

# Original The Billboard



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APRIL 6, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## New Ideas, Records Pep Up Slow Jukes

New Program Techniques, Location-Op Promotion, Co-Operation Pay in Colo.

By BOB DIETMEIER and BOB LATIMER

DENVER—Aggressive juke box record programming and merchandising is producing results for music operators out either to win new customers or pump new life into a shrinking business.

Conservative businessmen, juke box operators faced with dwindling receipts pull in their horns. Skeptical businessmen, they are often reluctant to try new ideas to expand. Stable businessmen, they are content to sit tight when business is steady.

But in the past year, some operating companies, hit so hard by declining tavern receipts and hence in juke box income, have decided that anything is worth a try. They currently make up forerunners in experimenting with broad programming usage on 200-selection machines, eye-catching sales promotion material mounted near the juke box to arrest attention and stimulate play; co-operative deals with location management to boost juke box collections.

A good example of what's happening is in Colorado. Programs launched there by individual operating companies might well determine a pattern to be followed by operators in other parts of the country eager to build business.

A recent survey by The Billboard in Colorado disclosed that operators there were turning to a variety of new methods to combat the worst slump faced in many years.

The new all-out effort by oper-

ators has been caused by the failure of the usual fall and winter business increase which in the past characterized such cities as Denver, Greeley, Longmont, Loveland, Colorado Springs and Pueblo.

Up to about seven years ago, play thruout the year was steady, holding approximately the same level year after year. However, tavern business began to slide when new amusements began springing up. During the past summer, business fell to new lows. In previous years, business began picking up in September, with people coming indoors for their recreation again.

But during 1956, this seasonal volume boost simply didn't come, and operators began looking for new ways to inject life into their eclipsed business.

Most operators interviewed here turned to offering broader programming fare as a practical means of stimulating play. As a result, distributors report sales of the 200-selection juke boxes have hit an all-time high.

Most important, for operators taking this step who have used the broader programming to offer more standards and semi-classicals, the results have been encouraging.

One Denver operator had this to say about increased variety:

"Many middle-aged customers, who are not well disposed toward rock 'n' roll music which attracts teen-age customers, will dig for dimes when they find a favorite waltz or a light-opera selection."

But in addition to providing

(Continued on page 84)

## ANIMAL THESPS DEMAND EQUAL ACTING RIGHTS

NEW YORK — The first meeting of a new talent union, the American Guild of Animal Artists, will be held here next Thursday (4) at 5 p.m. at the Roosevelt Hotel under the reported sponsorship of the General Wine & Spirits division of Seagrams. About 15 top animal performers here are expected to attend, including Moe, the horse; Coral No. 5, the skunk, and Abigail and Allegra, the crocodiles.

The keynote address will be by Baron, Wolfschmidt, the Russian Wolfhound.

The chief aims of AGAA are a minimum wage scale and retirement benefits for all non-human animals in any branch of show business or advertising, both performers and models.

A Hollywood branch is now in the process of formation. AGAA officials here said they hope the West Coast branch will be able to muster the support of such well known TV film personalities as Fury, Trigger, Lassie and Rin Tin Tin.

The reason for the Seagram support, it was stated, is that the formation of the union sprang from the complaints about the appearance of the Russian wolfhounds in the Wolfschmidt Vodka ads. Russian wolfhound sympathizers around the country wrote in bemoaning the fact that the dogs were working long hours under the hot kleig lights.

The union was formed in January. Its executive director is Peggy Foldes, a former newspaperwoman.

## Huge Quizzer Cash Prizes Peanuts on Weekly Average

Giveaways by Network Programs Run to Only \$7,500 Per Stanza

By BOB BERNSTEIN

NEW YORK—Quiz shows are really giving away peanuts, according to today's inflated standards and publicity. While figures from \$64,000 upward are being hammered into the public's subconscious, the 14 regular network money programs are actually giving away a mere \$7,500 average per week. That's less than the one-shot guest fee of many an actor.

This figure is a major factor in keeping the cost-per-thousand on quizzes comfortably below the current industry "desirable" \$4. Tho they're not all as attractively low as \$1.41, the latest cost-per-thousand for "Twenty-One," they're all neatly depressed by formats which control the amount of the giveaways.

Under Weekly \$10,000

Anyone who worried for the Barry-Enright Company, when it was recently revealed that it was obligated to pay itself all prizes which exceeded \$10,000 a week, can relax. The \$520,000 allotted by the sponsor for the year's awards more than covers them. "Twenty-One" is averaging \$9,141 in giveaways each week. The much-publicized \$129,000 won by Charles Van Doren represented 14 weeks' totals, or \$9,214 per week.

Most generous of the encyclopedia shows is "The \$64,000 Question," which gives away almost \$14,000 each week. Last

week, the show's stakes were not-so-quietly upped to \$256,000, but the weekly cost to the sponsor will remain exactly the same.

Bonanza Blueprints

At least two series have been blueprinted for the fall with prizes of \$1 million. The reality of a typical citizen pocketing this staggering sum will prompt reams of space in print and endless hours of conversation across the nation, but the advertisers who pick up the tabs on those shows will still be paying out no more than \$10,000 a week. What won't be publicized is the length of time and number of stanzas it will take to win the top prize, in one case 100 weeks or nearly two years.

The decline of the merchandise giveaway must be correlated with the public fascination for hard cash. "Treasure Hunt" doles out \$10,000 a week, but half of it is in the form of merchandise, the top money award being \$25,000. One of the few remaining quizzes which offer gifts rather than pure cash, "Hunt" has sustained lower ratings and garnered less publicity than its brothers and will depart at the end of this season.

"Giant Step," which similarly offers college scholarships to its juvenile contestants, has also failed to inspire the kind of frenzy engendered by "Question" and "Twenty-One," tho its weekly prizes average a comparable figure in actual cost.

Money Not All

Newspaper consensus on "The Big Surprise" maintains that money isn't everything and that a quiz needs format magic and drama ingredients to succeed. Asking a dozen representatives of the industry's top quiz brass why the show is folding this month brought 12

(Continued on page 3)

## 46 Booths Set For MOA Show

CHICAGO—To date, 46 booths have been reserved for the Music Operators of America convention to be held May 19, 20 and 21 at the Morrison Hotel, here.

Most recent requests include: Continental Vending Machine Corporation; Nyack Slate Company; National Vendors, Inc.; Auto Photo Company; Wico Corporation; Broadcast Music, Inc.; National Rejectors, Inc.; Decca Record Company; Coral Records; Columbia Records; MGM Records; Dot Records, and others.

Convention headquarters will be opened in Chicago at the Morrison Hotel, suite 1728-30 on April 8 and all association business will be transacted here from that date on.

Hirsh de La Viez, program coordinator said that a number of pop record artists would be included in the floor show and that already Dot, Capitol, Decca, Fraternity and MGM have scheduled talent to appear.

## NEWS OF THE WEEK

Big Ratings, Sales Rise Put NBC-TV Into Daytime Lead . . . NBC-TV emerges as the dominant daytime web with 70 per cent of the day sold out and a 15 per cent rating lead over CBS-TV. . . . Page 2

Minnesota Mining to Unveil Prototype TV Tape System . . . Minnesota Mining & Manufacturing is expected to bring out its prototype video tape system in about three months with two major advances over the Ampex machine now in use. . . . Page 9

ASCAP Execs Urge United Front; Membership Meet Notes Progress . . . American Society of Composers, Authors and Publishers at annual membership meeting stresses united front. Execs outline goals. Change in surveying performances is noted, and a proposal that classification conflicts be adjudicated by objective panel named by American Arbitration Association is studied. . . . Page 15

Ind. State Fair Pacts Group of Recording Artists for Coliseum . . . The Indiana State Fair again signed a group

of recording artists for its headline coliseum program. Included were Pat Boone, who broke records there last year, Patti Page, Guy Mitchell and the Andrews Sisters. . . . Page 60

Rail Shows to Again Get 20% Rate Reduction on Eastern Lines . . . Railroad carnivals traveling on Eastern roads were granted a life-saving continuance of last season's 20 per cent rate reduction last week. Southern lines have scheduled a meeting on the subject of whether to restore the old rates, which the big rail shows claim would force a colorful phase of show business out of existence. . . . Page 60

### DEPARTMENTS AND FEATURES

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## FACTS AND FIGURES

### Big Ratings, Sales Boosts Mark NBC's Daytime Zoom

NEW YORK — NBC-TV's resurgence as the dominant daytime web is marked by a 26 per cent average rating increase (American Research Bureau) and a 70 per cent sold-out status.

Simultaneous with the NBC average rising from a 7.2 for March, 1956, to a 9.1 for March, 1957, CBS-TV dropped from 9.1 to 7.9 in the same year. There isn't an NBC daytime slot between 11 a.m. and 5:30 p.m. which hasn't shown a healthy increase in both ratings and sales, and ARB figures show the web beating CBS in all but three quarter-hours.

The NBC trend is reflected in new programming and reslotted old shows alike. Most spectacular of the jumps is "Queen for a Day," which has brought a 4 p.m. rating of 12.8 to a time that last year gave the web a 4.3. The single CBS entry which is holding its own is Art Linkletter's "House Party," which has been topping NBC's Tennessee Ernie strip in the 2:30-3 p.m. slot.

#### 'Price's Right'

Another significant victory for NBC is the first triumph of "The Price Is Right" over Arthur Godfrey (11-11:30 a.m.) in the March ARB listings, 8.5 to 8.3. This fireball NBC entry is currently pulling over 1,000,000 letters a week, with stores hollering because their phone lines are tied up all day long.

The sales flood continued last week with a total of \$6,500,000 in gross billings from Lever Bros. and Procter & Gamble for four quarter hours and four-and-a-half quarters respectively. Another \$500,000 was brought to the web during the past fortnight for par-

### Westinghouse Eyes Changes Of Net Pattern

NEW YORK — Westinghouse is again reported to be planning some changes in its network program pattern. The sponsor is said to be interested in acquiring sponsorship of a half-hour show. The Tuesday, 10:30-11 p.m. slot on CBS-TV has apparently caught its eye, but it seemed doubtful last week that it would want to ride on the new Spike Jones show, which goes on half-sponsored by L&M cigarettes in another week.

How Westinghouse's acquisition of a half-hour vehicle would affect its long-time association with "Studio One" was not clear last week, tho it was speculated that it would probably drop half of the hour-long dramatic show.

ticipations in "Today" and "Home." The latest daytime sales to be recorded by NBC, totaling \$3,100,000, follow:

Dixie Cup Company, quarter-hours on "Queen for a Day" and Tennessee Ernie, alternate Wednesdays; Standard Brands, quarter-hour of "Queen," alternate Tuesdays, in addition to previously announced quarter-hours every Tuesday on the same show; S.O.S. Company, quarter-hours of "Tic Tac Dough," "Queen" and Ernie, alternate Fridays; Drackett Com-

pany, quarter-hours of "Queen" and Ernie, April 8 and 22.

NBC is also on the verge of a large Colgate order, marking that sponsor's return to the web's daytime line-up. One of the web's big gambles, "Matinee Theater," is up to an 8.6 ARB against the CBS average 7.4 (Bob Crosby "Big Pay-Off") with sales doubled in the past three months.

Both CBS and ABC are mulling quiz and audience participation strips for every slot in next fall's daytime schedules.

### Sales and Renewals Mark ABC's Week

NEW YORK — Miles Labs has bought alternate week sponsorship of "Wednesday Night Fights" at ABC-TV, in another web week marked by several sales and renewals for the fall.

The 52-week contract wraps up the boxing sponsorship, with Menen already committed for two years. American Chicle and Marlboro Cigarettes had both expressed interest in the remaining half of the show, but Miles placed the order ahead of them.

R. J. Reynolds has renewed its alternate week buy on "Wire Service," whose ratings have improved markedly in the new Monday 7:30-8:30 time period. The series will

continue in the new slot, with a reangled trenchcoat Western approach to the stories.

Nabisco is reported set to renew "Rin Tin Tin" for two seasons in the Friday 7:30-8 p.m. slot. Corn Products Refining has renewed "Press Conference," which moves for the summer into the Monday 8:30-9 p.m. slot being vacated by "Voice of Firestone."

#### Mitchell Show

The Guy Mitchell show has been sold to an unnamed sponsor for the fall, firmed in the new time period of Friday, 10-10:30 p.m. Sterling Drug failed to pick up its option on that time.

"Cheyenne" will alternate with "Maverick" in the Tuesday 7:30-8:30 p.m. time for Chesebroough-Ponds and General Electric. "Conflict," this season's alternating show, will be paired with "Sugarfoot" Saturdays, 7:30-8:30 p.m. "Maverick" and "Sugarfoot" are the two new adult Westerns being produced for ABC by Warner Bros.

Still another renewal set is the Chesebroough-Ponds alternate week buy of "Adventures of Jim Bowie," Fridays, 8-8:30 p.m.

#### TelePrompter Up 114%

NEW YORK — The TelePrompter Corporation has reported a net income of \$206,841 for 1956, 114 per cent above 1955, with earnings equal to \$1.45 per share of common stock. The highlights of the firm's growth last year was the formation of the Group Communications division to stage and coordinate closed-circuit telecasts.

### FCC Answers Critics in Awarding St. Louis Channel 11 to CBS-TV

WASHINGTON — In the award of St. Louis Channel 11 to CBS Friday (29), the Federal Communications Commission told protesting applicants that criticism of network practices at Hill hearings, and the study by the Department of Justice of network operation, does not constitute a reason for denying the CBS application in a proceeding begun three years ago.

The network was awarded the grant on the basis of its programming proposals, "and the reliance that can be placed thereon." The FCC also gave CBS preference on background and experience, as well as its record of local concern in operation of its radio station, KMOX, St. Louis.

Despite recent furor on the Hill over awards and transfers of stations to networks and multiple owners, the FCC denied the relevance of protests that "changed conditions" and additions to CBS holdings called for a reopening of the case. Using the phrase of a St. Louis competitor for the channel, the FCC said the television field is a "dynamic one," changing all the time. In the absence of explicit allegations of fact against CBS by the four protesting St. Louis applicants, the Commission felt it must make the award on the basis of its actual findings.

#### Poller Case

In pleas for reopening of the case on the basis of anti-trust and multiple ownership considerations, the contestants referred to a suit

### WTTW BOWS AIR CHECK SERVICE

CHICAGO — WTTW, non-profit educational station here, has announced a commercial film recording air-check service, proceeds from which will help underwrite its educational services.

Five facilities are available for 16mm. film checks of programs and commercials aired by other stations as well as for closed-circuit work, when the facilities are not in use by WTTW. Dick Lewis, of Dick Lewis Films, has been named sales rep for the service.

### Edsel Div. May Make TV Debut With 'Mason'

NEW YORK — The new Edsel division of Ford Motor Company reportedly has chosen the CBS-TV "Perry Mason" show to make its debut on TV and in the automotive field this fall.

Apparently there is still some doubt as to whether Edsel, whose agency is Foote, Cone & Belding, will carry the show alone, or whether there will be an alternate sponsor. In either case, it's almost certain that FC&B will be the agency, since it's understood that two other clients, Lever Bros. and S. C. Johnson & Son hold options on the program.

Apparently the exact slotting of the program has still not been determined, altho Saturday 8-9 p.m. is being mentioned as the most likely time period.

#### Fellows' Public Report

NEW YORK — Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, will report to the public on broadcasting's achievements and service April 10. His speech before the NARTB Convention in Chicago will be televised by ABC-TV, 3-3:30 p.m., EST.

### 'Golf' Series To Begin on ABC-TV Oct. 5

#### Miller Brewing to Sponsor Half of Schwimmer Show

CHICAGO — "Championship Golf," a 26-week package of full-hour film shows, produced by Walter Schwimmer Company, will go on the ABC net starting October 5. Half sponsorship has been picked up by the Miller Brewing Company, of Milwaukee, and Schwimmer said he expects to nail down the other sponsor shortly.

The show had been prepared and was already advertised as a syndicated operation for local sponsorship.

The series will be aired Saturdays in the 4:30 to 5:30 p.m. slot, local station time, coast to coast.

Thirteen of the shows are already in the can and the remaining half of the series is scheduled for shooting this summer. It was produced by Pete Demet who also bankrolled "Championship Bowling," now being syndicated by Schwimmer in 150 markets.

"Championship Golf" features 18-hole medal-play matches. Cary Middlecoff, Sam Snead, Julius Boros, Ed (Porky) Oliver, Mike Souchak, Gene Sarazen, Fred Hawkins, Jack Burke Jr., Ed Furgol and Jimmy Demaret are included (Continued on page 14)

## The Billboard

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## Martha Raye To Star in 'Snooks' Series

HOLLYWOOD—Martha Raye was signed last week by Producer Jess Oppenheimer for the lead in NBC-TV's projected "Baby Snooks" series. The show, which has been on the network drawing boards for the past three or four years, has been stymied to date because of inability to cast it. The pilot is scheduled to roll in late April or early May.

Oppenheimer last week concluded work on the Betty Hutton "Hey, Mom!" pilot, and next week expects to start shooting Nanette Fabray's "June."

## When WIIC Bows, KDKA Joins CBS

NEW YORK—Upon the start of operations of Pittsburgh's second VHF station, WIIC, which is expected to become airborne this summer, that city's pioneer outlet, KDKA-TV, will become a CBS-TV affiliate. The plan was set by Harold C. Lund, Westinghouse vicepee for Pittsburgh, and CBS Station Relations Vice-President Ed Shurick.

KDKA-TV, which airs on Channel 2, now carries all three webs, and will continue doing so until the new outlet starts functioning.

# ABC to Split Radio, TV Operations; Eastman to Head AM Corporation

NEW YORK — The American Broadcasting Company will be split into separate radio and television organizations on April 10, at a monthly meeting of the board of directors of American Broadcasting-Paramount Theaters. As a result, ABC Radio will receive separate corporate status, with Robert Eastman to be named president of the outfit, which will be a wholly owned subsidiary of AB-PT.

It is not yet known whether the ABC-TV network will also achieve individual corporate status at this time, tho it is considered likely

that it may remain a division of ABC Acting President Leonard Goldenson is expected to return to his duties of president of AB-PT, as previously reported (The Billboard, December 29).

The major reorganization of the ABC structure will necessitate making two departments out of each one now serving both AS and TV. There will be no noticeable hiring or firing, but a number of executives and assistants will be switched to new duties confined either to one medium or the other.

Goldenson, vacationing in Ber-

muda, has been unavailable for comment, but it is understood that the owned-and-operated radio stations will report to Eastman henceforth, while the o&o TV stations, considered autonomous within the AB-PT family, will continue to report to Goldenson.

Eastman is currently executive vicepee of John Blair & Company, spot reps. where he handles several ABC o&o radio stations. He will be given his new title at a monthly meeting of the AB-PT board of directors.

Whether a president will be elected separately for ABC-TV is not yet clear, that question probably to remain tied to the web's status in the AB-PT structure. But with the fall schedule virtually fixed, two-thirds of the week's prime time already sold and relief in the station clearance picture increasing steadily, Goldenson will become coach instead of an active player on the TV web team.

### The Billboard Continuing

## COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on February TV audience measurements of AMERICAN RESEARCH BUREAU

### By Sponsor Groups:

FOOD AND BEVERAGE

CIGARETTES AND TOBACCO

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 1000 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.

### Food and Beverage Sponsors

#### • COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. KELLOGG (Name That Tune, CBS).....\$2.10
2. GENERAL FOODS (December Bride, CBS)..... 2.12
3. SWIFT, AMER. DAIRY, DERBY (Disneyland, ABC)..... 2.18
4. GENERAL MILLS, SWIFT (Lone Ranger, ABC)..... 2.19
5. CAMPBELL (Lassie, CBS)..... 2.20
6. LEVER BROS. (Godfrey's Talent Scouts, CBS)..... 2.21
7. GENERAL MILLS (Wyatt Earp, ABC)..... 2.26
8. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.44
9. AMER. HOME PRODS., PILLSBURY, KELLOGG (Arthur Godfrey, CBS)..... 2.63
10. PET MILK (Red Skelton, CBS)..... 2.65

#### • COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. GENERAL MILLS (Wyatt Earp, ABC)..... \$2.54
2. KELLOGG (Name That Tune, CBS)..... 2.69
3. LEVER BROS. (Godfrey's Talent Scouts, CBS)..... 2.91
4. BEST FOODS (You Asked for It, ABC)..... 2.92
5. PET MILK (Red Skelton, CBS)..... 2.94
6. CAMPBELL (Lassie, CBS)..... 3.00
7. GENERAL FOODS (December Bride, CBS)..... 3.03
8. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 3.15
9. GENERAL FOODS (Zane Grey, CBS)..... 3.18
10. AMER. CHICLE (Ozark Jubilee, ABC)..... 3.24

#### • COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. GENERAL FOODS (December Bride, CBS).....\$1.84
2. KELLOGG (Name That Tune, CBS)..... 1.92
3. LEVER BROS. (Godfrey's Talent Scouts, CBS)..... 1.94
4. AMER. HOME PRODS., PILLSBURY, KELLOGG (Arthur Godfrey, CBS)..... 2.09
5. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.22
6. CAMPBELL (Lassie, CBS)..... 2.30
7. AMER. CHICLE (Ozark Jubilee, ABC)..... 2.31
8. PET MILK (Red Skelton, CBS)..... 2.43
9. SCHLITZ (Playhouse of Stars, CBS)..... 2.67
10. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.70

#### • COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. SWIFT, AMER. DAIRY, DERBY (Disneyland, ABC).....\$1.30
2. CAMPBELL (Lassie, CBS)..... 1.47
3. GENERAL MILLS, SWIFT (Lone Ranger, ABC)..... 1.62
4. NATIONAL BISCUIT (Rin Tin Tin, ABC)..... 1.80
5. GENERAL MILLS (Wyatt Earp, ABC)..... 2.54
6. GENERAL FOODS (Roy Rogers, NBC)..... 2.72
7. HEINZ (Captain Gallant, NBC)..... 2.76
8. KELLOGG (Name That Tune, CBS)..... 2.88
9. AMER. CHICLE (Adventures of Jim Bowie, ABC)..... 3.02
10. GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 3.04

### Cigarette & Tobacco Sponsors

#### • COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got A Secret, CBS).....\$1.77
2. R. J. REYNOLDS (People Are Funny, NBC)..... 2.10
3. P. LORILLARD (\$64,000 Challenge, CBS)..... 2.24
4. BROWN & WILLIAMSON (The Lineup, CBS)..... 2.36
5. PHILIP MORRIS (Playhouse 90, CBS)..... 2.39
6. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.51
7. R. J. REYNOLDS (Bob Cummings, CBS)..... 2.78
8. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.79
9. LIGGETT & MYERS (Dragnet, NBC)..... 2.79
10. AMER. TOBACCO (Private Secretary, CBS)..... 2.85

#### • COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$2.21
2. P. LORILLARD (\$64,000 Challenge, CBS)..... 2.32
3. R. J. REYNOLDS (People Are Funny, NBC)..... 2.47
4. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.60
5. PHILIP MORRIS (Playhouse 90, CBS)..... 3.06
6. AMER. TOBACCO (Your Hit Parade, NBC)..... 3.13
7. AMER. TOBACCO (Jack Benny, CBS)..... 3.25
8. BROWN & WILLIAMSON (The Lineup, CBS)..... 3.27
9. BROWN & WILLIAMSON (Steve Allen, NBC)..... 3.28
10. LIGGETT & MYERS (Dragnet, NBC)..... 3.31

#### • COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.49
2. R. J. REYNOLDS (People Are Funny, NBC)..... 1.85
3. P. LORILLARD (\$64,000 Challenge, CBS)..... 1.86
4. PHILIP MORRIS (Playhouse 90, CBS)..... 2.04
5. BROWN & WILLIAMSON (The Lineup, CBS)..... 2.28
6. R. J. REYNOLDS (Mr. Adam and Eve, CBS)..... 2.40
7. AMER. TOBACCO (Your Hit Parade, NBC)..... 2.40
8. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.53
9. AMER. TOBACCO (Jack Benny, CBS)..... 2.57
10. LIGGETT & MYERS (Dragnet, NBC)..... 2.60

#### • COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (Bob Cummings, CBS).....\$2.45
2. R. J. REYNOLDS (People Are Funny, NBC)..... 2.47
3. AMER. TOBACCO (Private Secretary, CBS)..... 2.84
4. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.92
5. R. J. REYNOLDS (Mr. Adams and Eve, CBS)..... 3.22
6. LIGGETT & MYERS (Gunsmoke, CBS)..... 3.85
7. BROWN & WILLIAMSON (Steve Allen, NBC)..... 3.99
8. AMER. TOBACCO (Navy Log, ABC)..... 4.04
9. R. J. REYNOLDS (I've Got a Secret, CBS)..... 4.06
10. P. LORILLARD (Jackie Gleason, CBS)..... 4.17

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## Storer Gets Okay On \$5.6 Million Property Transfer

WASHINGTON—The Federal Communications Commission on Wednesday (27) okayed a transfer of \$5,626,312 worth of TV and radio properties to the Storer Broadcasting Company, including WFFH-TV, Wilmington, Del., and WIBC, WIBC-FM, Philadelphia. Commissioner Bartley dissented from the transfer.

The Storer purchase is conditioned on the company's sale of its radio and TV interests in either Birmingham or Atlanta. Storer is assuming liabilities of the stations being bought. The company's in-being bought. The company's present TV holdings include outlets in Atlanta, Birmingham, Toledo, O.; Detroit, Cleveland, Miami and Portland, Ore.

## Quizzers Give Away Peanuts

• Continued from page 1

different explanations, however. None found fault with the music, setting, emcee, question content or personalities of the contestants. None felt the element of drama was absent.

Some of this rival dozen blame the time period (Tuesdays, 8-8:30 p.m.) which has caught the show in the crossfire of two very popular series, "Clybourne" and the Phil Silvers show. Some dismiss the exit of "Surprise" as just an ordinary sponsor and agency decision. Some refer to weak promotion, high over-all budget. None seem to know.

Tho a program with a \$100,000 top prize can miss, the fact is that there is a clear ratio in January, February and March reports of Trendex, Pulse, Nielsen and American Research Bureau between the highest-rated quizzes and the quizzes which have the largest weekly giveaways. They are the same shows.

**Wishful Idealism**  
Artistic integrity and idealism have it that upping cash prizes brings no reward, that the quiz as an art form depends on artistic elements. As one producer put it, "If the dullest contestant stood in a bare, small studio without music, isolation booth or pretty female escorter, and with a lackluster emcee, but with a prize bigger than any previously awarded, who would watch?"

Probably only 70,000,000 viewers and the entire press of the country.

### COMING COST PER THOUSAND ANALYSES:

- Next Week: Automotive-Petroleum & Appliance-Furnishings Sponsors
- April 20: Toiletries-Drugs & Household Cleansers
- April 27: The Top 20 for March
- May 4: Food-Beverage & Cigarette-Tobacco Sponsors

# Nets Line Up Summer Subs; CBS Makes Biggest Change

NEW YORK — The networks have paused in their fall programming shuffles just long enough to set most of their summer replacements, with CBS-TV planning the greatest changes and ABC-TV planning almost none.

CBS has scheduled "Richard Diamond" as the Monday 9:30-10 p.m. replacement for "December Bride," with "Those Whiting Girls" returning to replace "I Love Lucy" at 9 p.m. Spike Jones moves into the Tuesday 10:30-11 p.m. slot for "Do You Trust Your Wife?"

Also on CBS, Arthur Godfrey's two shows will provide their own replacements, as will Jackie

Gleason. "Playhouse 90," "General Electric Theater," the Alfred Hitchcock show and "Zane Grey Theater" have decided to use reruns. "Undercurrent," perennial dramatic anthology title for CBS

summertime, will come this season from Screen Gems as replacement for "The Line-up" Fridays, 10-10:30 p.m.

Helene Curtis will sponsor reruns of "Schlitz Playhouse," con-

trolled by CBS, in the "Hey Jeanie!" slot Saturdays, 9:30-10 p.m. ABC will move "Press Conference" to Mondays to replace "Voice of Firestone" in the 8:30-9 p.m. slot, with almost every other show using reruns thru the summer. Plymouth's "Date With the Angels," originally announced as a summer replacement for Ray Anthony, seems to be set thru next season in the Friday 9:30-10 p.m. time.

NBC-TV has scheduled "Arthur Murray Party," for Purex and Spei-

del, as temporary replacement for "The Big Surprise." In June, "Party" will move to Saturdays at 9 p.m. in an hour format as the Sid Caesar replacement, with those sponsors being joined by two of Caesar's. What will then fill the Tuesday 8-8:30 time is not yet decided.

