMPANY
Dept. B
519 E. Jefferson Blvd. South Bend 17, Ind.

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 experiment in store front vending with installation of a three-machine battery on the 36th Street side 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 mammoth Jones Beach State Park, currently operates some 300 drink, candy, cigarette and coffee machines in various beach areas.

However, last week's move is the first by a restaurant chain in this area to use outdoor automatic merchandising as an adjunct to its regular feeding operation.

Three Machines

The battery consists of a McCann hot dog vender (the unit is now made by the United States Vending Corporation), a combination hot and cold Apco cup drink machine, three carbonated selections, plus three selections of coffee and hot chocolate, and a three-selection Vendo ice cream unit.

The battery was installed Wednesday (1) and went into operation Thursday (2). According to Eli Elbert, in charge of the Brass Rail vending operations, the Battery will be open only between 8 a.m. and dark.

Elbert explained that the incidence of vandalism in the area is high, and the foot traffic meager in the evening. A J. G. Wilsom sliding door rolls down in the evening and is locked to protect the machines.

Test Only

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

The Brass Rail management calls the 36th Street installation the Brass Rail Redi-Snak and a sign above the machines proclaims it as such. 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 Sundae

A special ice cream novelty will be called the Sidewalk Sundae to tie-in with the vending location. The novelty, to be vended thru the Vendo unit, consists of chocolate-covered vanilla ice cream with a lemon sherbert center.

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

Umbrella Stands

Three existing umbrella stands will be redesigned to accommodate the machines, while two portable stands, both on skids, have been built for the two other batteries. The two new stands will be placed at the Eastern end of Zak's Bay and the Central Mall.

TIRC WARNS ON ASSIGNING CANCER CAUSE

NEW YORK—The Scientific Advisory Board of the Tobacco Industry Research Committee urged caution in assigning a cause to lung cancer. The warning came in the wake of a report issued last month by the American Cancer Society. The ACS report said that scientific evidence "establishes beyond reasonable doubt" that cigarette smoking was a causative factor in the incidence of human lung cancer.

The TIRC statement said, "In advising and educating the public, we believe that scientists should be as cautious today in accepting a claim that a cause has been found for cancer as they have been wise in the past in accepting a claim of a cure for cancer."

It added that current knowledge of lung cancer is not sufficient to warrant "definite conclusions or predictions of individual risks."

R-M Dealers to Conduct Annual Meet June 6-8

PHILADELPHIA — The ninth annual dealers' convention of Rudd-Melikian, Inc., will be held here at the new Sheraton Hotel, June 6-9. About 300 persons representing 185 operating firms are expected to attend.

Dealers will be greeted with addresses by Lloyd K. Rudd, president; K. Cyrus Melikian, executive vice-president, and Walter J. Manning, marketing vice-president.

Manning and Melikian will be in charge of a "New Products and Sales Objective" session on the opening day. A line of new machines, to be announced then, will be shown.

Four Conferences

Activities for the second day will be broken down into four conferences, on over-all management, service, sales and advertising promotion.

Outside speakers will include Cloyd Steimmetz, director of sales training, Reynolds Metal Company, and Dr. Howard Mallman, Michigan State University public health expert.

The final day includes a tour of the new plant addition and the annual banquet at the Sheraton.

Mfr. Denies FTC Charge

WASHINGTON — Philadelphia Chewing Gum Corporation, Haverford, Pa., last week denied Federal Trade Commission charges that it discriminates among its customers in violation of the Robinson-Patman law.

An FTC complaint issued earlier charged the company with selling to some customers at favored prices. FTC said the result of such price discrimination "may be to substantially lessen competition." (The Billboard, April 20.)

The company denies its practices violate the law, and asks that the complaint be dismissed.

New Kwik-Kafe Print, Cold Drink Cup by Lily Tulip

CHICAGO — Lily Tulip Cup Corporation has introduced a new special Kwik-Kafe print cold drink cup to be used as part of a program Lily has launched for all Kwik-Kafe vending operators.

The seven-ounce cup is now available to all Kwik-Kafe dealers.

Grand Union Pulls Auto. Supermarket

Company to Replace Rowe, Vari-Vend Units With Vending Machines of Own Design

EAST PATERSON, N. J.—The nation's first large-scale automatic supermarket, at the Grand Union flagship store here, has suspended operations for the time being.

A company spokesman disclosed that the eight outdoor vendors, four Vari-Vends and four Rowes, are being pulled from the location, to be replaced by machines of the chain store's design.

Just when these new machines will be installed, or what they will look like, the spokesman wouldn't say. However, reliable sources have indicated that the units will be based on an inclined gravity-feed principle, similar to the Food-o-Mat used for canned goods in Grand Union store racks, and some of them will be refrigerated. The company spokesman would not comment on this.

October Installation

The battery was installed in October, 1956, and, according to reports, was highly successful. It was built into a 50-inch-deep recess in a brick wall in the front of the building and was flanked by two display windows.

Abrahamson Sets European Tour

NEW YORK—Aleck Abrahamson, vice-president in charge of sales for the Chunky Chocolate Corporation, sails for Europe at the end of this month.

He will visit Holland, Belgium, Germany, Austria, Switzerland, Italy, France and England, timing his return for the National Candy Wholesalers Association convention in Chicago.

Some 58 items, mostly dairy products, canned goods, packaged meats and pastries, were sold at prices ranging from 13 cents to \$1.55.

At the time of the installation, a company spokesman said that Grand Union planned to make its own machines, but company officials refused to confirm that report.

Grand Union has made no further vending installations since the first test, but other firms, in Long Island, North Carolina and on the West Coast, have gone ahead with tests.

Dixie Cup & American Can Announce Merger Plan

NEW YORK—The merger of two major suppliers to vending operators, the Dixie Cup Company and the American Can Company, was approved last week by directors of both companies.

Dixie makes hot and cold cups for drink operators. American Can (Canco) makes containers for milk used in vending operations.

Dixie stockholders will vote June 19 on a plan which would provide for an exchange of 1.65 shares of Canco common stock for each share of Dixie common stock. Dixie would be operated as a subsidiary of American Can.

Unissued Stock

William C. Stolk, Canco president, said his company would use previously authorized but unissued common stock for the acquisition,

so it would not be necessary to call a special meeting of stockholders.

Canco would acquire all assets of Dixie and its five subsidiaries, including eight plants in the United States and Canada. Last year, Dixie sales amounted to \$53,746,190, and Canco's net sales and rentals were \$771,635,021.

This year, Canco first quarter sales and rentals hit a record \$260,650,933, compared with \$155,250,838 a year ago. Net income for the quarter, however, dropped to 39 cents a common share from 46 cents a common share in the 1956 quarter.

Preliminary reports indicate that the company has just had the best April in its history, with the volume caused by advance buying in anticipation of price increases which became effective last week.

FTC Orders Vendit Stop 'False Ads'

WASHINGTON—The Federal Trade Commission last week approved a consent order prohibiting Vendit, Inc., Cleveland, from using "bait" and "other forms of deceptive advertising" to sell its vending machines and supplies.

A Commission complaint issued late in December charged the company with falsely advertising in Help Wanted sections of newspapers as "bait to induce inquiries for employment." Persons answering the ads were then visited by salesmen who attempted to sell them vending machines, the complaint alleged. (The Billboard, January 12.)

Under the consent order, Vendit has agreed not to claim that: (1) employment is offered by it when, in fact, the real purpose of advertisements is to obtain purchasers of its products; (2) that its offer is made to selected persons who must have a car and furnish references; (3) that profits are any amounts in excess of those customarily earned by operators; (4) that the amount invested is secured and purchasers cannot lose their investments, and (5) that the operation of the machines is the safest or surest business on earth.

In addition, Vendit must not claim its machines will be emptied twice a week or within any other period which is not usual or customary. It must not claim that profits provide "financial assurance for old or disabled persons," and that it will assist in obtaining satisfactory locations for machines, unless it is so.

Susan D. Clark, president of the company, was named in the order. The agreement, according to FTC, is for settlement purposes only and does not constitute an admission by Vendit or its officer that they have violated the law.

Lily Promotes Burns, Cassidy

NEW YORK—Mike Burns, who worked with Bill Seldy, of the Lily-Tulip Cup Corporation as a vending division salesman, moves on to Cleveland June 1 as vending specialist for that area.

Vending specialist for the New York area will be Tom Cassidy, who joined the firm late in 1956. Cassidy was formerly with Liberty Brands Syrups.

The two promotions mark an increased emphasis being placed on automatic merchandising by Lily.

New Hot Cup

Lily has just introduced a China-coated hot cup with a handle. The firm had previously made the China-coated cup without handle for the vending trade.

While the new cup is designed for institutional and restaurant sales rather than for automatic merchandising, part of the sales effort will be concentrated on vending operators with catering operations.

Delivery Car to List for \$989

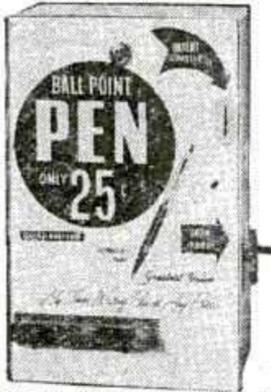
NEW YORK—A New York delivery vehicle which lists for \$989 is being marketed here by the Vespa Distributing Corporation. The three-wheel Italian-made enclosed van has been designed specifically to solve delivery problems in congested areas.

The distributors are attempting to market the vehicle to vending machine operators. The 1957 Vespa van has completely enclosed, welded safety steel cab and a full steel body with rear double doors. The nine-foot long body has a 29-cubic-foot capacity and holds a payload of 770 pounds.

According to the distributor, the engine delivers 79 miles to a gallon of gas and has an operating speed of 40 miles per hour. A pick-up model is also available for \$895.

A Ball Point Vendor

THAT WILL VEND REGULAR SIZE BALL POINT PENS WITHOUT TUBES
SEE IT IN ROOM 501 . . .
NVA CONVENTION



This will effect a savings to you when you purchase pens. Also equipped with a metal display holder that fits on the top of the vendor displaying the type of pens that vendor sells.

PRICED AT \$15.95 EA.

FINE QUALITY ball point pens, asst. colors, without tubes.
\$11.50 per 100. 500 minimum.
With tubes—Slim or Regular Size, asst. colors.
\$12.50 per 100. 500 minimum.
All prices F.O.B. Chicago, Ill.

KING & COMPANY
2700 W. Lake St. Chicago, Ill.

State Cigarette Taxes

State & Rate Per Package	Gross amount of taxes ^a	Packages taxed		% Change From '56
		January thru February 1957	January thru February 1956	
Alabama (4c).....	771,368	42,055,000	36,656,000	+ 14.7
Arizona (2c).....	188,455	20,661,000	18,588,000	+ 11.2
Arkansas (6c).....	556,400	21,090,000	18,840,000	+ 11.9
Connecticut (3c).....	664,927	48,629,000	52,594,000	- 7.5
Delaware (3c).....	111,189	7,872,000	7,945,000	- 0.9
Dist. of Columbia (2c).....	154,212	16,471,000	17,418,000	- 5.4
Florida (5c).....	2,334,512**	92,061,000	80,751,000	+ 14.0
Georgia (5c).....	1,321,675	54,709,000	48,443,000	+ 12.9
Idaho (4c).....	185,725	8,904,000	8,282,000	+ 7.5
Illinois (3c).....	2,650,309	185,033,000	178,458,000	+ 3.7
Indiana (3c).....	1,214,140	82,550,000	79,577,000	+ 3.7
Iowa (3c).....	551,187	40,202,000	38,927,000	+ 3.3
Kansas (3c).....	433,354	32,777,000	29,077,000	+ 12.7
Kentucky (3c).....	587,755	49,055,000	46,100,000	+ 6.4
Louisiana (8c).....	1,769,613	47,441,000	41,670,000	+ 13.8
Maine (5c).....	409,614	18,238,000	18,420,000	- 1.0
Massachusetts (5c).....	2,210,353	90,870,000	86,687,000	+ 4.8
Michigan (3c).....	2,193,171	148,114,000	144,479,000	+ 2.5
Minnesota (4c).....	890,168	50,977,000	48,841,000	+ 4.4
Mississippi (5c).....	562,869	24,403,000	23,254,000	+ 4.9
Missouri (2c).....	637,233	72,274,000	72,274,000	- 3.6
Montana (4c).....	245,300***	11,674,000	11,661,000	+ 0.1
Nebraska (3c).....	299,400	20,538,000	21,906,000	- 6.2
Nevada (3c).....	78,090	6,253,000	6,572,000	- 4.9
New Hampshire (3-3 1/2c)****	1,024,361	13,191,000	12,997,000	+ 1.5
New Jersey (5c).....	2,490,967	107,379,000	103,638,000	+ 3.6
New Mexico (5c).....	277,821**	11,112,000	11,836,000	- 6.1
New York (3c).....	4,567,164	328,283,000	322,619,000	+ 1.8
North Dakota (6c).....	236,040	8,111,000	7,986,000	+ 1.6
Ohio (3c).....	2,508,110	174,367,000	163,762,000	+ 6.5
Oklahoma (5c).....	847,022	35,670,000	32,769,000	+ 8.7
Pennsylvania (5c).....	4,234,022	182,772,000	176,701,000	+ 3.4
Rhode Island (3c).....	282,196	18,644,000	17,283,000	+ 7.9
South Carolina (3c).....	424,288	31,108,000	29,144,000	+ 6.7
South Dakota (3 1/2c).....	143,195	9,089,000	9,704,000	- 6.3
Tennessee (5c).....	1,057,985	47,208,000	43,213,000	+ 9.2
Texas (5c).....	3,495,136	150,294,000	139,614,000	+ 7.6
Utah (4c).....	151,051	8,298,000	7,874,000	+ 5.4
Vermont (4c).....	151,280	7,336,000	6,214,000	+ 18.1
Washington (5-7 1/2c)****	1,074,714	44,819,000	44,030,000	+ 1.8
West Virginia (5c).....	737,393	33,975,000	31,631,000	+ 7.4
Wisconsin (4c).....	1,104,434	61,906,000	59,975,000	+ 3.2
Wyoming (2c).....	48,248**	5,815,000	5,735,000	+ 1.4
Total	\$45,876,446	2,472,188,000	2,366,839,000	+ 4.5

Number of States showing increase in volume from January thru February, 1957 34
Number of States showing decrease in volume from January thru February, 1957 9
Note: Above data compiled from reports received from State tobacco tax administrators

- * Represents the face value of the cigarette stamps and meter impressions sold within the month and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, Montana, South Carolina and Utah, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained.
- ** A part of the State imposed cigarette tax here shown is returned directly to the political subdivision of the State. The figure here shown includes both the State and the local shares of the gross value of stamps sold within the month.
- *** A rate-per-package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.
- **** The figure here shown does not include the additional 1-cent-per-package tax which became effective February 26.

Chase & Sanborn Has Bus Service

CHICAGO—Chase & Sanborn will operate busses at seven-minute intervals from mid-town points to the Navy pier during the National Restaurant Association convention beginning May 7.

Departure points will be from the Palmer House and the Morrison and Sherman hotels. Busses leave from 7:45 to 9:30 a.m. and return from 3:30 to 6:30 p.m.

Borden Sets Natl. Distrib. on Coffee

NEW YORK—Borden Food Products has begun national distribution on its instant vending coffee line. According to the manufacturer, the coffee is a low-bulk item that has been two years in development.

Recommended throw per drink is 1.3 to 1.4 grains, with a pound yielding 324 to 349 cups.

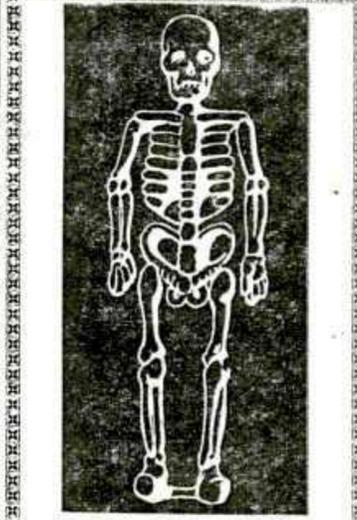
Whitaker Sees Filters Getting 40% of Market

NEW YORK—John C. Whitaker, board chairman of the R. J. Reynolds Tobacco Company predicted that filter-tip cigarettes will have at least 40 per cent of the market this year, compared with 30 per cent in 1956.

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 \$13,565,000 on sales of \$213,201,000.

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

ADVERTISERS know exactly what **THE BILLBOARD** delivers because The Billboard is a member of the Audit Bureau of Circulations.



FULL TODAY—EMPTY
Within **DAYS**
ACROBATIC SKELETON
VENDS FOLDED
Folds and Un-folds for Play Value. **\$5.50 per 1,000** in 5,000 lots. Buy in 5,000 lots and **SAVE.**
USE 500 SKELETONS per machine—Full Today—Empty Within Days.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1 1/2" by 2" by 3 1/4" has separate cash box. Advance coin detector with automatic coin return when machine is empty protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today
J. SCHOFNBACH
Factory Distributor of Advance Vending Machines
1445 Bedford Ave., Brooklyn 25 N. Y.
President 7-2900

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
ROWE 8-COLUMN CANDY, 120 capacity... 60.00
ROWE CANDY MERCHANT... 99.50
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb... 97.50
DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column... 87.50
NATIONAL CANDY, 9 column... 75.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St., Brooklyn, N. Y.
Triangle 5-1857

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

BE THE FIRST

In Your Area With **VICTOR'S**
Sensational New Ball Gum Vendor—
The Hottest Money Maker.

Price \$19.75 each F.O.B. Factory

Call or Write
R. J. BECKER
Box 254, Berkeley St. Louis 21, Mo.
Phone: Jackson 1-4888

VENDE—PUBLISHED BY THE BILLBOARD

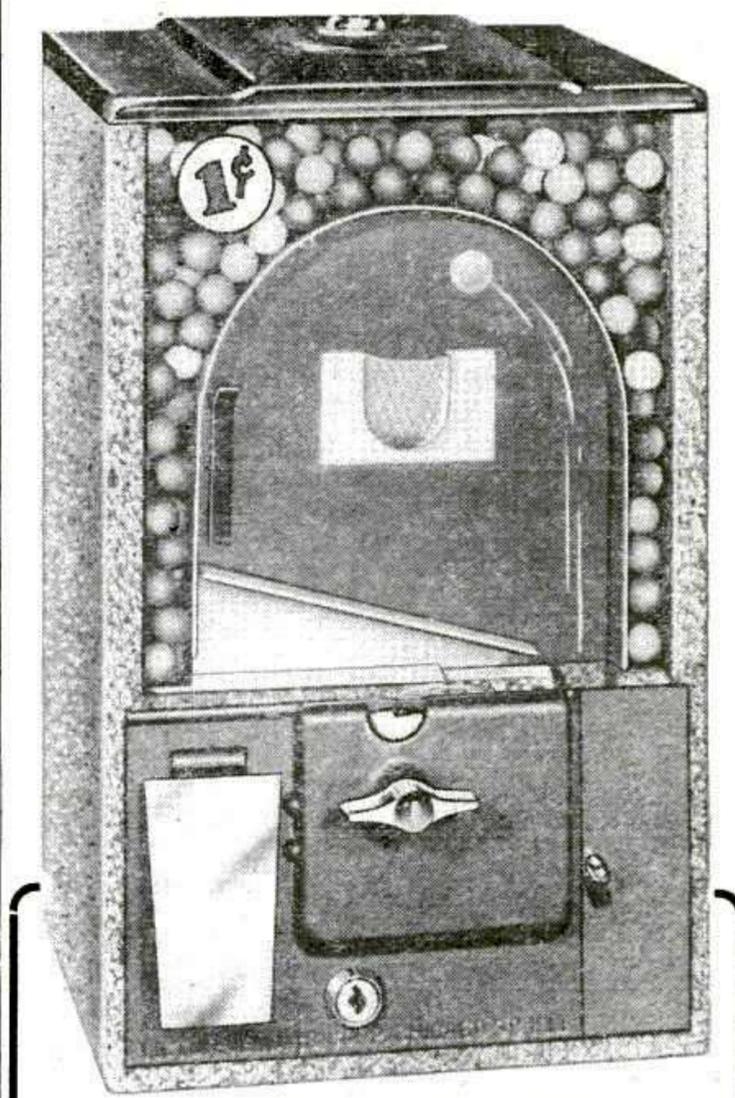
HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Vend Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year \$5. 3 years at \$10.
(Foreign rate, one year, \$5) 796

Name.....
Address.....
City.....Zone.....State.....
Occupation.....



THE HIT of the SHOW!
PLAY-BALL
VICTOR'S Sensational 210 Ball Gum Vendor

Fast Play . . . Big Profits . . . Snap the ball through the air until you make the pocket . . . Then player receives gum.

PLAY-BALL is very colorful—loaded with eye-appeal. All you need to do is fill the vendor with 210 ball-gum; put it on any location and watch the money roll in. Vendor holds 12 lbs. of 210 ball-gum.

Mr. Operator: Here's What It Does for You!

Takes in . . . \$25.20
Cost of Gum . . . 3.60
Pay Location 25% . . . 6.30

PRICE \$19.75 EACH

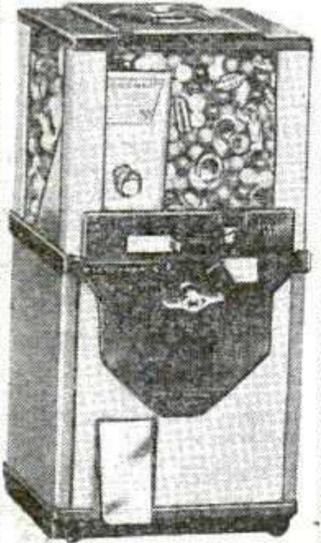
YOUR NET PROFIT . . . \$15.30

Packed and sold two machines to the carton. F.O.B. Factory.