George Gobel will be spelled by a group of Screen Gems dramatic stanzas Saturdays, 10-10:30 p.m. Most of the other programs will use their own reruns over the vacation period.

## The Billboard Continuing

# COST-PER-THOUSAND

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

Based on February TV audience measurements of AMERICAN RESEARCH BUREAU

## By Program Type:

QUIZ AND PANEL

VARIETY AND MUSIC

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 1000 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.

## Robt. Sarnoff Gives Views On Pay TV

HOLLYWOOD — Referring to pay television as "pay-or-you-don't-see-TV," Robert Sarnoff, president of NBC, suggested that any such system might fall into the category of a public utility since viewers would be paying for the programs.

Sarnoff conceded that, if forced to compete with pay television, networks might not be able to equal the quality of programming, and that many star performers might be lured away from the nets into the pay-TV ranks. His contention is, however, that the effect of this would eventually be that viewers would pay for the same programs they are now receiving free.

Defending network practices in a speech before the Los Angeles Rotary Club, Sarnoff called station option time and the right of the nets to set their own program schedules the "keystones of network operation," and, in general, reiterated NBC arguments against changing the present TV structure.

## ABC Affils to Meet At NARTB Confab

WASHINGTON — Fred Honwink, chairman of the ABC-TV affiliates and president and general manager of WMAL-TV, Washington, will hold a meeting of the group Sunday (7), from 1 to 1:45 p.m., in the Sheraton Blackstone Hotel, Chicago, during the National Association of Radio & Television Broadcasters convention. The secretarial report will be made by Joe F. Hladky, president of KRCR-TV, Cedar Rapids, Ia.; treasurer's report will be made by Joe C. Drilling, KJEO-TV, Fresno, Calif.

CBS-TV affiliates will meet April 5 and 6 in Chicago at the new WBBM-TV studios, with Frank Stanton, CBS president, delivering the opening address. Merle Jones will speak to the affiliates for the first time in his new capacity of CBS-TV prexy.

## Westinghouse Sets Up News Bureau in Wash.

WASHINGTON — Westinghouse Broadcasting has established a news bureau here, unique in its day-to-day coverage of Congress. With emphasis on interviews and background pieces, it will carry national stories to WBC stations in terms of their implications for the WBC stations' communities. The bureau will be headed by Rod MacLeish, news director of WBZ-WBZA, Boston and Springfield, Mass.

## Quiz, Panel & Audience Participation Shows

### • COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. TWENTY-ONE (Pharmaceuticals, NBC).....\$1.41
2. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.77
3. \$64,000 QUESTION (Revlon, CBS)..... 1.90
4. WHAT'S MY LINE? (Remington, Helene Curtis, CBS) 1.98
5. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.10
5. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC).. 2.10
7. YOU BET YOUR LIFE (Toni, Plymouth-DeSoto, NBC)..... 2.17
8. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)... 2.24
9. THIS IS YOUR LIFE (Procter & Gamble, NBC)..... 2.93
10. TO TELL THE TRUTH (Pharmaceuticals, CBS).... 3.05

### • COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. TWENTY-ONE (Pharmaceuticals, NBC).....\$1.65
2. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 2.21
3. WHAT'S MY LINE? (Remington, Helene Curtis, CBS) 2.26
4. \$64,000 QUESTION (Revlon, CBS)..... 2.30
5. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS).. 2.32
6. YOU BET YOUR LIFE (Toni, Plymouth-DeSoto, NBC)..... 2.44
7. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC).. 2.47
8. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.69
9. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS)..... 3.71
10. BEAT THE CLOCK (Hazel Bishop, CBS)..... 3.85

### • COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. TWENTY-ONE (Pharmaceuticals, NBC).....\$1.30
2. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.49
3. WHAT'S MY LINE? (Remington, Helene Curtis, CBS) 1.65
4. \$64,000 QUESTION (Revlon, CBS)..... 1.68
5. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, CBS).. 1.85
6. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)... 1.86
7. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 1.92
7. YOU BET YOUR LIFE (Toni, Plymouth-DeSoto, NBC)..... 1.92
9. THIS IS YOUR LIFE (Procter & Gamble, NBC)..... 2.47
10. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS)..... 2.71

### • COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC).....\$2.47
2. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.88
3. BEAT THE CLOCK (Hazel Bishop, CBS)..... 3.30
4. TWENTY-ONE (Pharmaceuticals, NBC)..... 3.83
5. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 4.06
6. TREASURE HUNT (Mogen-David, ABC)..... 5.08
7. TO TELL THE TRUTH (Pharmaceuticals, CBS).... 5.54
8. GIANT STEP (General Mills, CBS)..... 5.57
9. YOU BET YOUR LIFE (Toni, Plymouth-DeSoto, NBC)..... 5.64
10. WHAT'S MY LINE? (Remington, Helene Curtis, CBS) 8.58

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## Comedy, Variety & Music Shows

### • COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$ .99
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.61
3. WELK'S TOP TUNES (Dodge, ABC)..... 1.68
4. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA, NBC)..... 1.96
5. DISNEYLAND (Amer. Motors, Swift, Amer. Dairy, Derby, ABC)..... 2.18
6. GODFREY'S TALENT SCOUTS (Toni, Lever Bros., CBS) ..... 2.21
7. ERNIE FORD (Ford, NBC)..... 2.58
8. ARTHUR GODFREY (Amer. Home Prods., Pillsbury, Kellogg, Bristol-Myers, CBS)..... 2.63
9. RED SKELTON (Pet, Johnson's Wax, CBS)..... 2.65
10. OZARK JUBILEE (Amer. Chiclé, ABC)..... 2.88

### • COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$ .98
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.52
3. WELK'S TOP TUNES (Dodge, ABC)..... 1.98
4. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA, NBC)..... 2.19
5. GODFREY'S TALENT SCOUTS (Toni, Lever Bros., CBS) ..... 2.91
6. YOU ASKED FOR IT (Best Foods, ABC)..... 2.92
6. AMATEUR HOUR (Pharmaceuticals, ABC)..... 2.92
8. RED SKELTON (Pet, Johnson's Wax, CBS)..... 2.94
9. ERNIE FORD (Ford, NBC)..... 3.09
10. YOUR HIT PARADE (Amer. Tobacco, Warner-Lambert, NBC)..... 3.13

### • COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$ .79
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.31
3. WELK'S TOP TUNES (Dodge, ABC)..... 1.46
4. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA, NBC)..... 1.56
5. GODFREY'S TALENT SCOUTS (Toni, Lever Bros., CBS) ..... 1.94
6. ARTHUR GODFREY (Amer. Home Prods., Pillsbury, Kellogg, Bristol-Myers, CBS)..... 2.00
7. OZARK JUBILEE (Amer. Chiclé, ABC)..... 2.31
8. RAY ANTHONY (Chrysler, ABC)..... 2.36
9. ERNIE FORD (Ford, NBC)..... 2.37
10. YOUR HIT PARADE (Amer. Tobacco, Warner-Lambert, NBC)..... 2.40

### • COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. DISNEYLAND (Amer. Motors, Swift, Amer. Dairy, Derby, ABC).....\$1.30
2. LAWRENCE WELK (Dodge, ABC)..... 1.88
3. PERRY COMO (Kleenex, Noxzema, Sperry, Gold Seal, RCA, NBC)..... 2.35
4. ED SULLIVAN (Lincoln-Mercury, CBS)..... 2.49
5. GODFREY'S TALENT SCOUTS (Toni, Lever Bros., CBS) ..... 3.49
6. AMATEUR HOUR (Pharmaceuticals, ABC)..... 3.89
7. STEVE ALLEN (Jergens, U. S. Time, Brown & Williamson, Rexall, NBC)..... 3.99
8. YOU ASKED FOR IT (Best Foods, ABC)..... 4.01
9. JACKIE GLEASON (Bulova, P. Lorillard, CBS).... 4.17
10. OZARK JUBILEE (Amer. Chiclé, ABC)..... 4.51

## COMING COST PER THOUSAND ANALYSES:

- Next Week: Dramas and Situation Comedies
- April 20: News-Commentary Shows and Adventure-Mystery-Western Series
- April 27: The Top 20 for March
- May 4: Quiz Shows and Comedy-Variety-Music Shows

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DEAD RECKONING

JOHNNY O'CLOCK

GOLDEN BOY

DESTROYER

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SMASH

HITS.

**SCREEN GEMS**  
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES



This One  
  
H45B-L6U-GPWJ

# The Billboard's FIFTH ANNUAL TV COMMERCIALS AWARDS

Including Winning Laboratories and Optical Houses

## LIVE, ANIMATION BEST

# Kraft, Piel Win Top Honors As Outstanding '56 Blurbs

- Jello-O's Chinese Baby, Lemon and Banana blurbs, RCA's Impact and GF's Maxwell House named
- New system of voting begun this year; animation downgraded compared to former domination status

Kraft Foods' recipe commercials and Piel Brothers' Bert and Harry beer blurbs took top honors as the outstanding TV commercials of 1956 in The Billboard's Fifth Annual TV Commercial Awards.

The long-running Kraft series, one of only two live commercials among the top 20 in this poll, was deemed the "most effective and convincing" by the electorate of advertising agency executives responsible for creating the industry's commercials. It was a runaway winner in that category.

The popular Bert and Harry commercials, which made their debut at the end of 1955, edged out another cartoon series for the award of "most original and imaginative" commercial of 1956. The Chinese Baby and Lemon and Banana cartoons for Jell-O and Jell-O Instant Pudding respectively, a series that made its bow this fall, took second place.

### Animation Down

Under the new system of voting instituted this year (see separate story), animated commercials were somewhat downgraded as compared with their previous years' complete domination of these awards. In the "most effective and convincing" category, animation was shut out of the first three positions entirely. The first three winners here were Kraft Foods, RCA Victor's "Impact" series for its portable radios and General Foods' flavor bud series for its Maxwell House Instant Coffee.

In last year's poll, Piel's Beer won a fourth place award with its then new Bert and Harry series, which was produced by UPA Pictures. The series, which has since won all kinds of prizes, could not be denied victory after another 12 months of exposure.

Though seen only in the East, where Piel's is distributed, the commercials created by Ed Graham and Jack Sidebotham, of Young & Rubicam, have had a national impact. They have elicited thousands of fan letters. The voices are, of course, those of Bob Elliot and Ray Goulding. Piel's uses these commercials mainly for spots, but also on its locally sponsored shows.

### Chinese Baby

Jell-O's Chinese Baby commercial, produced by Ray Patin Productions, in Hollywood, were written by Young & Rubicam's

Bill Lacey, with art direction by Lauren Collard. In Chinese dialog, it cleverly points up the predicament of an animated Chinese boy trying to eat Jell-O with chopsticks. His troubles are ended when his mother discovers an American invention, the spoon. Allen Swift was the voice.

This film, which also has received a great deal of consumer

mail, has been used on three General Foods network shows—"December Bride," "West Point" and "77th Bengal Lancers," mainly the last.

The Banana and Lemon commercial was created to introduce two new pudding flavors. It uses a nonsense rhyme spoken by a little cartoon boy who dances. Ray Patin Productions also produced this 60-second commercial. Original music was by Bernardo Segall, art by Jack Sidebotham, and copy by Barbara Demarey. Scott Paper

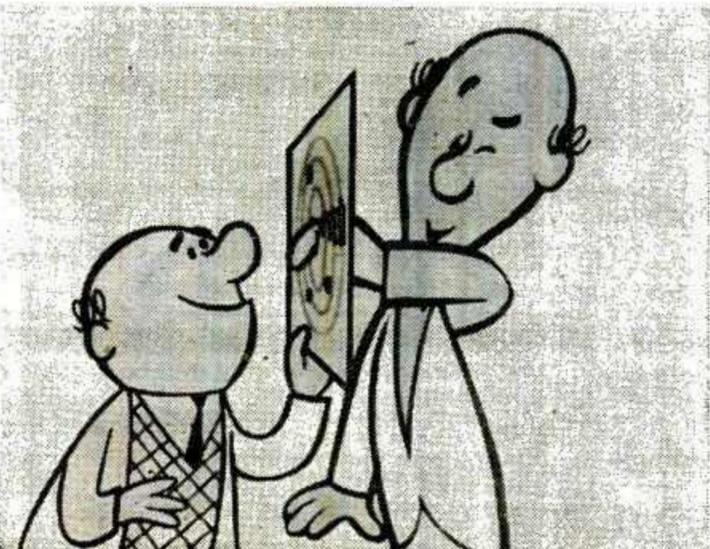
Rhythm is an important element of Scott Paper's wrapping

*(Continued on page 8)*

## The Winners



Kraft's Recipe



Piel's Bert and Harry

## Winning Commercials

- WHICH TV COMMERCIALS TELECAST DURING 1956 DO YOU REGARD AS THE MOST EFFECTIVE AND CONVINCING?

Rank	Commercial	Points
1	Kraft Foods (entire series), J. Walter Thompson	306
2	RCA Victor Portable Radios (Impact), Kenyon & Eckhardt	90
3	Maxwell House Instant Coffee (flavor bud series), Benton & Bowles	77
4	Chevrolet Trucks (Alcan Run)	71
5	Ford Cars (Bonneville Flat)	54
6	L&M Cigarettes (Live Modern)	47
7	Bulova Watch (sculptor)	45
8	Bufferin (animated diagram)	44
9	Revlon (entire series)	41
10	Ipana Toothpaste (Bucky Beaver)	39

- WHICH TV COMMERCIALS TELECAST DURING 1956 DO YOU REGARD AS THE MOST ORIGINAL AND IMAGINATIVE?

Rank	Commercial	Points
1	Piel's Beer (Bert & Harry), Young & Rubicam	330
2	Jell-O, Jell-O Instant Pudding (Chinese baby, lemon & banana), Young & Rubicam	216
3	Cut-Rite Wax Paper (wrapping hands), J. Walter Thompson	64
4	L&M Cigarettes (Live Modern)	61
5	Sanka Instant Coffee (fingers)	53
6	Pepsodent Toothpaste (where the yellow went)	49
7	Ford (diagnosis)	39
8	AT&T (dream telephone)	38
9	Hamm's Beer (animals)	28
10	Fab Detergent (elephant)	25

## Winning Producers

- WHICH PRODUCER OF TV FILM COMMERCIALS EXCELLED FOR QUALITY?

Rank	Producer	Points
1	MPO Television Films	124
2	Elliot, Unger & Elliot	107
3	Sarra	67
4	Cascade Pictures	37
5	Peter Elgar Productions	32
6	Warner Bros.	31
7	Universal Pictures	30
8	Transfilm	28
9	Audio Productions	25
10	Hal Roach Studios	22

- WHICH PRODUCER OF TV FILM COMMERCIALS EXCELLED FOR THE SPEED WITH WHICH IT COMPLETED PRODUCTIONS?

Rank	Producer	Points
1	MPO Television Films	97
2	Filmways	83
3	Elliot, Unger & Elliot	70
4	Wilding Pictures	53
5	Audio Productions	49
6	Van Praag Productions	49
7	Sarra	43
8	Universal Pictures	41
9	Cascade Pictures	39
10	Hal Roach Studios	37

- WHICH PRODUCER OF TV FILM COMMERCIALS OFFERED THE GREATEST ECONOMY?

Rank	Producer	Points
1	Filmways	63
2	MPO Television Films	59
3	Audio Productions	53
4	Craven Film	46
5	Wilding Pictures	45
6	Low Pollack Productions	42
7	Gray, O'Reilly	37
8	Vidicem Pictures	35
9	Mel Gold Productions	33
10	Filmack Studios	30

## Winning Optical Houses

- WHICH OPTICAL HOUSE DISPLAYED THE GREATEST TECHNICAL AND CREATIVE INGENUITY IN PRODUCING EFFECTS?

Rank	Company	Points
1	Eastern Effects (New York)	68
2	Howard A. Anderson (Hollywood)	53
3	Consolidated Film Industries (New York and Hollywood)	39

# MPO & Filmways Win BB's 5th TV Commercial Awards

- In quality, Elliot, Unger & Elliot, Sara are two and three; for speed, EU&E 3d behind Filmways
- For economy, the voting ran to Filmways, MPO and Audio Productions in that one-two-three order

MPO and Filmways captured the top producer awards in The Billboard's Fifth Annual TV Commercial Awards. Over the past year both these New York companies have been expanding rapidly, both their facilities and personnel.

Elliot, Unger & Elliot ran second to MPO on quality and third, behind Filmways, on speed. Sara, last year's quality winner, was third in the quality category this year.

MPO Productions, voted tops for both the quality and speed of its work, was founded in 1947 by Larry Madison, documentary film director and now vice-president of MPO; Judd Pollock, then a research supervisor at Young & Rubicam and now president of MPO, and Paul O'Haire, who is now retired from the firm.

Marvin Rothenberg, vice-president of MPO Television Films, the commercial producing branch of the firm, joined MPO from Transfilm in 1955, when MPO went full swing into the commercial business. In the past several months MPO has added to its staff some of the top filmmaking talent in New York, and it is said to be paying top salaries to get them. MPO has a total staff of about 50.

### Own Studios

For the past year MPO has used the Fox studios in New York. This month it is due to open its own studios, a new plant adjacent to the site of the Lincoln Square redevelopment center. The building has two large stages.

MPO turned out over 450 commercials in 1956.

Filmways, which was voted tops for economy and came in a close second for speed ahead of Audio Productions, was founded in 1951. It is headed by Ed Kasper, president, who was formerly an independent producer of documentaries, and Marty Ranshoff, executive vice-president,

who had been a writer-producer with Caravel.

When it opened for business, it just had a small insert stage. It moved to its present headquarters four years ago. Here it has a stage, 80 by 40 feet, eight cutting rooms, an optical bench, a process projector and its own camera car. Filmways has since opened a second large stage, 80 by 55 feet, at East 95th Street and Third Ave-

## Commercials' Hall of Fame

- Ford, Bardahl Oil and Jell-O past winners
- Sara, Filmack and Kling top companies

The Kraft and "Bert and Harry" commercials now take their place of honor with the "It's a F-O-R-D," Jell-O "Busy Day" and Bardahl Oil "Draquet take-off" commercials, first place winners in the three previous years of The Billboard's TV Commercial Awards.

In each of these previous years the same commercials won for "most effective" and "most imaginative and original," a condition that seems to have been altered by the system of nominations instituted with this year's poll.

In each of the three previous years, the production firm that won for "quality" was Sara. Sara also won for "speed" in the 1953 poll. The "speed" award went to Kling in 1954 and to Filmack in last year's awards.

Kling also won for "economy" in 1954. In the previous and following years the "Economy" prize went to the Alexander Film Company of Colorado Springs, Colo.

## Separate Producer, Agency Ballots Sent

There were two separate ballots in this year's TV commercials awards. The ballot on labs and optical houses was sent to producers.

The first was sent to a list of 1,148 ad agency executives responsible for creating and producing TV commercials. These included copywriters, art directors, producers and supervisors. Their ballot asked three questions about commercial production companies, in answer to each of which they were asked to enter their first, second and third choices.

For the voting on commercials, they were presented with lists of nominations, 30 of them under "most effective and convincing" and 24 under "original and imaginative."

This fifth annual installment of these awards marks the first time the voting for these categories was confined to ad agencies, the first time the ballots were distributed so widely among agency

people involved with TV commercials and the first time the nominating system was used for selection of the top commercials.

### True Awards

The purpose of these changes was to make these changes as truly as possible the awards of the experts, and still to keep it on an industry-wide footing.

The commercials listed on the ballot were selected by a nominating committee consisting of three research executives, widely familiar with the commercials produced in the past year and at the same time impartial. They are Harry Wayne McManis of the Institute for Motivational Research, Don McCollum of Schwerin Research Corporation and Jack Boyle of Qualitative Research, Inc.

The second ballot, covering labs and optical houses, was sent to 137 producers, including producers of programs as well as commercials, in both Hollywood and New York.

me, New York, where it also has rear-screen projection equipment. Coast Subsid

A year ago the firm opened its West Coast subsidiary, Filmways-Hollywood, with Stan Frazer, former commercial manager of McCadden Productions, vice-president in charge.

Filmways has about 40 people on staff.

Contributing to its reputation for speed and economy is the unique service Filmways performs for Ford and Eastman Kodak. It maintains separate cutting rooms for each of these clients in which it has elaborate indices of all commercial footage shot for them. This enables Filmways to edit what amounts to new commercials for either of these clients at a moment's notice. It has over 1,000 scenes on file for Ford.

Elliot, Unger & Elliot, second for quality in this year's poll, was founded in 1946. Steve and Mike Elliot, president and treasurer, respectively, are former fashion photographers. The latter is chief cameraman and director. William Unger, secretary, is a sound engineer. The firm moved into its present headquarters in 1953. Here it has two large stages. It has a staff of 35.

### FULL SWEEP

## Consolidated Tops in Labs

- Wins 7 first-places; tops also last year
- Moviellab, Gen. Film in there pitching

Consolidated Film Industries again made a clean sweep of all the laboratory categories in this year's voting. As in 1956, Consolidated won first place in each of three categories — quality, speed and economy — for black and white commercials.

This year, the same three categories were added for film programs and an additional one for quality of color blurbs. Consolidated topped these four as well, giving it seven first-place positions in all.

Moviellab Film Laboratories, New York indie, ran a close second in all three black-and-white commercial categories, and promises to improve its standing in color due to a huge expansion now under way. Pathe Laboratory, of Hollywood, held the third spot for quality and economy on black and white commercials.

This was by no means the only position General Film Lab held in the voting. In the program section, General Film made a clean break for second place in all three categories — quality, speed and economy. It was followed by Pathe in third place for speed and economy and a tie for third with Precision on quality.

In the color voting, General Films also stood third, bested by Tri-Art, the color department of Du-Art in New York.

Among the optical houses, Howard A. Anderson, Hollywood, came out in front with first-place for economy and speed, and second for ingenuity. Eastern Effects, New York, won over Anderson for ingenuity and placed second for speed.

### WHICH OPTICAL HOUSE OFFERED THE FASTEST SERVICE?

Rank	Company	Points
1	Howard A. Anderson (Hollywood)	66
2	Eastern Effects (New York)	53
3	Consolidated Film Industries (New York and Hollywood)	41

### WHICH OPTICAL HOUSE OFFERED THE MOST ECONOMICAL SERVICE?

Rank	Company	Points
1	Howard A. Anderson (Hollywood)	65
2	Consolidated Film Industries (New York and Hollywood)	50
3	K&W Film Service (New York)	39

## Winning Laboratories

### WHICH LABORATORY DID THE BEST QUALITY PROCESSING OF BLACK-AND-WHITE TV COMMERCIALS?

Rank	Laboratory	Points
1	Consolidated Film Industries (Hollywood)	60
2	Moviellab Film Laboratories (New York)	52
3	General Film Laboratories (Hollywood)	30
4	Pathe Laboratories (Hollywood)	28
5	Precision Film Laboratories (New York)	22

### WHICH LABORATORY OFFERED THE FASTEST SERVICE IN PROCESSING TV COMMERCIALS?

Rank	Laboratory	Points
1	Consolidated Film Industries (Hollywood)	52
2	Moviellab Film Laboratories (New York)	47
3	Pathe Laboratories (Hollywood)	27
4	General Film Laboratories (Hollywood)	24
5	Mecca Film Laboratories (New York)	22

### WHICH LABORATORY OFFERED THE MOST ECONOMICAL SERVICE IN PROCESSING TV COMMERCIALS?

Rank	Laboratory	Points
1	Consolidated Film Industries (Hollywood)	67
2	Moviellab Film Laboratories (New York)	51
3	General Film Laboratories (Hollywood)	41
4	Du-Art Film Laboratories (New York)	38
5	Pathe Laboratories (Hollywood)	21

### WHICH LABORATORY DID THE BEST QUALITY AND PROCESSING OF COLOR TV COMMERCIALS?

Rank	Laboratory	Points
1	Consolidated Film Industries (Hollywood)	61
2	Tri-Art Color (New York)	46
3	General Film Laboratories (Hollywood)	31

### WHICH LABORATORY DID THE BEST QUALITY PROCESSING OF TV FILM PROGRAMS?

Rank	Laboratory	Points
1	Consolidated Film Industries (Hollywood)	65
2	General Film Laboratories (Hollywood)	58
3	Precision Film Laboratories (New York)	43
3	Pathe Laboratories (Hollywood)	43

### WHICH LABORATORY OFFERED THE FASTEST SERVICE IN PROCESSING TV FILM PROGRAMS?

Rank	Laboratory	Points
1	Consolidated Film Industries (Hollywood)	63
2	General Film Laboratories (Hollywood)	49
3	Pathe Laboratories (Hollywood)	24

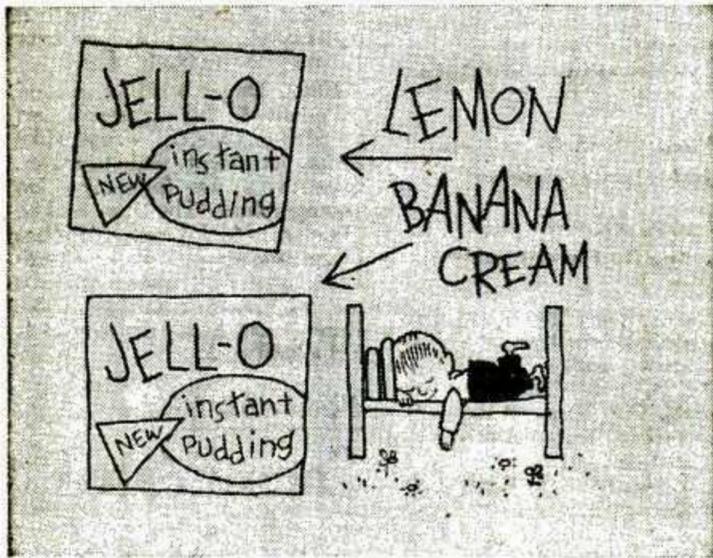
### WHICH LABORATORY OFFERED THE MOST ECONOMICAL SERVICE IN PROCESSING TV FILM PROGRAMS?

Rank	Laboratory	Points
1	Consolidated Film Industries (Hollywood)	75
2	General Film Laboratories (Hollywood)	56
3	Pathe Laboratories (New York and Hollywood)	33

## Other Winners



Jell-O's Chinese Baby



Jell-O's Lemon and Banana



RCA's Impact



Cut-Rite's Hands

## Big Space at Bronx Studio

- Gold Medal houses features, blurbs
- Two stages 80 by 130 ft., air-conditioned

There is some expansion taking place in the studio space available for shooting commercials in New York. The biggest advance was the opening of the Gold Medal Studios in what used to be the old Biograph Studios up in the Bronx. Elia Kazan made "A Face in the Crowd" there during the summer and fall. It became available for commercials in January.

It has two enormous stages, 80 by 130 feet, a large freight elevator that can carry cars and trucks, and it's all air conditioned and soundproofed.

The first commercial footage shot there was by Shamus Culhane Productions for Imperial Oil of Canada. The set was a reproduction of a complete service station. There were six cars on stage. It was shot in color.

Since then, Van Praag Productions has shot a Dodge commercial there, and MPO has done RCA commercials at Gold Medal.

### MPO Expanding

MPO itself will shortly be expanding New York's commercial studio facilities. It has leased a building on the edge of the Lincoln Square development area, which it is turning into a complete film production plant. The official opening is expected to take place in another month.

Gold Medal has also been used for the production of a couple of program pilots. Sidney Kinsley's "World in White" and a show titled "Precinct 21" were shot there.

## Color Labs Ahead Of Present Demand

The laboratories appear to be more than well equipped to handle any eventual increase in the production of color TV film commercials—whenever that might happen. At present the number of film commercials being produced in color is infinitesimal. An outside estimate would place it at five anyplace in the country in an average week, as against a few hundred black-and-white film commercials.

The labs, meanwhile, have been gradually increasing their facilities to handle a growing volume of color business on theatrical and non-theatrical film.

Herewith is a general rundown of the color facilities of most of the major labs on the East and West Coast. The data was supplied by the labs themselves.

### Eastern

#### BYRON, INC.

1226 Wisconsin Ave., N. Washington

One color negative-positive 16 and 35-mm. processing machine for Eastman color. January, 1957, 4,000 feet with no change from 1956. Planning to add one other processing machine for 16-mm. only.

#### COLOR SERVICE COMPANY, INC.

115 West 45th Street, New York  
Self-built processing equipment installed in 1953. Color footage 10 per cent higher in January, 1957, over January, 1956. Now building another processing machine and buying additional printing equipment.

#### CONSOLIDATED FILM INDUSTRIES

1740 Broadway, New York

Self-designed and styled processors for 16, 35 and 70-mm. Output in footage in continuing increase. Complete plant in Fort Lee, N. J., in constant expansion. Capital budgeted for further color increase runs to several hundred thousand dollars.

#### CRITERION FILM LABORATORIES

33 West 60th Street, New York  
Now has nine printers, installed at the

end of 1955 and beginning of 1956. Printing for January, 1957, up 600 per cent over 1956. Plans being drawn for their own negative color developing machines.

#### MERCURY FILM LABORATORY

723 Seventh Avenue, New York

Has 16-mm. Eastman equipment. Processing for the two Januaries about the same. Plans now afoot to move into 35-mm. color.

#### MOVIELAB FILM LABORATORIES

619 West 54th Street, New York

One 35-mm. color negative, one 35-mm. color positive and one 16-mm. color positive installed in 1957. Also one 35-mm. color positive and one 16-mm. color positive machine being installed. Five 35-mm. printers and four 16-mm. printers installed in 1957. Moviellab in January, 1957, handled 10,000 to 20,000 feet, a 98 per cent increase over 1956. It is now planning to add one 16-mm. color negative processor and seven printers. Having spent over \$1,000,000 on color facilities, the firm has a capacity of 1,000,000 feet per week. This is being expanded to double present capacity.

#### PATHE LABORATORIES

105 East 106th Street, New York  
Negative Eastman color develop, positive Eastman color processor for both 16 and 35-mm., complete optical services including art department. Expansion program under way for 16 and 35-mm., but the firm is equipped to service much more than is now in demand.

#### PRECISION LABORATORIES

21 West 46th Street, New York  
Maurer designed or modified equipment to be installed by April 1. Has been printing for years, but just now moving into color processing.

#### TRI ART FILM LABORATORIES

245 West 55th Street, New York  
One 35-mm. negative or positive color processor installed in 1952 and one 35-mm. or 16-mm. negative or positive color processor installed in 1956. Now building a combination 16 or 35-mm. color negative processor using the firm's new jet spray technique.

#### VIDEO FILM LABORATORIES

350 West 50th Street, New York  
Planning to enter the color processing field by the end of 1957 with Anscochrome equipment. Now installing 16-mm. color machines.

### Western

#### ACME FILM LABORATORIES

1161 N. Highland Ave., Los Angeles  
Equipped for 16-mm. color printing for Eastman film. Now installing color developer.

#### COLOR REPRODUCTION COMPANY

7936 Santa Monica Blvd., Los Angeles  
Equipped for 16-mm. Handles Eastman color negative and positive, Ansco color.

#### CONSOLIDATED FILM INDUSTRIES

959 Seward St., Los Angeles  
Complete equipment for 16 and 35-mm. color film. Installing two more color machines and new printing machines.

#### EASTMAN KODAK LABORATORY

1017 N. Las Palmas Ave., Los Angeles  
Handles 16 and 35-mm. Eastman color processing.

#### FILM SERVICE LABORATORIES

6327 Santa Monica Blvd., Los Angeles  
Equipped for 16 and 35-mm. color printing. Handles Eastman 16-mm. Installing Eastman positive equipment.

#### GENERAL FILM LABORATORIES

1546 N. Argyle Ave., Hollywood  
Equipped for 16-mm. color printing. Handles Eastman film. Installing equipment to process 16 and 35-mm. Eastman.

#### HOLLYWOOD FILM ENTERPRISES

6060 Sunset Blvd., Los Angeles  
Installing equipment to handle Eastman 16 and 35-mm. positive and negative.

#### HOUSTON-FARELESS COLOR FILM LABORATORIES

230 W. Olive Ave., Burbank  
Equipped for 16 and 35-mm. color processing. Handles Eastman and Ansco film.

#### PATHE LABORATORIES

6823 Santa Monica Blvd., Hollywood  
Equipped for 35 and 16-mm. color processing. Handles Eastman.

#### TELEFILM, INC.

6039 Hollywood Blvd., Los Angeles  
Equipped for 16-mm. printing.

#### TECHNICOLOR MOTION PICTURE CORPORATION

6311 Romaine St., Los Angeles  
Equipped for 16-mm. and 35-mm. Technicolor film. Installing equipment for 16-mm. color positive.

## Kraft, Piel Win Top Honors

• Continued from page 6

hands commercials for Cut-Rite wax paper, which run 80 seconds each. They concentrate on showing how much more paper there is available in the Cut-Rite roll as against its competitors' paper. Lighting was extremely important, the black background highlighting the paper. Music was by Jerry Jerome. The voice is Jay Jackson's. The commercials, shown on "Father Knows Best," were produced by MPO and Elliot, Unger & Elliot.

The Kraft Foods series, winner in the "most effective and convincing" category, has been an important factor for many years in the sale of Kraft's dairy products. With Ed Herlihy as the voice, these 60-second plugs demonstrate to sell. Via tabletop set-ups they show how to make dishes with Kraft's Cheese Whiz, canapes with its Cracker Barrel cheese and a variety of other luscious-looking treats with the various Kraft cheeses. These live commercials are used only on "Kraft TV Theater."

The RCA Victor Impact series virtually hits the viewer in the face. The three commercials in the series show RCA portable radios being dropped from a ladder, a helicopter and a balcony onto a glass platform under which a camera was stationed.

Produced by Screen Gems and Peter Elgar Productions, they run 60 seconds each, but have been cut to 50 seconds when distributed to dealers for spot use. They were exposed on RCA's two spectaculars, "Producers' Showcase" and "Saturday Color Carnival," and its regular weekly show, Perry Como. Vaughn Monroe's is the voice.

General Foods' Flavor Bud commercials for its Maxwell House Instant Coffee feature Rex Marshall using the theme, "not a powder, not a grind, but millions of tiny flavor buds, ready to burst instantly into that good-to-the-last-drop flavor." The camera puts the flavor buds under a magnifying glass for the viewer to see. These commercials were first exhibited in 1956 and have been used extensively as spots and on "December Bride" and "Zane Grey Theater."

Of the six winning commercials, Young & Rubicam produced two, one for Piel and the other for Jell-O. J. Walter Thompson produced two, the wrapping hands for Cut-Rite and the Kraft series. Benton & Bowles created the Maxwell House Instant coffee commercials. Kenyon & Eckhardt was responsible for the Impact group for RCA Victor.

# Sterling Plans New Pkgs. for NARTB Meet

To Unveil 2 New Cartoon Series And Sports Show

NEW YORK—Sterling Television is breaking three new film packages at the National Association of Radio and TV Broadcasters' convention in Chicago next week. One of them is a sports show, "Time-in for Sports," which has been sold for a network summer replacement, but which will presumably be available for syndication in the fall. The details of the network deal were not disclosed.

The other two packages are animated. "Cartoon Classics Series" is a serialized version of five foreign-made cartoon feature films. The features have been cut into 65 five-minute episodes. The series is owned by Radio & TV Packers, which supplied the quarter-hour "Jungle" series in Sterling's jungle package.

The other cartoon package is "Recordtoons," 50 animated shorts. Sterling has made deals with RCA Victor, Columbia and Capitol Records for the rights to their children's records, which it has dubbed on the films.

"Time-in for Sports," a half-hour show, was produced by Sterling President Saul Turrell with Hearst Metrotone News. It highlights exciting moments in sports history and is dressed up with drawings by Willard Mullin, sports cartoonist.

# Fedderson to Pilot 2 Series

HOLLYWOOD — Two new properties will be piloted by Don Fedderson Productions this month. The first, tentatively titled "Twig," rolls next week.

It's being produced in co-operation with Bob Clampett, who has created a set of mechanical animals for the series. Basically, the show will tell the story of a boy and his relationship with the animals.

Second program, to roll later in the month, has been titled "John Doe." It's an anthology series with a hook, the dramas dealing with what happens as result of some slight incident in a person's life.

# FEATURE SET FOR 'HIGHWAY'

HOLLYWOOD — Ziv-TV is reported preparing to produce a feature film version of its top-rated feature film show, "Highway Patrol," starring Broderick Crawford. The movie, according to the rumor, will be in wide screen and in color.

This would be the first movie to be produced by Ziv, tho it has been known for some time that the firm was interested in making movie versions of its TV shows.

# Sharpe Filming In High Gear

HOLLYWOOD — The Don Sharpe-Warren Lewis combine has skedded two series for European lensing this season. Sharpe is expected to fly to England in two weeks to finalize arrangements for the properties.

Both will be detective-adventure shows. One, "Bulldog Drummond," will be produced by Douglas Fairbanks Jr., starting probably in May. The second, "Half Hour to Kill," is still being cast.

Domestically, Sharpe has an hour Western, "Vigilante," in the works with NBC, as well as a half-hour Western titled "Top Gun." Work is also progressing on a star anthology series, titled "This Is My Best."

# NET SWITCH POSER

## ABC Pix May Not Get D. Thomas Syndication

NEW YORK—ABC Film Syndication is caught in the middle of a unique situation prompted by the sale of "Make Room for Daddy" to General Foods. Whether it will acquire the syndication rights to the Danny Thomas comedies remains for attorneys of five companies to decide.

The series, owned by its producers, has been seen over ABC-TV for four seasons, with the web's getting one-third of all net profits. The web will no longer share in the profits now that General Foods is placing the show on CBS-TV, but it is entitled to the same percentage on the reruns.

Rerun rights were understood to belong to ABC Film on this property as on all ABC-TV shows of the 1953-'54 web renaissance season. A General Foods spokesman, how-

# MMM Model Tint Taper Set for Early Showing

Device Holding Frame on Screen Could Mean Era of Vidpix on Tape

By BOB SPIELMAN

HOLLYWOOD — A prototype model of Minnesota Mining & Manufacturing Company's color video-tape recorder is expected to be ready for demonstration in approximately two to three months. Besides bringing to TV tape the ability to record color, the machine will have several features not found on the Ampex recorder, and could open entirely new vistas in the field of television tape.

The basic field or frame (one picture) will be six inches long on the tape; an editing device can hold

this on the screen. It is this capability, almost more than the color, which makes the MM&M recorder appear to have a much greater scope than Ampex. If proved out, it might very well usher in the era of television film production on tape.

The machine is basically still the same one that Bing Crosby Enterprises Electronics Division, headed by Frank Healy and Jack Mullen, was working on prior to its purchase by MM&M. It will utilize half-inch tape rather than the two-inch, which necessitates rotating heads, on the Ampex model.

The features of the MM&M machine, which are of special interest, are its ability to stop a picture dead on the screen, thus making frame by frame editing possible, and the practicality of splicing the tape.

The Ampex recorder presently possesses neither of these two qualities, and because of its method of recording has basic mechanical problems which would have to be overcome to make editing possible. Despite some drawbacks to the half-inch tape, MM&M engineers apparently feel that these are compensated for by the simpler engineering operation.

The big question mark of the MM&M recorder is still its speed, 180 inches per second, or 12 times that of Ampex's. However, engineers believe that half-hour reels will be no problem (hour reels are not planned at present. They will be approximately 17 inches in diameter, depending on the thickness and coating of the tape (several are now being tested).

The recorder will be compatible, with black and white pictures obtainable from the color tape. The tape has five tracks, one for each basic color, plus synchronization and sound, and the recorder can play each color back individually, if there is need for this.

It's not expected that the re-

recorder will be ready for production until several months after its unveiling (this proved true in the case of Ampex). Price will probably be comparable to the Ampex recorder (which runs \$75,000 for prototypes,

# Colbert Pilot Shot By Desilu Prods.

HOLLYWOOD—Pilot on the Claudette Colbert series, "Lady Congresswoman," was completed by Desilu Productions last week.

The company's executive v.p., Martin Leeds, is presently in New York for agency showing of "The Wildcatters." Another pilot, "This Is Alice," will be ready next week.



# REVOLUTION

There are all kinds, but if you want to get in on the rating revolution that's taking place in Southern California, move a little closer...

In January, 1953, KTTV's nighttime share of audience was 9.9. Last January, it had nearly doubled—17.6 to be exact.

This is a popular revolution...sparked by the continuing, growing audience acceptance of the alert independent production and programming that has become a buy-word for KTTV.

Want to start a sales revolution with your product? Get full instructions from your wide-eyed, dedicated Blair man, today...

**KTTV**  
Los Angeles Times-MGM  
Television   
Represented nationally by BLAIR-TV

\*ARB Share Of Audience  
6:00 PM—Midnight  
Sunday through Saturday

# WNBQ Starts 'Grief' Color

CHICAGO — The first color airing of "Captain David Grief" will begin here this Wednesday (3) on WNBQ. The station bought the series from Guild Films and sold sponsorship to the RCA Victor distributor.

"Grief" has been sold in over 100 markets already, but this is the first deal calling for colorcasting.

ever, declared last weekend that the new company to be formed by the "Make Room for Daddy" producers can and will reserve the syndication rights.

If this proves true, ABC may be garnering profits from a CBS show, setting a precedent for its other old shows like "Ozzie and Harriet" which could all be withheld from ABC Film.

# Production of TV Film Keeps Lively Schedule in Canada

TORONTO—Production of TV films in Canada continues at a lively pace, with a number of companies and organizations planning films or making pilots.

Associated Screen News, Ltd., has just completed a pilot on "McLain of Hudson's Bay" with script by Carey Wilber. The National Film Board is planning a pilot on "Jake and the Kid" based on a book by Canadian writer W. O. Mitchell.

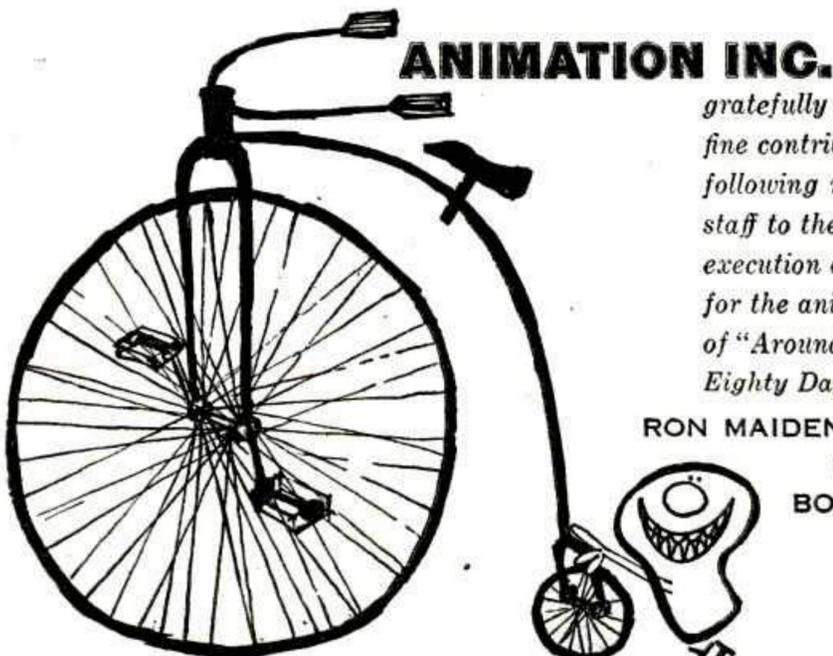
The CBC is waiting completion of showings of "Radisson," a series shot last summer at a cost of \$821,600. The film was shot in English and French. The film is sponsored every second week, altho it bowed without a sponsor.

Bert Sternbach, production manager of Normandie Productions, producer of "Hawkeye," told The Billboard he expected his company would return in July to start shooting yet another series, as yet untitled.

As many as six of the 1957-'58 "Rin Tin Tin" stanzas may be shot in Canada by Herbert Leonard, producer of the Screen Gems' TV release.

Leonard, who was just signed to a new two-year exclusive contract by Screen Gems, was here last week getting a general picture of locations in this country with a view to shooting two new series of 39 stanzas. He wouldn't reveal the nature of the series, but did explain that financing was complete.

Another series planned for the fall is Crawley Films' Royal Canadian Mounted Police.



# ANIMATION INC.

gratefully acknowledges the fine contribution of the following members of its staff to the creation and execution of the designs for the animated epilogue of "Around The World In Eighty Days!"

- RON MAIDENBERG
- BARRY GELLER
- BOB CURTIS
- EARL KLEIN, PRESIDENT

**SYNDICATION RESURGENCE**

**'Official Detective' NTA's Latest Entry as New Series Hits Market**

HOLLYWOOD—NTA has decided to place the "Official Detective" series on the syndicated market, and last week started sales overtures to various clients.

The program, based on stories from Official Detective Magazine, is one of six which Desilu is filming for NTA. Additionally, TFC-TV is preparing three other pilots.

NTA's decision points up anew the healthy condition of the syndicated market, which, after the slump of summer-1956 (broken, incidentally, by another NTA-Desilu package, "Sheriff of Cochrise"), has roared back until today it seems on more solid foundations than ever before.

Ziv-TV alone has brought out two new series since the first of the year, "Harbor Command" and "Martin Kane." Sales on California National Production's "Silent Service" are brisk. Official Films has just placed "Vagabond" into syndication, and is planning to add two British-produced series, "Pistol Point" and "The Blade." CBS Film's "Assignment Foreign Le-

gion" will probably wind up in syndication, with "Border Patrol" another possibility. RKO-General Teleradio is peddling "Aggie." Hollywood TV Service is coming out with "Famous Sheriffs and Outlaws."

The shows seem to be not only filling the gap created by older product fading off into marginal time periods, but drawing new advertisers, who demand first-run programs, into the syndicated and regional fields.

**Pabst Buys 26 'Bowling' Segs**

CHICAGO — Pabst Brewing Company has bought 26 stanzas of "Championship Bowling" for a five-market schedule, it was announced by Walter Schwimmer, syndicator. Stations are WABC, New York; KRON, San Francisco; KBTU, Denver; WEEK, Peoria, Ill., and WREX, Rockford. Showings began in the last week of March.

"Championship Bowling" won The Billboard award as the best sports show of 1956. Agency is Leo Burnett & Company.

**NTA May Put Out New Pkg. Of 100 Films**

NEW YORK — National Telefilm Associates is reported to be toying with the idea of offering another package of 100 feature films in the near future. It is apparently thinking of breaking it at the National Association of Radio & TV Broadcasters' convention next week.

Just what the package would consist of is not known. It is doubtful that it will all be first run. It was speculated that it would include reruns of the 20th Century-Fox pictures that will go on the NTA Film Network this week.

NTA's last 20th package, the "Rocket 86," is now sold to about 90 stations.

**REP. DOLLINGER**

**NTA Web Gets Pat On Back**

WASHINGTON—The National Telefilm Association film network got a Congressional pat on the back Thursday (28) from Rep. Isadore Dollinger for having the vision and the courage to launch a new film network, dedicated "to provide outstanding film programming to the American viewing public." NTA will have achieved full-dress network operation April 1.

Dollinger is a member of the House Interstate and Foreign Commerce Committee and a strong roofer for a better competitive break for independent stations. The NTA Network is jointly owned by NTA and the 20th Century-Fox Film Corporation.

**SALUTE TO NTA NET**

**Tribute Due Ely Landau's Perseverance, Inspiration**

IN THE last days of the Du Mont TV Network there were some who said that the sponsors would live to regret its demise because it would be far more difficult to start another fourth network than it would have been to keep that one going thru the turbulent years.

This week a new fourth network begins commercial operation on 133 stations. It was unquestionably tough getting it going in this advanced stage of the TV industry.

That the NTA Film Network is commercially operative today is to the credit of its never-say-die president, Ely Landau. It is unlikely that anyone not so well trained at bucking the odds could have done it.

Admittedly two of the ventures Landau conceived since starting National Telefilm Associates in 1954 did not make it. Those were TV Tic-Tac-Toe and National Affiliated Television Stations. But the originality and daring that underlay them were undoubted. And their untimely end did not shave Landau's nerve one bit.

Originality, nerve and perseverance are Landau's prized possessions. He first conceived of the idea of a film-based network back in 1951. He began signing affiliations for the NTA Network over one year ago, when he had nothing to sell the stations except the idea. Against all odds and innumerable detractors, he has now finally debuted the network's first show, "Premiere Performance," sponsored by Warner-Lambert and P. Lorillard.

This represents the first realization of a film network, an idea that many have dreamed of and a few have tried in the past five years.

Certainly everyone who believes in the soundness of the network concept and of its value to the national advertiser must welcome the commercial debut of the nation's fourth TV network.



ELY LANDAU

**PULSE FILM RATINGS for January**

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

**The Pulse Audience Composition Studies**

**• Syndicated Film Adventure Shows**

**JANUARY RATINGS**

Rank	Show & Distrib.	Avg. Rating
1.	Superman (Flamingo) .....	13.1
2.	1 Search for Adventure (Bagnall) .....	11.6
3.	1 Led Three Lives (Ziv) .....	10.8
3.	Man Called X (Ziv) .....	10.8
3.	Waterfront (MCA) .....	10.8
6.	Soldiers of Fortune (MCA) .....	10.6
7.	Count of Monte Cristo (TPA) .....	9.7
8.	Captain Midnight (Screen Gems) .....	9.5
9.	Crunch and Des (NBC) .....	8.6
10.	Jungle Jim (Screen Gems) .....	8.2

**AMONG WOMEN**

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Man Called X (Ziv) .....	87
2.	The Falcon (NBC) .....	86
3.	Waterfront (MCA) .....	84
4.	1 Led Three Lives (Ziv) .....	83
5.	1 Spy (Guild) .....	81
6.	Passport to Danger (ABC) .....	79
6.	China Smith (NTA) .....	79
8.	The Three Musketeers (ABC) .....	78
9.	Federal Men (MCA) .....	71
10.	1 Search for Adventure (Bagnall) .....	70

**AMONG MEN**

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	The Falcon (NBC) .....	83
2.	Man Called X (Ziv) .....	81
2.	Waterfront (MCA) .....	81
4.	China Smith (NTA) .....	79
4.	1 Led Three Lives (Ziv) .....	79
6.	1 Spy (Guild) .....	77
7.	Federal Men (MCA) .....	76
8.	The Three Musketeers (ABC) .....	74
8.	1 Search for Adventure (Bagnall) .....	74
10.	Soldiers of Fortune (MCA) .....	71
10.	Joe Palooka (Guild) .....	71
10.	Foreign Legionnaire (TPA) .....	71

**AMONG CHILDREN**

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Ramar of the Jungle (TPA) .....	92
2.	Superman (Flamingo) .....	91
3.	Captain Midnight (Screen Gems) .....	87
4.	Jungle Jim (Screen Gems) .....	84
5.	Long John Silver (CBS) .....	82
6.	Rocky Jones, Space Ranger (MCA) .....	77
6.	Flash Gordon (Guild) .....	77
8.	Foreign Legionnaire (TPA) .....	62
9.	Joe Palooka (Guild) .....	56
10.	The Three Musketeers (ABC) .....	48

**• Syndicated Film Drama Shows**

**JANUARY RATINGS**

Rank	Show & Distrib.	Avg. Rating
1.	Esso Golden Playhouse (Official) .....	17.5
2.	Science Fiction Theater (Ziv) .....	13.1
3.	Doug. Fairbanks Presents (ABC) .....	11.4
4.	Dr. Christian (Ziv) .....	10.0
5.	Dr. Hudson's Secret Journal (MCA) .....	9.9
6.	Stage 7 (TPA) .....	9.7
7.	Studio 57 (MCA) .....	9.6
8.	Celebrity Playhouse (Screen Gems) .....	9.5
9.	Star Performance (Official) .....	6.0
10.	Your All Star Theater (Screen Gems) .....	4.7

**AMONG MEN**

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Dr. Hudson's Secret Journal (MCA) .....	77
2.	Headline (MCA) .....	76
2.	Science Fiction Theater (Ziv) .....	76
4.	Stage 7 (TPA) .....	75
5.	Doug. Fairbanks Presents (ABC) .....	74
5.	Dr. Christian (Ziv) .....	74
7.	Esso Golden Playhouse (Official) .....	73
7.	Studio 57 (MCA) .....	73
7.	Star Performance (Official) .....	73
10.	Celebrity Playhouse (Screen Gems) .....	71

**AMONG WOMEN**

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Doug. Fairbanks Presents (ABC) .....	96
2.	Celebrity Playhouse (Screen Gems) .....	95
3.	Dr. Christian (Ziv) .....	89
3.	Stage 7 (TPA) .....	89
3.	Your TV Theater (Ziv) .....	89
6.	Studio 57 (MCA) .....	86
6.	Star Performance (Official) .....	86
6.	Esso Golden Playhouse (Official) .....	86
9.	Your All Star Theater (Screen Gems) .....	84
10.	Headline (MCA) .....	82
10.	Dr. Hudson's Secret Journal (MCA) .....	82

**AMONG CHILDREN**

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Your All Star Theater (Screen Gems) .....	29
2.	Star Performance (Official) .....	26
2.	Celebrity Playhouse (Screen Gems) .....	26
2.	Esso Golden Playhouse (Official) .....	26
5.	Science Fiction Theater (Ziv) .....	23
5.	Dr. Christian (Ziv) .....	23
7.	Studio 57 (MCA) .....	19
8.	Doug. Fairbanks Presents (ABC) .....	15
8.	Headline (MCA) .....	15
10.	Dr. Hudson's Secret Journal (MCA) .....	13

**ZIV HAS THE HOT SHOWS!**



**#1** SYNDICATED SHOW IN JACKSONVILLE, FLA. **39.5**

**#8** among all network shows all week

tied with Playhouse of Stars and What's My Line and beating Arthur Godfrey and many others.

PULSE, July, '56

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



**Himmel Buys 128 Ziv Reruns for 15 Markets**

NEW YORK—The Dunman & Jeffrey Agency, headed by Marty Himmel, has bought 128 rerun films from Ziv-TV to use for spot advertising of its various cosmetic accounts, including Helaine Seager's Pink Ice. Himmel acquired the rights to the films for 15 cities for 52 weeks on a multi-run basis. The purchase was reported to have a gross value of \$765,000.

D&J's planned placement of these films, beginning within 60 days, is understood to be another variation of the time-for-film trading technique already used by International Latex, Charles Antell, Seaboard Drug, Sterling Drug, Cantrell & Cochran and others.

The practice, tho far from new, is apparently becoming more widespread as more good rerun films become available at attractive

rates. There is hardly a station today that doesn't have this kind of business on the air.

D&J will place the newly acquired films on behalf of four products, Pink Ice, Magic Tinge Shampoo, Tinjetta and Permannette.

Among the programs it has acquired from Ziv are "Boston Blackie" and "The Unexpected." The markets for which it acquired them include Atlanta, Cincinnati, Cleveland, Buffalo, Columbus, O.; Dayton, O.; Rochester, N. Y. and Nashville.

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

# ANTI-TRUST ACTION VS. LOEW'S MAY HIT ALL

## 'Block Booking' Charge Not Defined On Size, Could Touch Syndicators

NEW YORK — The government's anti-trust suit against Loew's, which was filed here Wednesday (27), is the beginning of a battle that may end traditional methods of selling feature films to TV stations, methods that have been used more than six years.

The Department of Justice, it was reported here last week, will soon file complaints against other distributors of features, also charging them with violating the Sherman Anti-Trust Act by "block booking" features.

Just who else will be named by the Justice Department is hard to speculate because, while the Loew's complaint says what block

booking is, it doesn't say what it is not.

"Block booking," according to the Justice Department, "means the compulsory sale or licensing of feature films to television stations for exhibition on television in a block whereby, the definition continues, 'the licensing of one feature film is conditioned by the licensor upon the licensing of one or more other feature films.'"

### How Big?

But just how many films make a block big enough to warrant the government's attention?

The block sales of features has

been an entrenched practice in CV certainly since 1951, when Motion Pictures for Television began writing two and three-year contracts for its library of more than 400 features.

Last week's suit charges that the "defendant has licensed over 700 feature films to many TV stations in many different markets and, in so doing, has required the purchase of the entire group of said films."

Actually, MCM-TV has now changed its sales policy. While it does have 34 library deals, it has made one deal for half the library. Furthermore, it is now also offering

deals on any of three groups of 100 films and will eventually offer seven such groups.

But all feature films are sold in blocks of one size or another. C&C Television has sold the RKO pictures in the entire library of 740, tho it has also split the library in some cases. AAP, Inc., sells the Warner Bros. library in 13 parcels of about 57 pictures each. Screen National Telefilm Associates has Gems has doled out Columbia pictures in groups of 26, 39 and 52. sold 20th Century-Fox pictures in groups of 52 and 78.