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago
Manufacturers of the Famous Line of Topper Vendors

NEW SUPERMART

VENDORAMA®
With the Sensational
LOOK-SEE VIEWER



- LARGE CAPACITY
- TAKES IN APPROXIMATELY \$22.50 (210 BALL-GUM & CHARMS)
- PENNY-NICKEL COMBINATION
- FAST PLAY—OUT-PRODUCES ANY OTHER MACHINE EVER MADE

VICTOR VENDORAMA with the **LOOK-SEE VIEWER** **\$24.95** EACH

Capacity: 460 Capsules with Viewer—485 Capsules without Viewer.

A VICTOR EXCLUSIVE
NEW ELVIS BUTTONS & NEW Designs and Many NEW Colors **\$62.50**



See Your Nearest VICTOR Distributor QUICK.

Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.

SUPPLIES IN BRIEF

Confectionery Sales

Sales of confectionery and competitive chocolate products by manufacturers in February were estimated by Commerce Department at \$92,374,000 5 per cent below January sales, but approximately the same as February, 1956. Sales of manufacturer-wholesalers at \$68,654,000 were 11 per cent below January and approximately the same as February, 1956. Manufacturer-retailers' sales were 69 per cent above January, and about the same as February of last year. Sales by chocolate manufacturers were 4 per cent below the preceding month, and nearly the same as February, 1956. Sales of bar-goods during the first two months of this

year were up 8 per cent in pound-age value and 5 per cent in dollar value over the corresponding period in 1956.

Peanut Supply Heavy

Supply of peanuts in off-farm positions at the end of February totaled 1,013 million pounds, of equivalent uncleaned, unshelled stock, 6 per cent higher than stocks held in similar positions a year ago, according to Agriculture Department. The supply, excluding oil stock, is 19 per cent above the 1946-'55 average for the period and the highest for that date since records began in 1939. Peanuts reported used in making candy, salted peanuts and miscellaneous products amounted to 327 million pounds thru the end of February, 6 per cent greater than the quantity used for these purposes a year earlier. Shelled peanuts used in making candy totaled 72 million pounds, an increase of 11 per cent from a year earlier, while peanuts used for salted peanuts were up about 6 per cent.

J. SCHOENBACH
For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
P. Resident 2-2900
PHONE or WRITE FOR PRICES

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each
\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied
1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery

SPECIAL TRADE-IN OFFER
As High as \$6.00 Per Machine on VICTOR TOPPERS
Send Us Your List.
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

Glass Containers

Factory shipments of machine-made glass containers during February totaled 9,899 thousand gross, according to Commerce Department.

ATTENTION!
Radio & TV Self Service Tube Tester Operators
FREE! New tube chart just published from Calex Manufacturing, which adds more than 100 latest tube types to your present testers.
If you are on Calex mailing list, you will automatically receive a new chart for every machine. Otherwise write **CALEX MFG., Inc., 3815 Martin Court, Seaford, N. Y.**

MARBLES
THE SEASON IS HERE!
ORDER NOW
AGATE—GLASS ASSORTED COLORS
Barrel of 50,000, size 9/16 \$45.00
Barrel of 40,000, size 5/8 35.00
Keg of 21,000, size 9/16 21.00
Keg of 17,000, size 5/8 19.00
Shipments made at once F.O.B. factory. Freight or truck.

ELVIS PRESLEY BUTTONS
3 Colors
6 designs
\$62.50
per carton of 5,000, F.O.B. factory.
CHARMS BY THE BAG
READY TO DUMP INTO MACHINES
TORR DELUXE MIX
Latest Items—Best Charms
\$3.50 Per Bag
(450 to 500 Charms Per Bag)
FULL CASH WITH ORDERS

ROY TORR
Lansdowne, Pa.

Returnable beverage containers accounted for 452 thousand gross of the total, an increase of 58 thousand gross over January. Nonreturnable beverage containers accounted for 63 thousand gross, a decrease of 27 thousand gross from January.

JOIN THE CHARM OF THE WEEK CLUB
You get the latest Charms as they come out in lots of 100. This gives you a chance to study and try them out without a large cash outlay. Ask for details.
ASTER NUT COMPANY
1004 Main Street Evansville 8, Ind.

FINEST RECONDITIONED VENDORS
Silver King, 1c or 5c.... \$ 8.50
Acorn, 5c 10.00
Du Grenier 6-Col., 1c Tab. 15.00
Master, 1c and 5c..... 8.50
3 Col. Hot Nut 22.50

SPECIAL!
D.A.V. License **\$6** per M
Plates Write for low, low quantity prices!
N. W. Model 39..... 7.50
Atlas Master, 5c 8.50
Du Grenier 6-Col., 1c Tab. 14.50
Model V, Ball Gum & Charm 8.50
Mills 6-Col., 1c Tab.... 17.50
Ball Gum Hunter Machine. 12.50
SEND FOR 1957 CATALOG and Merchandise Lists!
All machines completely checked and ready for location. Order with complete confidence.
1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
609 A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

MANDELL GUARANTEED USED MACHINES
N.W. Model 49, 1c or 5c \$12.00
N.W. DeLuxe 1c & 5c Comb. 12.00
N.W. 39 1c Porc. 7.95
N.W. 33 1c Porc. B.G. 6.50
Columbus 5c Bulk 6.50
Silver King 1c B.G. or Mds. 7.45
ABT Guns 30.00
Acorn, 1c or 5c 8.50

MERCHANDISE & SUPPLIES
Pistachio Nuts, Jumbo Queen \$.71
Pistachio Nuts, Large Tulip68
Pistachio Nuts, Vendor's Mix59
Pistachio Nuts, Sheik47
Cashew Whole66
Cashew Butts61
Peanuts, Jumbo45
Spanish57
Mixed Nuts57
Tabby-Lets, 520 ct.30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gems28
Leaflets, 550 ct.40
M & M, 550 ct.50
Hershey-ets43
Rain Blo Ball Gum, 40 ct. \$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain Blo Ball Gum, 100 ct.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices.. Write

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

Ball and VENDING GUMS
LOW Factory Prices
BUBBLE • CHICLE CHLOROPHYLL and TAB
Bubble Ball Gum, 140-170 & 210 ct. 27c lb
Chicle Ball Gum, 130 ct. 35c lb
Clor-Vend Ball Gum 40c lb
Clor-Vend Chicks, 320 ct. 40c lb
Chicle Chicks, 320 & 520 ct. 36c lb
Bubble Chicks, 320 & 520 ct. 27c lb
Tab (short stick), 100 ct. 38c box
5-Stick Gum, 100 packs \$1.99
F.O.B. Factory, 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt Pleasant • Newark 4, N. J.

THANKS to those who visited us at the N.V.A. Convention. If you missed us, write for information about our new lines.
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

A PHOTO FINISH!
All 10 of our NEW items were winners at the N. V. A. Show
Here are 2 of our winners.. watch for the others or order all TEN today!
NEW
ROCKING HORSE
It really rocks! Has loads of play value. Finely detailed—will stimulate sales in your machines.
TWO-TONE PLASTIC \$8.50 per M
HALF VACUUM-PLATED HALF-PLASTIC \$13.50 per M
BEER MUG
Looks good enough to drink! Amber-colored mug topped with rich white foam. Every kid will want their own beer mug!
\$14.75 per M
LABELS AVAILABLE at your distributor or:
paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-6

STANDARD SPECIALTY
Now offering
Victor's SUPER MART VENDORAMA
"Symbol of Progress in the Bulk Vending Field."
U.S. Patent Pending.
Write for complete details and prices. Our specialty is helping more operators make more money.
STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.

7 BRAND NEW ITEMS...
and each one 'charmed' their way into N.V.A. convention hearts!
Seven debutantes at the N.V.A. Show and we are proud to say that everyone accepted them most graciously. We expect big things from our latest items and you will too when you place them in your machines!
● JEWEL TELEPHONE ● Vacuum Plated SEWING MACHINE WITH MOVABLE WHEEL
● Vacuum Plated DOMINOES ● CRAZY PINS
● Vacuum Plated SCOUT KNIFE ● TABLE LAMP
● Vacuum Plated SUITCASE
World's Largest Selection of Miniature Charms.
The PENNY KING Company
2338 Mission Street, Pittsburgh 3, Pa.
NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH.."
Northwestern®
VENDING EQUIPMENT"
PROVE IT TO YOURSELF!
Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.
THE NORTHWESTERN CORP.
2571 ARMSTRONG STREET MORRIS, ILLINOIS

VENDORS

Reconditioned by factory trained mechanics
 M. W. Model 33, Ball Gum ... \$ 6.95
 for 100 count & 140 count
 Mills 6-Col., 1c Tab., 10 or
 More. Ea. 13.95
 \$14.95 in quantities of less than 10
 Victor Topper, 1/2 Cab. \$10.95
 Specify mdse. or ball gum
 Baby Grand, 1c or 5c. 7.50
 Victor K. S., 1c or 5c. 12.95
 M. W. Pkg. Gum, 5c. 19.95
STOVER CANDY BAR VENDS., 6-Col. 80.00
 Machines thoroughly checked, ready
 for location. Immediate shipment.
 1/3 deposit, balance C.O.D.
BERNARD K. BITTERMAN
 4709 E. 27th Kansas City, Mo.

Coffee Imports High

Imports of green coffee in January totaled 266.5 million pounds, valued at \$141.7 million, compared with 248.8 million pounds valued at \$122.1 million in January of 1956, according to Commerce Department. Per capita consumption of coffee in the U. S. increased almost a pound in 1956 over 1955. Consumption of coffee in 1956 was set at 16.2 pounds per capita.

Milk Production Up

Farm production of milk during March totaled 10,961 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 30.1 billion pounds, approximately equal to the output

for the same period last year, according to Agriculture Department.

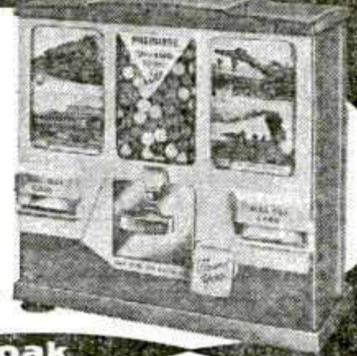
Cig Manufacture Up

Cigarettes manufactured in February totaled 34,549,641,296, 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 3.11 per cent to a total of 31,687,965,922.

Cigars Decrease

Manufacture of large cigars in February decreased 10,911 thousand from number manufactured in February, 1956. Total produced in February of this year was 477,594,549, according to Treasury Department. Manufacture of small cigars, on the other hand, increased 1,395,460 to a total of 4,830,880 for the month.

the new **OAK'S "PREMIERE"**



vends **Ball Gum and Picture Card both for 1c**
 Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak

oak's famous ACORN all purpose vendor
 The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

contact your **DISTRIBUTOR** or
 West Coast Factory Sales Office: **OPERATORS VENDING MACHINE SUPPLY**, 1023 So. Grand Avenue, Los Angeles, California
 East & Midwest Factory Sales Office: **M. J. ABELSON**, Phone. AT 1-6478, 2033 Fifth Ave., Pittsburgh, Pa.
OAK MANUFACTURING CO., INC., 11411 Knightsbridge Ave., Culver City, California



15" HIGH
 49" HIGH
 13" WIDE

5c

HOROSCOPE SCALE
 TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00
 DOWN
 BALANCE \$10.00 PER MONTH

WATLING MFG. CO.
 4650 W. Fulton St., Chicago 44, Ill.
 Est. 1889
 Telephone: COLUMBUS 1-2772
 Cable Address: WATLINGITE, Chicago

CANDY AND CIGARETTE VENDORS
 Every machine mechanically perfect, refinished LIKE NEW and guaranteed to be satisfactory. If not O.K. to buyer, money promptly refunded on return of machine.

100-Bar Lawrence 5c Hershey Bar Vendor, wall or post type, two locks & keys, like new \$35.00
 U-Select-It 5c 72-Bar Vendor 55.00
 DuGrenier Candy Man, with BASE, or may be used as wall type, perfect finish, mechanically O.K. 75.00
 National 4-Col., 108-Bar, wall or base type 80.00
 National 9-Col., 108-Bar, wall or base type, LIKE NEW 100.00
 Rowe 25c 6-Col. Cigarette Vendor, wall or base type, reconditioned, refinished LIKE NEW 40.00
 Rowe 10-Col., kings or regulars, 25c or 30c 100.00
 Same as above but selling at TWO prices, 25c and 30c 125.00

In this business, same location since 1945. Reference: Dun-Bradstreet, Association of Commerce or any bank of Paducah. Write or REVERSE CHARGES and Phone 26592. Terms to all alike—third with order, balance C.O.D. OR 3% discount for full remittance with order.
F. O. THOMAS CO.
 1572 Jefferson Paducah, Ky. Since 1945

J. SCHOENBACH
 Distributor For
oak Manufacturing Co., Inc.
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.
 President: 2-2900
 PHONE or WRITE FOR PRICES

GIVE TO DAMON RUNYON CANCER FUND

JOBBERS WANTED

With qualified sales organizations to handle **LOW-PRICED LINE OF CIGARETTE VENDORS (3 SIZES)**

With or without 3-tube penny changer.

None finer quality; none lower in cost!

Also candy, cookies, postage stamps, etc.

OUR 25th YEAR!
SHIPMAN MFG. CO.
 LOS ANGELES 23, CALIF.

WE HAVE

OAK'S "PREMIERE"

T. T. VENDING SALES CO.
 2659 N. Racine Ave.
 Chicago 14, Illinois



MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today
 Saves you more than 20% on newsstand price

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 794

Name.....
 Address.....
 City..... Zone..... State.....
 Occupation.....



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 \$40,000,000 in 1957, the bi-monthly **BILLBOARD INTERNATIONAL** will carry your advertising message to bona fide outlets in more than 100 countries.

Moreover, because **BILLBOARD INTERNATIONAL** is designed to provoke world trade in a highly specialized field, it is printed in four languages—English, French, German and Spanish—insuring international absorption for your sales message.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

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.

The Billboard International

CHICAGO 188 W. Randolph St. Central 6-9818
NEW YORK 1564 Broadway PLaza 7-2800
HOLLYWOOD 1520 N. Cower St. Hollywood 9-5831
ST. LOUIS 812 Olive St. Chestnut 1-0443

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 tunes that move, are high.

Besides using a combination of testing and tune picking based on actual sales as reported in business-paper charts, progressive operators are exploring other possibilities of building better programming procedure.

New Headings

Jul. box selector panels are divided into sections headed "Hit Times," "Rhythm & Blues," "Country & Western," etc. The purpose of selectionizing musical categories is of course to make selection easier. However, with today's pop music, it is becoming increasingly difficult to categorize some tunes. As happens often today with hit tunes, they could possibly be classified in either rhythm and blues or country and western. So there may well be three, often two sections, in which a tune could be programmed.

Besides, it is open to question whether many juke box customers know the categories the trade uses. Moreover, it is questionable whether customers who do know the categories make use of the headings. And today, especially with juke box programming aiming at an increasing audience, it is becoming doubtful whether the classifications as they stand serve a useful purpose.

In order to solve the difficulty, some operators are changing their panels to accommodate changes 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 on their machines, using only the heading "Hit Times" over these tunes, and eliminating the rhythm and blues and country and western headings. "Old Favorites" are still

grouped together under one heading, as are extended play record selections. Special categories such as "Jazz" are also so headed.

Theory of this panel placement of tunes is that the eye moves naturally from left to right and that most customers will be looking for hit tunes. In the event a customer wants a special category or standard, he can still find it easily since it will be designated. In fact, some operators reason he will find it easier than before since two classifications will be eliminated.

Another factor in programming which many operators consider a bugaboo, location requests, is getting a face lifting and is working well in the hands of seasoned operators who are developing new methods in handling these requests.

Almost without exception, location owners either have their own ideas about what tunes should be programmed or they have customers who request tunes or both. Such requests can raise havoc with an operator's programming.

How to solve it to work to the operator's benefit has been a major problem in programming effectively. Successful answers to it must be squarely based on one fact, according to operators wrestling with programming problems: Location owners must be convinced that the operator is a music specialist who knows more about his subject than the location owner can ever hope to know.

Secondly, the operator must make sure that his machine for a particular location is programmed to fit the location as well as he knows how.

Then the operator, far from discouraging requests, makes a special effort to solicit them. He encourages the location owner to jot down requests from customers or to note any suggestions he has.

Operators who do this report that some of the requests are already programmed, but a customer simply didn't take time to check the selector panel carefully. Most of the other requests can be filled directly from an operator's library. From a total list, there are few records an operator would have to buy specially for the location. *(Continued on page 106)*

NICKELS & DIMES

Op Provides Small Change: Hypos Play

DENVER — When a phonograph operator encounters a sudden drop in collections, he will often find that the failure of location owners to furnish their patrons with enough change is the cause, according to Pete Geritz, head of Mountain Distributors here.

Before becoming a distributor, Geritz operated a route in Greeley, Colo.

Frequently he discovered play in locations where the owner took pains to insure an adequate supply of small funds was as much as twice that of less painstaking locations.

In fact, Geritz reports, he found the situation so worthwhile that he devoted extra time to calling on location owners in the busy evening hours, with as much as \$25 in nickels and another \$25 in dimes to make sure they had change on hand.

While the addition of multiple-pricing methods on most new phonographs has been a substantial help, and the 50-cent elite simplifies operations, none of these elements will be helpful if there isn't a sufficient supply of small coins, Geritz reports.

In servicing operators throughout the Western States, he constantly encourages them to impress location owners with the need for "plenty of change on hand at all times" and moreover points out to each that some practical system be set up whereby waitresses will take the extra time to hand back change in nickels and dimes.

"Remind the location owner that most of the dimes, nickels and quarters which he gives the customer will be left right there," Geritz counsels, "whereas larger coins are almost certain to be carried out."

Joins Wurlitzer Board

CHICAGO — R. C. Liddon, president of the Security Bank, Corinth, Miss., has been elected to the board of directors of the Rudolph Wurlitzer Company, Chicago. The Chicago branch manufactures pianos, electronic pianos and electronic organs. All coin operated phonographs are manufactured by Wurlitzer in North Tonawanda, N. Y.

Boston Juke Fee Cut Killed by Mayor's Veto

BOSTON—Music machine operators in this city have suffered a setback in their battle to reduce juke box license fees. Two weeks ago the city council voted to cut the fee from \$100 for seven-day operation to \$25, but this week Mayor John B. Hynes' veto of the move was supported and the operators are back where they started.

Last December the fee was placed at \$50 for weekday operation. There had previously been a \$50 fee to the State and \$50 to the city for Sunday operation, but nothing was charged for running the machines weekdays. With the federal tax of \$10 this puts the cost for seven-day operation at \$160 per year per machine.

The council debate over the issue raged so bitterly that the president threatened to remove any member who became too vehement in his accusations. Four members of the nine-man council voted to override the mayor's veto.

Charges Hurdled

The charge that the council had failed to hold public hearings on the juke box fees as well as other ordinance changes precipitated one of the hottest and noisiest sessions in some time. Cries of liar and thief rocked the chamber as the long-smoldering conflict came into the open.

200 N. Y. Ops See AMI's H

NEW YORK — Nearly 200 operators and guests viewed the new AMI Model H series Monday and Tuesday (22 and 23) at Runyon Sales here.

The visitors ate and drank buffet style, while Barney Sugerman and the Runyon staff went over the details of the new boxes. Also serving as hosts were the following Runyon executives: Abe Green, Morris Rood, Irv Kempner, Buddy Fox, Lou Wolberg and Perry Lowengrub.

Service and parts personnel on hand included Jack Prigoff, Marty Dumoff, Joe Biro, Maryin Goldstein, Abe Gellin, Woody Brown and Hercules Huggan.

The AMI factory was represented by Art Daddis and Martin Blatt, Westchester Ops

Representing the Westchester Operators Guild were Max Klein, Seymour Pollak, Dick DiCicco, Nat Bensky, Ed Goldberg, Carl Pavesi. *(Continued on page 106)*

A number of other license fees were changed including the one on pinball machines which was raised from \$35 to \$100 per year. Only hope for any relief from the heavy fees was seen in the action planned by the Hotel Association.

The group will contest the action in court, charging that the city council only has the power to set fees which are commensurate with the amount of supervision needed. Fees for places of public entertainment were sharply boosted and the contention is that the charge is a tax and not a fee. If the hotel group wins its case the chances are that the entire fee situation may be investigated.

450 Expected At Coin Trade UJA Banquet

NEW YORK—Some 450 persons are expected to attend the annual Coin Machine Division dinner of the United Jewish Appeal to be held Wednesday (15) in the Grand Ballroom of the Sheraton-Astor Hotel.

To date, some 370 tickets have been sold to the affair, which will have as its guest of honor Meyer Parkoff, head of the Atlantic-New York Corporation.

George Nemzoff, the UJA executive who is co-operating with coin machine personnel in the conduct of the banquet, said that about \$30,000 will have been pledged by the time the drive culminates next week.

Chairman of the event, for the second straight year, is Lou Boorstein. Honorary chairmen are Al (Senator) Bodkin, Al Denver, Sid Levine, Mike Munnys, Harry Rosen, Barney Sugerman and Joe Young.

Recording talent is being lined up, and the Art Stanley ork will provide music for dancing.

See Seeburg In Tennessee

NASHVILLE—Showings of the new Seeburg line were held here by the S. L. Stiebel Company on April 12 and 13, with Walter Waldman, president, reporting attendance to be largest in the firm's history.