The Loew's suit asks the court to enjoin the defendant "from refusing to license feature films to television stations on a picture-by-picture, station-by-station basis."

The days of the so-called "spot booking" of features, meaning the sale of individual films, have been all but dead for these six years. On those rare occasions that it is still

(Continued on page 14)

# 9.2 ARB ON 7TH 'VICTORY' RUN

NEW YORK—"Victory at Sea" has racked up an average 9.2 American Research Bureau rating during its seventh run in this market. The NBC Television Films property has maintained the third highest rating in its time period on WPIX (Sunday, 7:30-8 p.m.). It has completed six reruns in the Los Angeles market and five in four other markets.

The award-laden naval series represents Composer Richard Rodgers' only previous TV contribution before "Cinderella" and has sold 225,000 record albums of his score for the 26 half-hour stanzas.

## JULY SKED

### TPA Plans 2d Series In Canada

TORONTO—Plans are under way for Television Programs of America to begin in July the shooting of a second series here with a budget of more than \$1,500,000.

TPA, thru its subsidiary, Normandie Productions, has almost completed shooting of "Hawkeye and the Last of the Mohicans." It still hasn't had an exposure on the Canadian Broadcasting Corporation, which is waiting to finish off its "Radisson," a series shot here last summer.

Meanwhile, TPA is arranging for distribution of its syndicated programs in Canada thru a new division of Horace N. Stovin & Company, radio and TV reps. Everett Palmer, former account supervisor of McCann-Erickson in Toronto, will be sales manager of the new Stovin division under Executive Vice-President Bill Byles.

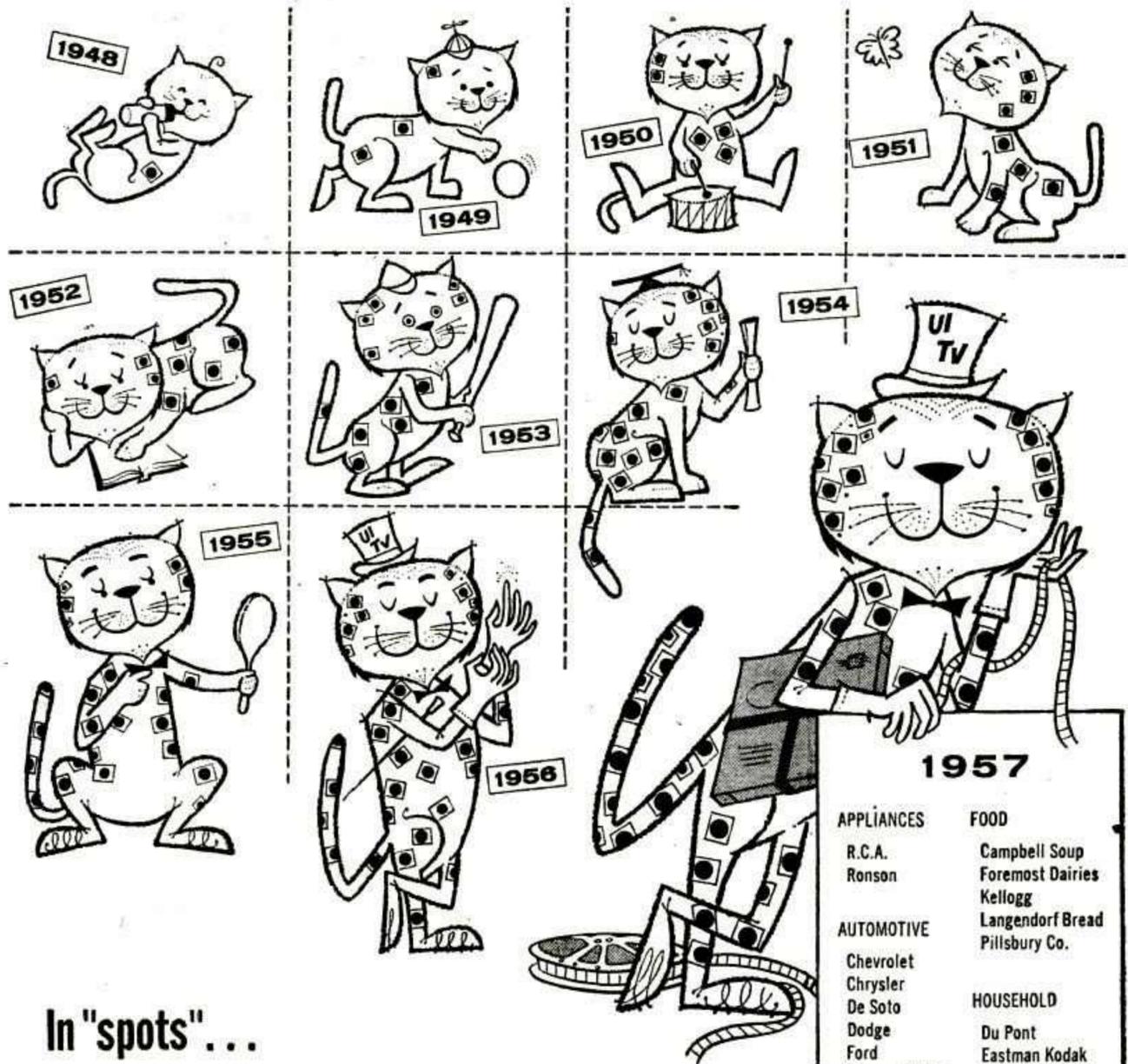
### Flamingo Off 'Hickok' Sales

NEW YORK—Flamingo Films is no longer distributing "Wild Bill Hickok" in the sell-off markets. At the moment, no distributor is handling sales of the series outside of Kellogg's markets.

Kellogg sponsors the Guy Madison-Andy Devine series on 125 stations via CBS-TV, Sunday, 12:30-1 p.m. The show used to be spot booked over the entire spread.

### LP Background Music

NEW YORK—Nine LP records of background, bridge and theme music have been issued by Request Records for use by program directors and film producers. The 103 selections are grouped by mood and tempo. A free guide is available at Request's offices here.



In "spots" . . . there's no substitute for experience

Producing TV commercials demands expert know-how! The kind of know-how that comes only with years of experience.

In 1948 Universal-International was the first major film company to offer its vast studio and technical facilities to TV advertisers.

Since then—starting with a spot series for Lux—Universal's list of clients has grown and grown.

In addition to an entire 400 acre movie-making city, Universal boasts a complete staff, skilled in the very special requirements of television.

But—the proof of the spot is in the viewing. What Universal-International has done for other successful advertisers, it will do for you! Why not see!

### UNIVERSAL PICTURES TELEVISION DEPARTMENT

New York Office—445 Park Avenue  
Telephone: PLaza 9-8000

Hollywood Office—Universal Studio, Universal City  
George Bole in Charge of Production  
Telephone: STAnley 7-1211

Write for free illustrated brochure.



1957	
<b>APPLIANCES</b>	<b>FOOD</b>
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Ronson	Foremost Dairies
	Kellogg
<b>AUTOMOTIVE</b>	Langendorf Bread
Chevrolet	Pillsbury Co.
Chrysler	
De Soto	<b>HOUSEHOLD</b>
Dodge	Du Pont
Ford	Eastman Kodak
General Motors	General Electric
Mercury	Lava
	Lux Liquid
<b>BEAUTY</b>	Scott Paper Co.
Camay	U.S. Steel
Colgate Soap	Products
Lustre Creme	
Lux	<b>OIL &amp; GAS</b>
	Conoco
<b>BEER</b>	Union Oil
Budweiser	
Burgermeister	<b>SOFT DRINKS</b>
Narragansett	Pepsi Cola
Pabst	
<b>CIGARETTES</b>	<b>INDUSTRIAL FILMS</b>
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Parliament	Ltd.
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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

# PULSE LOCAL RATINGS FOR FEBRUARY

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



## REVOLUTION

There are all kinds, but if you want to get in on the rating revolution that's taking place in Southern California, move a little closer...

In January, 1953, KTTV's nighttime share of audience was 9.9. Last January, it had nearly doubled—17.6 to be exact.

This is a popular revolution... sparked by the continuing, growing audience acceptance of the alert independent production and programming that has become a buy-word for KTTV

Want to start a sales revolution with your product? Get full instructions from your wide-eyed, dedicated Blair man, today...

**KTTV**  
Los Angeles Times-MGM  
Television  
Represented nationally by BLAIR-TV

\*ARB Share Of Audience  
6:00 PM—Midnight  
Sunday through Saturday

### 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—\$53,943,000 (98th)  
Above figures include following counties: Mecklenberg

#### TOP NETWORK SHOWS

1. Millionaire, WBTV, W. .... 67.0
2. Ed Sullivan, WBTV, Su. .... 66.5
3. Arthur Godfrey, WBTV, W. .... 65.8
4. I Love Lucy, WBTV, M. .... 65.5
5. Climax, WBTV, Th. .... 65.0
6. I've Got a Secret, WBTV, W. .... 64.8
7. Godfrey's Talent Scouts, WBTV, M. .... 64.0
8. G. E. Theater, WBTV, Su. .... 63.8
9. Red Skelton, WBTV, T. .... 62.8
10. Burns and Allen, WBTV, M. .... 62.5

#### TOP MULTI-WEEKLY SHOWS

1. Arthur Smith, WBTV, T., Th. .... 49.6
2. CBS News, WBTV, M.-F. .... 44.3
3. Spansorama, Misc. (7 p.m.), WBTV, M.-F. .... 40.9
4. Esso Reporter (6:30 p.m.), WBTV, M.-F. .... 38.1
5. Looney Tunes Jamboree, WBTV, M.-F. .... 34.8
6. Weather, News Final (11 p.m.), WBTV, M.-F. .... 24.9
7. Search for Tomorrow, WBTV, M.-F. .... 19.0
8. Guiding Light, WBTV, M.-F. .... 18.9
9. Valiant Lady, WBTV, M.-F. .... 18.6
10. Love of Life, WBTV, M.-F. .... 18.5

#### TOP FEATURE FILMS

- Once Weekly
1. Million 5 Movie, WBTV, W.-11:30-12:00 mid. .... 14.5
- Multi-Weekly
1. Late Show, WBTV, M., Th.-S.-11:30-12:00 mid. .... 15.3
  2. Morning Movie, WBTV, M.-F.-9:00-10:00 a.m. .... 12.4

#### TOP SYNDICATED FILMS

1. Waterfront (MCA), WBTV, T.-8:30 .... 65.0
2. Doug, Fairbanks Presents (ABC), WBTV, T.-9:00 .... 64.0
3. Death Valley Days (Pacific Borax), WBTV, T.-8:00 .... 62.5
4. Dr. Hudson's Secret Journal (MCA), WBTV, Th.-8:00 .... 60.8
5. Science Fiction Theater (Ziv), WBTV, Su.-7:00 .... 52.3
6. Frontier (NBC), WBTV, Th.-10:00 .... 46.5
7. Sheriff of Cochise (NTA), WBTV, F.-10:30 .... 43.8
8. Frankie Lane Show (Guild), WBTV, Th.-6:45 .... 41.0
9. Rosemary Clooney (MCA), WBTV, Su.-6:00 .... 40.3
10. Patil Page (Screen Gems), WBTV, F.-6:45 .... 36.5
11. Superman (Flamingo), WBTV, T.-5:30 .... 35.3
12. Looney Tunes (Guild), WBTV, T.-Th.-5:00 .... 34.8
13. Wild Bill Hickok (Flamingo), WBTV, W.-5:30 .... 33.5
14. Cisco Kid (Ziv), WBTV, F.-5:30 .... 33.0
15. Buffalo Bill Jr. (CBS), WBTV, S.-11:00 a.m. .... 32.0
16. Soldiers of Fortune (MCA), WBTV, M.-5:30 .... 31.5
17. Sky King (Nabisco), WBTV, M.-5:30 .... 29.0
18. Captain Midnight (Screen Gems), WBTV, S.-9:00 a.m. .... 27.3
19. Men of Annapolis (Ziv), WBTV, Su.-3:00 .... 25.0
20. Big Playback (Screen Gems), WBTV, S.-11:00 .... 18.5
21. Federal Men (MCA), WBTV, Su.-11:15 .... 15.3

### DAYTON, O.

2 TV STATIONS—125,000 TV HOMES  
Population—526,700 (44th in U. S.)  
Buying Income—\$1,072,359,000 (34th)  
Retail Sales—\$674,145,000 (39th)  
Food Sales—\$151,343,000 (38th)  
Drug Sales—\$21,540,000 (36th)  
Automotive—\$138,619,000 (35th)  
Above figures include following counties: Greene, Montgomery

#### TOP NETWORK SHOWS

1. Ed Sullivan, WHIO, Su. .... 44.8
2. Phil Silvers, WHIO, T. .... 44.5
3. Playhouse 90, WHIO, Th. .... 42.8
4. The Brothers, WHIO, T. .... 42.0
5. Burns and Allen, WHIO, M. .... 41.8
6. West Point, WHIO, F. .... 41.8
7. Perry Como, WLW-D, S. .... 41.4
8. Gunsmoke, WHIO, S. .... 40.3
9. Godfrey's Talent Scouts, WHIO, M. .... 40.0
10. I Love Lucy, WHIO, M. .... 39.3

#### TOP MULTI-WEEKLY SHOWS

1. Reporter, Sports Desk (6:30 p.m.), WHIO, M.-F. .... 27.8
2. Front Page News (11 p.m.), WHIO, M.-F. .... 21.6
3. NBC News, WLW-D, M.-F. .... 21.2
4. Mickey Mouse Club, WLW-D, M.-F. .... 19.7
5. Wild West Show, WHIO, M.-F. .... 16.8
6. Eddie Fisher, WLW-D, M.-F. .... 15.8
7. Guiding Light, WHIO, M.-F. .... 15.7
8. Arthur Godfrey, WHIO, M.-Th. .... 15.2
9. Search for Tomorrow, WHIO, M.-F. .... 15.2
10. Love of Life, WHIO, M.-F. .... 14.5

#### TOP FEATURE FILMS

- Once Weekly
1. Sunday Matinee, WHIO, Su.-2:30-4:00 .... 23.3
  2. Saturday Theater, WHIO, S.-11:45-12:00 mid. .... 21.5
  3. Gold Cup Theater, WLW-D, S.-5:00-6:00 p.m. .... 17.8
  4. Frontier Theater, WHIO, Su.-11:15-12:00 mid. .... 15.7
- Multi-Weekly
1. First Run Theater, WLW-D, S.-Su.-11:15-12:00 mid. .... 14.8
  2. Evening Theater, WHIO, M., T., Th.-11:30-12:00 mid. .... 12.7
  3. Movie Matinee, WHIO, M.-F.-4:00-5:00 .... 11.3

#### TOP SYNDICATED FILMS

1. Amos 'n' Andy (CBS), WHIO, W.-7:30 .... 40.8
2. Whistler (CBS), WHIO, S.-7:00 .... 38.0
3. State Trooper (MCA), WHIO, W.-7:00 .... 36.8
4. Highway Patrol (Ziv), WHIO, T.-9:00 .... 36.3
5. Rosemary Clooney (MCA), WHIO, T.-7:30 .... 34.5
6. Soldiers of Fortune (MCA), WHIO, M.-7:00 .... 34.3
7. Badge 714 (NBC), WHIO, S.-10:30 .... 31.8
8. Police Calls (NTA), WHIO, M.-6:45 .... 30.5
9. Men of Annapolis (Ziv), WHIO, F.-10:30 .... 30.5
10. Superman (Flamingo), WHIO, T.-6:00 .... 30.3
11. Sky King (Nabisco), WHIO, M.-6:00 .... 29.8
12. Wild Bill Hickok (Flamingo), WHIO, W.-6:00 .... 27.0
13. Range Rider (CBS), WHIO, Th.-6:00 .... 26.0
14. Crunch and Des (NBC), WLW-D, Th.-7:00 .... 25.0
15. Sheriff of Cochise (NTA), WLW-D, W.-10:30 .... 24.0
16. Frontier (NBC), WLW-D, Su.-10:30 .... 23.3
17. Little Rascals (Interstate), WHIO, S.-12:00 .... 22.8
18. Stars of the Grand Ole Opry (Flamingo), WHIO, S.-6:30 .... 22.3

### LOS ANGELES

7 TV STATIONS—1,837,400 TV HOMES  
Population—5,666,200 (3d in U. S.)  
Buying Income—\$1,272,051,000 (3d)  
Retail Sales—\$8,036,302,000 (3d)  
Food Sales—\$1,842,322,000 (2nd)  
Drug Sales—\$254,796,000 (3d)  
Automotive—\$1,595,823,000 (2nd)  
Above market statistics are for Los Angeles and Long Beach and include the following counties: Los Angeles, Orange

#### TOP NETWORK SHOWS

1. Ed Sullivan, KNXT, Su. .... 32.7
2. Climax, KNXT, Th. .... 29.5
3. Colgate Theater, KTTV, F. .... 28.9
4. Groucho Marx, KRCA, Th. .... 28.2
5. \$64,000 Question, KNXT, T. .... 27.2
6. Playhouse 90, KNXT, Th. .... 26.3
7. Phil Silvers, KNXT, T. .... 25.0
8. What's My Line? KNXT, Su. .... 24.4
9. I Love Lucy, KNXT, M. .... 24.2
10. Private Secretary, KNXT, Su. .... 23.4

#### TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, KABC, M.-F. .... 18.4
2. Popeye, KTLA, M.-F. .... 11.5
3. Million Viewer Theater, KTTV, M.-F. .... 10.5
4. Queen for a Day, KRCA, M.-F. .... 10.1
5. News-Geo. Putnam (10 p.m.), KTTV, M.-Th. .... 10.0
6. Cartoon Carousel, KTLA, M.-F. .... 9.8
7. Cartoon Express, KHJ, M.-F. .... 8.0
8. Big News (10:30 p.m.), KNXT, M.-F. .... 7.9
9. Channel Nine Theater, KHJ, M.-F. .... 7.3
10. Art Linkletter, KNXT, M.-F. .... 7.2

#### TOP FEATURE FILMS

- Once Weekly
1. 7:30 Theater, KTTV, T.-7:30-9:00 p.m. .... 12.5
  2. Movie Premiere, KCOP, S.-7:30-9:00 p.m. .... 6.0
  3. Sunday Evening Feature, KTTV, Su.-11:00-12:00 mid. .... 4.8
  4. First Run Movie, KCOP, T.-8:30-10:00 p.m. .... 3.9
  4. Million 5 Movie, KCOP, S.-1:30-6:00 p.m. .... 3.9
- Multi-Weekly
1. Million Viewer Theater, KTTV, M.-F.-11:00-12:00 mid. .... 10.2
  2. Channel 9 Theater, KHJ, M.-F., Su.-9:00-10:45 p.m. .... 6.7
  3. Early Show, KNXT, M.-F.-4:30-6:00 p.m. .... 5.5
  4. MovieLand Matinee, KTTV, M.-F.-2:15-3:30 p.m. .... 4.4
  4. Big Movie, KNXT, M.-F.-11:30-12:00 mid. .... 4.4

#### TOP SYNDICATED FILMS

1. Life of Riley (NBC), KTTV, M.-8:30 .... 14.3
2. San Francisco Beat (CBS), KTTV, S.-9:30 .... 13.2
3. Highway Patrol (Ziv), KTTV, M.-9:00 .... 12.9
4. Confidential File (Guild), KTTV, Su.-9:30 .... 12.8
5. Dr. Christian (Ziv), KTTV, M.-7:30 .... 12.5
6. Mr. District Attorney (Ziv), KTTV, S.-9:00 .... 11.7
7. Code 3 (ABC), KTTV, M.-9:30 .... 11.6
7. Badge 714 (NBC), KTTV, S.-7:30 .... 11.6
9. Popeye (Assoc. Artists), KTLA, M.-F.-7:00 .... 11.5
10. Science Fiction Theater (Ziv), KTTV, M.-8:00 .... 11.4
11. Susie (TPA), KTTV, S.-8:00 .... 10.9
12. Crosscurrent (Official), KNXT, Su.-10:30 .... 10.7
13. I Led Three Lives (Ziv), KTTV, S.-8:30 .... 10.2
14. I Search for Adventure (Bag-nall), KCOP, Th.-7:00 .... 10.0

### MILWAUKEE

4 TV STATIONS—278,900 TV HOMES  
Population—965,700 (17th in U. S.)  
Buying Income—\$1,913,081,000 (16th)  
Retail Sales—\$1,241,748,000 (17th)  
Food Sales—\$277,036,000 (17th)  
Drug Sales—\$35,952,000 (22d)  
Automotive—\$216,440,000 (20th)  
Above figures include following counties: Milwaukee

#### TOP NETWORK SHOWS

1. Lawrence Welk, WISN, S. .... 30.7
2. Producer's Showcase, WTMJ, M. .... 29.8
3. George Gobel, WTMJ, S. .... 29.5
4. Perry Como, WTMJ, S. .... 28.5
5. Alcoa Hour, WTMJ, Su. .... 28.1
6. Loretta Young, WTMJ, Su. .... 28.0
7. Groucho Marx, WTMJ, Th. .... 27.7
8. Ruggles of Red Gap, WTMJ, Su. .... 27.5
9. Ed Sullivan, WISN, Su. .... 25.9
9. \$64,000 Question, WISN, T. .... 25.9

#### TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WISN, M.-F. .... 21.6
2. Big News (10:30 p.m.), WISN, M.-F. .... 13.2
3. Queen for a Day, WTMJ, M.-F. .... 12.8
4. Eddie Fisher, WTMJ, W., F. .... 12.5
5. Looney Tunes, WISN, M.-F. .... 12.4
6. CBS News, WISN, M.-F. .... 11.5
7. NBC News, WTMJ, M.-F. .... 11.3
8. 6 o'Clock Report, WISN, M.-F. .... 10.8
9. News—John Daly, WISN, M.-F. .... 10.7
10. News, Weather (6:15 p.m.), WTMJ, M.-F. .... 10.6

#### TOP FEATURE FILMS

- Once Weekly
1. Saturday Night Theater, WTMJ, S.-9:30-10:30 .... 22.0
  2. 20th Century Theater, WISN, S.-9:30-11:00 .... 9.9
  3. M-G-M Premiere, WISN, S.-10:00-12:00 mid. .... 9.8
  4. Milwaukee Greatest Movies, WISN, Su.-10:15-12:00 mid. .... 9.7
  5. Sunday Cinema, WTMJ, Su.-1:00-2:00 .... 7.2
- Multi-Weekly
1. Late Show, WISN, M.-F.-10:45-12:00 mid. .... 10.8
  2. Movietime, WITI, M.-F., S.-8:00-9:15 .... 6.5
  3. Million 5 Movie, WITI, M.-F., S.-Su.-10:00-11:15 .... 5.9
  4. Request Performance, WISN, S., Su.-11:30-12:00 mid. .... 5.8
  5. Early Screening, WISN, M.-F.-10:00-11:00 a.m. .... 5.6
  5. Early Show, WISN, M.-F.-4:30-6:00 .... 5.6

#### TOP SYNDICATED FILMS

1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th.-8:00 .... 22.5
2. Waterfront (MCA), WISN, W.-10:00 .... 19.5
3. Great Gildersleeve (NBC), WTMJ, F.-7:30 .... 18.7
4. Rosemary Clooney (MCA), WTMJ, F.-8:30 .... 18.5
5. Annie Oakley (CBS), WTMJ, Su.-6:00 .... 17.7
6. Frontier Doctor (Hollywood TV), WISN, Th.-10:00 .... 16.4
7. Count of Monte Cristo (TPA), WISN, M.-10:00 .... 16.2
8. Stage 7 (TPA), WTMJ, T.-9:30 .... 15.3
9. Man Behind the Badge (MCA), WISN, S.-5:30 .... 13.2
10. Code 3 (ABC), WISN, M.-9:30 .... 12.9
10. Stories of the Century (Hollywood), WISN, F.-10:00 .... 12.9
12. Looney Tunes (Guild), WISN, M., W., F.-4:00 .... 12.4
12. The Whistler (CBS), WISN, T.-10:00 .... 12.4

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## Cohn, Rifkin, Pack On Film Panel at NARTB Confab

WASHINGTON — Film programmers attending the National Association of Radio and Television Broadcasters' convention in Chicago (April 7-11), will find the TV panel has scheduled some new names. Under chairmanship of Harold P. See, KRON-TV, San Francisco, the panel will include: Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc.; Richard M. Pack, veepee for programming, Westinghouse Broadcasting; M. J. (Bud) Rifkin, veepee sales, Ziv-TV Programs, Inc.; and Campbell Ar-noux, WTAR-TV, Norfolk, chairman of the NARTB television board. The film panel is scheduled to meet Monday, April 8, at 2 o'clock, in the Conrad Hilton Hotel.  
A meeting on color TV, sched-

## RESTLESS PEOPLE

By CHARLOTTE SUMMERS

Howard Erskine, producer-director of the Broadway hit, "The Desperate Hours," and the current "The Happiest Millionaire," has been signed by CBS-TV to a long-term contract in a producing and creative capacity. . . . Jay L. Schiller has left Atherton & Currier to join the NTA Film Network as director of research. . . . David Suskind, executive producer and vice-president of Talent Associates, will appear as guest speaker on Monday (15) at the New School's showbiz course conducted by Bill Smith.  
Morris Rittenberg has been pro-

moted to manager, Special Program Sales, for the NBC-TV net. . . . Benton & Bowles has inked Victor Ratner, of McCann-Erickson, as a vice-president. Prior to his stint at McCann-Erickson, Ratner had been head of sales promotion at CBS. . . . Al Hollander has left Ed Kletter Associates to join WABC-TV, New York, as program director. . . . NBC commentator Chet Huntley has won a 1956 Alfred I. duPont Radio and TV Award for "his consistently authoritative, intelligent and responsible reporting and analysis of public affairs." . . . C. W. Christenberry Jr., formerly with N. W. Aver, has joined the New York office of Guild, Bascom & Bonfigli as executive producer of the Galen Drake show.

BOOK YOURSELF FOR 13 WEEKS AND SAVE MONEY!  
SEE PAGE 63



GIVE TO DAMON RUNYON  
CANCER FUND

## Victor Moves Top Brass in Major Shifts

NEW YORK—RCA Victor this week will reorganize its executive hierarchy. The switches come as the result of the recent promotion of Howard Letts, second in command, to a key post in the NBC-TV sales division.

Replacing Letts will be George Marek, currently vice-president in charge of albums. Marek thus will become head of administration and operations, reporting directly to Larry Kanaga, vice-president and general manager of the Record Division.

Mark's album post will be taken over by Bill Bullock, who has been head of the single records division. Taking Bullock's singles slot will be Jack Burgess, who recently had been upped to manager of the custom records division. The latter spot has yet to be filled.

In this new set-up Bullock and Burgess both will report to Marek. Decisions regarding artists and repertoire personnel thus become the direct responsibility of Burgess, himself a one-time a.&r. man with the company.

## SOA Solicits Lawsuit Fund From Members

NEW YORK—The Songwriters of America solicited contributions to its "BMI lawsuit fund" from members of the Songwriters' Protective Association last week, in a letter which was received by both ASCAP and BMI-affiliated members of the SPA.

The letter reiterated the Songwriters' previous plea for SPA members to contribute 5 per cent of their earnings to the fund—"If you fail to give your 5 per cent now, there may be no 95 per cent left."

Signed by John Jacob Loeb, chairman of the Songwriters' of America executive committee, the letter was accompanied by a pledge envelope, which asked the recipient to "make checks payable to Abel Baer." Baer is treasurer of the Songwriters of America and president of the Songwriters' Protective Association.

## New Cap. Intl. Dept. for Foreign-Language Disks

HOLLYWOOD—In an effort to broaden the market and sales of foreign-language records, Capitol Records has organized a new international department to handle this activity.

Firm plans on using both independent distributors and its company-owned branches to sell foreign-language singles and packages in proper market area. Tho it hasn't as yet been determined, some of the firm's "Capitol of the World" package product may be sold in this fashion. Single repertoire will undoubtedly be garnered from E.M.I. abroad.

## FRIARS TO DINE CAP'S WALLICHS

HOLLYWOOD — Capitol Records President Glenn E. Wallich will be the guest of honor at a Hollywood Friars Club "roasting" here April 29, with the disk industry expected to turn out en masse for the event.

Dinner will mark the first such honor accorded to a member of the record business, previous occasions generally saluting entertainers only.