Representing Stiebel besides Waldman, were George Happell, Cal Everhart, C. C. McGowan and Seeburg representatives J. I. McClelland and Norm Haas. Refreshments were served along with special point of purchase literature available to operators viewing the new models.

Among operators and servicemen attending were: Dale Logan, Houston Kirby, Julian Silberfield, Frank Walker, Willard Hopkins, Finner Carver, H. J. Whitfield, Bill Farmer, Tom Tomlin, R. M. Milligan, Russ Brashear, Frank Swartz, Al Everts, Mr. and Mrs. R. M. Proctor Jr., Lewis Williams, Bob Smith, R. M. Proctor.

Jack Darnell, H. R. Nash, Gordon French Jr., Bill Gray, Claude Lamply, Vic Sandlewick, Woodrow Thomas, Mr. and Mrs. Ernest Tucker, Burch Cross, Joe Fitzgerald, Billy Vaughan, H. P. Kee, William Cogwill, J. C. Whitely, Mitchell Ladd.

CHEESE!

Color Pics Help Sell Locations

DENVER—Turning a personal hobby into a sales asset is paying dividends for one local operator.

The hobby, photography; the operator, Bill Storey. Here's how it works.

A year or so ago Storey became interested in colored slides. Among his subject matter were location owners posing alongside their spots. Most were willing subjects. Many even asked for copies of the pictures.

Storey hit upon the idea of posing each location owner alongside a phonograph or amusement game and ordering extra color transparencies for distribution.

He now has a library of over 200 color slides of various location owners and their equipment. He carries a portable projector along with him, and is often asked to give impromptu showings.

He's found he's been able to give location owners a lot of helpful suggestions on better phonograph placement, illustrate ideas for increasing play and build all around good will.

The slides cost him 35 cents each but have been worth many times this in gaining location cooperation and good will.

TOUGH AT FIRST

Location Selling & Associations Help Ops Make Dime Conversions

DENVER — While generally dime play conversion in the Rocky Mountain area has met with less than 100 per cent success, there have been notable inroads by several leading operators, which would indicate that the switch is not only possible, but for the future probable.

But there are several points to be watched, and experience by a few has brought out several trade tips which can be used to advantage by other operators to ease their changeover.

A unique record has been established by American Amusement Company, Aurora, Colo., when last November operator Arnold converted his entire phonograph route to 10-cent play.

He found that with more than 75 phonographs converted, there was absolutely no instance where profits went down, but instead climbed anywhere from 10 to 35 per cent in every spot.

Here's where a good job of selling and public relations entered into the picture.

Records Help

Arnold kept a close check on the results, going to the extent of posting duplicate records, in his own office, and in the location itself.

He used these records to advantage, convincing dubious location owners that the change was not only palatable to customers, but worthwhile to the location owner. *(Continued on page 106)*

LITTLE ROCK — Little Rock music operators report that dime play has been going extremely well since they converted to it three months ago, with both public and location owners accepting it enthusiastically.

The operators in the Little Rock area are now practically 100 per cent.

Operators put the move over with the use of EPs and an explanation to the public of the necessity for the conversion. Operating costs had eaten into the business so heavily, they pointed out, that nickel play was no longer feasible.

An understanding public readily accepted the change and most op- *(Continued on page 106)*



**THIS
IS
THE
SHOWBOX
H-200**

Just look! Exclusive Show Stage Lighting! Attracts, holds attention to your music everywhere on location. No harsh glare-out at players. Concealed lighting is inward.

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! Slick, 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-horn 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
1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

originator of the automatic selective juke box in 1927—known by operators for utmost dependability since 1909.

Licensee: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Siesbye, 5 Palaisgade, Copenhagen K, Denmark.

Mid South Ops See New Jets

MEMPHIS — Sammons-Pennington Company, Seeburg distributors for the Mid-South, showed the new Seeburg models to operators from Memphis and the Mid-south for two days (14 and 15).

George Sammons, president of the company, reported 175 operators attended the unveiling at the company showroom.

Theme of the showing was "Jets Are Coming" because of the name of the new 200 and the speed with which the searching mechanism on the new machines can find the record. Sammons said it was twice as fast as the former models.

Among the operators who attended were:

From Memphis: Jimmy Rutledge, Ace Music Company, Eddie and June Bodenheimer, Shelby Amusement Company, Guy Canipe and Jack Canipe, Canipe Amusement Company, Raymond Bailey, Forsythe and Bailey Amusement Company, Robert Harbin, Harbin Amusement Company, Allen Y. Keller, Allen Keller Company, Edward H. Newell, Ormatt Music Company.

Douglas Highfill, Rainbow Amusement Company, Joe Cuoghi and Johnny Novarese, Poplar Tune Music Company, Allen Dixon, S & M Sales Company, Parker Henderson Southern Amusement Company, Drew Canale, Canale Amusement Company, Stanley and Rose Werner, Dixie Amusement Company.

Jake Kahn and Charles Kahn, Tri-State Amusement Company, Bill Fitzgerald, Music Sales Company, Robert McDowell, Southern Amusement Company, Earl Montgomery, S & M Sales Company, Clarence A. Camp, Southern Amusement Company.

From the Midsouth:

Frank Steed, Steed and Hearn Music Company, Clarksdale, Miss., Clarence Spain, Spain Amusement Company, Tunica, Miss., Henry Hitchcock, Jonesboro, Ark., John Brunner Jr., John and Frank Inc., Marked Tree, Ark.

Bill Uttz, Dixie Novelty Company, Covington, Tenn., Pete Smith, Smith Brothers Amusement Company, Dyersburg, Tenn., Harold Young, Broadway Music Company, Caruthersville, Mo., H. C. Cresswell, Cresswell Music Company, Milan, Tenn.

Cy Puckett, The Music Man, Lambert, Miss., Carlton Collins, Crystal Amusement Company, Grenada, Miss., John Tiery, Fairway Amusement Company, Columbus, Miss., Johnny Allegrazza, Ace Music Company, Shaw, Miss., Wayne Day, Day Amusement Company, Blytheville, Ark., Lloyd Barber, Barber Novelty Company, Forrest City, Ark.

N. Y. Ops See New Seeburg

SYRACUSE, N. Y.—Davis Distributing Company held simultaneous showings of the new Seeburg Jets on Sunday, April 14, in Buffalo, Syracuse and Albany, N. Y.

In attendance for all three sessions were several hundred operators, servicemen and guests.

The Syracuse show held in the East Room of the Hotel Syracuse was presided over by Al Wertheimer, president of Davis Distributing, with Bob Romig and Tom Ferrara.

The Buffalo show, in the Starlite Terrace of the Hotel Stuyvesant, was hosted by Lou Wertheimer and Jim Alexander. Running the show in Albany, at the Empire Room of the Hotel Ten Eyck, were Harry Wertheimer, of Davis, and Harry Kelley, Seeburg district sales manager.

Show AMI To N. C. Ops

DURHAM, N. C.—Steel Music Company, AMI distributor for the North Carolina territory, held two showings of the new model H phonographs. On April 14, the units were unveiled at the Hotel Charlotte, Charlotte, N. C., and from April 15 to 20, a showing was held in the Durham office of Steel Music.

As an added bit of promotion, the firm held a drawing limited only to servicemen at the conclusion of the week-long festivities.

First prize went to Lynn Loy, of Ayers Music Company, Greensboro, N. C., who was awarded an expense paid trip to the AMI service school, May 13 to 17 at Grand Rapids, Mich., and the MOA convention in Chicago, May 19-21.

Wray Wright, serviceman for J & K Music Company, Shelby, N. C., won second money. He will receive a complete set of music machine tools selected by the AMI factory engineers.

Operators in attendance included: Ben Carter, John B. Bacon, Anson Music Company, Lilesville, N. C.; J. B. Lewis, Wray Wright, J & K Music Company, Shelby, N. C.; Jack Matthews, Hoyt Hill, Lumberton, N. C., Carolina Music Company; Gene Smith, Sam Smith, William David Smith, Gene's Music Company, Fayetteville, N. C.; John Archer, A & B Music Company, Mooresville, N. C.; Robert H. Allred, Dorth Heath, A & F Music Company, Randleman, N. C.; L. H. Matthews, James H. Matthews, Matthews Music Company, Jamestown, N. C.; Mr. and Mrs. George Kostakes, W. W. Richardson, Kostakes Novelty Company, Charlotte, N. C.

Operators

Paul Blair, Roxboro, N. C.; Jimmy Jackson, Charlotte, N. C.; Marion M. Hales, Roseboro, N. C.; Mr. and Mrs. H. H. Bosworth, Vendall Music Company, Asheville, N. C.; G. L. Brown, R. L. Brown, Jack Sprinkle, Winston Salem, N. C.; Red Higgins, Miller Creek, N. C.; W. C. Knight, Monroe, N. C.; Red Snyder, Red Higgins, Duane Church, Church Music Company, North Wilkesboro, N. C.; Aaron Watkins, Johnny Estridge, Watkins Music Company, Albemarle, N. C.; W. F. Robinson, John N. Robinson, John Hord, High Shoals, N. C.; L. L. Barlette, Fred H. Nance, Barlette Music Company, Charlotte, N. C.

Cliff Snyder, Snyder, Music Company, Burlington, N. C.; Mr. and Mrs. H. O. Sparks, North Wilkesboro, N. C.; Frank Leonard, Louisburg, N. C.; W. O. Carter, Carter Music Company, New Bern, N. C.; Christopher Lockely, C & L Music Company, New Bern, N. C.; Arthur Dove, Horace Dove, Dove Music Company, Raleigh, N. C.; Harry York, York Music Company, Pinetops, N. C.; J. A. Wrenn, Yanceyville, N. C.; Jack Mitchell Jr., Royal Music Company, Durham, N. C.; P. E. Pierce, Pierce Music Company, Raleigh, N. C., and Tom Stewart, Burlington, N. C.

Ky. Ops See Jets Unveiled

LOUISVILLE—Local offices of the S. L. Stiebel Company held a showing of the new Seeburg phonograph line on April 10 and 11.

To introduce the new models were Walter Waldman, Clarence Dearmond, Lee Cupton and Lenny Dearmond for the S. L. Stiebel Company.

Also assisting in the showing were J. I. McClelland and Norm Hass, of the J. P. Seeburg Company.

A partial list of operators attending were: William Adkins, Phil Branson, Ralph Bube, Carl Bru-

ner, Louis Bogie, Mr. and Mrs. Herman Bigler, Robert and Bernard Berman.

Ralph Callam, Raymond Freeman, Mr. and Mrs. Lyle Castro, Mitch Golish, Billy House, Marshall House, Gilbert Jone, Mr. and Mrs. C. C. McKinney, Leatha Robinson, Danny Rorer, J. C. Roby, Mr. and Mrs. Thomas D. Sherfick, Mr. and Mrs. Frank Shaney, Vincent Shrader, Connie Stroz Jr., Urb Thieman, Gene Mattingly, Gilbert Mattingly, Robert Williams, Wyman Taylor, Carl Schmid and C. W. Butler.

Servicemen attending included: Pat Burke, Jim Cole, Harry Grosson, Leo Clark, Calvin Crawford, Jim Guthrie, William Garr, Grover Heath, Charlie Krouz, Amber Moody, Leroy Rainbolt, Hartman Roberts, Vance McNulty, Bill Geier and Leroy Wessling.

Refreshments were served during the two-day showing.

Ia., Neb., Ops See Seeburg

DES MOINES—Two showings of the new Seeburg line were held by the Atlas Music Company recently. In Des Moines, showings were held April 12 and 13, at the firm's showrooms. In Omaha, the unveiling took place April 14 and 15 at the Paxton Hotel.

Approximately 100 operators, servicemen and guests attended the showings in Des Moines. Assisting were Robert Dunlap, the new Seeburg factory representative for this area, with Ed Huskey, Seeburg factory engineer.

Atlas music personnel included Phil Moss, head man of Atlas; Warren Merrill, Jack DeVore, Ira Hirsch, Maggie Little, Eveleyn Naylor, Dorella Stader, John Neff, Dale Hooten, Carol Johnson, George Bento, Jack Woods Jr., Gary Powell and Howard Green.

In Omaha the showings were attended by approximately 150 operators and guests. Most of the same Atlas music personnel were present, along with Seeburg representative Dunlap. Luncheon was served both days of each of the showings.

New AMI in Grand Rapids

GRAND RAPIDS, Mich.—Miller-Newmark Distributing Company, of Grand Rapids, held its showing of the new AMI Model H Showbox Sunday, April 14, in the English Room of the Rowe Hotel here.

Attendance by operators from Western Michigan was the largest in the company's history.

Those assisting Bill Miller, President of Miller-Newmark, were Orville Bolier, salesman; Jerry Van Gessel, secretary-treasurer of Miller-Newmark, and Eric Dyer, of AMI, Inc.

A buffet luncheon and refreshments were served.

Operators and guests included Mr. and Mrs. Pat Yeo, Bob Carlisle, Jimmy Allen, Pete Peterson and Larry Paulson, of AMI Distributing, Grand Rapids; Mr. and Mrs. Fred Hunt, Mr. and Mrs. Bob Hunt, and servicemen Pete, Wayne, Andre and Walter, of Ace Novelty, Muskegon.

Mr. and Mrs. Howard Applebee, of Ovid, Mich.; Mr. and Mrs. James Heiss and Henry Douglas, Atomic Music, Muskegon; Mr. and Mrs. Bill Bryan, Cadillac; Bob Bryan, of Bryan Bros. Music, Boyne City; Fred Gerling, Mr. and Mrs. Pinky Gerling, Mr. and Mrs. Marshall Gerling, of Coin Machine Service, Muskegon; Mr. and Mrs. Austin Trager and Ed Trager, of Kingsley, and Joe Thomas, Michigan Amusement, Saginaw.

More Operators
Mr. and Mrs. Red Williams,

Variety Music Company, Grand Rapids; Terry Vlahos, T. V. Vending, Grand Rapids; Rod Roberts, Valley Music, Kalamazoo; Mr. and Mrs. Carl Walker, Walker Music, Bay City; William Wasdyke, Grand Rapids; Lawrence Bodell and Stub Brown, Peach Ridge Music, Sparta.

William Van Gessel and serviceman Barney, of Kent Music, Grand Rapids; Earl Strohpaal, Frank Deis, Donald Miller, Ross Runyon, Mr. and Mrs. Emerson Swadner, Mr. and Mrs. Carl Castle, Miller Vending, Grand Rapids; Herb May and Harlan Mapes, Muskegon Music, Muskegon, and George Mankin, Allegan.

Edward Jaworski, Lansing; Mr. and Mrs. Lucky Pep, Bay City; Mr. and Mrs. Acel Nash, Grandville; Ed Roedvoets Sr., Ed Roedvoets Jr., Nancy Miller, Mr. and Mrs. Jerry LaSage, Bob Signor, Ed Fields, Carl Bolden and Ed Dibble, of E. & R. Sales, Grand Rapids; Robert Emmett, Emmett & Willitts, Battle Creek.

Mr. and Mrs. B. C. Grable, Flint; Mr. and Mrs. Harry Najenski and Reggie Najenski, Harry's Amusements, Bay City; William Hewitt, Conway; Mr. and Mrs. Stanley Krycinski, Stan Lou Specialty Company, Ionia, and Mr. and Mrs. Joe Wakefield, Grand Rapids.

Show Jets to 16 Ark. Ops

LITTLE ROCK—George Sammons, president of Sammons-Pennington Company, Memphis, staged a showing here last week (24-25) of the two Seeburg models for 16 music operators in Little Rock and suburbs.

The showing was at the Marion Hotel. Refreshments were served. Sammons featured a theme of "Jets Are Coming."

Among operators attending were:

Edward Bryant, Deluxe Novelty Company; Joe Hill, Arcade Amusement Company; O. A. Allen, route manager for Arcade Amusement Company; Robert Franklin, Southern Amusement Company; Jeep Thomas, Thomas Amusement Company.

Cecil Hill and Harold Dunaway, partners in Twin City Amusement Company; Robert Kirspele, president of Kirspele-Hollenberg Music Company; C. W. Holmes, Western Sales Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company.

Dutch Yancey, Arkansas Music Company; J. D. Ashley, Globe Amusement Company. Several guests of the operators also attended the showing.

Southern Ops See AMI H

MEMPHIS—Southern Amusement Company showed its new AMI phonographs in an open house recently attended by many Memphis operators and several dozen Midsouth operators.

Parker Henderson, general manager, termed the showing the most successful the company had ever experienced.

Among Memphis operators who attended were Drew Canale, Canale Amusement Company; Edward H. Newell, Ormatt Amusement Company; Jack Canipe, Canipe Amusement Company; Allen Dixon, S. & M. Sales Company; George Sammons, Sammons-Pennington Company; Stanley and Rose Werner, Dixie Music Service; Bill Fitzgerald, Music Sales Company.

Other operators from the Midsouth were Wayne Day, Day Amusement Company, Blytheville, Ark.; Joe Tierce, Tierce Amusement Company, Greenwood, Miss.; Leroy Williams, F. & W. Sales Company, Bernie, Mo.; John Staf-

ford, F. & W. Sales Company, Bernie, Mo.; Jourd White, Jourd White Sales Company, Paris, Tenn.; Charles Keene, Keene Amusement Company; Union City, Tenn.

Midsouth Ops

H. C. Cresswell, Cresswell Amusement Company, Milan, Tenn.; Pete and Robert Smith, Smith Bros. Amusement Company, Dyersburg, Tenn.; J. A. Butcher, Butcher Amusement Company, Dyersburg, Tenn.; Wayne Cartiller, Bokker Amusement Company, Forrest City, Ark.; Bill Poland, Poland Amusement Company, Forrest City, Ark.; E. J. Mahfouz, Mahfouz Music Company, Stuttgart, Ark.; Eddy Boyce, Boyce Amusement Company, Bald Knob, Ark.; Olan Jackson, Jackson Music Company, Brinkley, Ark.; Floyd Williams, Williams Music Company, Stuttgart, Ark.

Harold Dunaway, Twin City Amusement Company, Little Rock; Andrew Cassinelli, Little Rock Amusement Company, Little Rock; C. E. Craig, Arcade Amusement Company, Little Rock; Henry Hitchcock, Jonesboro Music Company, Jonesboro; Elmer Womack, Womack Music Company, Jonesboro; M. L. Armstrong, Armstrong Amusement Company, Brinkley; Vernon Ward, 19 Music Company, Pine Bluff, Ark.

H. H. Hays, Jefferson Music Company, Pine Bluff; Robert Brunner, John & Frank Music Company, Marked Tree, Ark.; C. E. Tolliver, Tolliver Music Company, Lepanto, Ark.; Thomas Armstrong, Armstrong Amusement Company, Brinkley, Ark.; Nathan Wheelless, Service Amusement Company, Jonesboro, Ark.

Clarence Spain, Spain Amusement Company, Tunica, Miss.; O. H. Johnson, Johnson Music Company, Cleveland, Miss.; Johnny Allegrazza, Ace Music Company, Shaw, Miss.; Chester Richardson, Richardson Music Company, Greenville, Miss.; Lavaughn Johnson, Johnson Amusement Company, Corinth, Miss.

Cy Puckett, Lambert, Miss.; Carlton Collins, Crystal Amusement Company, Grenada, Miss.; Lexie Howard, Crystal Amusement Company, Grenada; Abe Malouf, LeFlore Music Company, Greenwood, Miss.; John Haley, Haley Music Company, Canton, Miss.

Fla. Ops See New Seeburg

MIAMI—Showing of the new Seeburg Jet line was held for Florida operators by the Supreme Distributors, Inc., here at the plush El Comodoro Hotel April 14.

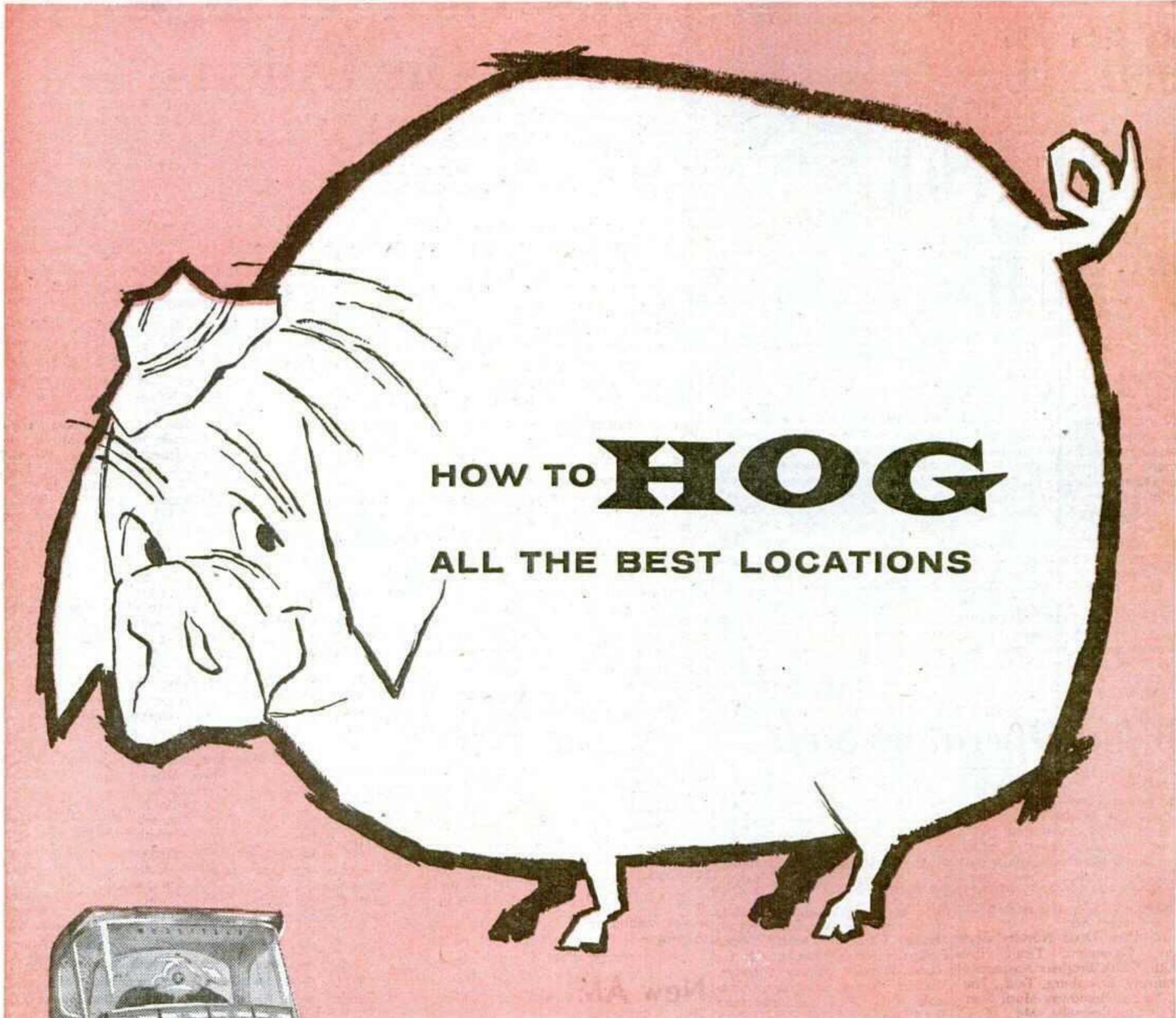
Credit for the first models bought in the Sunshine State went to Harry Zimmand, who took 10 new machines.