## Griffith, Linke Form New Co., Manteo Prods.

HOLLYWOOD — Singer-actor Andy Griffith and personal manager Dick Linke have formed Manteo Productions, Inc., for the production of motion pictures, television properties, phonograph records and other show business interests.

Griffith, currently completing work in the Warner Bros. production of "No Time for Sergeants," is scheduled to embark on a one-month road tour in June to promote the forthcoming soundtrack release of "A Face in the Crowd," recently acquired by Capitol Records. Label last week cut four sides from the latter film, and will rush an EP and a single into release by April 15. Latter record is Griffith's first singing effort, as opposed to his previous monologue on Capitol, i.e., "What It Was, Was Football."

## Col. Covers Field With New Product

NEW YORK — Columbia Records' April album product includes some 20 packages in the classical, pop, jazz and children's fields, backed by a strong promotional drive in various media. The classical release is highlighting a big campaign on Rudolf Serkin, who dominates the Masterworks April product with four packages. These include two Mozart Concerti packages. In one, George Szell conducts the Columbia Symphony in Concerto No. 17 in G Major and No. 25 in C Major; in the second, Concerto No. 21 in C Major and No. 27 in B Flat Major, the orches-

## Urge United Front at ASCAP Conclave; Progress Cited

### New Performance Check Set; Propose Outside Panel Sit on Complaints

NEW YORK — Top brass of the American Society of Composers, Authors and Publishers—at the Society's annual membership meeting Thursday (28) — outlined the progress made in many areas and urged the members to present a united front in order that the Society might achieve all its goals. The latter thought was first key-

noted by President Paul Cunningham, and was later emphasized by Sol Bourne, who gave the treasurer's report; Jack Yellin, who reported for the executive committee and L. Wolf Gilbert, representing the West Coast contingent.

Two important changes were also announced, one having to do with the Society's method of sur-

veying performances, and the other with handling classification complaints. Yellin outlined both in his report. The old system of checking performances is via tapes made in the 22 branch offices of the society. Under the new method the tapes will be made by 13 roving auditors under the supervision of Dr. John Peatman, of New York University. Dr. Peatman will tell the branches what stations to monitor and when—and there will be no advance notice.

Yellin explained that the board, in consenting to this change, did not wish to cast any adverse reflections upon personnel in the branch offices. Quite the contrary, the personnel is trusted implicitly. He pointed out, however, that the old method presented some possibilities to "sharpies."

The second change — which is contingent upon an affirmative vote by the membership—has to do with the resolving of complaints on classification. The proposal calls for the establishment of a panel of three competent and objective outsiders, chosen by the American Arbitration Association, to judge such hassles.

What is aimed at thru these measures is a fairer distribution and a lessening of opportunity for "skulduggery." It was stated that a panel would examine offenders.

### Maturity Called For

Cunningham's talk touched many points. He advocated a degree of "maturity"—both in relations with music users and among the membership. He stressed dignity and decorum as against name-calling. He was cautiously optimistic regarding the prospects of removing the juke box exemption, and he recapped attempts to work out a compromise with juke box interests. "We are hopeful a remedy for this rank injustice will materialize in the present Congress . . . we have the weight of informed opinion behind us . . . we only ask for justice against piracy of the rankest kind," he added.

Cunningham pointed out the nearness of the expiration date of the network TV music contract (December 31, 1957), and stated: "To successfully negotiate, we need the confidence of the membership . . . a house divided will fall . . . I feel confident that when the chips are down our rights will be secured . . ."

Sol Bourne, in giving the treasurer's report—the financial figures of which were previously presented at the West Coast meeting—echoed some of Cunningham's sentiments. "We need solid loyalties . . . let us get rid of inside troublemakers or, by God, we'll have no ASCAP."

Wolfie Gilbert also deplored the practice of some dissident members who "run to lawyers or the Department of Justice." He added: "The right to improve our operation is conceded, but why not keep it in the family . . . ASCAP will welcome all valid recommendations . . . but I will fight all who have an ulterior motive . . ."

Yellin voiced a similar thought. Citing his experience as a farmer, he pointed out that one cannot

(Continued on page 54)

## Publisher Pacted By Young & Rubicam

### Frank Productions to Clef & Rhyme All Original Material for Commercials

NEW YORK—Frank Productions, Inc., an outfit owned by Frank Loesser, last week was retained by the Young & Rubicam ad agency to take over the writing of all original music and lyrics used for the agency's commercials.

Since Frank Productions is an affiliate of Loesser's Frank Music publishing house, this represents the first time a major publishing house, with important Broadway, film and Honor Roll of Hits material, and with important cleffers

under contract, has entered the commercial field on such an all-embracing basis. Frank's services to Y.&R. will reach into newspapers, magazines and other ad media, as well as radio and TV. They will include creation of slogans, jingles, sales presentations to prospective clients, spots, program themes for radio and TV shows, and musical backgrounds.

According to Charles Feldman, director of commercial copy for Y.&R., Frank talent should "raise the musical and general quality of TV commercials."

Loesser's association with the agency began several months ago when he made available members of the original cast of his hit show, "The Most Happy Fella," who sang a parody of the title song in a White Owl Cigars commercial.

Among the other Y.&R. accounts are such firms as Borden's, Kent Cigarettes, Gulf Oil, Good-year Rubber, a good portion of General Foods products, a number of General Electric divisions, some Procter & Gamble, Johnson & Johnson, etc.

For cleffers in the Frank stable, this could eventually cut some sizable slices in the ASCAP melon.

## Angel Snares Another Band

NEW YORK — Angel Records winged out over the band field last week with the inking of the Deutscheimer Band of Austria, an organization which has existed since the 18th century.

First release by the unit will appear late this summer, and the band itself has been set for its first American tour starting next January, under the auspices of Andre Mertens, of Columbia Artists Management. It will cover over 80 cities.

Last month, Angel inked the famous Coldstream Guards Band of Britain to a roster that already included the Carabinieri Band of Rome, Garde Republicaine of Paris, the Scots Guard and the Soviet Army Band and Chorus of Russia.

## ASCAP RAISES EXEC STIPENDS

NEW YORK — Board of ASCAP recently voted salary increases to the four top lieutenants of the Society. Raises of \$7,500 were granted Herman Finkelstein and Dick Murray. This brings Finkelstein's stipend to \$62,500, including \$5,000 for expenses. Murray's salary is now \$47,500. Jules Collins and George Hoffman each received raises of \$5,000, bringing the former to \$40,000 and the latter to \$30,000.

The new department is presently in its formative stages, with the possibility of a new label or merely a new series designation yet to be determined. Mike Maitland, vice-president of Capitol Records' Distributing Corporation, disclosed the appointment of Don Hassler to head the new department as sales manager. He formerly was sales promotion manager of the international division and is currently working on organization plans with Maitland.

New aspect of Capitol's international activity gave vent to the

(Continued on page 50)

(Continued on page 50)

 it's **MITCHELL TOROK** all the way!

 **PLEDGE OF LOVE**  
9-30230 (45 RPM) and 30230 (78 RPM)

 **DECCA**  
RECORDS

# Variety Chains Find Going Tough on Disk Profits

## Cite Low Mark-Up, High Wax Mortality Prime Headaches

By REN GREVATT

NEW YORK — "It's tough to make a profit out of records." That's the consensus of the comment from head office buyers of the nation's leading variety chain store operations.

Too, most of the buyers cautiously indicate that they are selling perhaps 10 to 15 per cent more records now than a year ago, such headaches as inventorying obscure but hot labels, quick obsolescence of material, and record companies' refusal to give the dealer a better mark-up than 38 per cent, all are cited as troublesome factors.

Most firms appear to be dead set against rack jobbers as an answer to their problems, but the Neisner Stores, a chain of nearly 150, with headquarters in Rochester, N. Y., are an exception. According to Sam W. Braverman, about 25 per cent of his stores are now being served by rack jobbers. He said that this was brought about primarily by the fact that sales in the stores involved had dwindled to the point where a profitable operation was impossible.

Braverman said that in many

cases, smaller stores "couldn't get any kind of decent service from distributors because of the small size of their orders. By the time they got records on some of the hits, the record would be on its way out," he said. Perishability of disks is most acutely felt in these stores, because in many cases the sale is made on an impulse basis. The attendant does not sell but merely makes change. Thus, according to Braverman, it has paid off well to sacrifice the 38 per cent mark-up for the rack jobber's 25 per cent profit margin because the latter knows the merchandise that gets it on the counters with a minimum of delay.

Many of the Neisner outlets that do not use rack jobbers by-pass local distributors in favor of the

BeeGee Company, a mail-order one-stop outfit in Albany, N. Y. This firm can get them anything they want, according to Braverman, and will ship out on a 100 per cent guarantee basis.

### Blasts Distributors

Braverman singled distributors out for special blasts on "playing favorites," and for extreme pettiness in their dealings with him. "I've instructed our Detroit stores to buy no more of one of the major labels from its distributor there," he added. "Record companies have cooked their own goose with us for letting this situation go on and for making it necessary for us to buy from a number of different types of distributors," he declared. On the subject of new indie labels,

(Continued on page 50)

# Mull Jurisdiction In Music Dispute

By MILDRED HALL

WASHINGTON—In a surprise development, the House Small Business Subcommittee under Rep. James Roosevelt (D., Calif.), now seems likely to relinquish all thought of holding hearings on the ASCAP - BMI dispute, or the ASCAP distribution formula, as previously planned. (The Billboard, March 23). Both of these matters have reportedly been found to belong under the jurisdiction of the Celler (D., N. Y.) House Antitrust Subcommittee, which is soon expected to report on lengthy hearings held last session on the Broad Music situation.

While no formal decision has been announced, it is believed certain that the Celler group has convinced the Small Business members that the music problems fall in an antitrust area, and so would come under the judiciary group's jurisdiction. This would be true even if hearings had not been held on the subject by the antitrust probers.

Complaint within ASCAP about its distribution formula, original focus of the Roosevelt Committee, would also come under the Antitrust Subcommittee jurisdiction, since ASCAP operates under a consent decree. The Celler report is not likely to contain material on

the ASCAP distribution quarrel, which was not gone into during the Celler hearings. However, Committee staffers say it could come up in future hearings, when the antitrust probers "plan to do some work" on the effectiveness of consent decrees in general.

Strong complaints have been made, and hearings may be held on the alleged ineffectiveness of the competitive relief afforded by the decrees.

The House Small Business group is also believed likely to cancel its plans for informal con-

(Continued on page 20)

# Beethoven Top Man on Westminster LP Sked

NEW YORK — Westminster Records' album release for April carries what could add up to the largest groups of disks ever devoted to a single composer at one time.

The honored cleffer, who doesn't get a cent from all this is Ludwig van Beethoven, with no less than 40 complete works represented on 21 LP's.

The total Westminster package list is 39 sets, of which a portion are re-mastered, re-coupled and re-packaged editions of items which had been available prior to the company's recent development of its Pan-Orthophonic mastering system.

There are three complete opera sets, including two American disk premieres: Tchaikovsky's "The Sorceress" and the Arkenian opera "David-Beg," by Tigranian. These,

## SPECIAL 3-LP WILLIAMS SET

NEW YORK—Next week will be Hank Williams week at M-G-M Records, when the diskery will issue a special three LP set of disks by the master hillbilly. A four-page brochure, with photos and bio material on the famous songwriter-singer, will accompany the package. Cover features a print of an oil painting of Williams. Package will list at \$11.98.

# LP JUKE BOX BOWED IN HWD. RESTAURANT

HOLLYWOOD — The inevitable use of LP records in a juke box came to pass here last week via the installation of a test machine in a local restaurant. Operated by Bill and Cecil Harrison, the machine is a Seeburg Model M 100 A and uses a 33 $\frac{1}{3}$  converter manufactured by the D. W. Price Corporation, Los Angeles.

Phonograph is operated on 25-cent play only with six selections, or one side of the LP offered. Fifty LP's, or 600 selections in all, are used in the machine.

The Harrisons remodeled the phonograph themselves, adding a high-frequency, 15-inch speaker, two subsidiary speakers, and an elaborate cross-over network. According to Harrison, income has increased some 60 per cent since the machine was converted to LP usage. Thus far, machine uses popular vocal and instrumental albums only.

FM Station KRHM is participating in a novel promotion with the location, with spots promoting the restaurant and its LP programming, while the location uses stickers and counter-cards promoting the Hi-Fi music of the station.

# Pinch -Hits for Pop Disk Flack at RCA

NEW YORK—RCA Victor last week engaged Deirdre Budge to take over pop records publicity in the absence of top flack, Ann Fulchino. Miss Fulchino is recuperating from a serious illness.

Mrs. Budge, former articles editor of Pageant Magazine, is the wife of the tennis star, Don Budge. At Victor, she will report to Jerry Thorp, public relations director.

# Prep Disks to Unveil Pop LP Line in July

NEW YORK — Prep Records, Capitol's new subsidiary label, will bring out a line of pop LP's in July. No details are available as to artists, but it is understood that Prep does not plan to buy any outside catalogs and will build its own.

Meanwhile, Prep's sales chief, Irving Jerome, is out on the road again this week in a concentrated promotional push on the label's first three releases in 15 key markets across the country.

In addition to a Mamie Van Doran single—one of Prep's initial releases—the label is readying for immediate release an EP by the movie starlet, featuring four tunes from her new film, "Untamed Youth." The EP will be promoted jointly by Prep and Warner Brothers, with Miss Van Doran visiting jockeys and TV shows to plug both the disk and the movie.

Bob Roubian, who also has a platter in Prep's first release, plugged his record last Sunday (24) by hosting a group of Southern California deejays at his restaurant, The Crab Cooker, near Santa Monica. The third artist in Prep's first release, Sam Butera, is working with Prep distributors in New Orleans on deejay promotion with the aid of his boss, band-leader Louis Prima.

In line with Prep's policy of operating along indie lines, Jerome said he hasn't scheduled any new releases, pending progress reports on the initial threesome.

# Col. Names Glancy to Manager Post

NEW YORK—Kenneth Glancy has been appointed to the newly-created post of Product Manager of Extended Play, as well as low-priced LP lines, according to Hal Cook, vice-president of the Columbia Records Sales Corporation. Glancy will be in charge of developing merchandising and will head up general co-ordination of packaging, scheduling and marketing of EP and low-priced LP product.

Glancy for four years was sales rep for the Detroit distributor up to 1953. In following years he served as district sales manager in that area. Recently he has been serving as district manager for the Newark-Philadelphia area and he will continue to handle that post thru 1957.

# Goldner Sells Out to Levy; Stays in Field

NEW YORK—George Goldner has sold his interests in the Roulette, Rama, Gee and Tico labels outright to the Morris Levy combine and has resigned from his artist and repertoire duties with Rama, Gee and Tico. Henceforth, the four labels will be operated as a package enterprise — sharing the same executive staff, distribution network and promotional set-up.

Goldner received a total of \$250,000 for his 50 per cent interest in the four firms—\$200,000 now and \$50,000 to be paid out over the next year. Rama and

Tico were started by Goldner nine years ago, and Gee was launched some time later. A year and a half ago Levy purchased an interest in the companies, and he and Goldner started Roulette this year.

Goldner, who has relinquished entire rights to the catalogs of all four labels, will remain in the record business and is setting up his own BMI publishing company and a record firm. His new label will concentrate on the pop field, both pop and LP, but with special emphasis at first on singles. Goldner will headquarter in New York and

(Continued on page 44)

# Koss Suit Vs. Roulette Label

HOLLYWOOD — Action for trade-mark infringement and unfair competition was filed in U. S. Federal Court last week (29) against Roulette Records, Inc., by Joe Koss, doing business as Koss Music and Monte Carlo Records.

Complaint charges the defendant's record label, the edge of which uses a roulette wheel, is an infringement of the Monte Carlo label. Similarity of the labels would be confusing to the public and has damaged the plaintiff, according to the action filed by attorney Arthur S. Katz.

Suit asks for a permanent injunction, accounting of the profits, treble damages and attorneys fees.

# 3D OSCAR FOR COMPOSER TEAM

HOLLYWOOD — Songwriters Jay Livingston and Ray Evans came up with their third Oscar last week in winning an Academy award for their entry "Whatever Will Be, Will Be." Previous winners for the team were "Buttons and Bows" in 1948 and "Mona Lisa" in 1950.

Winning tune, published by Marty Melcher's Artists Music, Inc. (ASCAP), was a Columbia hit last year by Doris Day and nosed out "Julie," "Friendly Persuasion," "True Love" and "Written on the Wind."

Other winners in the music category included Alfred Newman and Ken Darby, for best scoring of a musical ("The King and I") and Victor Young, for the best score of a drama or comedy, "Around the World in 80 Days." Post-humous award to Young had a note of irony, for Young had previously received 23 Academy nominations in his 23 years as a film composer, without ever having won an award. Young passed away last November, some two months prior to his nomination this year for his work on "80 Days."

# DJ Spot Buys Pay-Off for Ballroom Ops

NEW YORK—A new approach to radio spot buying on deejay shows is paying off for ballroom operators, according to General Artists band booker, Howard Simnott.

Operators now ask that their commercials be spotted around 15-minute segs of instrumental dance disks only. The policy, said Simnott, is paying off big for the Totem Pole in Boston, which attributes its present capacity business to the new time buying format, plus its slogan "Let's Go Dancin' and Romancin'." Nothing takes the place of a girl in your arms.

Other ballroom advocates of the new time buying policy, said Simnott, include Pleasure Beach, Bridgeport, Conn., and Rhodes on the Pawtucket, Cranston, R. I.

*First out—  
and*

**FLYIN'!**

*The*

**ORIGINAL**

*record of*

# I LOVE MY GIRL

*c/w*

*Why Don't You Fall In Love  
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*by*

## COZY MORLEY

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all-the-way,  
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SOUTHLAND DISTRIBUTING CO. 441 EDGEWOOD AVE., S.E. ATLANTA, GA.	GARMISA DISTRIBUTORS, INC. 2011 SO. MICHIGAN AVE. CHICAGO, ILL.	ARC DISTRIBUTING CO. 3747 WOODWARD AVE. DETROIT, MICH.	DIAMOND RECORD DISTRIBUTORS 2990 W. PICO BLVD. LOS ANGELES, CALIF.	ESSEX RECORD DISTRIBUTORS, INC. 114 SPRINGFIELD AVE. NEWARK, N. J.	ALLEN RECORD DISTRIBUTORS 420 W. BROAD ST. RICHMOND, VA.	AM-PAR RECORD CORP. 923 WESTLAKE AVE. N. SEATTLE, WASH.	SPARTON OF CANADA, LTD. P.O. BOX #5035 ONTARIO, CANADA
MANGOLD DISTRIBUTING CO. 211 SO. EUTAW ST. BALTIMORE, MD.	MUSIC SUPPLIERS OF OHIO 1189 GILBERT AVE. CINCINNATI, O.	FRONTIER DISTRIBUTING CO. 7042 HIGHWAY 80 EAST EL PASO, TEX.	MUSIC SALES CO. 1117 UNION AVE. MEMPHIS, TENN.	ROBERSON SALES CO. 624 BARONNE ST. NEW ORLEANS, LA.	BILL LAWRENCE, INC. 1409-5th AVE. PITTSBURGH, PA.	MUSICAL DISTRIBUTORS 1420 S. BERTANIA HONOLULU, T. H.	
MUSIC SUPPLIERS OF NEW ENGLAND 263 HUNTINGTON AVE. BOSTON, MASS.	BENART DISTRIBUTING CO. 327 FRANKFORT AVE. CLEVELAND, O.	ALLIED RECORD DISTRIBUTORS 24 CLARKE ST. E. HARTFORD, CONN.	TRU-TONE DISTRIBUTORS 1214 S.W. 8th ST. MIAMI, FLA.	MALVERNE DISTRIBUTORS, INC. 424 WEST 49th ST. NEW YORK, N. Y.			
TRACY-MITCHELL, INC. 506-520 SEVENTH ST. BUFFALO, N. Y.	ERIC DISTRIBUTING OF TEXAS 1630 IRVING BLVD. DALLAS, TEX.	UNITED RECORD DISTRIBUTING CO. 1613 EMANUEL ST. HOUSTON, TEX.	JATHER DISTRIBUTORS 23 EAST HENNEPIN MINNEAPOLIS, MINN.	DAVID ROSEN, INC. 855 NO. BROAD ST. PHILADELPHIA, PA.			

## Decca Adds School Disk List To Dealer Catalog Service

NEW YORK—The strength of the Decca catalog is being made the backbone of two new and carefully pinpointed promotion efforts. First of these is the diskery's "dealer aid" catalog service offered to dealers and operators and now open to stations as well. Secondly, the company has prepped a special directory of educational material

as a guide for dealers in supplying the needs of schools.

The general catalog service consists of two complete, cross-indexed volumes per year with regular release of supplements. The service is available at \$15 a year or \$25 for two years. Station reaction is reportedly excellent, but beyond that, the catalog deal is said to have hypoed station interest in the Decca single and album subscription services.

A group of prominent educators collaborated in the preparation of these guides to the use of records in schools. One catalog covers records for primary and lower elementary grades while the second covers upper elementary thru college levels.

The catalogs not only list appropriate disks, but actually discuss the records and the way they can be used in the classroom. More than 500 recordings are listed in the catalogs, which are being distributed to dealers as an aid to them in selling schools and teachers.

## Prog. Format Booms Rating

NEWARK, N. J.—An exclusive album programming format, instituted here by WVNJ, 5,000-watt indie, last January, has brought the station a current Hooper rating better than double the combined Hoopers of the two other leading North New Jersey indies.

The "Great Albums of Music" format, which puts the spotlight on pop, light classics and show albums, plays down disk jockey personalities. "We have announcers, not jocks," says Ivon B. Newman, general manager of the station, who instituted the practice. "We believe listeners tune in to hear music, not to hear about the private lives of announcers," Newman added.

Listener interest has been highlighted by requests for the station's monthly program booklet. Originally, 10,000 requests had been expected but these have now exceeded 30,000, from Westchester County, Long Island and all parts of northern Jersey. The station, on the air for 19½ hours per day, except for hourly five-minute newscasts, and two 15-minute Drew Pearson news segs on Sundays, broadcasts album music exclusively.

## SPRIT OF BUCK STILL PRESENT

NEW YORK—The spirit of the late Gene Buck was ever-present at the annual ASCAP business meeting and dinner held Thursday (28) at the Waldorf. Each of the chief speakers delivered eulogies, and President Paul Cunningham pointed out that problems similar to those which faced Buck also faced the Society today—but in different degree.

All execs called for a united effort (see separate story). Jack Yellin summed up the thought of all the brass: "I would like to call off moratorium on all dissension for one year—until the big jobs your president has initiated are out of the way. With regard to the juke box exemption he said: "Don't be overconfident, but we are nearer our goal. Cunningham needs that support of which he spoke. . . I believe the mantle of Buck rests on the shoulders of our president and emissary in Washington. . . . I don't think he will lose."

## Ernest Krebs to American Sound

HOLLYWOOD—Ernest Krebs, associated with Capitol Records for the past 11 years, has resigned his post with the company to join the American Sound Corporation, subsidiary of Allied Record Manufacturing Corporation.

Krebs will make his headquarters at American Sound's Belleville, N. J., plant, as assistant to President Sigmund Bart. He has worked in various capacities at Capitol, most recently in the firm's international department reporting to Alex Porges. His new appointment is effective April 15.

## British Disk Sales Boom

LONDON — In Britain as in America, 1957 is beginning to shape up as the biggest year in the history of the record business.

With two months still untallied, the last fiscal year already is close to the total 12 months previously recorded. In the 10-month period ending January 31, 1957, about 25,200,000 disks were sold in the British market, as compared with the previous 12-month total of 27,100,000.

## Cats Swing for Golf Tourney

NEW YORK — Murray Luth, treasurer of the Disk Industry Scholarship Committee has announced initial entries received for the first annual National Golf Tournament, to be sponsored by the organization.

These include: Berny Boorstein, Leslie Distributors, New York; Robert Hausfater, Roberts Distributors, St. Louis; Dan Pierce, Hollywood Records, Los Angeles; Pete Wambach, WCMB, Harrisburg, Pa.; Wayne Osborne, WOPA, Oak Park, Ill.; Allen Cohen, Raymond Rosen Company, Philadelphia, Albert Sneider, Sneider Electric Record Company, Ransel, N. J.; Sanford Wartell, Allentown Record Company, Allentown, Pa.; W. R. Booth, RCA Victor, Chicago; Bob Rolontz, Vik Records, New York; Clarence Goldberg, Decca Records, Chicago; Hank Talaska, Harper Music, Detroit; Paul Bell, Capitol Distributors, Miami; Allen Cussel, Universal Distributors, Philadelphia, and Bob McCluskey, The Billboard, Hollywood.

WASHINGTON—Hirsh De La Vez, president Hirsh Coin Machines, has appointed Roger Squitiero chairman for the Washington-Baltimore area of the National Golf Tournament to be sponsored by the Disk Industry Scholarship Committee, it was announced last week (28). DISC is made up of representatives of all walks of the industry, who are setting up the games. Proceeds to go for university scholarships for deserving students. (The Billboard, March 30).

Chairman of Disk Jockeys and record distributors in the area will be Fred Foster, of ABC-Paramount Records. Bill Turner, of Capitol Records sales, will scout around for record salesmen to enter the Tournament. Chairmen of the area dealers will be Jim Schwartz, of Schwartz Bros., representatives of Mercury, Vik, Cadence, Verve and other labels. A meeting of\* all committees is being called for April 15 in the office of Hirsh Coin Machine Corporation.

The tournament welcomes everyone in the disk world to compete, from top celebrities like Perry and Bing Crosby, to all personnel in any phase of the industry, says De La Vez. In addition to the opportunity for all members of the music world to rub shoulders at the tournaments, there will be trophies for winners, and a final razzle-dazzle climax in playoff at Fred Waring's Shawnee-on-Delaware Country Club, in Shawnee, Pa.

The membership of DISC includes Fred Waring, Martin Block, De La Vez, top-notch figures in the record world and trade press, and others.

## O'Donnell to Camden Post

NEW YORK — Camden Records, RCA Victor's low-priced subsidiary package operation, has named its first full-time promotion and sales exec.

Frank O'Donnell, who has been advertising manager for the entire Victor Custom Records and Transcription division, is taking over the newly created post. O'Donnell will report to Dave Finn, sales planning manager.

Ben Selvin, artists and repertoire manager for Camden and RCA Thesaurus, returned Friday (29) from a seven-week recording expedition to Switzerland and England.

## BEATS WORK

### Music Biz Payola in Spotlight

HOLLYWOOD—The spotlight focused on music business payola last week in newspapers, national magazines and television. Newsweek devoted a two-page spread to the practice, summed up via disk jockey Ira Cook, KMPC, Los Angeles, who said about his career: "It's safer than stealing, more legal than gambling, easier than loafing, and it beats working."

The San Francisco News started a page one series, headlined with, "Payola Oils DJ's for R&B Hits," and the astute observation that "payoffs to a few disk jockeys are shaping musical tastes here." CBS-TV's "Climax" stanza aired "Let It Be Me," which was summed up as ridiculous by a Hollywood wag: "The publisher commits suicide because he couldn't get a record and everybody winds up feeling sorry for the poor a.&r. man. Besides, what publisher would leave the three grand lying on the floor before he jumped?"

## Greene Plans Trip to Study S. A. Industry

NEW YORK — Lawrence Greene, attorney-associate of Harold Orenstein, is planning a trip to South America within the next month on behalf of several of the office's clients, including Dot Records, Frank Music and the Lou Chudd-Imperial Records interests.

Greene specifically will visit Argentina and Brazil. In the former country, Frank Music owns a firm, Editorial Frank, in partnership with Julio Korn, and Frank's owner, Frank Loesser, also is investigating the possible formation of a similar outlet in Brazil. Dot also is in Argentina in association with Korn, who operates the Sic America diskery there, and in Brazil.

While in South America, Greene intends to study the complex and vague set-ups in regard to publishing and performing rights, record royalties and other related matters which have sometimes puzzled Yankee publishers.

## Jacket Lyrics With Calypsos

NEW YORK — Columbia Records is jacketing three new calypso singles with a special jacket containing lyrics to the tunes.

Diskery feels that many buyers thruout the country have had difficulty in understanding the lyrics to calypso songs. This sing-along idea, it's felt, will promote calypsos in many areas. Disks with the special jackets are "Water," out of the Norman Luboff album; "Honey Man" by Sammy Heyward, and "Mama Looka Booboo" by King Flash.