Representing the Seeburg organization was E. C. Blandbecker. Personnel from Supreme, hosting the event, included M. F. Patton, H. C. Clarkson, R. E. Gibbon and W. P. Ward Jr.

Among operators and guests were Oscar Garcia, Jack McGriff, Carl Weisner, Marshal Hefflin, W. H. Wedekind, J. W. Cain, Gleason Stambaugh Sr., Gleason Stambaugh Jr., Harry Zimmand, Joe Best, Sid Ritterman, Paul Fetzer, George Stearns, Walter Wheeler, George Skadding and S. B. Gurkin.

Sam Marino, John Marino, Pat Sise, Mr. and Mrs. Harold Carson, Mr. and Mrs. Arnold Rogan, Mr. and Mrs. Thompson, Mr. and Mrs. Joseph Mangave, Mr. and Mrs. Edward Petrocine, Jack Lipsinger, Mike Seader, Morris Diamond, Whitey Pincus, Gene Rogers, Ozzie Trupman and Mr. and Mrs. Ernie Ryer.

Eddie Daddis, E. J. Isenberg, Leo Slacton, Sam Lana, Walter Zarzycki, Mack Reiser, Jack Hauffman, Phil Zimand, Eddie Leopold, George Caravacious, Murray Cross, Buddy Kauffman and William Blatt.



HOW TO **HOG**
ALL THE BEST LOCATIONS



104-Selection
Model 2104

200-Selection
Model 2150

200-Selection
Model 2100

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

MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

What Operators Say:

The Question:

Some operators believe that a good local association is capable of insuring 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. Reese, Watertown, S. D.: "A good local association should insure fair business practices without union membership." . . . R. L. Jolly, Engelhard, N. C.: "Good business practices usually win out. I believe that a good local association is capable of insuring 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."

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 Schrimm, 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 Padula, 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 arbitral 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: "Music operators do not need unions. What they need is an association to thrash out and understand each other in fair play and dealings." . . . A Texas operator who asked his name be withheld: "Association—YES. Union membership—NO."

. . . A North Carolina operator who asked his name be withheld: "Our local association has made much progress in this direction since our organization less than a year ago. I personally don't think a union could do any more than we are doing and don't believe in some of the tactics they use." . . . A Texas operator who asked his name be withheld: "The local association is doing all right here."

Ops Turn Thumbs Down On Unions

- Operators admit economic woes in juke box business but believe unions are not the answer
- Associations are excellent vehicle to express collective voice of operators

This is part one of a two-part Forum on what operators think of unions in the juke box operating business.

Unionization appears to have little chance of gaining nationwide acceptance in the juke box industry. And according to the way most operators feel today, it's doubtful if it ever will.

Operators are more than willing to admit weaknesses exist in their present business practices, but they don't feel unions are the answer.

The majority would prefer to work with a local or State association to solve various operating problems and promote fair and ethical business practices.

A look at Forum replies for the week shows that of the total operating companies having any employees, only 16 per cent of the companies had members belong to a union.

Among operators themselves, the figure is even smaller. Only 13 per cent of this group showed any union affiliation.

Compare this to the 50 per cent figure that said they belong to a State or local association and the answers take on even more meaning.

Group Action Desirable

Obviously the operator is not opposed to action. The 50 per cent membership in associations more than attests to this. The fact is that today more than ever in the past, operators are finding group action for the purpose of exchanging ideas and fighting unfair legislation, desirable if not altogether necessary.

Soaring costs are rapidly squeezing the juke box profits to a precarious low. Dime play, improved commissions and hypoped selling and merchandising techniques are a must for survival. All operators realize this.

They also realize that collective action is helpful for bringing all this about.

Their objection is very clearly leveled against one specific type of group action, unions. Here's why:

Union Objections

The comments seem to fall into two general categories. First, there's a big question as to how much benefit unions could provide the juke box industry. Second, the bad name that some unions have earned for themselves; thru questionable operating tactics has made operators understandably wary of being associated with an organized labor movement.

On the other hand, associations are closer to the problems of the juke box industry.

They can provide more help, understanding and professional guidance than they could ever hope to expect from a union.

Where local associations haven't done the job, operators question whether unions could do any better. A Missouri operator summed up this feeling with a complaint that their local association was "weak," but he didn't think "union membership would help either."

The burden was placed on operator "co-operation." "If the individual operators will pull together and recognize what has to be done for

all to survive," one Eastern operator said, "the juke box industry can flourish. And the best way to do this is thru a local association where the members are long-time veterans in the music business and know what has to be done."

Emphasizing mutual professional guidance, a New York operator stated, "A music operator does not need unions. What he does need is a local or county association to thrash out problems, build understanding and further fair play and ethical dealings."

Cite Associations

Commenting further, a Missouri operator said, "Our local association has made much progress in this direction (building fair business practices) since our organization less than one year ago. I personally don't think a union could do any more than we are doing and don't believe in some of the tactics they use."

The subject of union "tactics" came in for further comment from other operators, with mention of "goon squads, corruption, strong-arm boys, and highly paid and lavish spending union bosses," spotting Forum returns.

"I feel that unions would take control of the business and would do more harm than good," commented one Michigan operator who asked his name be withheld.

"Headlines answer my objection," said another.

Still another said, "Let's keep the business clean and an asset to our individual towns and cities. The juke box operator is just now beginning to live down the poor name brought by a few unscrupulous characters a few years back."

Union Publicity

"Whatever good unions could accomplish would be overshadowed by the poor publicity they are receiving. In the long run the juke box operators' association with this sort of thing would be harmful from the public relations standpoint. And the gains can be gotten thru collective action in local or State associations.

Forum replies go further in emphasizing this fact with only 7 per cent of the operators indicating that they feel union membership benefits those that do belong. A full 43 per cent say flatly that they don't feel there is any benefit to be derived, with 50 per cent sitting on the fence saying they just "don't know."

And it doesn't appear as if unions can expect to gain many new recruits from operator ranks either. With many of the above reasons given for their negative feeling, fully 75 per cent of operators answering the poll stated that neither they nor their employees wanted anything to do with joining a union. Only 8 per cent said they felt this would be desirable, with 17 per cent saying they just "didn't care."

In next week's Forum answers will be given to how operators actually compare the services of unions vs. associations, whether they feel any benefit might come in the future from union membership and how they feel about competition among operators in small towns as against large cities.

Forum Votes

1. Do you belong to a city or State association? 50% Yes. 50% No.
2. Do you have any employees? 74% Yes. 26% No. If yes, do they belong to a union? 16% Yes. 84% No.
3. Do you belong to a union? 13% Yes. 87% No.
4. If neither you nor your employees belong to a union, would you like to join or have them join a union? 8% Yes. 75% No. 17% Don't care.
5. Do you think operators or employees who now belong to unions are benefiting by their union membership? 7% Yes. 43% No. 50% Don't know.



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 DIME OR TWO NICKELS

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1st Forum Meeting—Parlor F, 2nd Floor
Sunday, May 19, 12:00 noon to 1:30 p.m.
Moderated by Directors: Lou Casola
Harry Snodgrass
John A. Wallace
Howard Ellis
Subject: Ten-Cent Play and Diversified
Operation

2nd Forum Meeting—Parlor F, 2nd Floor
Sunday, May 19, 8:15 p.m.
Moderated by: Gordon Stout, David Baker,
Martin Britz, Clint Pierce
Subject: Taxation, Licensing, Public Relations,
Present Legislation.

3rd Forum Meeting—Venetian Room, 2nd Floor
Monday, May 20, 8:15 p.m.
Subject: Matters Pertinent to Music Industry
Will Be Discussed Between Song Writers,
Publishers and Music Operators
Attendance Open to All

4th Forum Meeting—Madison Room, 2nd Floor
Tuesday, May 21, 1:00 p.m. to 2:15 p.m.
Subject: Depreciation Schedules and Filing
Form 1096 and 1099 with Internal
Revenue Department

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

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Tuesday, May 22, 7:00 P.M. Terrace Casino Room

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Monday, May 20—10:00 A.M.
Room to be Announced
Opening Address: George A. Miller
"The Phonograph Industry":

John Haddock
"Copyright Legislation":
Sidney Levine and other Speakers

Monday, May 20—12:30 P.M.
Cotillion and Embassy Rooms

EXHIBITORS' LUNCHEON

General Discussion of all Features
of Convention will be held at this
Luncheon.

Tuesday, May 21—10:00 A.M.
"Amendments to MOA By-Laws"—
Sidney Levine

"General Operation of a Diversified
Coin Machine Route"—
Harry Snodgrass

Remarks by
Congressman George P. Miller
"Think It! Say It! Do It!"
Vincent Gottschalk

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CONVENTION SPECIAL

N. Y. Jukemen to Take Chartered MOA Flight

NEW YORK — A chartered Northwest Orient Stratocruiser will carry 40 local juke 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 refreshment bar 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 surgeon for the trip is Dr. Gabriel Belvidere, noted neuro-surgeon, who earned his money thru medical school by working as a juke box routeman.

Flight list includes Lou and Bernie Boorstein, Leslie Distributors; Gene Gottheif, Leslie's Hartford, Conn., branch; Joe Delaney, advisor to independent record labels; Harry Apostalarus and John Halonka, both of Alpha Distributors; Sandy Moore and Gabe Foreman, both of Suffolk-Nassau Amusement, and Howard Greenberg, Viking Export.

Also Jerry Blaine, Cosnat Distributors; Morty Paletz, Jubilee Records; Bob Austin, Joe Orleck and Sid Parnes, Cash Box; Gene Goodman, music publisher; Archie Bleyer and Bob Kornheiser, both of Cadence; Hugo Paretti and Luigi

Creatore, both of Roulette; Mel Turoff and Joe Kolsky, both of Gee Records, and Mr. and Mrs. Lou Saks, operators.

Also, Dick Jacobs and Howie Kaye, both of Coral; Phil Kahl; Moe Gale, Sheldon Music; Goldy Goldmark; Norm Weinstroer and Bob Thiel, both of Coral; Frank

Abramson, Sammy Kaye office; Lou Valente, Staten Island operator; Bob Kerr, record industry advisor; Al (Senator) Bodkin, Forest Hills Music; Aaron Sternfeld, The Billboard; Ben Chicofsky, operator; Murray Deutch, publishing business, and Jim Landry, Paterson, N. J., record shop.

Al Denver, head of the Music Operators of New York, and Sidney Levine, MONY counsel, will leave earlier for consultations with MOA officials.

Gabe Foreman, of Suffolk-Nassau, has been delegated by the New York contingent to line up special sight-seeing tours thru Chi-

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3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
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SHIPMAN DUPLEX STAMP MACHINES, \$10 each; Triplex, \$29.50 each. (like new). Folders, direct factory prices. We buy. U.S.P., Waterbury 5, Conn. my6

VENDING MACHINES—PARTS, ALL SUPPLIES: Ball Gum, all sizes; 1 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Wkins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 320 or 520 ct. Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. my27

6 DELUXE PHOTOMATICS FOR SALE—All information, First letter, best offer. J. W. Wingfield, 15 E. Washington St., Petersburg, Va.

8 VICTOR SUPER MARTS, \$18.75 EACH: 4 Victor Baby Grand 1 1/2 Ball Gum and 4 Baby Grand Capsule Machines, \$9 each; 4 Victor Super V, \$15 each; 2 Atlas Master Ball Gum Machines, \$16 each; 3 slightly used, rest new \$231 cost on Penny King, Victor capsuled charms, gum size plug in heads, half-half mix, 5 pipe stands, Eppy features, let go for \$98 Selling account health, Wood, 1102 N.E. 4th Ave., Fort Lauderdale, Florida.

23 SCIENTIFIC POKERING GAMES, CLEAN, 15 with Formica Tops, Peach Mirrors, good working condition, priced for quick sale. \$40 each; one standard Metal Typex, \$150. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J. Phone 22816. my13

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4 SECONDS BETWEEN SELECTIONS

Four Ways to Help Make Operating Pay

By BOB DIETMEIER

This article was written especially for *Monthly News*, a bulletin published by the West Virginia Music Operators' Association primarily for its members. It appears in their April issue.

The juke box operator today is caught in a tight squeeze. That in itself is pretty well known, but what is not so well known apparently is what he can do to get himself out of it.

In other words, how can an operator enjoy a profitable business in music operating faced with today's high fixed costs?

First of all, I think an operator must realize that there is no pat answer to that question. I surely don't have any. There are no miracles about how an operator can enjoy a profit today, and I don't think there's any mystery either.

Find an operator who is successful and you'll find a man who works long hours, who has better-than-average relationships with his location, who has a good accountant and keeps good books, who has a depreciation schedule tailored to fit his needs, and who is not afraid of spending money to make some.

Such men exist among the members of your association, as they do in cities and towns across the country.

You'll notice I didn't mention that such a man must belong to a strong association. I did not include that for a good reason. Here's why: Because, altho I feel belonging to an association can be a very great asset to any operator or any other businessman for that matter, I think all too often an operator uses the lack of a strong association as an excuse for poor income. And what really is the matter, more often than not, is that he doesn't try very hard to use operating procedures which would produce top money.

By the same token, there are operators who are successful despite their poor operating procedures simply because they do belong to a strong association. Where such exists, I believe the operating business will suffer in the end.

As I have said many times, I think a principal reason for lack of success, especially today, is the lack of initiative on the part of the operator to actually run his business. Too many operators are actually afraid to even try to sell their location owners on their operating business. Their motto: Don't rock the boat.

Even when they get their gump-tion up and start to tell the location owner just what the business is all about that he should know, all it

takes is for the owner to bark, "I don't give a blankety-blank about your business, just give me my money and shut up." The operator meekly complies, many even tell the location owner he hopes he's not offended, quietly sips his beer and leaves.

No matter how you slice it, it comes out the same: That just "ain't" the way to run a business.

So what can an operator do about it? As I said, I don't pretend to be an oracle. But I think there are some things that work as a starter. And they hold true regardless of the operator, the size of his operation 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 wallbox from a coin box, teach him. It'll pay dividends to you. And you'll more than get back your fee to boot. I'm convinced more money is lost thru poor bookkeeping and not understanding tax laws and depreciation schedules than any other single thing.

2. **Develop good help.** Pay a man a living wage. Get him interested in business. Good help is hard to come by—and even harder to keep. Give a routeman or a mechanic a good wage, but also develop a loyal man who'll think more in terms of "we" when referring to your business than "it."

3. **Develop good location relations.** This is a hard job. It takes time and more time. And it also takes a knack for knowing what to say when. But basically, it's a matter of developing mutual trust and understanding between two businessmen. A location owner doesn't necessarily have to like you personally if he respects your business for providing him with the best service he can get. Sell him on it.

4. **Tell people about yourself.** Be active in everything you have time for—and even civic functions or clubs you don't have time for. And let people know about your business. If you're not proud of it, don't expect anyone else to think much of it—or you.

Notice that I haven't mentioned anything about dime play or commissions or 200-selection equipment. I haven't for a good reason. Because if you'll notice, each one of the points above are necessary before you can expect to do much with increasing income.

As in any other business, you must give of yourself—time, money and patience—before you can enjoy the results. Too often, in the operating business, as in any other, too many want the results without paying the price for them.

200 N. Y. Ops

Continued from page 98

Mike Tartaglia, Lou Tartaglia and Harold Rosenberg and Jim Smith. Up-State New York operators included Mike Mulqueen, Dave Conrad, Walter Conrad, Archie Goldberg, Bill McCarthy, Millie McCarthy, Ann Koenig, Jack Rowan, Jim DeMare, George Molino, Matt Smithurst, Frank DeMauro, Vincent Gallo, Howard Herman, Lou Herman, Ed Adnoczyk, Gertrude Browne, Herb Chacon, Tom Greco and Harold Seddel.

Other visitors included Dave Simon, Simon Sales; Sidney Levine, Music Operators of New York counsel; Bernie Boorstein, Leslie Distributors; Art Herman, Herman Bros.; Howard Greenberg, Viking Export; Abe Witsen, International Scott Crosse, Philadelphia; Sandy Moore, Suffolk-Nassau Amusement; Al Denver, Music Operators of New York; Joe Young, Young Distributing; Art Silbert and Bob Krause, Standard Factors; Claire Morano, Associated Amusement Operators of New York; Dave Stern, Seacoast Distributors; Irving Kaye, game game manufacturer; Al Simon, Albert Simon, Inc., and Harry Koepfel.

Local operators included Tom Henry, Irv Holzman, Al Douglas, Harold Monroe, Harry Pugliese, Joe DiBartolo, Mac Pollay, Calvin Goros, Sal Trella, Bernie Hoey, Bob Held, Herb Lipman, Vince Cappezola, Phil Greitzer, Harold Morris, Harold Kaufman, Harry Green, Sam Lerner, Perry Tsucalas, Howard Kaye, P. Goldman, Sheldon Simon, Sol Gabel, Irving Fenichel, J. C. Rogers, Rudy Sidlower, Jim Serbes, Lou Hirsch, Tobias Halpern and Joe Forsyth.

Also, Abe Bernstein, Don McCann, Moe Kutlow, Murray Wollman, Abe Lesh, Al (Senator) Bodkin, Ben Chicofsky, Mort Zamore, Iz Bernstein, Morris Bernstein, Frank Marcus, Jack Marcus, Stan Nankoff, Don James, Mel Nudelman, George Witt, Harold Prager, Elias Gassner, Sam Gassner, Sam Badalamenti, Moe Bitter, Max Iskowitz, Al Zirpoli, Charlie Sachs, Joe Hirsch, Les Boyd, Al Treiber, Al Miniacci, Mickey Mastro, Sam Penner, Sandy Warner and Harry Wasserman.

And, Al Cohen, Manny Feder, George Holtzman, Bob Luttmann, Stan Lutzker, Joe Madden, Ray Knoss, Bill Goetz, Jerry Basile, Leonard Block, Harry Schilderout, Jim Sherry, John Marino, Sam Engleman, Don Shapiro, Jerry Miller, Clyde Check, Joe Green, Harry Zall, Charlie Morell, Wilbur Aronson, Leo Lowenberg, Joe Friedman, Dick Friedman, Morris Lubert, Otto Freedman, Carl Williams, Howard Cleary, Abe Wolk and Will Iverson.

In showings at Runyon's Newark, N. J., branch on Wednesday and Thursday (24 and 25) about 120 operators and guests were present, while nearly 100 were at the showing in Runyon's Hartford, Conn., branch last week.

Juke Programming

Continued from page 98

And for the operator who wants to sell a location owner on his tailor-made service, a few records are well worth it.

By giving the location a top-notch music service, other problems, such as dime play, more equitable commissions, written contracts, are always much easier to solve, operators creating a new trend in programming report.

Interestingly enough, operators concentrating on programming to increase their business are finding that extended play records can be programmed profitably in a number of locations. The important requirement, all agree, is to have a sound grasp of the music needs of each location and to provide the music to meet it.

Sales Savvy, Op Groups Spark Dime Play Move

Continued from page 98

and operator from a dollars and cents standpoint.

Arnold credited several other factors which were instrumental in making him successful in his switch.

First, there was concentrated action by members of the Colorado Music Merchants' Association in nearby Denver in agreeing on a uniform 10-cent play platform. While there are still hold-outs by many operators, the general trend seems to be toward the dime.

Selling Locations

His own personal selling efforts, he feels, were also a major factor in gaining a sympathetic reaction from location owners. "If you tell them why you have to do something, and have a good reason, the locations will usually play ball. After all, they're good businessmen, too, and realize an operator can cut a dollar only so thin."

Finally, there is the fact that his hometown of Aurora has grown at the rate of almost twice that of any similar-sized community in the State. The people seem to be more progressive, and adapt readily to change.

"While in the past," Arnold stated, "we used to think of the dime in regard to 200-selection machines only, we now find that even on the 100-selection phonographs, the conversion is acceptable if sold properly."

Initial Reaction Poor

Arnold tells that there is generally some dissatisfaction from the location patrons for the first few days. But this is generally gone, with no ill feelings left, and play resuming to normal in a very short time.

The obvious moral to be gained

Little Rock Dime

Continued from page 98

erators in the area have reported at least a 30 per cent increase in collections over the dime play. Many expect the collection to go even higher.

The conversion put the music business in Little Rock on a healthy basis, whereas it was shaky last summer and operators were desperate for relief.

The leading operators of the city, who worked thru the Little Rock Operators' Association, patterned their conversion after the successful Memphis change-over effected in May, 1955.

George Sammons, president of Sammons-Pennington Company, Memphis, travels the Arkansas territory two or three weeks each month and was credited by many operators in leading the drive.

He helped on the change-over in Memphis and was credited by Arkansas operators with bringing dime play to Arkansas. Besides Little Rock, many other cities and areas of the State have made a successful conversion to dime play, and operators say it is only a matter of time before the whole State is on dime play.

Leading Little Rock operators who led the way for dime play in Arkansas are: Dan Levine, Levine Music Company and past president of Little Rock Operators' Association; Robert Krispel, owner of Krispel-Hollenberg Music Company, president of the association; Harold Dunaway and Cecil Hill, partners in Twin City Amusement Company; C. W. Holmes, Holmes Amusement Company; Andrew Cassinelli, Little Rock Amusement Company; Dutch Yancey, Arkansas Music Company; C. E. Craig, Arcade Amusement Company, and J. D. Ashley, Globe Amusement Company.

here is that the operator who is going to make the conversion should caution the location owner to expect such a customer reaction for the first few days. Otherwise the location owner may get too discouraged by some of the comments and demand the operator go back to nickel play.

If this happens he's worse off than before, because this way the location feels he's "tried the new dime play and for him it won't work."

If the operator will prepare the location to expect the worse at the beginning, he'll be more apt to ride thru the initial wave of disparaging comments.

Another operator who bears this out is John Reeves, general manager of Arizona Music Company, Phoenix.

Thus far approximately 45 per cent of his stops are on a dime, with Reeves pointing to the percentage growing in favor of the dime every week.

Reaction has been approximately the same as in other parts of the nation. Initially there is a sharp drop in collections immediately following the change. However, shortly, Reeves tells, play builds up to the point where take is noticeably improved.

All new 200s being installed go for a dime, three plays for a quarter.

Besides his own selling efforts and location co-operation, Reeves credits the establishment of many new plush resort hotels and motor lodges with helping the movement along.

Jordan Expands Tri-Town Route

FITCHBURG, Mass.—Ed Jordan, who operates Tri-Town Music here, is reportedly expanding his route at a rapid clip. Jordan bought out Ken Progin's 60-piece Lincoln Music route last year.

He operates in Leominster, Fitchburg and Ayer. Collections in the area are running ahead of last year.

Wanted for Murder...

CANCER is the cruellest enemy of all. No other disease brings so much suffering to Americans of all ages.

YET—though 23 million living Americans will die of cancer, at present rates—there is reason for hope. Thousands are being cured, who once would have been hopeless cases. Thousands more can have their suffering eased, their lives prolonged. And every day, we come closer to the final goal: a sure and certain cure for all cancer.

THESE THINGS have all been helped by your donations to the American Cancer Society. This year, please be especially generous!

Cancer
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AMUSEMENT MACHINES

MAY 6, 1957

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

THE BILLBOARD

107

Royal Flush New Gottlieb 5-Ball Game

CHICAGO—Royal Flush, single player five-ball pin game, with the new roto-targets feature, was shipped to distributors last week by D. Gottlieb & Company.

The roto-targets were first introduced on a Gottlieb four-player game, Majestic, late in March.

The roto-targets unit consists of a number of rotating targets with different card symbols, located near center playfield.

Trip bumpers along the playfield when hit by a ball, cause roto-targets to rotate, and a new card symbol to appear.

When ball propelled by button-operated flipper buttons hits a roto-target, a card on backglass lights up, corresponding to card symbol on roto-target hit. When player completes a royal flush, targets light up for special score. A special holdover feature allows lighted cards to carry over from game to game.

Royal Flush has a match play feature, and is available with "win" coin chutes, dime and quarter.

Rev. Evans to Speak at Coin UJA Banquet

NEW YORK—The Reverend Richard E. Evans, head of the National Christian Committee of the United Jewish Appeal, will be guest speaker at the Coin Machine Division of the UJA's annual banquet May 15 at the Sheraton-Astor Hotel.

At an executive committee meeting here Thursday night (25), it was disclosed that fund collections are running behind last year. The committee is launching an intensive two-week drive to put the campaign over the top.

Talent to appear at the dinner was discussed. A tentative commitment has been received from Sammy Davis Jr.

U. S. Court Rules Bally Not Guilty In Rosenfeld Suit

CHICAGO—Judge Julius J. Hoffman directed verdicts of not guilty on three separate counts on charges brought by J. Rosenfeld Company, St. Louis, against Bally Manufacturing Company and other defendants in U. S. District Court here.

Judge Hoffman ruled defendants not guilty on charges of breach of contract with Rosenfeld as an alleged exclusive regional distributor of Bally machines, conspiracy for breach of contract, and violation of the Robinson-Patman Act. Bally denied that Rosenfeld at any time was appointed the exclusive regional distributor of any Bally machines, or that Rosenfeld entered upon duties as exclusive regional distributor. Bally further denied any combination, conspiracy or concert of action as alleged, that Rosenfeld suffered damages by any action of defendants, or that Rosenfeld is entitled to any recovery.

A counter claim for alleged goods, wares and merchandise delivered by Bally to Rosenfeld at Rosenfeld's request, was judged due Bally in amount of \$1,421.22.

GAME EXPORTS MAKE BIGGEST GAIN IN JAN.

WASHINGTON—Games made the biggest climb in January among U. S. coin machine exports, the U. S. Department of Commerce figures show (see chart).

Game shipments climbed in dollar volume to \$459,748, a big gain over the December figure, while juke box shipments were well below \$1,420,535 total of December, hitting just under \$1,000,000. Vending machines did a \$158,490 trade, also below the December mark. (See story in April 29 issue.)

Distributors expect the game export market to hit a new high before the end of 1957.

Ind. High Ct. Rules Free Play Pins Okay

INDIANAPOLIS—Unrecorded free play pinballs were ruled legal by the Indiana Supreme Court Thursday (2).

The decision was based on the 1955—not 1957—law.

It sustains a permanent injunction issued by Marion County Superior Court against confiscation by prosecuting attorney John G. Tindler.

The suit against enforcement was brought by the Music Operating Company of Indianapolis.

Free plays can be awarded. Recording or registering them is illegal, the court ruled.

The court said further that the [\(Continued on page 112\)](#)

Witsen Opens 18th Arcade

PHILADELPHIA—Abe Witsen is on his way to becoming the Arcade king of the East Coast. Witsen, who is president of the International Scott Crosse Company, distributor and exporter of games and music, has announced the opening of his 18th Arcade.

The new funspot, at Bridgeton, N. J., will be known as Auction City, U. S. A. Some 40 coin-operated pieces have been placed on the location.

May 15 Trial Date Set in Action of MONY and RCIA Vs. Local 531

Case Vs. Local 433 May be Switched To Federal Court; Stays Remain in Effect

NEW YORK—Judge Samuel Hofstadter of the New York Supreme Court has set Tuesday (14) as the trial date in the injunction action being sought by The Music Operators of New York, the Retail Clerks International Association and Local 1690 RCIA against Mortimer Pearl and Al Cohen of Local 531.

In the separate ruling Thursday (2); Judge Hofstadter remanded to May 13 the injunction action being sought by RCIA officials against Cohen and James Caggiano and others of Local 433, the amusement machine union. In both cases

—the former dealing with juke boxes and the latter with games—the stays remain in effect. These stays have the force of temporary injunctions and sharply limit the operations of the defendants.

Removal Petition

Murray Frank, attorney for the defendants in the amusement machine action, had filed a petition for removal of the case to Federal Court.

On the basis of this petition, Judge Hofstadter arrested the motion and remanded it to May 13. At that time, it will be determined which court has jurisdiction.

The plaintiffs are seeking to restrain Local 433 from destroying or altering its files, membership lists and records of the union. They claim that the RCIA union, which was formerly Local 465, headed by Caggiano before he was ousted, is the recognized bargaining agent with the game operators and that Local 433 does not exist legally.

In the juke box union action, which comes to trial next week, the plaintiffs seek to enjoin Local 531 and its officials from picketing and recruiting.

Local 531 has been charged by the plaintiffs with using coercion and with operating as "a tool and front for racketeers." Thursday's session was one of legal maneuver, as the attorney for Local 433 made his move to put the case before the federal courts, and as litigants in the juke box action argued about the pre-trial examinations.

As it stands now, the plaintiffs will have Monday and Tuesday (6 and 7) to examine the defendants, while the defendants have the next three days to examine the plaintiffs.

In Thursday's session, Sam Mezenski, representing MONY, cited a circular allegedly signed by Mortimer Pearl, which was sent to location owners.

The circular threatened the location owners with pickets unless the juke box on his location was

[\(Continued on page 112\)](#)

S. Jersey Cig, Game and Juke Ops Hold Banquet

WEST COLLINGSWOOD, N. J.—Members of the juke box, amusement machine and cigarette vending industries joined forces here Thursday night (2) as members of the Amusement Guild of South Jersey and the Cigarette Guild of South Jersey held their joint annual banquet at Chubby's Night Club here.

It was the first annual affair for both organizations. The two associations, the independent organizations, work closely and are the only coin machine trade groups in the area. More than 150 operators, distributors and manufacturer representatives attended the affair.

Officers of the AGSJ are Bill Cannon, president; Joe Scala, vice-president; Bill Donaldson, secretary, and William Frost, treasurer.

Game Officials

CGSJ officials are Leo Spector, president; Jules Obus, vice-president; John Rossi, secretary, and Dan Navarra, treasurer.

Marty Berger, who performed ably as toastmaster, was in charge of arrangements for CGSJ. He worked with Frank Collis, AGSJ representative, in making the affair one of the most successful coin machine functions ever held on the East Coast.

Guests watched the top-notch floorshow, put away an excellent roast beef dinner, danced to the strains of an excellent orchestra, talked shop and generally relaxed.

Idea Exchange

Juke box, amusement machine and cigarette machine executives mingled and discussed mutual

problems and prospects. The following were among the guests:

Abe Witsen, International Scott Crosse, Philadelphia; Dave Rosen, Philadelphia AMI distributor; Dan Carr, Continental Vending Machine Company; Barney Sugerman, New York AMI distributor; Larry Ash, Active Amusement, Philadelphia; Moe Baer, Banner Novelty, Philadelphia; Zavin Hovsepian, Atlantic-Pennsylvania, Philadelphia Seeburg distributor, and Joe Silverman, president of the Philadelphia Amusement Machine Operators.

Also Frank Jenkins, Eastern Electric; Abe Green, Runyon Sales, New York; Bill Goldberg, Central Vending, Philadelphia; Dave Hoffman, Continental Vending Machine Corporation; Pat Mahoney, the Rowe Manufacturing Company; Andy Anderson, National Vendors; Ron Carpenter, Vend Magazine, and Aaron Sternfield, The Billboard.

Kaye Turns Out 80 Units Weekly

NEW YORK—Irving Kaye Company, Inc., is now turning out pool games at the rate of 80 a week, with production soon to be stepped up to 100 a week, according to Irving Kaye, president.

Kaye makes the six-hole El Dorado pool game and the three-hole Super Deluxe Bumper Pool. The games will be exhibited in Chicago at Booths 48-A and 48-B at the Music Operators of America convention, May 19-21.

More Trouble Awaits Hub Game Ops

BOSTON—Last week pinball operators were hit with a huge fee hike from \$35 a year to \$100, and this week a councilman who has been gunning for the operators was shooting at them again.

City Councilman Edward F. McLaughlin called for a full-scale investigation into the licensing of devices by the Boston Licensing Board and has asked the city council to summon the Board with all its records of pinball licenses "without delay."

The councilman called for the hearing after a visit to one of the big Arcades in the downtown section. He said he found 47 machines not licensed. He said he visited the spot after being informed of obvious discrepancies between the Licensing Board records and the actual number of machines in operation.

"I have also been informed that this is not the first time these obvious discrepancies have been brought to the attention of the Licensing Board," McLaughlin said.

He referred to a police report to the Board in February after investigation showed that there were 50 unlicensed machines in two Arcades. The records also showed that the spot visited by McLaughlin applied for a license for only 20 while it had 49.

The order for raising the fee on pinball machines passed last week was sponsored by McLaughlin. He has been outspoken in the city council on the subject of the devices and has charged on several occasions that teenagers play the machines in violation of the order banning such play.

Coin Machine Exports

January, 1957

	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	208	\$ 98,544	313	\$ 55,282	1,070	\$114,652	1,591	\$ 268,478
Venezuela	238	206,477	55	18,255	293	224,732
Belgium	220	133,988	482	73,166	1,500	14,875	2,202	222,029
W. Germany	194	130,970	148	34,192	49	13,590	391	178,752
Italy	16	13,652	540	133,602	556	147,254
Switzerland	94	64,848	99	23,727	193	88,585
France	1	1,050	182	58,538	3	915	186	61,503
Cuba	113	32,691	369	12,305	27	1,223	509	47,219
Austria	53	45,723	53	45,723
Peru	62	41,590	9	1,339	71	42,929
Mexico	83	32,464	83	32,464
Sweden	28	18,285	28	7,070	56	25,355
British Malaya	49	22,476	49	22,476
Dominican Republic	39	22,056	39	22,056
Hong Kong	43	15,161	12	4,107	8	2,720	62	21,988
Netherlands	38	16,543	18	2,580	3	771	59	19,894
Nicaragua	20	15,941	20	15,941
Other	172	76,255	180	33,575	32	9,744	384	119,574
TOTAL	1,671	\$988,714	2,435	\$459,748	2,692	\$158,490	6,798	\$1,606,852

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of April 29, 1957)

MUSIC MACHINES			
	High	Low	Mean Avg.
Model A (46) 40 sel., 78 RPM	\$100.00	\$ 69.50	\$ 75.00
Model B (48) 40 sel., 78 RPM	125.00	75.00	125.00
Model C-40	365.00	109.50	150.00
Model C (50) 40 sel., 78 RPM	150.00	109.50	125.00
Model D-80 (51) 40 sel., 78 RPM	345.00	125.00	279.50
Model E-40 (53) 40 sel., 78 RPM	265.00	295.00	295.00
Model E-80 (53) 80 sel., 45 RPM	425.00	295.00	385.00
Model E-120 (53) 120 sel., 45 RPM	475.00	375.00	445.00
Model F-80 (54) 80 sel., 45 RPM	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM	675.00	350.00	645.00
ROCK-OLA			
1428 (48) 20 sel., 78 RPM	\$ 99.50	\$ 49.50	\$ 95.00
1432 (50-51) 50 sel., 78 RPM	200.00	135.00	169.00
1434 (50-51) 50 sel., 78 RPM	300.00	149.50	225.00
1434 Fireball	275.00	124.50	275.00
1434 Rocket	219.00	124.50	129.50
1436 A- (53) 120 sel., 45 RPM	275.00	149.50	195.00
1438 (54) 120 sel., 45 RPM	450.00	395.00	395.00
1442 (54) 50 sel., 45 RPM	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM	725.00	625.00	695.00
SEEBURG			
148 ML (48) Remote, 20 sel., 78 RPM	\$ 99.50	\$ 74.50	\$ 99.00
HM-100-A Hideaway	225.00	160.00	225.00
M-100-A (49) 100 sel., 45 RPM	245.00	69.50	225.00
M-100-B (51) 100 sel., 45 RPM	450.00	375.00	425.00
M-100-C (53) 100 sel., 45 RPM	665.00	445.00	525.00
M-100-G (54) 100 sel., 45 RPM	675.00	545.00	645.00
M-100-R	769.00	650.00	725.00
M-100-W	649.00	595.00	595.00
WURLITZER			
1100 (47) 24 sel., 78 RPM	\$160.00	\$ 65.00	\$119.50
1250 (50) 48 sel., 45 or 78 RPM	165.00	125.00	129.50
1400 (51) 48 sel., 45 or 78 RPM	195.00	135.00	175.00
1500 (52) 104 sel., 45-78 RPM Mix	325.00	195.00	210.00
1650 (53) 48 sel., 45 RPM	375.00	285.00	285.00
1700 (54) 104 sel., 45 RPM	695.00	395.00	639.50
1800 (2/55) (W)	825.00	595.00	745.00
PINBALL GAMES			
BALLY			
Atlantic City (5/52)	\$ 65.00	\$ 35.00	\$ 50.00
Beach Beauty (1/55)	375.00	300.00	335.00
Beach Club (2/53)	65.00	60.00	60.00
Beauty (11/52)	65.00	45.00	65.00
Big Time (1/55)	225.00	175.00	225.00
Bright Lights (5/51)	55.00	35.00	40.00
Bright Spot (11/51)	50.00	40.00	50.00
Broadway (12/55)	395.00	195.00	375.00
Dude Ranch (9/51)	65.00	60.00	65.00
Frolic (10/52)	135.00	40.00	90.00
Gaiety (3/55)	125.00	70.00	110.00
Gaytime (6/55)	225.00	165.00	200.00
Hi-Fi (6/54)	95.00	75.00	75.00
Ice Frolics (1/54)	70.00	40.00	50.00
Miami Beach (9/55)	245.00	175.00	225.00
Nite Club (3/56)	475.00	385.00	435.00
Palm Beach (7/52)	105.00	35.00	65.00
Palm Springs (11/52)	85.00	60.00	65.00
Spot Lite (1/52)	55.00	45.00	50.00
Surf Club (3/54)	75.00	65.00	75.00
Variety (9/54)	135.00	80.00	125.00
Yacht Club (6/53)	85.00	45.00	60.00
CHICAGO COIN			
Basket Ball Champ (10/49)	\$225.00	\$135.00	\$145.00
Home Run	195.00	110.00	175.00
EVANS			
Saddle & Turf Club Model (10/53)	\$275.00	\$175.00	\$225.00

	High	Low	Mean Avg.
GENCO			
Invader (3/54)	\$145.00	\$125.00	\$145.00
GOTTLIEB			
Arabian Knights (11/53)	\$165.00	\$100.00	\$150.00
Chinatown (10/52)	75.00	45.00	55.00
Coronation (11/52)	85.00	50.00	85.00
Crossroads (5/52)	75.00	45.00	70.00
Daisy Mae (7/54)	175.00	150.00	150.00
Derby Day (4/56)	230.00	175.00	225.00
Diamond Lill (12/54)	155.00	135.00	145.00
Dragonette (6/54)	195.00	125.00	185.00
Duette (3/55)	225.00	205.00	225.00
Frontiersman (11/55)	175.00	125.00	155.00
Gold Star (8/54)	200.00	160.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Green Pastures (1/54)	125.00	80.00	125.00
Guys & Dolls (5/53)	95.00	55.00	95.00
Gypsy Queen (2/55)	165.00	135.00	155.00
Happy Days (7/52)	95.00	60.00	95.00
Harbor Lites (2/56)	210.00	150.00	195.00
Jockey Club (4/54)	165.00	100.00	134.50
Knockout (12/50)	49.50	45.00	49.50
Lady Luck (9/54)	125.00	125.00	125.00
Lovely Lucy (2/54)	125.00	80.00	95.00
Marathon (10/55)	325.00	265.00	295.00
Marble Queen (6/53)	135.00	75.00	95.00
Mystic Marvel (3/54)	135.00	100.00	125.00
Niagara (12/51)	65.00	29.00	64.50
Pin Wheel (10/53)	150.00	85.00	110.00
Poker Face (8/53)	100.00	75.00	90.00
Quartette (2/52)	85.00	50.00	55.00
Queen of Hearts (12/52)	110.00	65.00	85.00
Quintette (3/53)	99.00	60.00	95.00
Score-Board (3/56)	285.00	250.00	265.00
Select-A-Card (4/50)	375.00	295.00	295.00
Shindig (9/53)	115.00	55.00	90.00
Skill Pool (8/52)	75.00	35.00	75.00
Sluggin' Champ (4/55)	195.00	170.00	190.00
Southern Belle (6/55)	185.00	175.00	185.00
Stage Coach (11/54)	165.00	135.00	165.00
Sweet Add-A-Line (7/55)	250.00	165.00	175.00
Toreador (6/56)	345.00	310.00	325.00
Tournament (8/55)	275.00	245.00	275.00
Twin Bill (1/55)	175.00	135.00	150.00
Wild West (8/51)	275.00	245.00	250.00
Wishing Well (9/55)	175.00	165.00	175.00
UNITED			
ABC (2/52)	\$395.00	\$325.00	\$395.00
Cabana (3/53)	55.00	45.00	45.00
Caravan (1/56)	375.00	325.00	375.00
Circus (8/52)	50.00	40.00	50.00
Havana (2/54)	175.00	40.00	125.00
Hawaii (6/54)	175.00	69.50	100.00
Leader (10/51)	115.00	75.00	115.00
Manhattan (4/55)	135.00	75.00	100.00
Mexico (3/54)	65.00	45.00	65.00
Nevada (8/54)	195.00	50.00	125.00
Pixie (9/55)	225.00	150.00	195.00
Rio (11/53)	175.00	75.00	105.00
Singapore (10/54)	195.00	65.00	110.00
Stardust (4/56)	925.00	225.00	275.00
Starlet (11/55)	245.00	210.00	225.00
Stars (6/52)	45.00	45.00	45.00
Triple Play (8/55)	165.00	145.00	150.00
Tropicana (1/55)	110.00	70.00	110.00
Tropics (7/55)	65.00	55.00	65.00
Zingo (10/51)	65.00	65.00	65.00
WILLIAMS			
Army & Navy (10/55)	90.00	39.50	60.00
Big Ben (9/54)	195.00	100.00	150.00
C. O. D. (9/53)	175.00	75.00	115.00
Colors (11/54)	195.00	129.50	169.50
Deluxe Baseball	125.00	100.00	125.00
Disk Jockey (11/52)	75.00	40.00	75.00
Four Corners (11/52)	90.00	59.50	90.00
Fairway (6/53)	90.00	49.00	90.00
Grand Champion (8/53)	95.00	95.00	95.00
Gun Club (11/53)	75.00	45.00	50.00
Hayburner (6/51)	75.00	35.00	75.00
Jalopy (8/51)	95.00	30.00	65.00
King of Swat	275.00	245.00	245.00
Lazy Q (2/54)	110.00	60.00	70.00
Major League (2/54)	150.00	145.00	150.00
Nine Sisters (11/54)	135.00	59.00	115.00
Palisade (7/53)	95.00	49.00	90.00
Peter Pan (4/55)	165.00	155.00	155.00
Quarterback (10/49)	285.00	85.00	225.00
Race the Clock (1/55)	275.00	174.00	235.00
Rainbow 5 Ball (11/48)	150.00	100.00	110.00
Screamo (4/54)	155.00	85.00	135.00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	140.00	80.00	95.00
Spiffire (2/55)	145.00	80.00	95.00
Star Pool (10/54)	110.00	80.00	95.00
Thunderbird (5/54)	165.00	110.00	135.00