## Mathews-Hill Plight Troth

NEW YORK — Joe Mathews, national promotion manager for Capitol Records, announced his engagement to Texas canary Joanne Hill last week. They will marry within the next two months.

Miss Hill recently closed a long-term engagement at the Living Room nitery here. Mathews, who has worked out of Capitol's New York office for the past year, formerly served in the label's Hollywood and Detroit offices, and opened up the company's Jacksonville, Fla., branch a few years ago.

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

### ENTRY BLANK 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



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by the

MAGNIFICENT McGUIRES  
**McGUIRE SISTERS**



**please  
don't do that  
to me**

**drownin' in  
memories**



CORAL—  
9-61815  
61815

Orchestra  
directed by  
**DICK  
JACOBS**

## Malone Labels Cabaret Tax 'Uneconomic'

WASHINGTON—The cabaret tax was labeled "uneconomic" by Sen. George W. Malone (R., Nev.) last (28), when he appealed to his colleagues to correct "archaic tax policies."

"Congress has not exercised even a tempting act of good faith by reducing it to the lever of other obnoxious excise taxes," the Senator said. The entertainment industry waits for relief from the "unrealistically high tax," he said, "without any plain indication that it will come without additional delay."

According to Malone, a majority of members of the 84th and the present Congress "have pledged some form of substantial relief."

Malone, long-time foe of excises, introduced a bill early in January calling for repeal of the cabaret tax and other excises. More than 20 bills calling for repeal of the cabaret tax are pending before the House Ways and Means Committee, but Committee sources indicate that action on the bills may not be favorable.

## BRITISH DECCA UPS E. R. LEWIS

LONDON — E. R. (Ted) Lewis, managing director of British Decca, London Records, etc., is slated to become chairman of the board Tuesday (2) at the organization's annual general meeting.

Lewis, for many years one of the outstanding figures in the phonograph record industry, will succeed Sir C. F. Entwistle.

## House to Get Tax Bill on Tape Rec'ders

WASHINGTON — A proposed 10 per cent tax on tape and wire recorders, players and recorder-players will be part of a bill to be introduced in the House later this session. Rep. Jere Cooper, (D., Tenn.) chairman of the tax-writing Ways and Means Committee, announced last week (26) that the Committee has approved the new levy and will incorporate it in an "excise tax technical change bill."

Under the terms of the bill, phonograph record players will be added to the list of "taxable components." Bill will also delete the term "entertainment type" in describing taxable end articles. It asks that all named end articles be subject to tax unless they are communication, detection or navigation receivers.

Proposal to tax tape and wire recorders originally was part of the omnibus excise tax bill introduced last session by Rep. Aime J. Forand (D., R. I.). An excise tax subcommittee, which held hearings on the Forand Bill late last year, recommended that tape and wire players and record players also be brought under the levy.

## Victor Fetes Hank Snow

NEW YORK—Hank Snow, one of RCA Victor's most consistent disk sellers, was feted by the diskery last Friday (29) on the occasion of his 20th anniversary with the label.

Larry Kanaga, vice-president and general manager of the Victor disk division, presented the country artist with a gold statuette commemorating the date at a luncheon held at the swank Town Tennis Club here. Representatives of all segments of the industry, as well as a rep of Mayor Wagner, were on hand to greet Snow, his wife, and his son Jimmie Rodgers Snow, who also is a Victor artist.

Snow first began cutting for Victor in Canada in 1936. In 1949 his first platter for U. S. consumption was released. Among his big hits for the label have been "I'm Moving On," which he clefted also, and "The Golden Rocket" and the current two-sided hit, "Calypso Sweetheart" and "Marriage and Divorce."

## Music as Written

### New York

James L. Davis, of San Antonio, is the author of an informative new book on popular music titled "Your All Time Hit Parade" which is the fruit of several years of research. Davis has dug up the names of the songs sung by people long before the American Revolution.

GAC's band booker Howard Sinnott will book the New York City Park Dances again this summer. Sinnott will line up bands for 54 different dance dates, which will be held in city parks here from June 20 thru September 5.

## GRAHAM TEAM

### RCA Sacred Series Cues Big Appeal

NEW YORK—RCA Victor has released four impressive entries in the sacred album category, a series devoted to the celebrated, crusading evangelist, Billy Graham, and three top members of his "team." Included is a sermon by Graham on one of his favorite themes, "Problems of the American Home," (LPM 1404); "Music of Paul Mickelson," his organist (LPM 1405); "A Billy Graham Crusade in Song," by George Beverly Shea, his vocalist (LPM 1406), and "A Billy Graham Crusade in Music," with his pianist, Tedd Smith, and orchestra (LPM 1407).

There is no doubt, taking into account the thousands of devotees who have received renewed religious inspiration from the evangelist's mass revivals, that all of the albums can generate a huge popular appeal. Many will want a permanent record of his voice in a typical, earthily practical sermon. Similarly wanted will be Mickelson's sensitive organ arrangements of spiritual music, superbly backed with strings, French horn and bassoon. Shea's baritone, backed by either organ or piano on a dozen great hymns ("Balm in Gilead" and "The Lord's Prayer"), is a set to be likewise treasured library-wise, and Smith's pianistics in similar vein—here completed with full orchestra—will find its quota of ardent admirers.

The label has given them all a meticulous send-off sound-wise and in their class—not only as a cross-section of a Graham "crusade" dedicated to his followers—there is extraordinary inspiration here for all. Stores can give these sets top consideration in their field and any or all look to be naturals in more rural sectors.

## G-G Award to Price, Robbins

NASHVILLE—Columbia Records makes its first Golden Guitar awards Saturday night (6) to country music singers Ray Price and Marty Robbins on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from here. Columbia vice-president and director of sales, Hal Cook, of New York, and Don Law, Columbia's country a.&r. man, will be on hand for the presentations. Price and Robbins will emcee the P.A. segment of the program that night.

The Columbia firm, in a further step to boom country music, recently inaugurated the Golden Guitar award to be presented to c.&w. artists whose record sales exceed 250,000. Columbia execs feel that the sale of 250,000 records in the c.&w. field is tantamount to selling a million pops. The Golden Guitar, which emulates the Gold Record in the pops field and the Emmy and Oscar in the television and motion picture fields, respectively, will be known as the GeeGee.

Price is being honored for the sales on his "Crazy Arms," and Robbins for his "Singing the Blues." The Golden Guitar award was designed by Neil Fujita.

## Arrow Disks Adds New York Office

NEW YORK—Arrow Records, disk firm based in Bridgeport, Conn., has opened an office here, primarily for its artists and repertoire functions.

Dan Dailey, a.&r. man, has taken charge of the local operation, while other Arrow execs will alternate between the New York and Bridgeport scenes.

## RENE STRICTLY NON-EXCLUSIVE

HOLLYWOOD—Contrary to previous reports, Henri Rene has not signed an exclusive writer's deal with Mills Music. Rene's only deal with that publishing firm is for the copyrights to his musical series, "Passion in Pain," which was issued some months back in an RCA Victor album.

Rene expects to do freelance cleffing for various film studios, thus precluding the possibility of an exclusive with any one publisher.

## C-C Dresses Up Disk Club LP Packages

NEW YORK — The increased competition from the major labels in the record club field has prompted some improvements, package-wise, by the veteran disk club organizations.

Crowell-Collier, for instance, is currently readying elaborate four color covers for the Crowell-Collier Record Guild and the Jazz-tone Society, and plans to dress up its Opera Society line with new hard-cover packaging in the near future. The Book-of-the-Month Club has been using four color covers on its Music Appreciation Records club releases for the past few months.

## Kitchener Due For U. S. Tour

PHILADELPHIA — Lord Kitchener, England's top calypso singing star linked with the Melodisc recording label across the pond, will be brought to this country early next month by Jolly Joyce. Joyce took Lord Kitchener under his managerial wing last month while in England looking after his prize rock and roll property in Bill Haley and the Comets.

Joyce is building an all-star calypso revue around Lord Kitchener for a nation-wide tour of theaters, clubs and concert halls—kicking off April 19 at the Metropolitan Theater in Brooklyn, N. Y., for a 10-day stand. Lord Kitchener's touring will point toward Hollywood where he's set for Sam Katzman's forthcoming "Calypso" feature at the Columbia lots.

## Mull Jurisdiction

Continued from page 16

ferences with the music battle contestants in May. Songwriters still have a plea in on the Senate side, where there is no question of jurisdiction involved. The Senate Interstate and Foreign Commerce Subcommittee under Pastore (D., R. I.), which was asked to referee the songwriter-BMI fight, has broad referendum over interstate and broadcast matters, both of which are involved in the music problem.

However, it is strongly felt that the Senate Committee will not rush into hearings on a subject already covered in some 700 pages of testimony and soon to be reported on by Celler Committee. Also, this group reportedly has "some very large scale matters" to cover, and unless charges made by the songwriters were unusually strong, and fully corroborated, Senators would be most unlikely to decide on hearings.

All of which would mean that if the Celler report does not recommend specific legislation on the ASCAP-BMI dispute, the question would come full circle back to the courts for final decision, where it started with the ASCAP songwriter-BMI suit.

## Dinah Shore Mulling Cap Contract?

HOLLYWOOD — Despite the success of "Chantez, Chantez," her first hit in more than five years on RCA Victor, singer Dinah Shore is reportedly interested in a new contract recently offered her by Capitol Records. Miss Shore's existing agreement with RCA expires this summer.

Singer has been openly unhappy about her work at RCA Victor, though she as yet hasn't come to any decision to leave the fold. Capitol repertoire execs would neither confirm or deny that offers had been made to Miss Shore.

Miss Shore admits having been dissatisfied with the exploitation and merchandising on "Chantez," pointing out that she and members of her staff discovered dealers and distributors who weren't stocked with the recording. Miss Shore has traditionally been tied to RCA, moving to Victor when Mammie Sacks exited his Columbia berth some years ago. She also recently negotiated a new million-dollar NBC-TV pact, calling for 20 hour-long "Chevy Shows."

Capitol was likewise non-communicative about reports that they have signed singer Anna Marie Alberghetti, who most recently waxed for Mercury. Label is known to be interested in her, especially so because of motion picture commitments. She recently starred in "Ten Thousand Bedrooms" with Dean Martin.

Capitol successfully completed negotiations for the highly coveted soundtrack rights to "St. Joan," Otto Preminger production currently being filmed abroad.

**BUTTERFLY**  
recorded by  
Charlie Gracie—Cameo Records  
Andy Williams—Cadence Records  
Mayland Music Publishing Co.  
and Elvis Presley Music, Inc.

**GONE**  
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Ferlin Husky—Capitol Records  
Dallas Music Co., Inc.

**TOO MUCH**  
recorded by  
Elvis Presley—Victor  
Elvis Presley Music, Inc.  
and Southern Belle Music.

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TONY BENNETT..... "ONE KISS AWAY FROM HEAVEN" (COLUMBIA 40849)

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 great  
 score  
 from  
 a  
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# MAMA GUITAR

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more records to follow

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**OLD-FASHIONED MARRIAGE**

**JUST PLAIN FOLKS**

**FREE MAN IN THE MORNING**

## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## SOUND SELLING?

## Phono Clearance Means Reduced \$\$

By RALPH FREAS

SCRANTON, Pa. — The Spruce Record Shop on busy Wyoming Avenue cut prices on phonographs by 25 per cent last February in order to clear the merchandise out.

"Our Christmas business wasn't what we expected," explains manager Emil Buscarini, "It was good, you understand, but not like the year before and certainly not as good as we had expected. That's why we held the sale. Our inventory was long and we had to move the stuff, particularly the bigger models."

## Traffic Is Terrific

If you ask Emil how many phono lines he carries, a wry smile appears and he gives you an eloquent two word answer.

"Too many," he'll say. But when pressed for details, he'll reel off the following names: RCA-Victor, Columbia, Decca, V-M, Webcor, Symphonic and Duosonic.

Most of these firms created special spring promotions to aid

dealers. What did Spruce Record Shop do about them?

"I don't bother with any of the phonograph company gimmicks," states Emil Buscarini. "Look at it this way. We've always given the customer a record bonus on the purchase of a phonograph. With a \$149.00 model, we give them \$20 worth. If I took on some manufacturer's promotion, I'd be committed to a big order of merchandise. I don't want to lengthen my inventory. Besides, with a manufacturer's promotion, I'd have to do a lot more book work than I do with my own promotion."

It was pointed out that the manufacturer gets behind his promotion with consumer advertising on radio, TV and in the magazines. And, in addition, he provides point-of-sale display material, stuffers or direct mail pieces, streamers for the windows or in the store. All of this creates a sales momentum that the wise dealer can take advantage of.

Mr. Buscarini was skeptical. "I just put a sign in my window announcing a 25 per cent reduction. If a person who's interested in a phonograph comes to town, he'll see it. If they're in town, they go past here. The traffic in this block is terrific."

## Heavy Summer Traffic

Mr. Buscarini is optimistic about the months ahead. Scranton is close to the Pocono Mountain resort section of the State. When spring comes, there's a steady influx of tourists and vacationists. They are heavy buyers



### ROSS V-M'S TOP SALESMAN

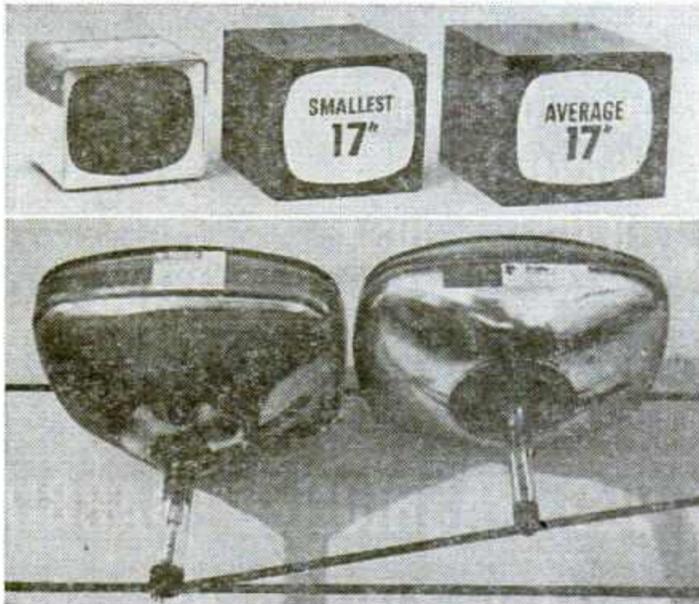
Gerry Ross, V-M Corporation's Michigan factory rep (top left), is shown receiving the President's Award from Victor Miller, president and general manager of the firm. Given annually, the award is in recognition of the "best overall sales accomplishments and finest territorial development, with special commendation for excellency in merchandising efforts with V-M distributors and dealers." Ross was singled out for the honor in part for his successful efforts in increasing sales of V-M stereo-playback tape recorders. He's V-M's Michigan district manager, with headquarters in Detroit.

of low-end phonographs and portables. "I'm not concerned about that small stuff. I know I'll sell it. It was the high-end models I had to move. Next July, I'll want to order heavy on the new models that usually come out at that time of year. I can't do it if I have a store full of merchandise."

## Effective Inventory System

Like most dealers, Emil Buscarini has few complaints about the movement of disks. Business is good. This healthy state of affairs is attributable not only to the broad industry-wide factors such as lower prices, heavy promotion, more phonographs in use, etc. A good share of the credit must go to the sound merchandising practices used by the Spruce Record Shop.

One of the store's more effective practices is a continuing inventory based upon the Capitol system. Every record that is put in stock has a "kum kleen" sticker affixed. The sticker, which is easily removable, bears the record number and list price. When a record is sold, the sticker is removed and pasted in a loose-leaf note book under the manufacturer's name. Tallies are made at the end of each working day, giving the manager a clear picture



Portable television is made even more portable with the use of the new 110-degree picture tube. The illustrations above clearly show how the reduction of depth of the tube affects the over-all size of the receiver. The topmost photo shows how Sylvania's Slim Jim portable compares with other 17-inch receivers. This model, says Sylvania, is 50 per cent less bulky than the average TV set with the 17-inch tube. Sylvania, incidentally, is building its entire 1958 line around the 110-degree tubes. In The Billboard's annual survey of equipment sales among dealers who sell records, published last week, portable TV showed the strongest upward sales trend of any class of equipment. Use of the 110-degree tube will probably nurture the trend in the months ahead.

## NEW PRODUCTS

### NEW RCA PORTABLE 45 PLAYER PRICED AT \$69.95 . . .

RCA Victor has announced production of a new 45 r.p.m. portable Victrola, which will be nationally advertised at \$69.95.

The new Mark XII (Model 8HF45P) has a 6½-inch speaker for low and middle-range frequencies and a 3½-inch tweeter for high frequencies. A special amplifier with push-pull output and a unique circuitry for low-hum

longer life battery to increase the playing time 100 per cent over similar size portables and reduce the cost of operation. A push-button panel on the front of the cabinets gives easy access to batteries, AC-DC power cord and chassis. Pressure on the buttons causes the panel to swing open; when snapped back, it locks securely in place.



Zenith's Holiday

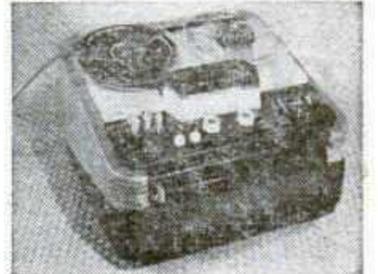
In addition, the radios have precision vernier tuning, an Alnico 5 speaker, high-impact polystyrene cabinets and, in the Sun Valley models, a three-gang tuning condenser and tuned RF stage. The Sun Valley also has a dialite for nighttime tuning.

Suggested retail price for the Sea Shore model is \$36.95. The Sun Valley has a suggested price of \$47.95. Other three-way portables new to the Zenith line are the Holiday at \$29.95 and the Carousel at \$39.95. All prices are less batteries.

### NEW BELL & HOWELL TAPE RECORDER IS \$189.50 . . .

Bell & Howell is entering the moderate-priced tape recorder field with a new model tagged at \$189.50. Other models in the line are the Stereotone (\$249.50) and the Miracle 2000 (\$299.50).

The new unit, called the 775, is adapted to dictation by means of a "pause" button. It has two balanced 5¼-inch speakers. Tape speeds are changed by means of



a unique plunger. Inputs for microphone, record player or radio and an output for an extra speaker are provided.

Available as accessories are the remote control foot pedal, earphone for use in monitoring or listening in playback and a patchcord for connecting the unit directly to radios, phonographs or other signal sources.

### BELL UNDERSCORES SLEEK, SLIM LOOK IN AMPLIFIERS . . .

In showing its 1957 line to salesmen last week, Bell Sound Systems stressed the "sleek, slim silhouette" in the styling of its new models.

The case, which is vinyl-clad steel, has the look and feel of fine saddle leather and is only three inches high. The new look is being applied to three models in the Bell line—the 12-watt Bell 2315, the 20-watt Bell 2325 and the 50-watt Bell 2360.



level has been designed for the unit.

According to Jim Toney, vice-president of the Radio and Victrola Division, the unit is being offered because of public insistence on hi-fi performance even in a portable 45 r.p.m. model.

The Mark XII resembles higher-priced RCA Victor portable Victrola models. It is encased in brown, scuff-resistant, simulated leather, giving it the appearance of custom-made luggage.

### NEW PORTABLE RADIOS FROM ZENITH . . .

A new series of three-way portable radios is being introduced by Zenith Radio Corporation. A special feature of the series is a hidden, revolving antenna that lets the customer dial in the clearest, sharpest reception.

Another feature of the set is a

of what is moving and what is not.

Prior to the "sticker" system, Mr. Buscarini used to insert a card, on which all the record information was written, into every album. The cards were easier to handle and the information could be written in more fully, but the system had one drawback. The customers used to take them out in examining the album or in auditioning it.

"We never could find a way of keeping those darned cards in the albums," Emil Buscarini says.

Another effective device used by the store is the "new record" browser. All of the new records, regardless of type of music, are placed in one browser. Then, when the customer comes in and asks what's new, he is directed to the "new record" browser. It saves a lot of time and a lot of conversation, according to the manager. When a manufacturer's new releases come in, the old "new releases" are put in stock according to type of music.

## Listening Booths Discarded

The Spruce Record Shop used to have completely enclosed listening booths. These have been replaced by open listening posts with glass on two sides and a wall at the back. The reason for the change is to cut down on pilferage.

In each booth, a prominently displayed sign informs the customers that "this machine is equipped with a diamond stylus."

"My customers use diamonds in their machines at home," Emil Buscarini explains, "and they expect us to use them, too. They don't want to buy a record that has been played with anything but a diamond."



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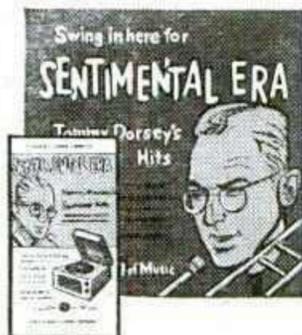
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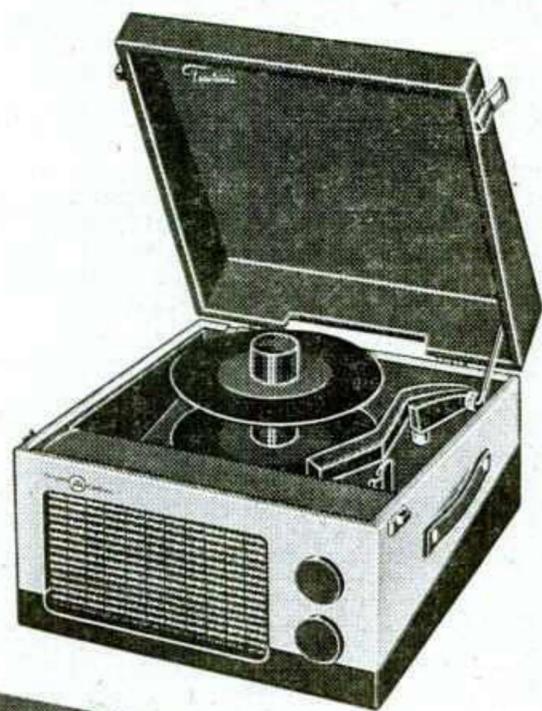


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THE BILLBOARD'S WEEKLY

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. MY FAIR LADY—Original Cast... Columbia OL 5090
3. OKLAHOMA!—Sound Track... Capitol SAO 595
4. HYMNS—Tennessee Ernie Ford... Capitol T 756
5. ELVIS—Elvis Presley... RCA Victor LPM 1382
6. THE KING AND I—Sound Track... Capitol W 740
7. AN EVENING WITH HARRY BELAFONTE... RCA Victor LPM 1402
8. THE EDDY D'ICHTIN STORY—Sound Track... Decca DL 8289
9. CLOSE TO YOU—Frank Sinatra... Capitol T 789
10. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
11. JERRY LEWIS JUST SINGS... Decca DL 8410
12. FOUR FRESHMEN AND FIVE TRUMPETS... Capitol T 763
13. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK... Verve MG V 4002-2
13. SONGS OF THE FABULOUS FIFTIES—Roger Williams... Kapp KXL 5000
15. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57041
15. LOVE IS THE THING—Nat (King) Cole... Capitol W 824

Pop Albums Coming up Strong

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

- 1. Suddenly It's the Hi-Lo's... The Hi-Lo's Columbia CL 952
2. The Platters, Vol. II... The Platters Mercury MG 20126
3. Pat Boone... Pat Boone Dot DLP 3012
4. Fats Domino, Vol. I... Fats Domino Imperial LP 9004
5. Fats Domino, Vol. II... Fats Domino Imperial LP 9009
6. Casa Loma in Hi-Fi... Glen Gray Capitol W 747

Most Played by Jockeys

Albums 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.

- 1. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
2. CLOSE TO YOU—Frank Sinatra... Capitol W 789
3. DAY BY DAY—Doris Day... Columbia CL 942
4. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's... Columbia CL 952
5. 'S WONDERFUL—Ray Conniff... Columbia CL 925
6. TONY—Tony Bennett... Columbia CL 938
7. ELVIS—Elvis Presley... RCA Victor LPM 1382
8. CASA LOMA IN HI FI—Glen Gray... Capitol W 747
9. AFTER MIDNIGHT—Nat (King) Cole... Columbia W 782
10. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK—Ella Fitzgerald... Verve MG V 4002-3

Spotlight on Sound

HONKY-TONK IN HI-FI (1-12)—Westminster WP-6033

This one has to be heard to be believed. It's a ricky-tick recording of those mechanical music-making machines that enjoyed such a vogue in the early part of the century. The recording is as faithful to the original as Westminster could make it—and that's plenty. A fascinating conversation piece.

HI-FI SUITE (1-12)—Music by Leonard Feather and Dick Hyman, played by their ork. M-G-M E-3494.

Feather and Hyman have gotten together and interpreted various hi-fi terms (woofer, tweeter, wow, feedback, etc.) in a bouncing brace of jazz compositions. Here's an example: Feedback, translated into music, suggests a fugue, in which part of the original melody is fed back into the original line. Hi-fi buffs will find it amusing. What's more, they'll find the reproduction good enough and the arrangements wild enough to give their wide-range equipment a workout.

Review Spotlight on...

Classical

DE LOS ANGELES IN OPERA (1-2) - RCA Victor LM 1920

There's little that can be added to the long list of superlatives that have been used to describe this voice. Suffice it to say that Mme. de los Angeles has not been recorded frequently enough for her many thousands of admirers. They will eagerly reach for this item. Much of the repertory is new for the soprano, which adds to the appeal. To introduce new listeners to this voice, demonstrate bands 1 and 2, side 2, in which she sings the familiar "Si, Mi Chiamano Mimi" and "Addio di Mimi" from "La Boheme."

Pop Album Talent

THE VOCAL SOUNDS OF THE KEY MEN (1-12)—Coral CRL 57112

The label uncorks a surprise in this package, which could become a sleeper—at least for jockeys who go for smart and sophisticated singing. The Key Men are without doubt the most musically impressive group to bow since the Hi-Lo's and in fact they are very close to the latter in some of their stylings. The harmonies are built around the incredibly high voice of tenor Jerry Duane. They could sell, given help from jocks.

Jazz

APRIL IN PARIS (1-12)—Count Basie Ork. Verve MG V-8012

The charming cover and diversified contents indicate that Verve has pop sales in mind for this set, and they could be forthcoming. Jazz sales are taken for granted. Besides the popular title track, there are some great slow-tempo items, swingers, jazz showpieces and even an exciting "Mambo Inn." This band gets better and better, in solos and ensembles. Put the needle down anywhere.

Children's

TUBBY THE TUBA; ADVENTURES OF A ZOO; STORY OF CELESTE (1-12) - Paul Tripp, narrator, with Stuttgart Symphony Orchestra. Golden Record GRC 8

"Tubby," one of the most popular children's music appreciation stories of disk history, gets a brilliant new recording, together with two

other Kleinsinger-Tripp works (also on music enjoyment - appreciation themes). "Celeste," which some have preferred even to "Tubby," never received the acclaim of the latter, tho available in an earlier cutting on Signature and Coral. "Zoo" is new to disks. In this 12-inch program, all get the class treatment and presentation they deserve, and now should become standard inventory for all types of disk outlets.

Special Merit Jazz Album

MILES DAVIS ALL STARS (1-12)—Prestige LP 7076

"Walkin'," the elongated blues, has been Davis' best-known disk performance in the last few years, and it's now on 12-inch, and featured in the cover design. Only one track in the set new to disks, but the total collection makes this the most valuable Davis package since his historic Capitol set. Cohorts include J. J. Johnson, Lucky Thompson, Horace Silver, Kenny Clarke, etc.—all liberally represented. Smart cover is a help. Strong standard jazz inventory.

Album Cover of the Week



STRAVINSKY: THE SOLDIER'S TALE (L' HISTORIE DU SOLDAT), RCA Victor LM 2079. This cover by Ben Rose features the images about which the opus is constructed both colorfully and dramatically. The appeal is doubly effective, because of its attraction from an art as well as musical viewpoint.

Reviews and Ratings of New Albums

Popular

HONKY-TONK IN HI-FI... 85

Nickelodeon recorded at the Musical Museum at Deansboro, N. Y. (1-12) Westminster WP 6033. No matter how you look at it, historically or from the standpoint of frequency response, this is an altogether fascinating disk. There's little recorded repertoire of these nightmarish mechanical monsters of the Nickelodeon era, so this qualifies as a worthwhile collector's item in any event. But the reproduction of the tremendous range of sounds is truly remarkable. Mighty colorful and saleable cover. Dealers should display this and use it as an excellent equipment demo disk.