	High	Low	Mean Avg.
Times Square (4/53)	\$ 85.00	\$ 50.00	\$ 75.00
Wonderland (5/55)	209.50	145.00	195.00
SHUFFLE GAMES			
Ace Bowler (CC)			
(9/50)	\$360.00	\$110.00	\$135.00
Advance Bowler (CC)			
(5/53)	110.00	95.00	100.00
American Bank (American Shuffleboard) (5/52)			
Arrow (CC)	235.00	215.00	225.00
Banner (U) (8/54)	150.00	125.00	135.00
Bikini (K) (6/54)	150.00	95.00	95.00
Blue Ribbon Bowler (B)	250.00	250.00	250.00
Bonus Bowler (K) (3/54)	245.00	75.00	95.00
Bonus Score Bowler (CC) (4/55)	245.00	210.00	215.00
Capital Deluxe Shuffle Games			
Capitol (U) (6/55)	245.00	195.00	225.00
Carnival (K) (5/53)	195.00	50.00	185.00
Cascade (U) (2/53)	150.00	50.00	75.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53)	115.00	95.00	95.00
Clipper (U) (5/55)	265.00	195.00	195.00
Clipper Deluxe (U) (5/55)	265.00	195.00	195.00
Clover Shuffle (U) (1/53)	125.00	39.50	75.00
Club (K) (4/53)	75.00	60.00	65.00
Comet Targette (U) (11/54)	150.00	110.00	150.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	115.00	75.00	110.00
Criss-Cross Targette Deluxe (CC) (11/55)	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (11/55)	125.00	100.00	100.00
Crown (CC) (4/53)	150.00	45.00	80.00
Diamond (K) (5/53)	160.00	95.00	160.00
Domino (K) (5/53)	60.00	60.00	60.00
Double Score (CC) (3/53)	95.00	49.50	75.00
Feature (CC) (7/54)	135.00	95.00	115.00
Fifth Inning Deluxe (U) (6/55)			
Fireball (CC) (11/54)	375.00	145.00	245.00
Flash (CC) (9/54)	335.00	195.00	195.00
Gold Cup (CC) (7/53)	110.00	75.00	95.00
Gold Medal (B) (3/55)	295.00	195.00	250.00
Hi Speed Triple Score (CC) (8/53)			
Holiday Match Bowler (CC) (9/53)	225.00	75.00	165.00
Hollywood (CC) (5/55)	250.00	195.00	195.00
Imperial (U) (9/53)	110.00	85.00	90.00
Jet Bowler (B) (8/54)	170.00	95.00	125.00
King (CC)	200.00	65.00	120.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	115.00	95.00	105.00

	High	Low	Mean Avg.
Starlite (CC) (5/54)	\$135.00	\$ 55.00	\$135.00
Super Bonus Deluxe (U) ..	350.00	195.00	275.00
Super Frame (CC) (5/54)	125.00	110.00	110.00
Super Six (U) (3/52) ..	100.00	29.50	75.00
Targette (U)	125.00	95.00	125.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	50.00	50.00	50.00
Tenth Frame Bowler (CC) ..	95.00	40.00	60.00
Thunderbolt (CC)	250.00	175.00	195.00
Triple Score Bowler (CC) (6/53)	195.00	50.00	85.00
Triple Strike Bowler (CC) ..	270.00	150.00	150.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Vinus Bowler	385.00	225.00	325.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Evans; Es—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Muto—Mutoscope; N—Noovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Wabag.

ABT Challenger (5/46) ..	\$ 30.00	\$ 25.00	\$ 30.00
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) (4/8) ..	150.00	125.00	150.00
All Star Baseball (W) ..	295.00	185.00	185.00
Anti Aircraft	99.50	95.00	99.50
Atomic Bombers (M) ..	125.00	95.00	125.00
Auto Photo (AP)	1495.00	1495.00	1495.00
Balloonamat Capitol P (1/55)	345.00	225.00	345.00
Baseball, 2 Player (G) ..	175.00	125.00	145.00
Basketball (G)	225.00	175.00	195.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC) ..	175.00	135.00	145.00
Bat-A-Score (EV) (8/48)	145.00	105.00	145.00
Bert Lane Merry-Go-Round	375.00	275.00	375.00
Big Bronco (1/51)	395.00	249.50	350.00
Big Inning (B) (47)	85.00	85.00	85.00
Big League Baseball (3/51) (W)	350.00	125.00	125.00
Big League Baseball (W) (2/54)	195.00	135.00	175.00
Big Top (G) (6/54)	325.00	275.00	295.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	245.00	245.00	245.00
Bonus Gun (U) (1/55) ..	350.00	250.00	275.00
Card Vendor (Ex)	50.00	50.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	195.00	185.00	195.00
Champion Baseball (G) ..	350.00	175.00	275.00

	High	Low	Mean Avg.
Champion Hockey (46) ..	\$125.00	\$125.00	\$125.00
Coon Gun (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54) ..	175.00	85.00	125.00
Dale Gun (Ex)	95.00	25.00	50.00
Defender (B) (40)	125.00	50.00	125.00
Derby, 4 Player (CC) (3/52)	145.00	99.50	145.00
Drivemobile (M) (7/54) ..	165.00	95.00	160.00
500-Shooting Gallery (Ex) (3/55)	275.00	175.00	250.00
Flash Hockey (Coinex) (9/46)	225.00	99.50	225.00
Flying Saucer (M) (6/50)	110.00	99.50	99.50
Football (M)	275.00	85.00	85.00
Goalee (CC) (1/46)	90.00	75.00	90.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Harvard Metal Typer	250.00	125.00	125.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	385.00	75.00	225.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	125.00	95.00	100.00
Jet Fighter (W) (10/54) ..	225.00	125.00	225.00
Jet Gun (Ex) (12/51) ..	110.00	105.00	105.00
Jeongle Gun (U) (7/54) ..	185.00	135.00	150.00
K. O. Fighter	325.00	245.00	325.00
Lite League (W) (2/54) ..	75.00	75.00	75.00
Lord's Prayer (M) (6/56) ..	249.50	335.00	335.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Midget Movies (CC)	145.00	75.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Moon Rides (B) (5/54) ..	250.00	130.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W) ..	125.00	125.00	125.00
Photomatic (M) (1/50) ..	350.00	295.00	350.00
Pistol (CC) (1/49)	50.00	39.50	50.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	175.00	100.00	175.00
Polar Hunt (W)	295.00	245.00	245.00
Pop Up	25.00	14.50	20.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54) ..	175.00	150.00	175.00
Round the World Trainer (CC) (10/53)	550.00	425.00	425.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	275.00	210.00	225.00
Safari Gun Deluxe (W) (2/55)	275.00	225.00	275.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	175.00	135.00	145.00
Shooting Gallery (Ex) (6/54)	175.00	100.00	110.00
Sidewalk Engineer (W) (5/55)	195.00	150.00	150.00
Silver Bullets (Ex) (11/49)	125.00	75.00	125.00
Silver Gloves (M)	225.00	145.00	225.00
Six Shooter (Ex)	125.00	50.00	95.00

	High	Low	Mean Avg.
Skee Ball (W) (8/36) ..	\$450.00	\$ 99.50	\$375.00
Sky Fighter (M) (9/53) ..	130.00	110.00	110.00
Sky Gunner (G) (9/53) ..	145.00	75.00	125.00
Sky Gunner (CC)	250.00	100.00	125.00
Sky Rocket (G) (5/55) ..	295.00	195.00	250.00
Space Gun (Ex)	110.00	75.00	95.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51) ..	225.00	145.00	175.00
Sportsman (K) (11/54) ..	195.00	150.00	195.00
Standard Metal Typer F. S. Star Shooting Gallery (Ex) (9/54)	325.00	199.00	275.00
Submarine (K) (1/42) ..	125.00	95.00	185.00
Super Home Run (CC) (3/54)	185.00	75.00	185.00
Super Slugger (U) (7/55) ..	295.00	255.00	275.00
Telequiz (1/49) (T) ..	95.00	45.00	90.00
Treasure Cove (Ex) (6/55)	325.00	275.00	275.00
Undersea Raider (2/46) ..	125.00	120.00	125.00
World Series (W) (4/51) ..	99.50	85.00	85.00
Zingo (1/51) (U)	65.00	45.00	65.00

VENDING MACHINES

Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 90.00
Columbus 1c Bulk	8.50	5.00	6.50
Du Grenier (7 Col.)	67.50	14.50	45.00
Du Grenier (9 Col.)	100.00	45.00	85.00
Du Grenier (11 Col.)	115.00	45.00	65.00
Du Grenier Tab Gum (6 Col.)	15.00	14.50	14.50
Du Grenier V D Cigarette ..	55.00	50.00	50.00
Eastern Electric C-8	155.00	40.00	110.00
Electro (8 Col.)	95.00	95.00	95.00
Keeney Electric (9 Col.) ..	135.00	135.00	135.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Master 5c Bulk	6.50	6.50	6.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.) ..	17.50	17.50	17.50
National M-9A (9 Col.) ..	165.00	95.00	125.00
National 930	95.00	95.00	95.00
National 950	110.00	95.00	110.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum ..	7.50	6.50	7.50
Northwestern 49, 1c	12.50	8.50	12.00
Northwestern Deluxe 1c & 5c	19.50	12.00	12.00
Northwestern (10 Col.) Tab Gum	19.50	19.50	19.50
P X (8 Col.)	95.00	85.00	85.00
P X (10 Col.)	125.00	75.00	115.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.)	165.00	165.00	165.00
Rowe Crusader (8 Col.) ..	150.00	85.00	130.00
Rowe Diplomat Electric (8 Col.)	160.00	65.00	95.00
Silver King, 1c	7.45	7.45	7.45
Silver King, 1c Ball Gum ..	8.50	7.45	7.45
Silver King, 1c Mdse.	8.50	7.45	7.45
Silver King, 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	125.00	80.00	80.00
Stoner Candy (8 Col.)	165.00	110.00	125.00
Uneda Cigarette (6 Col.) ..	65.00	45.00	45.00

Panoram Operators!
FOR SALE
We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
283 Market St. Newark 5, N. J.
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FOR SALE
Auto Photo Machines, Drivemobiles (post war), Chicago Jet Space Ships, See-Saws, Merry-Go-Rounds. WANTED: Bally Model T, Champion and Bronco Horses Cash or trade.
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2852 Sidney St. St. Louis 4, Mo.
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BRAND NEW 6-POCKET POOL TABLES

- 74"x41"x32"
- DOUBLE 10¢ OR 25¢ CHUTE
- CUE BALL RETURN
- WHITE & BLACK BEADED SCORE RACK
- SEPARATE LOCKED COIN COMPARTMENT
- ANTI-CHEAT SYSTEM
- ATTRACTIVELY FINISHED

\$265

Complete with balls, ball rack, 4 cues, instructions, Kelly bottle and peas, repair kit.

SLATE TOPS ALSO AVAILABLE
IMMEDIATE DELIVERY

MONARCH COIN MACHINE
2257 N. Lincoln Chicago 14, Ill.
Lincoln 9-3996-7

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

- May 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.
- May 7—Washington Music Merchants' Association, monthly meeting, Seattle.
- May 7—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- May 8—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- May 9—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- May 14—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- May 14—Automatic Phonograph Owners' Association monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- May 14—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- May 15—New York State Operators' Guild, monthly meeting, Nelson House, Poughkeepsie, N. Y.
- May 15—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- May 19-21—Music Operators of America, annual convention, Morrison Hotel, Chicago.
- May 20—Westchester Operators' Guild, Inc., monthly meeting American Legion Hall, White Plains, N. Y.
- May 23—United Jewish Appeal, annual luncheon meeting, Motion Picture and Amusement Division, Park Lane Hotel, Park Avenue and Forty-Ninth St., New York.
- May 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- May 28—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- June 3—Springfield Phonograph Operators Association monthly meeting, association headquarters, Springfield, Ill.
- June 4—Westchester Operators Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.
- June 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- June 5—Summit County Music Operators' Association, monthly meeting, Akron.
- June 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- June 6—California Music Merchants Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

You BUY with
CONFIDENCE
when you buy from
INTERNATIONAL SCOTT CROSSE

Now Shipping:
BALLY Show Time Balls-A-Poppin' ABC Bowling Lanes
ARCADE Motorbike Hot Rod Champion Horses

• We carry one of the largest inventories on Pins, Music, Shuffle Alleys, Bingos, Kiddie Rides, Target Guns, Arcade Equipment, etc.

• All our equipment is fully reconditioned, cabinets refinished, ready for location. Expert crating and packing to insure against damage.

• We are distributors for BALLY MFG. CO. for all Western Europe with the exception of West Germany.

• We KNOW your country and we KNOW your needs.

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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

WANT
• Seeburg B's, BL's G's, R's
• Bally Bingos
• Gottlieb Pins

NOW DELIVERING

- **BALLY A. B. C. BOWLING LANES**—14 & 11 ft.
- **ROCK-OLA PHONOS**—50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.

CALDERON DISTRIBUTING, INC.
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BINGO SPECIALS
CLEAN GAMES—READY FOR LOCATION

KEY WEST	Write	GAY TIME	\$200.00
BIG SHOW	Write	VARIETY	135.00
NITE CLUB	\$455.00	GAYETY	110.00
BROADWAY	395.00	YACHT CLUB	60.00
MIAMI BEACH	225.00		

Immediate Delivery. 1/2 Deposit
FRANK MILLS, Mgr., Dept. R-6

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Y' Durn Toolin'!
Everybody's Roofin'!
for Values at
WORLD WIDE!

FIFTY POOL GAMES
ALL MAKES AND MODELS
2-HOLE—3-HOLE—BUMPER TYPE
\$35 to \$60 EA.

SHUFFLE GAMES

Un. COMET TARGETTE	\$ 95
Un. CLIPPER	175
Bally GOLD MEDAL	175
Un. LIGHTNING	145
Bally MAGIC	125
Bally MYSTIC	125
C.C. HOLLYWOOD	195
C.C. CRISS CROSS	75
Un. ACE	85
C.C. THUNDERBOLT	125
Un. IMPERIAL	65
Un. BANNER	85

BINGOS UNITED

BRAZIL	\$375
SOUTH SEAS	275
STAR DUST	250
STARLET	225
PIXIES	195
TROPICANA	95

BALLY

BEACH CLUB	\$325
HI-FI	95
PROLICS	95
PALM BEACH	55
YACHT CLUB	55
SPOT LITE	55

ARCADE—GUNS VARIETY GAMES

Bally ROCKET SHIP	\$175	Genco SKILL BALL	\$225
C.C. HOME RUN	125	Genco STATE FAIR	350
C.C. STEAM SHOVEL	145	Lane MERRY-GO-ROUND	275
Exh. RINGER BALL	245	Wms. Del. 4-BAGGER	325
Exh. SHOOTING GALLERY	110	Wms. CRANE	WRITE
Exh. DALE GUN	50	Un. STAR SLUGGER	295
Exh. SPORTLAND	145	Un. DLX. CARNIVAL GUN	185

EXCLUSIVE DISTRIBUTORS
ROCK-OLA "200" & "120" PHONOGRAPHS
The smallest, most compact phonograph made today! Big unit performance, dependability and earning power! Hi Fidelity, naturally.
The Finest in Music—Always!

FISCHER . THE ORIGINAL SIX-POCKET POOL GAME
The BETTER Pool Game—Proven by Location Tests!
LOWEST PRICE! FINEST MADE! GUARANTEED THROUGHOUT!

All EQUIPMENT THOROUGHLY RECONDITIONED. IN STOCK!

Cable Address "GAMES," Chicago Terms: 1/2 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTOR

Chicago 47 2330 N. Western Ave. Phone: EVerglade 4-2300

Louisville Vote Expected Soon On Pinball Code

LOUISVILLE — A new ordinance somewhat restricting pinball operations here was expected to be voted on by the Board of Aldermen at their next meeting, May 14. It was first submitted to the Board late last month by Mayor Andrew Broaddus (The Billboard, March 23).

The ordinance would call for confiscation of pinballs when persons under age 18 are found playing the games, or when payoffs are made.

The new code would take the place of an ordinance now on the books prohibiting operators from allowing anyone under 16 to play the games without written permission of their parents. The new proposal, submitted by Mayor Andrew Broaddus, drops the written permission clause, considered impractical to enforce.

The new code also would increase license fees for pins from \$10 to the legal maximum of \$20. It continues to permit transfer of licenses from retired machines to other equipment.

Seize 122 Games To Settle Taxes

NORWOOD, O. — The U. S. Government seized 122 coin-operated games and juke boxes here for delinquent taxes, and revealed that the machines would be sold unless the owners settle delinquent tax claims.

Internal revenue agents said the machines belonged to the Cinco Novelty Corporation and Abe and Nora Maius.

According to the government, Cinco owes \$4,129 income tax for 1949 thru 1955, and the Maius couple owes \$31,865 for 1950 thru 1953.

Nagel R. I. 'Coke' Chief

NEW YORK—It was erroneously stated that John E. Nagel was named president of the Coca Cola Bottling Company of Chicago, in The Billboard, April 6.

Nagel was elected president of the Coca Cola Bottling Company of Rhode Island. He succeeds James A. Farley, who will continue as a director.

SALES REPRESENTATIVE WANTED

To call on Distributors and Operators with the hottest profit item on the market . . . Lucky Horoscope Venders.

Big commission! Repeat item!

MARVEL MANUFACTURING CO.
2845 W. Fullerton Ave.
Chicago 47, Ill. Dickens 2-2424

Williams

Now Delivering:

- 1957 BASEBALL
- CROSSFIRE GUN GAME
- SIX POCKET POOL TABLE

See Your Williams Distributor

Williams MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

Neb. Co. Incorporates

OMAHA—Coin-A-Matic Shuffleboard Company here has filed articles of incorporation in Lincoln, Neb., for its trade name with the Nebraska secretary of state. Owner of the firm is Howard Ellis.

WANTED MIGHTY MIKE MECHANISMS
K. MUMM
101 West Pike
Long Beach, California

ATTENTION, EXPORTERS!
Seeburg \$ **795.**
V-200's
WRITE FOR QUANTITY PRICES!
S & K DISTRIBUTING CO.
812 No. Broad St., Philadelphia, Pa. POplar 5-6384

Attention, Operators in N. INDIANA—N. ILLINOIS—IOWA
Deal Yourself In with a Sure-Fire Winner . . .
GOTTLIEB'S 1-PLAYER ROYAL FLUSH
ROTO TARGETS! EXCITING NEW MATCH FEATURE!