CHARLIE FUQUA'S INK SPOTS IN HI-FI... 79

Verve MG V-2039. Newly recorded, these old Ink Spot favorites have special appeal. As the title indicates, they have been recorded with all the advantages of present-day studio equipment. This makes a decided difference. While we've all heard these tunes and arrangements hundreds of times, they sound fresh and alive in this new version.

HERE COME THE GIRLS!... 76

Ella Fitzgerald, Jane Powell, Pearl Bailey, Anita O'Day, Toni Harper (1-12) Verve MG V-2036. This package of older singles by Verve's lineup of star canaries is aimed at both the pop and jazz markets, altho it's likely to do better in the former area. Jazz fans are apt

(Continued on page 27)

Classical

SCHUMANN: PIANO CONCERTO IN A MINOR, OP. 54; STRAUSS: BURLESQUE IN D MINOR FOR PIANO AND ORCHESTRA (1-12) - Rodolph Serkin, Piano; The Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5168... 84

Must inventory for classical dealers. This package is a strong one from every point—artist name power, repertoire and engineering. There's much competition for the Schumann side, which is available by Rubenstein, Gieseking, Lipatti, many others. The Burlesque, in comparison, has been relatively little recorded.

KIRSTEN FLAGSTAD LIEDER RECITAL (1-12)—London LL 1546... 78

Flagstad, of course, has a voice of heroic proportions which is almost too large for these lieder. "Der Erlkonig" (band 2) and "Ave Maria" (band 5) on the Schubert side (the other side is all Schumann) lend themselves best to demonstration. The soprano is almost unbelievably tender in Schumann's "Meine Rose" as she shows how she can hold her power in.

SMETANA: THE BARTERED BRIDE (3-12)—Soloists, Choir and Orchestra of the Slovenian National Opera; Dimitri Gebre, Cond. Epic SC 6020... 74

While there are several complete versions of this colorful, tongue-in-cheek work available, the new edition has the quality to compete with the best of them. It is sung with spirited gaiety, and batoned with an affectionate understanding of the score. Sound is uniformly good, and since the work has many admirers, it can sell. Packaging is attractive, with arresting caricature cover, and

(Continued on page 27)

Jazz

HI-FI SUITE—FROM PICCOLO TO TUBA IN RHYTHM... 87

Leonard Feather and Dick Hyman Ork (1-12) M-G-M E 3494. An unusually interesting package that deserves attention from hi-fi fans and-or jazz aficionados and students. Hi-fi nomenclature is used for titles of the originals, mostly co-written by Feather and Hyman. J. Richardson plays piccolo; F. Wess, flute and tenor; Hyman, piano and organ; Thad Jones and J. Newman, trumpets; Oscar Pettiford, bass; Bill Barber, tuba; Don Elliott, vibes and bongos, etc. There are some great solos within unusual, original frames—for example, a really swingin' blues in 5-4 time. One great surprise is Richardson on alto, and there are many more. Recommend this one.

TED HEATH'S FIRST AMERICAN TOUR!... 87

(1-12) London LL 1564. This new Heath package was produced in remembrance of the band's American tour in 1956, altho actually cut in Britain. Numbers tie in with American geographical areas, like "Stars Fell on Alabama," "On the Alamo," "George on My Mind," etc. Another finely-balanced recording job for the British crew, on a par with any of their other disks released. Should be a good brisk sale here and there are plenty of solid jockey programming bands.

THE AL COHN QUINTET... 81

Featuring Bobby Brookmeyer (1-12) Coral CRL 57118. Valve trombonist Brookmeyer once

(Continued on page 27)



WALT DISNEY'S  
MAGICAL MUSICAL

# CINDERELLA

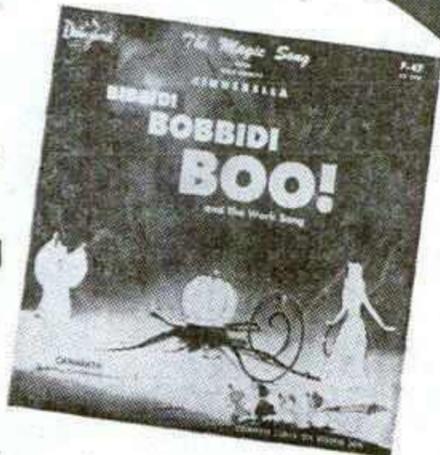
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**2 Great Disneyland Albums**

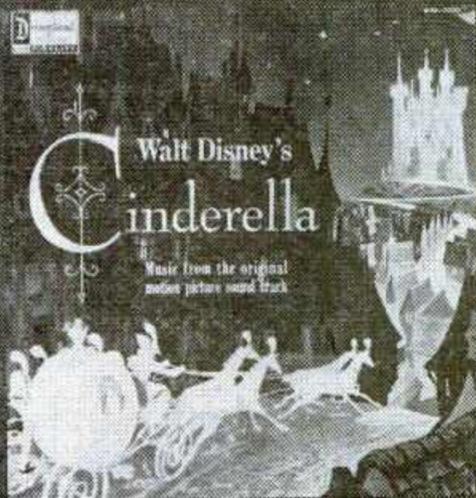
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NEW  
Single!**



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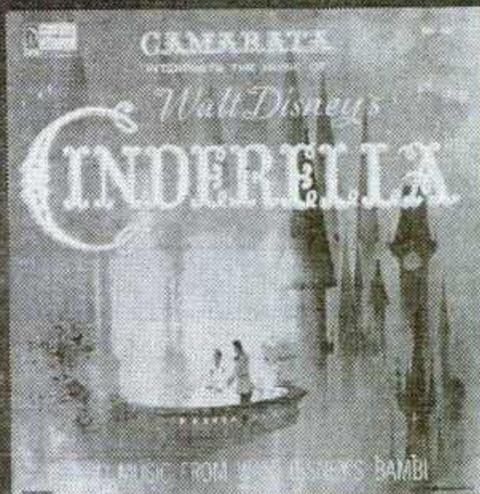
with **CAMARATA, Orch. & Choir**  
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IN A FULL COLOR SLEEVE



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CINDERELLA**  
MUSIC FROM THE ORIGINAL  
MOTION PICTURE SOUND  
TRACK

By popular demand from Walt Disney's Great Classic Cinderella, all the songs from the original sound track. Especially to be remembered is "Bibbidi Bobbidi Boo," "A Dream Is a Wish Your Heart Makes," "So This Is Love" and "The Work Song."

WDL 4007



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An outstanding interpretation of the standard favorites of the original score. Showcased in modern HI-FI recording with the artistry of Tutti Camarata, his orchestra and choir.

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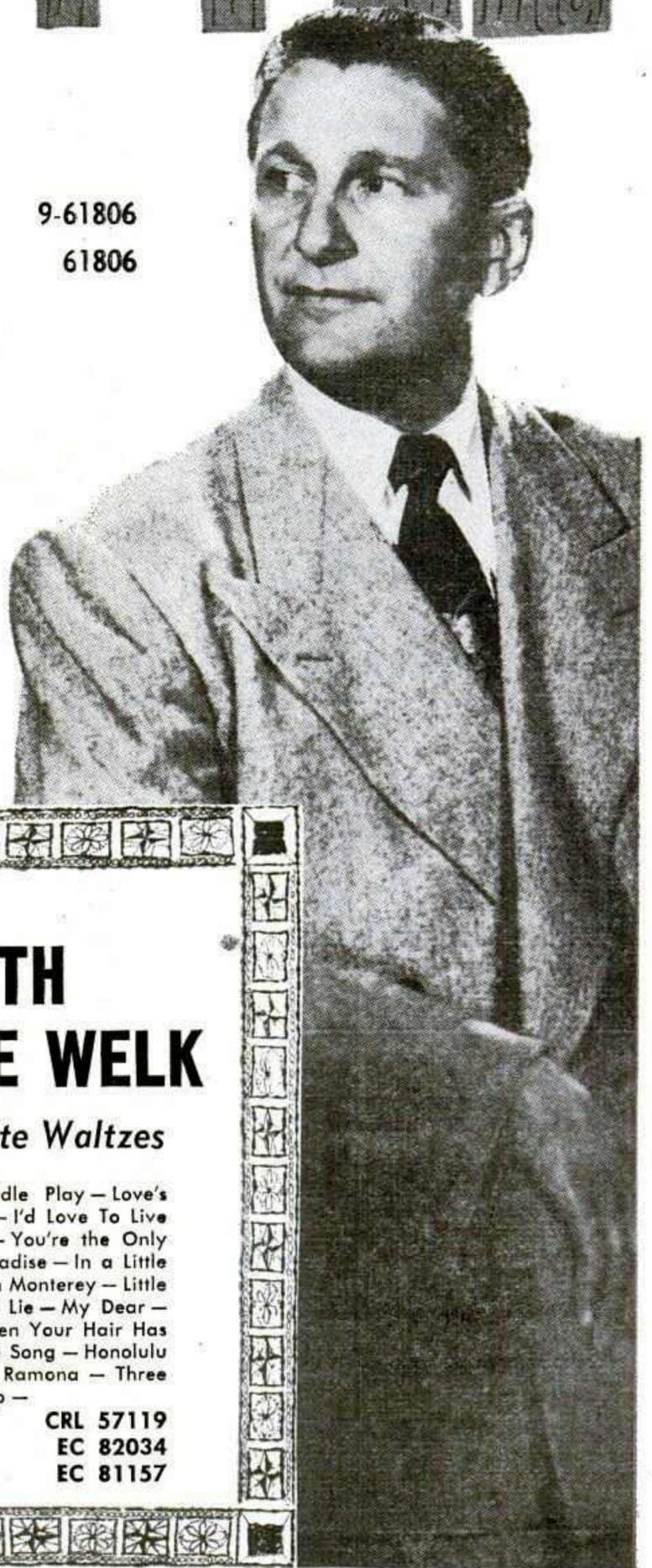


# TEN LITTLE TREES

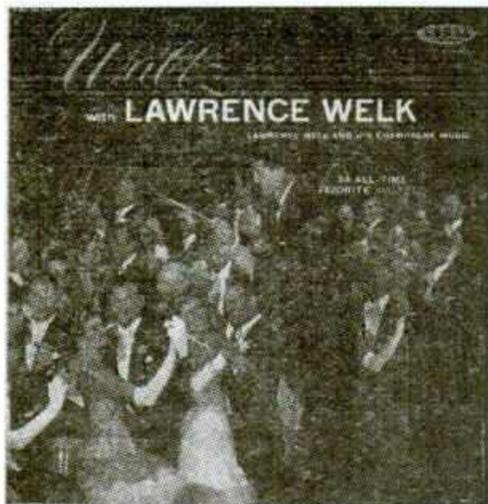
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and His Orchestra



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CRL 57119  
EC 82034  
EC 81157



# Reviews and Ratings of New Popular Albums

Continued from page 24

to want more of their favorites and less of the others. Tasteful programming for jocks, who like their singles assembled in one package. Selections include Miss Powell's best-seller, "True Love," Pearl Bailey's great "Tired," Ella Fitzgerald's "A Beautiful Friendship" and Anita O'Day's "You're the Top."

**KING OF RAGTIME** .....76  
Johnny Maddox (1-12")  
Dot DLP 3044  
Some of the fine old singables like "Baby Face," "Five Foot Two," "Bye Bye Blackbird," etc., are here and Maddox plays them with a solid honky tonk sound. There is always a market for this type of fare and as an example of the field, this rates as well as any around. The colorful tinny cover will draw looks from the customers and rates a good spot on the rack.

**DANCING IN THE DARK** .....74  
Cyril Stapleton Ork (1-12")  
London LL 1539  
This is an excellent dance package in a lush, sweet mood. Selections range thru some 14 solid standards, nearly all presented in langorous fox trot tempo. British ork again offers a sleek brand of production. Sales confusion may result, however, from the fact that the label already has an album of exactly the same title (LL 1099) by Stanley Black. Fine stuff here for jock dance spins. Try "Star Dust" and "All the Things You Are."

**RED VELVET** .....73  
Stanley Black Ork (1-12")  
London LL 1592  
Here is another lush mood package to add to an ever-growing list; but an exceptionally good one. British maestro offers a baker's dozen top standards by songdom's great ("Isn't It Romantic," "They Say It's Wonderful," "Kiss Me Again," etc.). Set should keep pace with his previous cuttings for label, and there's plenty of material for quiet seg jock spinning. Cover is a special eye catcher.

**EDDIE HEYWOOD AT TWILIGHT** ...73  
(1-12")  
Epic LN 3327  
A really tasteful package of piano music, relaxed in style and full of flavor. Heywood does eight selections, with Joe Bushkin contributing four. Heywood's sides are imaginative—an example being his version of "St. Louis Blues," in an unusually slow, rhapsodic arrangement. Bushkin shows best on "I've Got a Crush on You." There's an overabundance of Heywood on the market.

**FLYING FINGERS** .....72  
Chris Hamalton, Organ (1-12")  
London LL 1436  
This package is a good medium for dealers to demonstrate equipment. The organ here is recorded under the strict controls of London Records ftr process and the sound will appeal to hi-fi enthusiasts. As for Hamalton—he performs a group of standards excellently, which display the capacity of the Hammond organ. Tunes include "Stein Song," "Breeze and I," "Nola," etc.

**ECHOES OF DISNEYLAND** .....72  
Dee Fisher, Organ (1-12")  
Disneyland WDL 3005  
A baker's dozen of popular tunes from Walt Disney's feature cartoons ("Alice in Wonderland," "Peter Pan," "Bambi," "Lady and the Tramp," etc.). To young and old alike who relish this movie fare, the disk has a lot to offer. The choice of the Wurlitzer was a wise one. Its wide range of effects calls up strong images of the fanciful films of the songs' origins.

**INSTRUMENTAL SOUVENIRS** .....71  
Billy Vaughn Ork (1-12")  
Dot DLP 3045  
Here's a group of a dozen "million-copy" songs taken from out of both the recent and the earlier past. Vaughn doesn't give them a big band sound, but the renditions are nevertheless smooth and danceable, with reeds much in prominence on melody lines. It would be nice to have this record, with songs like "Heartaches," "To Each His Own," "I'm Looking Over a Four-Leaf Clover," etc., at parties, both for dancing and group singing. This one won't break any sales records, but it's a good staple product which can be a long-haul profit maker.

**FIELDING'S FORMULA** .....70  
Jerry Fielding Ork (1-12")  
Decca DL 8450  
Fielding, who has been around on various labels, comes up with his first for Decca, consisting largely of special arrangements made for concerts. The emphasis thruout is on interesting combinations of instruments, rather than on ad lib solo flights. The band has a clean, sharp and carefully rehearsed sound on several Fielding originals as well as the likes of "Love for Sale," "Isn't It

Romantic?" etc. An interesting package which can find some jockey favor and perhaps even a limited sale.

**MEDITERRANEAN MOONLIGHT** ....70  
Frank Chacksfield Ork (1-12")  
London LL 1588  
With typically British lush charm, Chacksfield has cut 14 sides. Album concept demands that the tunes be associated with Mediterranean countries—thus there is the Spanish "El Relicario," "Blue Venetian Waters," "April in Portugal," etc. Disk is well-engineered. Chacksfield is better known to Stateside listeners than many other British talents; but heavy competition in the mood music field indicates moderate buying.

**MAGIC VIOLINS** .....69  
Helmut Zacharias and his Magic Violins (1-12")  
Decca DL 8431  
Recorded by Deutsche Grammophon, this package of violin music covers a wide range, including several of Zacharias' originals such as "Violin Samba" and "Slap-Happy." A Viennese touch is given by "Skaters' Waltz," a Gallic quality by "Paris at Night," etc. The moods are many and the arrangements tasteful. Of fair general appeal in most package shops.

**NEW HORIZONS—A MUSICAL GUIDE TO WORLD TRAVEL** .....69  
Various Artists (1-12")  
Decca DL 8375  
This package, featuring 12 different artists, packs strong promotional values for the forthcoming travel season, via Decca's tie-up with Simon & Schuster on Pan-American World Airway's new revised edition of its "guide to world travel" book, "New Horizons." Album spotlights 12 sides culled from Decca's catalog and keyed to various countries—Werner Muller's "La Siene" for Paris; Skitch Henderson's "Greensleeves," London; Carmen Cavallaro, "Desiderio," Rome; Bebo Valdes, "Miramir," Havana, etc.

**GREAT HITS ON DOT** .....68  
Various Artists (1-12")  
Dot DLP 3049  
Dot has packaged a group of its former hit singles—some old, others comparatively new—and covering a variety of markets. Album should enjoy moderate sale, but it's doubtful if many fans will buy package just to hear one band each by their respective idols. Selections include Jim Lowe's "Green Door," Nervous Norvus' "Transfusion," Billy Vaughn's "Shifting Whispering Sands," Sanford Clark's "The Fool," along with sides by Dan Belloc, Elmo Tanner, Francis Craig, Joe Liggins, and Rusty Bryant.

**REX MIDDLETON'S HI-FI'S** .....68  
(1-12")  
Verve MG V-2035  
A relatively new group gives more attention to harmony construction and less to gimmicky singing than do many others now around. It's a quartet plus some help from soprano Shirley Kennedy on several of the tunes. Group sings with a good beat which shows traces of rock and roll influence, and Buddy Bregman has contributed a collection of good commercial arrangements. Group field, of course, is already overcrowded and what chance the Hi-Fi's will have is problematical. They certainly rate a listen, but dealers should wait for the proof before moving very far.

**LOVE IS THE ANSWER** .....67  
Lita Roza (1-12")  
London LL 1605  
This English thrush has plenty of class. Her styling combines tasteful phrasing and a warm voice full of texture. The tunes are American standards on the universal subject of amour—including "Bewitched," "I Surrender, Dear," "Just One More Chance," etc. Recording is in the fine London tradition—Roland Shaw's lush fiddles singing all the way. Altho a fine package, there's much competition, and Miss Roza has not had much build-up in the States. Order moderately.

**THE SINGING STYLE OF DANNY ANDREW** .....65  
(1-12")  
Coral CRL 57096  
Canadian Danny Andrew makes his album debut, and the youngster, who has some of the deep foggy baritone characteristics of Bing, may someday make it big. First he must get over certain distracting habits like slurring the intervals between his notes. Tunes are mostly tied to the South—"Lonesome Road," "Lazy River," "Basin Street Blues," etc., and Matty Matlock's all-stars give a solid New Orleans-type backing. Interesting talent, but caution would be advisable here.

# Reviews and Ratings of New Classical Albums

Continued from page 24

a libretto carrying the Czech and English texts.

**KHACHATURIAN: CONCERTO FOR VIOLIN AND ORCHESTRA** (1-12")—Ruggiero Ricci, Violin; London Philharmonic Orchestra; Anatole Fistolari, Cond. London LL 1537 .....73  
This demanding but easy-to-take modern work receives good treatment from the bow of Ruggiero Ricci. It's a virtuoso performance, full of vitality. The less flashy Andante Sostenuto will demonstrate best the richness of Ricci's tone. The composer's interest in vivid coloration comes thru in this lengthy work and makes it a strong candidate for hi-fi honors. Try it on owners of wide-range equipment for quick sales.

**BACH: SUITE NO. 3 IN D MAJOR; SUITE NO. 4 IN D MAJOR** (1-12")—Concertgebouw Orchestra of Amsterdam Eduard Van Beinum, Cond. Epic LC 3332 .....72  
This new version of the Suite No. 3 rates among the finest of the several available. The Suite No. 4 on the other side also vies with the only other available version on Westminster (the Westminster, with Scherchen, has the same coupling, as it happens). To promote this disk among the relatively uninitiated, demonstrate the stately, regal "Air for G String" (band 2, side 1). This is Bach's best known composition. The "Radial Sound" is superb.

**INGE BORKH RECITAL** (1-12")—The Vienna Philharmonic Orchestra; Josef Krips, Cond. London LL 1536 .....71  
Strauss lovers can now have their choice of Inge Borkh doing the final scene from "Salome" on either an RCA Victor or London disk. On this London recording, however, they also get "Oberon" and "Fidelio" arias. Her "Salome" has both power and passion in this effective disk. Her competition—strong competition at that—comes mainly from Welitch.

**KHACHATURIAN CONDUCTS KHACHATURIAN—PIANO CONCERTO IN D FLAT; KABALEVSKY CONDUCTS KABALEVSKY—PIANO CONCERTO NO. 3 (YOUTH)** (1-12")—Lev Oborin and Emil Gilels, Piano; State Radio Orchestra of the U.S.S.R. Westminster XWN 18356 .....72  
For customers who like to feel they're getting the genuine article, and won't mind sound that's somewhat below best Westminster standards. The great and salable Gilels plays the delightful Kabalevsky on three-fourths of side two. This is a light, melodious and often jazzy piece that should become exceedingly popular. Oborin is less dazzling on the longer Khachaturian, which has other good versions extant. The Kabalevsky is the one to show.

**STRAVINSKY: THE SOLDIER'S TALE (L'HISTOIRE DU SOLDAT)** (1-12")—Robert Helpmann; Terrence Longdon; Anthony Nicholls; The Glyndebourne Opera; John Pritchard, Cond. Victor LM 2079 .....71  
Stravinsky originally wrote this modern work as a "theater score." As performed on the stage, the soldier and devil occupy the center, an instrumental group are on the right and a narrator sits on the left. The devil not only has a speaking part but a dancing part as well. Visually, the work probably has plenty of impact. As an auditory experience, it still holds up well and one can certainly not fight with this performance. It is excellent. The only other complete version (with narration and music) is on Vox, which label incidentally, has both English and French versions. The Westminster version contains only the music. To confuse the buyer further, Columbia and Vanguard have "Concert Suites" of the music. It's different fare so you'll want to demonstrate.

**TOCCATAS FOR ORGAN** (1-12")—Robert Owen, Organ. Westminster XWN 18363 .....70  
As a means of displaying an organist's virtuosity, the toccata has no peer. So, there'll be many organ enthusiasts who will want to have this disk. Number, also, among interested collectors, those who feel that organ recordings are perfect for showing off their hi-fi equipment. For the general public, however, these late 19th and early 20th century compositions will probably seem like unrelieved technical fireworks. Play Henriette Roget's "Cortege Funebre" (side 2, band 2) to stun your hi-fi customers.

**CHERUBINI: SIX SONATAS** (1-12")—Vera Franceschi, Piano. Westminster XWN 18276 .....68  
A package for connoisseurs and musicologists. The compositions occupy a unique position—they are the rarely-performed works of a composer considered in his day a musical giant. Pianist Vera Franceschi displays an outstanding technical facility and sensitivity of touch on these sides. In assaying this package, dealers should be guided by type of clientele. Generally, purchasers of standard warhorse material will not be attracted to this material, but a body of discerning buyers will find it irresistible.

**ROSEN: STRING QUARTET NO. 1; USMANBAS: STRING QUARTET** (1-12")—New Music String Quartet. Epic LC 3333 .....64  
In the apparent deluge of contemporary music on disk these days, these two works stand out sharply. Not many modern pieces are lucky enough to get such fine performances, but these certainly merit such top treatment. Rosen reflects some of the most solid, virile and colorful modern influences, notably Bartok and Sessions. The Turk, Usmanbas, acknowledges Bartok and Hindemith, but he adds a bit of native flavor that is most attractive. The market, of course, is limited, but quartet fanciers will welcome this pleasant surprise.

**THELONIUS MONK—SONNY ROLLINS** .....76  
(1-12")  
Prestige LP 7075  
Both of these names have more market appeal today than they did when these performances were issued on several 10-inchers a couple of years back. Rollins especially is starting to come into his own with the lay public as well as with musicians. Set includes performances by Monk's Trio and Quintet (latter with Rollins), and Rollins' Quartet (with Monk). An important modern set. For jazz specialty shops mainly. Try "The Way You Look Tonight."

**JAZZ AT THE ACADEMY** .....70  
Hal McKusick Quartette (1-12")  
Coral CRL 57116  
Altho this is altoist McKusick's best album to date, it still lacks sufficient fire and originality—personality, if you will, for a broad sale. Supposedly cut at a concert, the applause has an almost disconcerting dubbed-in sound. Each number was organized by an arranger, but there are ample solos by leader, guitarist Galbraith, and Milt Hinton's standard bass specialty, "Over the Rainbow," which is also cut for Bethlehem. Osie Johnson is the fine drummer.

**MUSIC SHE DIGS THE MOST** .....64  
Richard Wess Ork (1-12")  
M-G-M E 3491  
Wess, a smart, the somewhat restrained pianist, has with him a company which includes Jerry Sanfino, flute; Al Cohn, tenor; Frank Rehak, trombone; Nick Travis, trumpet; Osie Johnson on drums; Aaron Bell and Milt Hinton alternating on bass, and Johnny Smith, Muffdell, Lowe and Tony Mottola, taking guitar turns. Standards form the framework, with a couple of Wess' own cleffings tossed in. Despite the above-average nature of the troupe, the imagination and new ideas in the package could make for considerably more excitement. Rather square title may keep this package out of the hands of the real jazzophiles.

**HANS ACROSS THE SEA** .....61  
The Hans Koller Quintet (1-12")  
Vanguard VRS 8509  
An interesting 'et with limited sales strength. Koller proves to be a top-flight tenorman, and he has an interesting conservatory-trained pianist in Roland Kovacs, who rings in classical elements a la John Mehegan. But for all their competence, the Viennese jazz boys aren't going to draw American jazz fans into the shops.

**JAZZ BRITANNIA** .....59  
British All Stars (1-12")  
M-G-M E 3472  
This is another of those competently cut, but virtually non-saleable collections of imported jazz—coals carried to Newcastle. There's a delightful cover that has to get itself displayed, but that's about all. The serious student of the idiom may be interested to hear Joe Harriott's copy of Bird Parker on alto, and there is some nice tenor by the leader of the Don Rendell Quartet. Five different groups are represented, but personnel are not given.

## Latin American

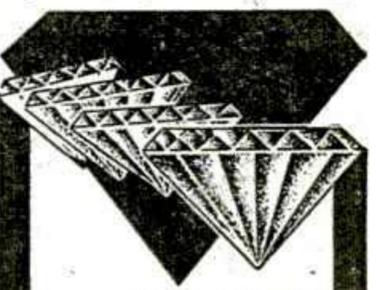
**RHYTHMS OF THE SOUTH** .....70  
Edmundo Ros Ork (1-12")  
London LL 1612  
This potpourri of Latin rhythms in varying dance tempos—mambos, samba, tango, bolero, cha-cha, moengue, etc.—qualifies as a fine sock programming material for jocks. Lush, listenable instrumental arrangements are spotlighted on "Spanish Gypsy Dance," a valse creole version of "The Blue Danube," a baiiao presentation of "Barcarolle," etc. Excellent display values.

**TROPICAL TROUBADOR** .....61  
Luis Alberto del Parana; Andrea Ferreira Ork (1-12")  
Epic LN 3328  
The troubadour is Paraguayan del Parana, an energetic baritone whose vocals here express the full range of South of the Border type emotions. There are love songs, story songs and humor songs all performed in a fairly classic Latin-American mold, to the accompaniment of Andres Ferreira and his big ork. Listening is nice enough and may have some appeal in certain circles. However, it will have to share the loot with many others.

## Polka

**PLAY A POLKA!** .....79  
Wayne King Ork (1-12")  
Decca DL 8441  
"Waltz King" Wayne King pulls a rhythm switch on this package, and the results are folksy and danceable enough to please polka terpers, yet retain sufficient traces of King's regular styling to please his old fans. Selections include such sure-fire polka tunes as "Helena," "Beer Barrel," "Tic-Tock Polka," etc. Strong sales possibilities for polka market and moderate potential for pop.