WE'LL PAY TOP DOLLAR—CASH OR TRADE
for GOTTLIEB'S

QUEEN OF HEARTS	DAISY MAE	SWEET ADD-A-LINE
ARABIAN KNIGHTS	GOLD STAR	WISHING WELL
GREEN PASTURES	LADY LUCK	FRONTIERSMAN
MYSTIC MARVEL	DIAMOND LILL	EASY ACES
JOCKEY CLUB	TWIN BILL	HARBOR LITES
HAWAIIAN BEAUTY	GYPSY QUEEN	DERBY DAY
DRAGONETTE	SOUTHERN BELLE	CLASSY BOWLER
		AUTO RACES

Now Delivering—VALLEY'S New
6-POCKET POOLS
Exclusive . . . "VALLEY-VUE"! Aluminum Rail Ball Returns!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD Phone: BUckingham 1-6466 CHICAGO 14

"NOW DELIVERING UNITED 11' and 14' BOWLING ALLEYS"

SHUFFLE ALLEYS

United Rainbow	\$110.00
Ace	110.00
Speedy	125.00
Mercury	150.00
11th Frame	125.00
Lightning	185.00
Clipper	195.00
Capitol	195.00
Super Bonus	245.00
Pool Alley	295.00
Select Play	295.00
Regulation	350.00
Handicap	395.00
5th Inning	125.00
Bally Blue Ribbon	250.00
Gold Medal	250.00
ABC	350.00
C.C. Miami Shuffle	195.00

ARCADE EQUIPMENT

Atomic Bomber	\$125.00
Auto Photo	145.00
Bally Big Inning	85.00
Bally Defender	125.00
Balloonomat	295.00
2 Pl. Basketball	225.00
Boomerang	75.00
Coon Hunt	100.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	85.00
Foot Ball	85.00
C.C. 2-Man Hockey	295.00
Dale Gun	50.00
Evans Bat-A-Score	145.00
Flash Hockey	225.00
Ex. Hi Ball	95.00
Genco Quarterback	285.00
Genco Champion	275.00
Baseball	275.00
Harvard Metal	125.00
Typer	125.00
Hayburners	75.00
Wms. Jet Fiter	225.00
K.O. Fiter, F.S.	325.00
Keeney Air Raider	150.00
Keeney Submarine	125.00
Lite A League	75.00
Liberator	75.00
Knotty Peaks	25.00
Midget Movies	125.00

THESE MONEY MAKERS NOW BEING DELIVERED

A.B.T. RIFLE RANGE
FISCHER 6-POCKET
POOL TABLES
VALLEY 6-POCKET
POOL TABLES

COUNTER GAMES

Adv. Shackers	\$22.50
Merc. Grips	25.00
Got. 3-Way Grippers	25.00
Pop-Up	20.00
Kickers-Catchers	25.00
new	\$2.50

RIDES

Big Branco	\$325.00
Bally Space Ship	275.00
Drive Yourself	525.00
Elsie the Cow	295.00
Fire Engine	395.00
Lane Miss America	295.00
Lane Carousel	325.00
Midget Racer	250.00
Palomino Horses	295.00
Round the World	425.00
See Saw	225.00
Texas Merry-Go-Round	325.00

CIGARETTE MACHINES

Lehigh 12 Col., new	\$235.00
Eastern Electric, 12 col., new	289.50
Mercury, 9 col.	165.00
National 950	110.00
National 930	95.00
P.X., 10 Col.	110.00
Electro, 8 col.	95.00

CANDY MACHINES

Mills 5-Col. Candy	\$ 65.00
Shipman 2-Col.	18.00
A.M.I. C	75.00
A.M.I. D-40	195.00
A.M.I. D-80	325.00
Vendall, 8 Col.	110.00
Stoner's 6 Col.	125.00
S.M., 8 Col., new	225.00
Ship, 6 Col., new	129.50
Kleenex, 10c	25.00

MUSIC

Seeburg A	\$225.00
Seeburg A, 45 RPM	245.00
Seeburg V-200	845.00
A.M.I. A	75.00
A.M.I. C	150.00
A.M.I. D-40	195.00
A.M.I. D-80	325.00
A.M.I. E-120	475.00
A.M.I. F-120	650.00
Wurlitzer 1400	185.00
Wurlitzer 1500	195.00

BINGOS
Please phone or wire us for rock-bottom prices on these.

- BIG TIMES
- BROADWAY
- BEACH BEAUTY
- BRAZIL
- CARAVAN
- DOUBLE HEADER
- KEY WEST
- MIAMI BEACH
- NITE CLUB
- PARADE
- PIXIE
- STARLETS
- STARDUST

WURLITZER DISTRIBUTOR
150 251 COIN-OPERATED RADIOS, FLOOR MOD. \$45.00

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

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Sales Manager

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ROYAL
DISTRIBUTING, INC.



Key West . . . \$570.00 Pixie \$175.00
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Reconditioned pool tables, Each \$75.00



SPECIAL ON 14 FT. BOWLERS!!
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SUPER BONUS \$290
★ IMPERIAL 90
★ ROYAL 90
★ OLYMPIC 70
★ STAR 10TH FRAME 55
KEENEY
★ DIAMOND \$160
★ BIKINI 130
★ PACEMAKER 80
★ DOMINO 40
★ CARNIVAL 50
★ 10 PLAYER 50
★ Indicates Match Play

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Rotation Balls, Sets \$12.50
Del. Rotation Balls, 18.50
Playfield Cloth 9.50
Peas, 1 to 10,
Pat. Set \$.45
Plastic Pea Bottles, Each 1.25
Triangle Racks, Each 1.25
Oversize Cue Balls, Each 2.00

Phonographs!
Seeburg V200 \$795
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We need 200 SEEBURG MODEL C's, C's & R's to fill large export order. SPECIAL TRADES OFFERED AGAINST SEEBURG V200's.

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Remember IN NEW ENGLAND IT'S TRIMOUNT
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COINMEN YOU KNOW

New York

By AARON STERNFIELD

Tom Greco, Greco Bros., visited Johnny Bilotta, Newark, N. Y., Wurlitzer distributor. . . . Two juke box operators recently became fathers—Al Goldberg, Emerson Music, and Joe Mandell, Queens-Nassau Music. Both babies are boys.

The Albany Game and Music Operators Association has scheduled a meeting for May 6. . . The executive committee of the Coin Machine Division of the United Jewish Appeal met at the Sheraton-Astor Hotel Wednesday (24).

Detroit

By HAL REVES

Ben Rosen, Detroit manager for Confection Cabinet Corporation, takes pride in the citation won by Detroit Variety Club, of which he is Chief Barker (or president), as one of the leaders for the past year for "best effort and largest number of new members." . . . Mrs. Celia Blank is now operating the J. G. Music Company, established by her father, the late Joseph Glick, one of the real old-timers of the industry in the Motor City. Headquarters have been moved from Detroit to suburban Oak Park, and her husband, Marvin J. Black, is active in charge of route operation.

Frank Allvot Sr., founder of Frank's Music, is readying his speedboat for Cass Lake where he has a summer home. He reports business in local bars way down, reflecting also conditions in music collections. Franie Allvot Jr. is suffering from a foot ailment, but the doctor hasn't been able to hospitalize him for treatment.

Bill Sager, 30 years in the service business here, and for the past seven with Frank's Music, is taking a short vacation at Mio in Northern Michigan, "just fishing." . . . Frank Antay, of AA Phonograph Service, has an intriguing sideline in the development of an invention for sportsmen. . . Games, including the new skeeballs, are doing well in Detroit, better in fact than music, according to Ray Taylor, manager of Brilliant Music Company. "What we need is dime play in music," he adds.

Joe Cook, veteran operator of Detroit Amusement Company, has branched into construction and is building new homes in Detroit's fast-growing northeastern suburbs.

FOR IMMEDIATE DELIVERY!

UNITED
Brazil \$400
South Seas 275
Stardust 225
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Feature 65
KEENEY
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The "JETS" Have Taken Off...

The New Seeburg Jet
Phonograph Line is Moving Fast
And the Trade-Ins are Pouring In!

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Follows Through...

With These "JET-AWAY" SPECIALS

- Mechanisms Completely Overhauled and Tested
- All Worn and Defective Parts Replaced With New Parts
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WURLITZER

HF100R \$725.00	Model 2000 (200 Sel.) \$845.00
HF100G 650.00	Model 1900 (104 Sel.) 725.00
M-100W 625.00	Model 1800 (104 Sel.) 625.00
M-100C 525.00	Model 1500 229.50
M-100B 425.00	Model 1400 149.50
M-100A 215.00	Model 1250 129.50



JET-AWAY SPECIAL!

SEEBURG 3W1
100 Wall Box Special
\$49.50

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

ROCK-OLA

AMI

1438 Comet \$395.00	G-120 \$695.00
120 Sel. Wall Box 34.50	F-120 550.00
	E-120 395.00
	E-80 350.00
	D-80 279.50
	Model C 109.50
	Model B 89.50
	Model A 69.50

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New 6 Pocket POOL GAMES

Size 41"x74"x32". Complete with 15 numbered balls, cue ball, rack, bottle and peas, instructions and repair kit.

SLATE TOPS for 32"x48"—also 32"x66" replacements.

BRAND NEW 36"x52" BUMPER POOL TABLES with New Slate Tops \$125.00 each

BRAND NEW KING SIZE ROTATION POOL GAME 36"x72". Complete with Novoply playfield, 1-10 balls, rack, cue ball, etc. \$29.50 each

ROTATION PLAYFIELD, Regular Size (Also available in Jumbo Size)

4-HOLE BUMPERLESS RACK POOL TOP Regular size—one hole in each corner.

Above Tops include rack, oversize cue ball and Instruction Card.
Rotation Balls, 1 to 10, Set . . . \$18.50 | Kelly Bottle & Peas, Set . . . \$2.25

Write for list of pool supplies

MID-STATE CO., 2369 Milwaukee, Chicago 47, Illinois. Dickens 3-3444

Big Bowlers, 6-Pockets Boost Spring Outlook

CHICAGO—The spring season looks considerably brighter to game operators than it did a year ago. Last May, with grosses from shuffle bowlers and pool games in a downward spin, operators were looking for a new type of nationally accepted amusement game that would revive interest at locations.

The situation is happily reversed this season, with operators drawing good receipts from two new types of coin games—long bowlers and six-pocket pools. In addition, they have a fair selection of baseball units, and other Arcade type machines to fill location requests. More new machines are expected to be bowed at the Music Operators of America show May 19-21 here, when 13 amusement equipment firms will show their wares to operators.

The virtual re-birth of the pool game market via the six-pocket models, is especially welcome at this time of the year when tavern spots are still doing a fair trade and resort spots are opening.

While a heavy output of new models appeared on the market last spring, the 1956 season lacked a strong location game. About 55 new models were introduced during March, April and May of last year, but most of these were bumper pool games with relatively low production runs. In contrast, this spring finds the market with a great deal less variety, but far stronger.

Long bowlers, and six-pocket pool games, both with high play appeal, are filling the gap left by the less successful 1956 game models.

At the same time, there is still room for another good location game which could be moved into the spots that don't have room for the large bowlers or don't take to the pool games. Such a model could stimulate business throught the summer months, when receipts usually take a decided dip. A

game priced between the big bowlers and the pool units would hike sales and give operators a more balanced route.

May 15 Trial Date
Continued from page 107

one bearing the Local 531 label. But at no time, said Mezanski, was there any demand to employ members of Local 531. In each case, he added, the location was serviced by Local 1690, with which the operator had signed a contract. Mezanski said the union was one in name only, that it had no lawful objective, and that it was used to protect the favored operators whose names appear as defendants (The Billboard, April 27).

Stephen C. Vladeck, counsel for the RCIA termed Local 531's actions as retaliatory in nature. He charged that Cohen and Caggiano, both ousted officials on an RCIA local, had made concerted efforts to raid locations serviced by Local 1690 RCIA and that these efforts were motivated by malice.

In no case, he added, was there any attempt to organize non-union locations. Vladeck pointed out that Local 1690 and members of The Music Operators of New York have a valid contract in force.

Ind. High Ct.
Continued from page 107

injunction will remain in force only as long as machines give free plays only. Judge Norman Arterburn, one of the five judges, dissented. He argued that the court has no right to interfere with discretionary authority of law enforcement agencies.

WANTED! CHILDREN'S RIDES

- Full Size Ponies
- Model T's
- Fire Engines

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Specify Manufacturer, Type, Quantity and Condition

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ARCADES NEW MACHINES "COPS AND ROBBERS"

New Dale Shooting Gallery with realistic sub-machine gun. Rapid Fire. Changing targets. 240 shots 30 seconds. Targets appear and disappear. Proven money maker New \$595.00

Williams Baseball, new 1957 Write

Williams Crossfire Gallery Write

Mutoscope Lord's Prayer Vender . . . \$349.50

Mutoscope Bangorama Gallery . . . \$225.00

Exhibit Amt. Colony 149.00

Exh. See A'View House 129.00

Sidewalk Engineer 195.00

Chicoin Steam Shovel 245.00

Wms. Crane 245.00

Graphoscope Coin Telescope 645.00

Trotter Horse, new 395.00

Relaxator Foot Vibrator 240.00

Exh. Vacuumatic Card Vender Write

Peppy the Clown 95.00

Davy Crockett Gallery Write

Rock and Roll 95.00

Voice O'Graph, new 2 speed, with Musical Introductions . . . 1850.00

Roovers Name Plate Machine 230.00

Standard Metal Typer 450.00

"SQUOITS"

Water Polo, Two-player competitive game. Fast action. Fun with water. No plumbing required. Self-contained. Proven top money maker. Best game of the season. Ruggedly built and trouble free. Write for full details today

Above are all new machines. Write for details. New 1957 catalog now ready. Get your copy today.

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Say You Saw It in The Billboard

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NITE CLUB	\$300
PARADE	300
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All Other Bingos—United & Bally. \$25 each

HIGHEST PRICES PAID for SHUFFLE ALLEYS—GOTTLIEB and WILLIAMS 5-BALLS!

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50 POOL TABLES—Assorted \$50
298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040

Exclusive distributors for **WURLITZER—BALLY—EXHIBIT—CHICAGO COIN**

WE WILL SHIP ANYWHERE

—MUSIC—

Reconditioned **WURLITZER** Like NEW

2000	\$1030	1650	\$285
1900	875	1500/50	210
1800	760	1500A/50A	310
1700	615	1400	175

Large Buyers—Cable for QUANTITY PRICES!

20 New 2000	Cable	20 New AMI G-200, Cable	
SEEBURG		AMI	
V-200	\$815	G-200	\$815
R	665	E-120	395
G	595	F-120	595
W	595	E-80	385

—KIDDIE RIDES—

BALLY CHAMPION HORSE	\$450
MERRY-GO-ROUNDS (Lane, Lee, etc.)	400
BALLY SPACE SHIP	225
SEE SAW	195
SCIENTIFIC TV RIDE	195
BOATS	225

KIDDIE RIDES

2 Space Patrols
Exhibit Scout Ship
Complete machines, but need paint, \$100.00 each. Write

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DELUXE PLASTIC LITE-UP REELS

- FORMICA PLAYFIELD
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- HANDSOME MIRRORED BACK GLASS
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Vends Aluminum Identification Disc

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 1318 N. WESTERN AVE. CHICAGO 22, ILL.

COINMEN YOU KNOW

Little Rock

By ELTON WHISENHUNT

Top operators in Little Rock report dime play, begun several months ago, is firmly established and accepted completely now by public and location owners alike. Leaders in the movement, getting credit from other operators in the field, were Dan Levine, Levine Music Company, past president of the Little Rock Operators Association, Robert Kirspel, Kirspel-Hollenberg Music Company, current president, Harold Dunaway and Cecil Hill, Twin City Amusement Company.

Andrew Cassinelli, owner of Little Rock Amusement Company, seen recently at Music Sales Company in Memphis buying a big supply of records from Bill Fitzgerald, manager of Music Sales.

Henry Hitchcock, owner of Jonesboro Music Company, Jonesboro, Ark., took advantage of the good spring weather to drive in to Little Rock to see a distributor on business. . . . C. W. Holmes, Western Sales Company, Little Rock, seen fishing on a recent weekend. The weather is bringing everybody outdoors these days, he said. . . . C. E. Craig, Arcade Amusement Company, seen chatting with a location owner on his route.

J. D. Ashley, Globe Amusement Company, seen unloading a long bowling game at a location recently. He says they are going good. . . . Ditto Jeep Thomas, Thomas Amusement Company. He reports the bowlers are going

great on his route and he will place more.

George Sammons, from Memphis, head of Sammons-Pennington Company, visited Little Rock and other Arkansas territories recently, calling on music and game operators. . . . Several Pine Bluff operators were in Little Rock for shopping. They included: Jimmy Ward, 19 Music Company; Guy Jones, Pine Bluff Music; H. H. Hays, Jefferson Music; Manuel Caras, M & H Music; Charles Wilcox, Baker Music, and Bill Foster, Foster Music.

Hot Springs operators are getting ready for another swarm of sports fans, which will up their collections. Only this time it's not horse racing fans but golf fans. The big annual \$15,000 Arlington Hotel Open, drawing the touring golfers, will be held May 8-11.

Getting set for the influx, in addition to many, many tourists who arrive in Hot Springs this time of year, are: W. E. Lewis, Lewis Novelty; Phil Marks, Phil Marks Amusement; Van Ettinger, Van Ettinger Music; Duane Faulk, Faulk Amusement; R. G. Jennings, Jennings Coin Machine; Wilbur Green, Spa Amusement; J. Earl Gill, Gill Amusement, and others in and around Hot Springs.

BEAT THESE PRICES IF YOU CAN!

Renewed—Reconditioned **PHONOGRAPHS**

SEEBURG 100 C.....\$445.00 | SEEBURG 100 G HI-FI.....\$545.00
 SEEB. 3W1 CHROME WALL BOX 44.50 | ROCK-OLA 1446 HI-FI 495.00
 4 ROCK-OLA, #1546 WALL BOXES & MODEL 1717 STEPPER ALL FOR \$744.00

These Phonographs are not trade-ins. We are the original owners. Tip-top condition. Ready for your location and make money for you. In Business Since 1933 . . . Ask Any Successful Operator 1/3 Deposit, Balance C.O.D. or Sight Draft

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A-1 MECHANIC WANTED for Bingo Games

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- REGULAR HOURS
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- VACATION
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 Now Delivering **6-POCKET POOLS**
 The Tables of "Cadillac Quality"
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Write, Wire, Phone for Details Today!

15th YEAR OF QUALITY PRODUCTS

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Now It's Official
 The 1957 Baseball Season Has Begun With **WILLIAMS 1957 DeLuxe BASEBALL**
 THIS IS IT. A WINNER!

OTHER WILLIAMS HITS KING OF SWAT \$245.00
 Greatest of all time at a very special price.

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 De Luxe Baseball 65.00
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 SIDEWALK ENGINEER . \$150
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GOTTLIEB
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 GLADIATOR 265
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BALLY
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CHICAGO COIN
 SUPER HOME RUN . . \$125
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ONE-THIRD DEPOSIT

THE HUB ENTERPRISES
 32 S. Charles St., Baltimore 1, Md.
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Another Great One! UNITED'S NEW TEAM BOWLING ALLEY
 Real Team Bowling! Real Team Scoring!

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V200 \$815.00	C120 \$725.00	3W1 (Chrome) \$55.00	50¢ Conversion Kit 79.50
HF100R 725.00	F120 625.00	5" Wall Speakers 8.50	WURLITZER
M100C 525.00	E120 425.00	1900 \$795.00	1800 675.00
M100B 425.00	D80 295.00	2000 845.00	
HF100G 645.00	E40, 78 RPM 295.00		
M100A 225.00	E40, 45 RPM 365.00		
100J 850.00	D40 195.00		
	C-200 845.00		

WILLIAMS DeLuxe 1957 BASEBALL
 Absolutely the greatest Baseball Game ever made! Match and Replay Features Galore . . .

WILLIAMS' GREAT NEW 6 POCKET POOL
 (With or Without Slate Tops)

GUNS

GENCO CIRCUS RIFLE GALLERY	Davy Crockett Write	Carnival \$185.00
WILLIAMS CROSSFIRE UNITED PIRATE GUN	Deluxe Ranger . . . \$250.00	Sky Gunner 145.00
Treasure Cove . . . \$275.00	Deluxe Sportsman . . 175.00	Shooting Gallery . . 110.00
Sportland Shooting Gallery 175.00	Coon Hunt 150.00	Jet Fighter 225.00
	Anti Aircraft 99.50	Mauser Pistol 89.50
	Spacegun 95.00	Silver Bullets 125.00
	State Fair 350.00	Sky Rocket 245.00
	Rifle Gallery 175.00	

ARCADE

Quarterback . . . \$215.00	World Series . . . \$ 99.50	2-Player Basketball . . . \$195.00
Crane Write	Pennant Baseball . . 125.00	Goalee 90.00
Mutoscope Photomatic (prewar) . . 295.00	Deluxe Baseball . . . 125.00	Four-Player Derby . . . 99.50
Sidewalk Engineer . . 150.00	Hi Fly Baseball . . . 245.00	Big Bronco 395.00
Muto. Football . . . 275.00	Zodiac 175.00	Flash Hockey 99.50
Submarine 125.00	Major League Baseball 150.00	Champion Baseball . . 225.00
Bally Moon Ride . . 250.00	Basketball Champ . . 175.00	Twin Hockey 275.00
Telequiz 95.00	Peppy Write	Range Rider 295.00
Silver Gloves 165.00		Round the World Trainer 425.00

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 Experienced Mechanic able to recondition and service Shuffle Alleys, Bowling Alleys and Pool Tables on location. Must have car.

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 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

1/2 Deposit, Balance Sight Draft or C.O.D.



WANTED A GOOD BINGO MECHANIC! GOOD PAY

All Correspondence in
Confidence

Write Box #892

THE BILLBOARD, 188 W. Randolph
Chicago, Illinois

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Memphis

By ELTON WHISENHUNT

Many Memphis operators extended sympathy to George Heard, owner of Heard Amusement Company, Newport, Ark., on the recent death of his wife. Heard is a frequent Memphis visitor and has many friends in the coin machine industry here. . . . Parker Henderson, general manager of Southern Amusement Company, and Bill Fitzgerald, manager of Music Sales Company, flew to Newport for the funeral, as did other Memphis operators.

Charles Marshall and Thomas Shipp, former music operators, recently got Jax beer off to a good start in Memphis with a promotional campaign in newspapers, radio and TV. Marshall and Shipp sold Service Amusement Company earlier this year.

Jim Davis, Bill Dotson and Albert Artiola, popular routemen for Southern Amusement Company, seen listening to new records for their locations. . . . Clarence A. Camp, president of Southern Amusement Company, and stock car racing enthusiasts, is looking forward to the races at Memphis-

Arkansas Race Track later this month. Camp is president and part owner of the track. He goes to Florida each year to line up drivers for the races.

Charles McDowell, popular route manager for Southern Amusement Company, greeted music operators as they came in during the open house showing of the new AMI models recently.

Charles Kahn, partner in Tri-State Amusement Company, seen chatting with guests at his restaurant, the Oasis, in downtown Memphis. . . . Edward H. Newell, genial owner of Ormatt Amusement Company, is planning outings with his Boy Scouts. . . . Frank Smith, president; Allen Dixon, general manager, and Earl Montgomery, secretary, seen fishing on a recent weekend.

Rex Bryan, former Memphis music operator, became route manager for Jourd White Sales Company, at Paris, Tenn. . . . Drew Canale, Canale Amusement Company, is taking advantage of the good spring weather to do some remodeling of his back and side yard. He's having a brick fence built and landscaping done.

Mid-South operators in Memphis last week for equipment and supplies included: Louis Jack Berger, Berger Amusement Company, West Memphis, Ark.; Fred Swan, Swan Amusement Company, Forrest City, Ark.; Edward Wilcox, Baker Music Company, Pine Bluff, Ark.; H. L. Hopkins, Hopkins Music Company, Fordyce, Ark.; Guy Jones, Pine Bluff Music Company, Pine Bluff, Ark.; Lloyd Barber, Barber Novelty Company, Forrest City.

Thomas Armstrong, Armstrong Amusement Company, Brinkley; Joe Colten, Louisville Novelty Company, Louisville, Ark.; Tex Dickens, Arkansas Music Company, Magnolia, Ark.; Frank Steed, Steed and Hearn Music Com-

READY FOR LOCATION

All machines have been thoroughly cleaned

MUSIC

6 ea. Seeburg 100-R	\$675.00
5 ea. M-100-C's	475.00
12 ea. AMI F 120's	575.00
2 ea. AMI E 120's	395.00
AMI G 120's	695.00
AMI G 80's	545.00
AMI B's	85.00
AMI C's	95.00
AMI A's	49.50
5 ea. Wurlitzer 1700's	645.00
5 ea. Wurlitzer 1800's	765.00
3 W1 Seeburg Wall Boxes	47.00
Wurlitzer Wall Boxes, Model 4851	12.50

BINGOS

Hawaii	\$ 60.00
Tropicana	100.00
Nite Club	395.00
Pixie	165.00
Yacht Club	55.00
Spot Lights	40.00
Bright Spot	40.00
Atlantic City	45.00
Bally Beauties	55.00
United Circus	50.00
Havana	70.00
Tropic	50.00
Mexico	75.00

5 BALLS

Quartet	\$50.00
Guys & Dolls	55.00
C.O.D.	55.00
Disk Jockey	50.00
Joker	25.00
Happy Days	50.00
Hayburner	35.00
Gun Club	45.00
Skill Pool	35.00
Lozy "O"	60.00
Globe Trotter	20.00
Cuezie	45.00
Spitfire	80.00
Sky Way	80.00
Lovely Lucy	80.00
Times Square	50.00
China Town	45.00
Quennette	75.00

BOWLERS

United Banner	\$115.00
United Imperial	55.00
United Leader	85.00
United Rainbow	80.00
Bally Jets	95.00
Bally Champion	85.00
Telequiz	\$ 75.00
Turf King	45.00
Oxvaen Machine	100.00
USED 4 FT. AND 6 FT. POOL TABLES, ALL MAKES.	
1/4 down, balance C.O.D.	

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KEENEY

CHALLENGER	\$115
BIKINI	75
CLUB 10-PLAYER	50

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ABC BOWLER	\$345
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RIFLE GALLERY	175
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Mut. LORD'S PRAYER	\$335
Mut. K. O. CHAMP	325
C. C. TWIN HOCKEY	265
Wms 6-PL. ALL STAR	185
C. C. STEAM SHOVEL	185
Gen. 2-PL. BASKETBALL	185
Mut. TUNGO	175
Wms. SIDEWALK ENGINEER	150
C. C. BASKETBALL CHAMP	135
C. C. 4-PLAYER DERBY	145
Cap. MID'ET MOVIES	125
Evans SUPER BOMBER	115
Evans BAT-A-SCORE	105
TELEQUIZ w/ Film	90
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Wms. DL. WORLD SERIES	85
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DISC JOCKEY	75
GUN CLUB	75
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 Model 1900 . . . 880
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pany, Clarksdale; Manuel Nassar, Nassar Music Company, Shelby, Miss.

George Fraley, Macon Music Company, Macon, Miss.; Grady Wallace, Wallace Amusement Company, Columbus, Miss.; D. C. Johnson, Johnson Amusement Company, Corinth, Miss.; Carl King, King Amusement Company, Leland, Miss.; Charles Ethridge, John Haley Music Company, Durant, Miss.; John Tiery, Fairway Amusement Company, Columbus, Miss.; Bert Shives, Yazoo Novelty Company, Yazoo City, Miss., and Henry C. Smith, Dyess Music Company, Greenville, Miss.

Frank Smith, president of S & M Sales Company, and Earl Montgomery, secretary-treasurer, are looking forward to some good fishing soon. Allen Dixon, general manager at S & M, said he also will be going and hopes to land a lot of crappie at Horseshoe Lake, Ark., 30 miles from Memphis, where he has a cabin and likes to spend the weekend during summer months.

Edward H. Newell, owner of Ormatt Amusement Company, reports dime play, which has been in effect in Memphis for two years next month, is well stabilized. Collections, which rose 20 to 30 per cent, are also stabilized except for seasonal variance.

Midsouth operators trekked to Memphis in good number recently with spring weather here and the rain stopped for a while. Visitors from Arkansas were: Fred Swan, Swan Amusement Company, Forrest City; E. J. Mahfouz, Mahfouz Music Company, Stuttgart; Guy Jones, Pine Bluff Music Company, Pine Bluff; Orell Bledso, National Novelty Company, El Dorado; George Heard, Heard Amusement Company, Newport.

John Casola, factory representative for United Manufacturing Company at Chicago, and Al Thoeke, district manager, were Memphis visitors recently. They called on George Sammons and Cotton

Pennington, of Sammons-Pennington Company.

From Mississippi: Clarence Spain, Spain Amusement Company, Tunica, Manuel Nassar, Nassar Music Company, Shelby, D. C. Johnson, Johnson Amusement Company, Corinth, Danny Diamond, Diamond Music Company, Clarksdale, Warner Williams, Columbus Tobacco & Candy Company, Columbus, Chester Richardson, Richardson Music Company, Greenville, Paul Maucelli, Paul's Amusement Company, Greenville, and Frank Steed, Steed and Hearn Music Company, Clarksdale.

Jackson, Miss.
 By ELTON WHISENHUNT

John Haley, owner of John Haley Music Company, Canton, Miss., recently entered the wholesale tobacco business. He plans to expand both his music and cigarette business. . . E. E. Steed, Steed Music Company, Tupelo, Miss., converted to dime play, and reports he is having success with it. Most operators foresee the State being solid dime play soon, he said.

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Williams Sidewalk Engineer	135.00
Williams Steam Shovel	175.00
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Genco 2-Player Basketball	250.00
Deco Super Jet Kiddie Ride	275.00
Mutoscope Lord's Prayer	275.00
Vender	145.00
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YACHT CLUB	60.00	TRIPLE PLAY	135.00
BEACH CLUB	70.00	PIXIES	185.00
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AMI-F-120	\$625.00	BROADWAY	365.00
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 Location Space—No Problem
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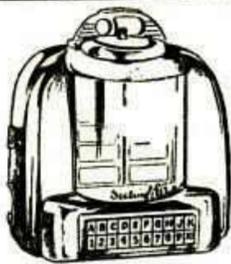
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4851, 48 Selection	25.00
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GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

New location of Automatic Merchandising Corporation is 2502 W. North Avenue. Partners Carl Millman and Asher Rabin report that their new headquarters provides them with about 5,300 square feet of space. Included in the new, roomier set-up are offices, warehouse, shop, sirup and candy room facilities. According to Rabin, "We've got about three times as much space to work in now than we had before."

"Now that income tax time is over, it seems that business is improving," claims Mrs. Ray Lax, of Ray's Amusement Company, West Allis. . . . New nickel-above-cost one stop shop deal kicked off this week by Barney Kuehn, of the Music Mart, is making a strong hit with operators, he claims.

Woody Johnson, general manager of United, Inc., reports that traffic in the new Vliet 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 Biloxi, Miss. . . . Banaco Music Company boss, Frank Bartnik, is mapping plans to fly to his lodge in Canada around the first week in May, he notes.

Bob Blie, Decca Records sales boss here, spent some time with the label's Georgie Shaw making the rounds of radio stations plugging his newest tune, "City of Tears." . . . Also visiting the Decca

office was Ernie Mount, of Chicago, Fidelitone Needles sales representative.

Sam Hastings, Hastings Distributing Company, states that resort area operators searching for used 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. Hasting's firm has taken on exclusive distribution for the territory of the conversion unit manufactured by the West Side Distributing Company, of New York. . . . Charlie Katz, of New York, spent some time here introducing the new conversion unit to operators at the Hastings headquarters. . . . C. S. Pierce, Brodhead, is in the hospital recovering from surgery. He is reported to be recuperating.

Washington

By D'ELORES NEWCOMB

Another step to provide even better working conditions for employees was made by Hirsh last week. Roger Squitiero, Hirsh treasurer, says servicemen will now work a 40-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. Squitiero adds that downtown locations are "showing an increase in collections" mainly because of tourists. . . . High school kids and other visitors are keeping the machines in Furland Arcade busy. Herb Brown says many come into the Arcade while waiting for buses to arrive at nearby stations.

Tourists, crowding Washington to see the Cherry Blossoms and other sights, are helping the coin machine bus-

iness. 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.

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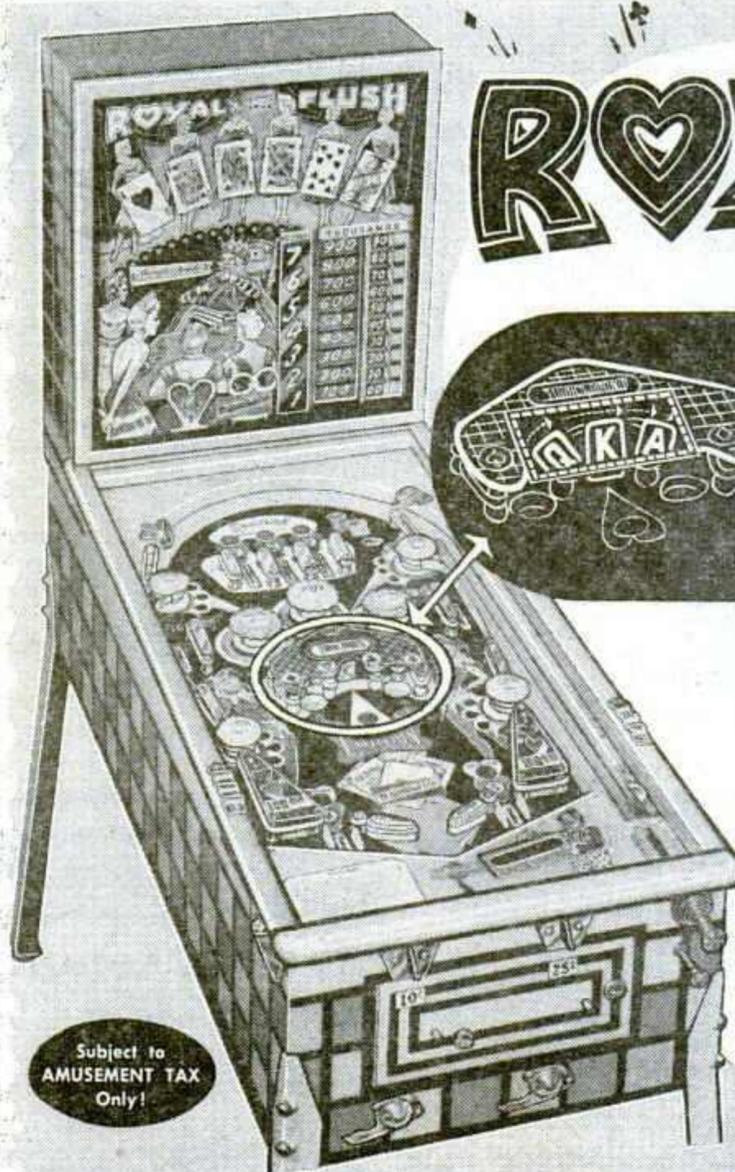
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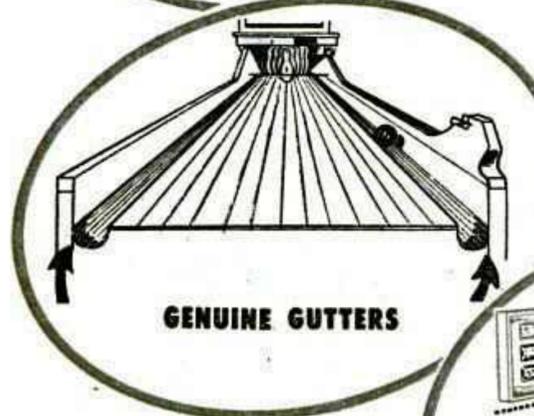
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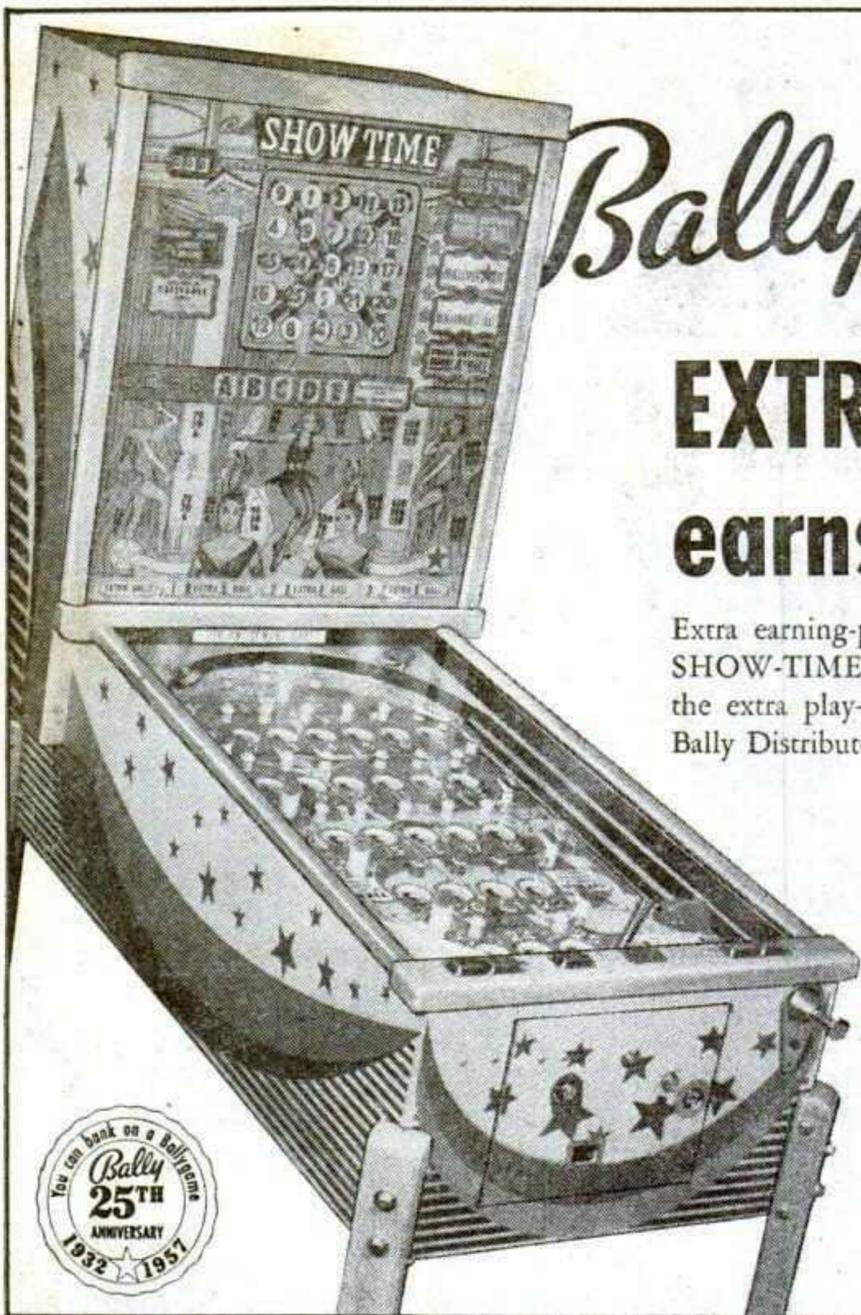
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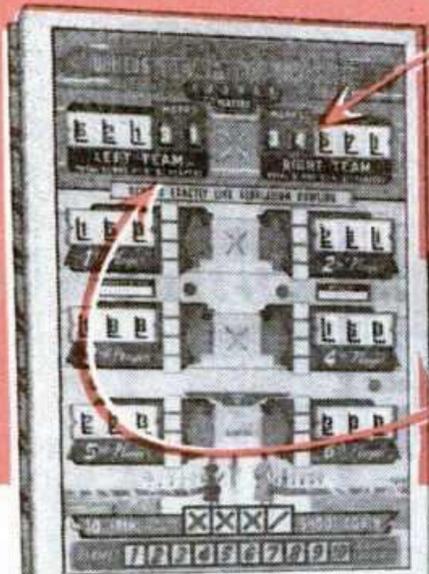


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EVERY TIME
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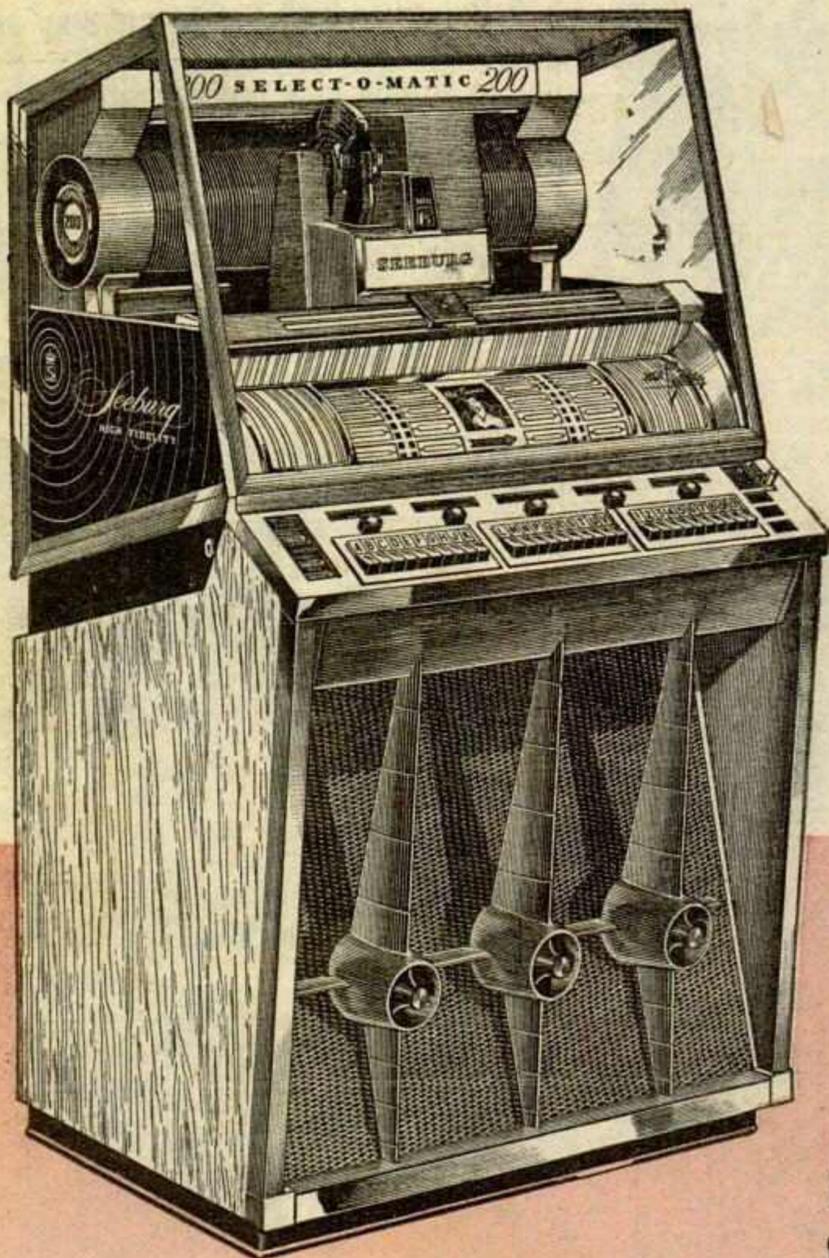


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The tremendously increased sale of Album records has created a welcome new concept of programming. Single-tune records continue to be essential to a well-programmed music system.

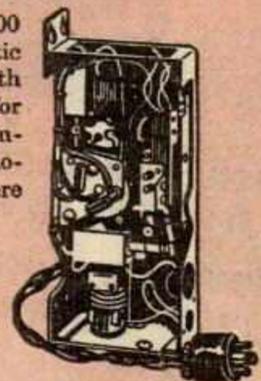
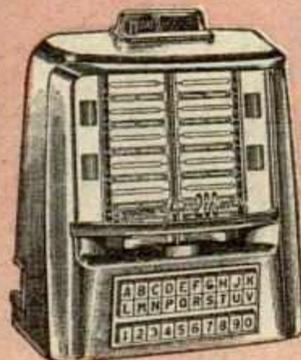
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(Note: With Dual Pricing, Albums are programmed at a proportionately higher price.)

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