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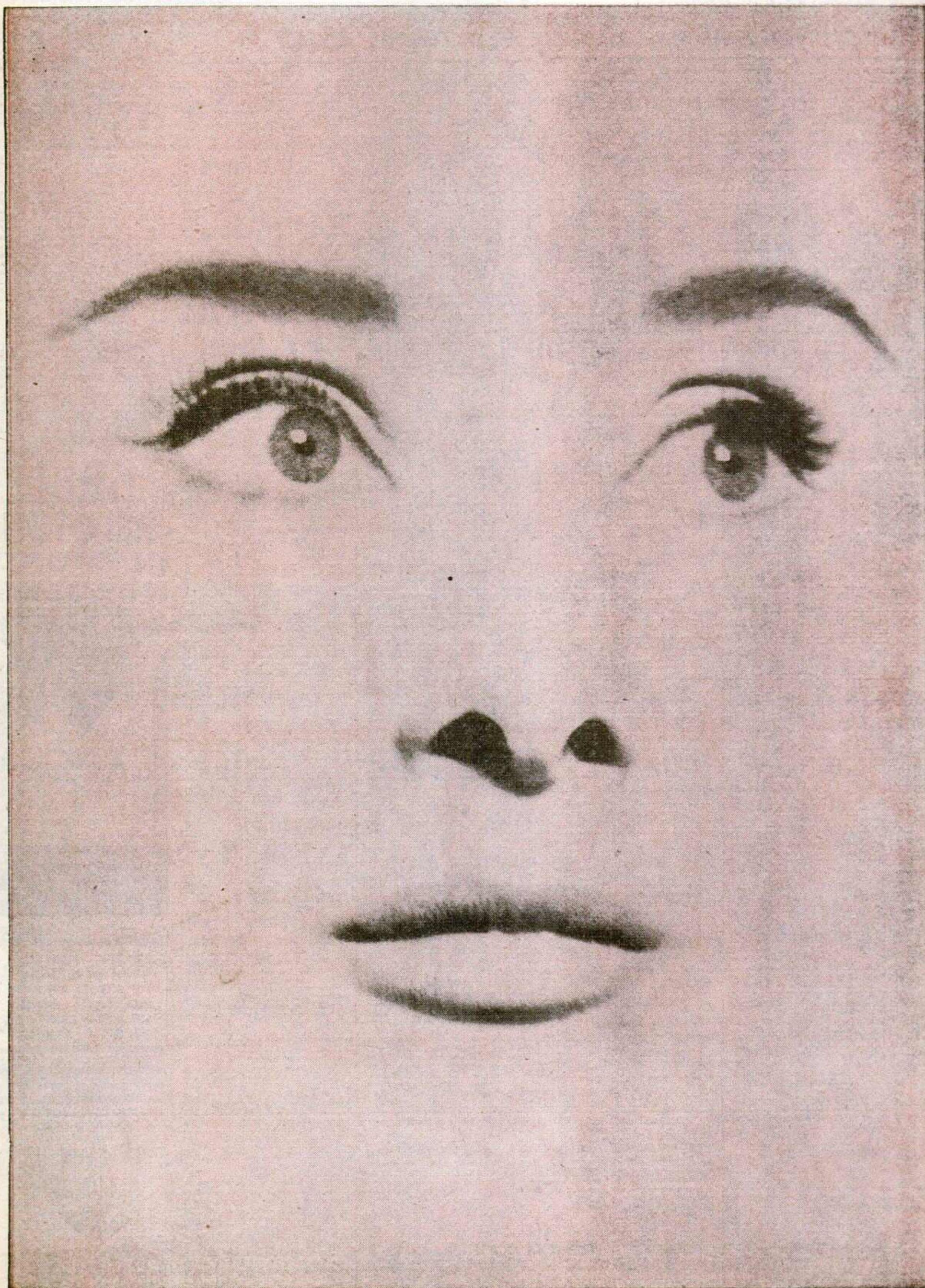
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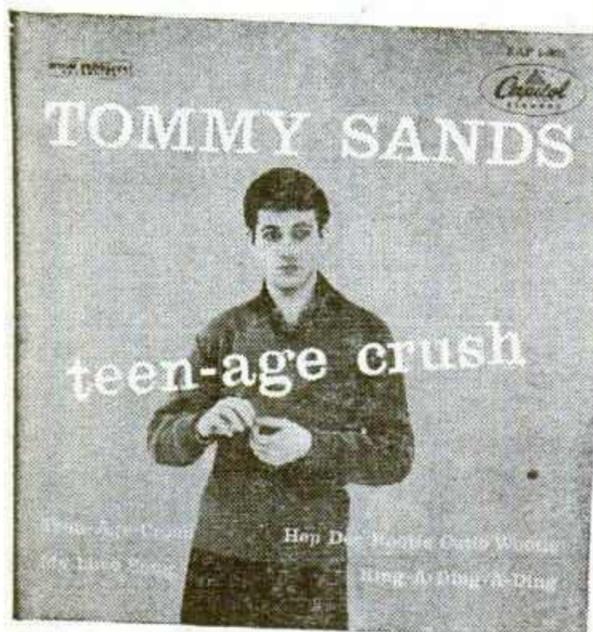
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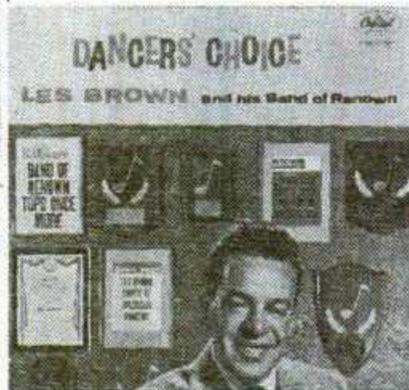
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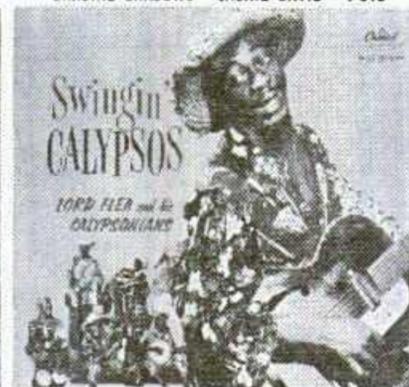
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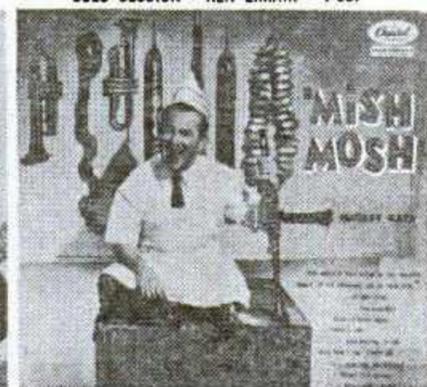
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MISTER MEMORY MAKER

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# HONOR ROLL OF HITS

TRADE MARK REG.

**THE NATION'S TOP TUNES** For survey week ending March 27

This Week	Last Week	Weeks on Chart
<b>1. Butterfly</b> By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: C. Gracie, Cameo 105; Andy Williams, Cadence 1308 RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1028; B. Williams, Coral 61795.	2	7
<b>2. Young Love</b> By Carol Joyner-Rick Carley—Published by Lowery Music (BMI) BEST SELLING RECORDS: I. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Carley-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022	3	14
<b>3. Marianne</b> By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORDS: I. Gilkyson, Col 40817; Hilltoppers, Dot 15537. RECORDS AVAILABLE: B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.	4	9
<b>4. Party Doll</b> By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORD: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.	1	6
<b>5. Round and Round</b> By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solek, Dana 2121.	3	5

This Week	Last Week	Weeks on Chart
<b>6. Little Darlin'</b> By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	12	3
<b>7. Teen-Age Crush</b> By Audrey Allison-Joe Allison—Published by Central Songs, Inc (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.	8	7
<b>8. I'm Walkin'</b> By Al Domino, D. Bartholomew—Published by Reeva (BMI) BEST SELLING RECORD: F. Domino, Imperial 5428.	10	4
<b>9. Too Much</b> By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.	7	11
<b>10. Don't Forbid Me</b> By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.	6	15

## Second Ten

<b>11. Gone</b> By S. Rogers—Published by Hill & Range (BMD) BEST SELLING RECORD: F. Husky, Cap 3628. RECORDS AVAILABLE: B. Wayne, Mercury 71070; J. Weber, Col 40852	17	4
<b>12. Why Baby Why?</b> By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.	14	3
<b>13. Banana Boat Song</b> By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarrriers, Glory 249. RECORDS AVAILABLE: Buchanan & Goodman, Luniverse 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020	9	15
<b>13. Almost Paradise</b> By Norman Petty—Published by Peer International Corp. (BMI) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount, 9787; L. Stein, Unique 385.	13	5
<b>15. Who Needs You?</b> By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.	17	7

<b>16. Banana Boat (Day-0)</b> By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6771.	11	12
<b>17. Chantez Chantez</b> By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792. RECORD AVAILABLE: G. Wisniewski, Dana 2120.	14	3
<b>17. Come Go With Me</b> By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Dell-Vikings, Dot 15538. RECORDS AVAILABLE: Federals, De Luxe 6112; S. Gale, Dec 30321.	21	4
<b>19. Walkin' After Midnight</b> By Don Hecht-Alan Block—Published by Four Star (BMI) BEST SELLING RECORD: P. Cline, Dec 30221. RECORDS AVAILABLE: E. Dean, Sage 231; O. Williams, King 6115; L. Howard, Accent 1044.	16	4
<b>20. All Shook Up</b> By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6870.	-	1

## Third Ten

<b>21. Sittin' in the Balcony</b> By Johnny Dee—Published by Bentley Music (BMI) RECORDS AVAILABLE: J. Dee, Colonial 430; E. Cochran, Liberty 55056.	22	2
<b>22. Mama Look-A Booboo</b> By Belafonte-Melody-Burgess—Published by Clara Music (ASCAP) RECORDS AVAILABLE: H. Belafonte, Vic 20-6830; King Flash, Col 40866; R. Mitchum, Cap 3672.	-	1
<b>23. Love Is Strange</b> By Ethel Smith—Published by Ben Ghaze (BMI) RECORDS AVAILABLE: Luther & Little Eva, King 5010; Mickey & Sylvia, Groove 0175.	19	12
<b>24. I'm Stickin' With You</b> By Bowen-Knox—Published by Jackie (BMI) RECORDS AVAILABLE: J. Bowen, Roulette 4001; Roy Brown, Imperial 5427.	23	4
<b>25. Ninety-Nine Ways</b> By Charlie Gracie—Published by Mayland Music (BMI) RECORDS AVAILABLE: C. Gracie, Cameo 105; T. Hunter, Dot 15548.	27	2

<b>26. Cinco Robles</b> By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) RECORDS AVAILABLE: R. Arms, Era 1026; D. Elliot, RPM 483; L. Paul & M. Ford, Cap 3612; L. Welk, Coral 61765.	20	11
<b>27. I'm Waiting Just for You</b> By Leigh-Glover—Published by Lois Music (BMI) RECORDS AVAILABLE: P. Boone, Dot 15545; O. Williams & His Charms, De Luxe 6115.	30	2
<b>28. I'm Sorry</b> By Buck Ram-Tinturin-W. White—Published by Algonquin Music (BMI) RECORD AVAILABLE: Platters, Mercury 71032.	27	2
<b>28. Moonlight Gambler</b> By Hillard-Springer—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: W. Atwell, London 1724; F. Laine, Col 40780.	23	17
<b>30. Wrinkle Wrangle</b> By Jones—Published by Disney (ASCAP) RECORDS AVAILABLE: R. Allen, Dec 30205; L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; B. Hayes, ABC-Paramount 9785; V. Monroe, Vic WBY-56; F. Parker, Disneyland F 43.	25	9

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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.

## SPA Council Grants Fair Play Hearing

NEW YORK—The Songwriters' Protective Association last week advised Bernie Wayne, chairman of the SPA Committee for Fair Play—a group of BMI-affiliated SPA songwriters—that the Fair Play Committee may air their grievances as to the SPA's "anti-BMI" activities before the SPA council at a meeting here next Friday afternoon, April 5.

The letter, signed by SPA prexy Abel Baer, was accompanied by a copy of the 1956 SPA financial report.

The Fair Play committee, now representing 75 BMI-affiliated SPA members, has protested the use of SPA funds in behalf of the dispute between Songwriters of America and BMI and the networks, and asked for an accounting of all funds thus far used to interfere in the dispute.

Wayne, who will be accompanied by the Fair Play Committee's attorney, Samuel Becker, when he meets with the SPA council here, said he will still seek to inspect the books of the Association, since the financial report did not specify in detail how certain funds were dispersed by the council.

## Busy Week for Diskeries on Artists Pacts

NEW YORK—Among the new recording pacts signed last week were:

Vik Records inked the Ma'melles, a vocal quartet; Bethlehem signed Sir Freddie Grant a calypso authority, and also thrush Jerri Winters. Flair-X obtained the American rights to diskings by the Italian flick star, Johnny Dorelli, who has appeared in several Broadway musicals.

Orkster Shep Fields recorded an LP for Jubilee. Victor pacted the Black Watch Band of Great Britain, which will tour here in the fall under S. Hurok sponsorship. And Urania Records signed the 11-year-old thrush, Carole Harmon.

## Col. Gives Weck V-P Tab

NEW YORK—Marvin Weck has been appointed vice-president for operations in the Columbia Records Club, according to Norman Adler, Columbia veepee and general manager of the club. Weck will continue to direct the club's fulfillment obligations.

Adler stated efficient service has been a key factor in the club's success, and that Weck's appointment was in recognition of a job well done.

## MEXICO NEWEST COPYR'T PACTEE

WASHINGTON—Mexico is now the twenty-third country to become party to the provisions of the UNESCO-sponsored Universal Copyright Convention, it was announced early this month. Ratification of the convention guarantees that signatory nations will give foreign composers, writers and scientists approximately the same copyright protection they provide for their own nationals.

## Distrib Corps Shifts Set By Prestige

NEW YORK—Prestige Records last week completed the overhauling of its distributor line-up, and has brought its total number of jobbers up to 38.

Pop Weinstock, sales manager for the jazz line, added State Distributors in Indianapolis, Allen Distributing in Richmond, Va., and Nylan Brothers in Honolulu, all in areas not covered previously.

Switches were to Jay Jay Distributors in Detroit, previously serviced by Cadet; Harold N. Lieberman Company in Minneapolis, taking over from D. & D.; Roberts Distributing in St. Louis replacing Reordit; Music Sales of Tennessee replacing Glenn Allen in Memphis, and London Record Distributing of Canada for Austin Sound and Vision.

## 'Silk' Rights to M-G-M Disks

HOLLYWOOD—Soundtrack rights to the M-G-M feature, "Silk Stocking," were acquired by the film company's disk subsidiary here last week, with the firm planning special LP coverage of the picture.

Pic stars Fred Astaire, Cyd Charisse and Janis Paige, with Norman Grauz of Verve Records waiving his contractual rights to Astaire's role and Bally Records taking similar action regarding Miss Paige. Carol Richards, an RCA Victor pactee, will dub vocals for Miss Charisse in the picture.

## Davis Inks Album Pact With Am-Par

NEW YORK—Society band leader Meyer Davis has signed an exclusive contract as an album artist with ABC-Paramount.

His first LP, a medley of different terp rhythms—waltz, rumbas, etc.—will be released April 15, while a second dance package is scheduled for release shortly thereafter.

## With the Jockeys

Bob Destry, who operates Bob Destry's Music Shop, Montreal, recently kicked off a new show, "Country Junction," over CJAD, that city. A feature of the show, which is heard each Saturday night at 9, is the playing of recorded telephone interviews with recording artists. Says Destry: "We have interviewed a number of artists to date, but as I do not know how to contact many of them it presents a problem. By prior arrangement with the artist, we contact him by phone and record a short interview, covering his activities and record releases. Any artists wishing to tie in on the program should contact me by mail at CJAD, 1191 Mountain Street, Montreal."

Red Jones, KTEM, Temple, Tex., letters: "I am currently conducting an old-records contest on my two daily shows and response thus far has been terrific. Have gotten records that date back as far as 1919, such as Vernon Dalhart's waxing of 'The Wreck of the Old '97.' Have also gotten a lot of old Jimmy Rodgers recordings. I have been airing all of these platters and have received a lot of good comment from my listeners. Am on the air from 1-3 p.m. and 7-9 p.m. each day, six days a week. Need any releases I can get. Jerry Green, disk spinner at KVET, Austin, Tex., was recently signed by Starday Records. I'll manage him."

Vince Alberts recently took over the c.&w. spinning chores at WICK, Scranton, Pa. Alberts, who helmed mostly pop shows there the past year, seeks info on country artists and songs. . . . Verne Lotz Sheppard is back twirling 'em country style at KOTA radio and TV in Rapid City, S. D. Sheppard spent most of 1956 at KEVE, Minneapolis, with Johnny Talley and Texas Bill Strength. . . . Jack Reno, KDRO, Sedalia, Mo., recently aired a taped interview that Porter Wagoner sent him and found that his listeners enjoyed it so much that he is asking other artists to send in tapes. . . . Frankie Starr, Nashville, has joined the deejay staff of WHOS, Decatur, Ala.

With the addition of Gordons Potato Chips and Lindsey-Robinson, Inc., to the line-up of sponsors of WDBJ-TV's new 7-8 a.m. stanza, "Top O' the Mornin'," which is beamed out of Roanoke, Va., Monday thru Friday, the show is now 75 per cent sold. Featured on the show are Don Reno, Red Smiley and the Tennessee Cut-Ups. Irving Sharp emcees.

Bob Greer, KMON, Great Falls, Mont., letters: "For quite some time I have been trading c.&w. tapes with fellow deejays. Among the exchangees were KTHS's Tommy Trent, of Little Rock, and Bob Strack, now at KIMO, Independence, Mo. I'd welcome letters from other country jockeys who would like to extend their coverage by trading tapes. We work it like this: I fix up a five or 10-minute tape telling about interesting things here in Montana, hunting, fishing, etc. It's a shade on the commercial side for the various States or localities, but my boss doesn't mind if yours doesn't. Plug any local activity you like, but on a reciprocal basis. We usually wind the tape up with one of the tunes popular in the area. Makes for something unusual and a little different in c.&w. programming."

From up Canada way Fred Roy infos that Capitol's country boy, Sonny James, recently flew into Toronto for a spotlight reviewing of his current hit, "Young Love," on the

# FOLK TALENT & TUNES

By BILL SACHS

"Cross-Country Hit Parade" TV originating out of CBLT there. . . . Deejay-entertainer Curley Smith, for six years c.&w. director and spinner at WGAY, Silver Spring, Md., has joined the Town & Country Network at KLRA, Little Rock, where he's heard from 7-12 p.m., Monday thru Friday, and from 4:30-6 p.m. on Saturdays.

Carey Matthews, WLSE, Wallace, N. C., says he's in need of singles and LP's. Bill Bradley (Fabor) was a recent visitor on Matthews' show. . . . Dusty Owens and wife recently stopped by WXGI, Richmond, Va., for a visit with George Popkins on the latter's "Pop's Country Store." Owens was on the first leg of a tour that will take him thru Florida and back to WWVA, Wheeling, W. Va.

Bob McKinnon, who recently joined WONE, Dayton, O., has taken over the station's "Skyland Ranch." . . . A son was recently born to Farmer Phil, WGUY, Bangor, Me., and his wife. It's their first child. . . . Jack Reno, KDRO,

Sedalia, Mo., advises that he now has a new seg going in which he programs albums and that artists are invited to send the long-players in to him for airing.

Dave Rich, whose latest on the RCA Victor label is "Our Last Night Together," recently guested on Bobby Anderson's "Hillbillies on Parade" show over WMTA, Central City, Ky. Rich, who hails from Central City, makes his headquarters in Nashville, where he is under the banner of Hal Smith. . . . Al Hilmus, KTLN, Tallulah, La., infos that Carl Smith, Goldie Hill, Red Sovine and other members of the "Philip Morris Country Show" stopped by KTLN's studios recently while in the area. Hilmus says he's badly in need of gospel platters.

Station KWKH, Shreveport, La., has kicked off a new country show, "Hayride Tonight," heard from 4-7 p.m. each Saturday, and featuring deejays Norm Bale, Jeff Dale and Horace Logan. KWKH is now broadcasting a solid block of c.&w. shows from 4 p.m. Saturdays to 1 a.m. Sundays. . . . KRCT, Baytown, Tex., continues to be the only full-time country music station in the greater Houston area. Disk jockeys include Earl Aycock, Hal Harris, Gabe Tucker and Bob Everson.

Buddy Thompson (RCA Victor), a regular on "Louisiana Hayride" over KWKH, Shreveport, La., recently joined KCIJ, Shreveport, where he is spinning 'em four hours a day. Thompson stepped into the slot vacated by Ed Hamilton, who moved to XERF, Del Rio, Tex. . . . Lindy Wade, who helms the "Country Showtime" seg over WCMS, Norfolk's strictly country music station, was the subject of an article recently in The Virginia-Pilot. Yarn told of deejay Wade's belief that it isn't necessary to ham up the King's English to add color to a c.&w. show. . . . Another deejay recently given coverage by the press is Don Owens, who with his four Circle O Boys broadcasts over WURL, Arlington, Va. A picture of Owens and his band appeared with the article in The Evening Star, a Washington newspaper.

Cousin Johnny Small, c.&w. director, WNLC, New London, Conn., types: "In addition to working a full schedule here at WNLC, I am now carrying c.&w. programming and deejay chores at WERI, Westerly, R. I. The Westerly show is only half an hour per night, except Wednesdays, when I have Ken Kirby and His Palomino Ranch Hands, Little Margie Durkee, Yodelin' Dick Lee and other talent on live for a 55-minute jamboree. At WNLC, I am getting excellent record service from Hickory, M-G-M, Victor, Mercury-Starday, Sun, King and some of the smaller labels. Service from Decca and Capitol is fair; Columbia sends us nothing, which seems illogical to me." Small is on the air an hour and three-quarters daily, Monday thru Friday over WNLC, and a half hour on Saturday.

Dave Dudley, WDSM, Duluth, Minn., is in need of platters. . . . Eddy Arnold was a recent guest on Cliff Rodgers' "Melody Round-Up" over WHKK, Akron. . . . Gordon Shaw, KFRB, Fairbanks, Alaska, says he really got his Texas listeners stirred up when he played Hank Penny's new Decca recording of "Texas Never Woulda Made It Without Ole Tennessee."

More Folks Talent and Tunes on Page 56

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*for* **BING  
CROSBY**



*the title song from*

**MAN ON FIRE**

*A Sol C. Siegel MGM Production Starring Bing Crosby*

**AND SEVEN NIGHTS A WEEK**

record no. 3695



### • Best Sellers in Stores

For survey week ending March 27

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

This Week	Last Week	Weeks on Chart
<b>1. ROUND AND ROUND (BMI)—P. Como.</b>	2	5
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
<b>2. LITTLE DARLIN' (BMI)—Diamonds.</b>	7	4
Faithful and True (BMI)—Mercury 71060		
<b>3. PARTY DOLL (BMI)—B. Knox.</b>	1	6
My Baby's Gone (BMI)—Roulette 4002		
<b>4. BUTTERFLY (BMI)—C. Gracie.</b>	3	7
Ninety-Nine Ways (BMI)—Cameo 105		
<b>5. I'M WALKIN' (BMI)—F. Domino.</b>	6	5
I'm in the Mood for Love (ASCAP)—Imperial 5428		
<b>6. COME GO WITH ME (BMI)—D. Vikings.</b>	12	6
How Can I Find True Love? (BMI)—Dot 15538		
<b>7. TEEN-AGE CRUSH (BMI)—T. Sands.</b>	5	7
Hep Dee Hootie (BMI)—Cap 3639		
<b>8. BUTTERFLY (BMI)—A. Williams.</b>	4	6
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
<b>9. ALL SHOOK UP (BMI)—E. Presley.</b>	—	1
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
<b>10. GONE (BMI)—F. Husky.</b>	17	3
Missing Persons (BMI)—Cap 3628		
<b>11. WHY, BABY, WHY? (BMI)—P. Boone.</b>	10	3
I'M WAITING JUST FOR YOU (BMI)—Dot 15545		
<b>12. MARIANNE (BMI)—T. Gilkyson.</b>	9	8
Goodbye, Chiquita (BMI)—Col 40817		
<b>12. YOUNG LOVE (BMI)—T. Hunter.</b>	8	12
Red Sails in the Sunset (ASCAP)—Dot 15533		
<b>14. MAMA LOOK-A BOOBOO (BMI)—H. Belafonte.</b>	22	2
Don't Ever Love Me (ASCAP)—Vic 20-6830		
<b>15. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte.</b>	16	13
Star-O (ASCAP)—Vic 20-6771		
<b>16. DON'T FORBID ME (BMI)—P. Boone.</b>	11	16
Anastasia (ASCAP)—Dot 15521		
<b>17. PARTY DOLL (BMI)—S. Lawrence.</b>	14	4
Pum-Pa-Lum (ASCAP)—Coral 61792		
<b>18. I'M STICKIN' WITH YOU (BMI)—J. Bowen.</b>	20	5
Ever-Lovin' Fingers (BMI)—Roulette 4001		
<b>19. MARIANNE (BMI)—Hilltoppers.</b>	13	8
You're Wasting Your Time (ASCAP)—Dot 15537		
<b>20. YOUNG LOVE (BMI)—S. James.</b>	18	14
You're the Reason (I'm in Love) (BMI)—Cap 3602		
<b>21. TOO MUCH (BMI)—E. Presley.</b>	14	11
Playing for Keeps (BMI)—Vic 20-6800		
<b>22. SITTING IN THE BALCONY (BMI)—E. Cochran.</b>	23	2
Dark Lonely Street (BMI)—Liberty 55056		
<b>23. NINETY-NINE WAYS (BMI)—T. Hunter.</b>	25	2
Don't Get Around Much Anymore (ASCAP)—Dot 15548		
<b>24. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.</b>	21	6
Poor Man's Roses (ASCAP)—Dec 30221		
<b>25. WHO NEEDS YOU? (ASCAP)—Four Lads.</b>	—	6
It's So Easy to Forget (BMI)—Col 40811		

### • Most Played in Juke Boxes

For survey week ending March 27

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

This Week	Last Week	Weeks on Chart
<b>1. YOUNG LOVE (BMI)—T. Hunter.</b>	1	11
Red Sails in the Sunset (ASCAP)—Dot 15533		
<b>2. BUTTERFLY (BMI)—A. Williams.</b>	5	5
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
<b>3. MARIANNE (BMI)—Hilltoppers.</b>	4	7
You're Wasting Your Time (ASCAP)—Dot 15537		
<b>4. MARIANNE (BMI)—T. Gilkyson.</b>	6	7
Goodbye, Chiquita (BMI)—Col 40817		
<b>5. TOO MUCH (BMI)—E. Presley.</b>	2	9
Playing for Keeps (BMI)—Vic 20-6800		
<b>6. BUTTERFLY (BMI)—C. Gracie.</b>	8	6
Ninety-Nine Ways (BMI)—Cameo 105		
<b>7. DON'T FORBID ME (BMI)—P. Boone.</b>	3	13
Anastasia (ASCAP)—Dot 15521		
<b>8. PARTY DOLL (BMI)—B. Knox.</b>	9	5
My Baby's Gone (BMI)—Roulette 4002		
<b>9. TEEN-AGE CRUSH (BMI)—T. Sands.</b>	7	6
Hep Dee Hootie (BMI)—Cap 3639		
<b>10. ROUND AND ROUND (BMI)—P. Como.</b>	11	3
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
<b>11. I'M WALKIN' (BMI)—F. Domino.</b>	14	3
I'm in the Mood for Love (ASCAP)—Imperial 5428		
<b>12. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.</b>	13	4
Poor Man's Roses (BMI)—Dec 30221		
<b>13. YOUNG LOVE (BMI)—S. James.</b>	10	11
You're the Reason (I'm in Love) (BMI)—Cap 3602		
<b>14. WHY, BABY, WHY? (BMI)—P. Boone.</b>	15	2
I'M WAITING JUST FOR YOU (BMI)—Dot 15545		
<b>15. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte.</b>	12	10
Star-O (ASCAP)—Vic 20-6771		
<b>16. PARTY DOLL (BMI)—S. Lawrence.</b>	19	4
Pum-Pa-Lum (ASCAP)—Coral 61792		
<b>17. LITTLE DARLIN' (BMI)—Diamonds.</b>	20	2
Faithful and True (BMI)—Mercury 71060		
<b>18. GONE (BMI)—F. Husky.</b>	—	1
Missing Persons (BMI)—Cap 3628		
<b>19. MOONLIGHT GAMBLER (ASCAP)—F. Laine.</b>	18	14
Lotus Land (ASCAP)—Col 40780		
<b>20. WHO NEEDS YOU? (ASCAP)—Four Lads.</b>	—	2
It's So Easy to Forget (BMI)—Col 40811		
<b>20. SITTING IN THE BALCONY (BMI)—E. Cochran.</b>	—	1
Dark Lonely Street (BMI)—Liberty 55056		

### • Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
<b>1. Marianne (Montclare)</b>	1	6
<b>2. Young Love (Lowery)</b>	3	11
<b>3. Round and Round (Rush)</b>	5	4
<b>4. Butterfly (Mayland-Presley)</b>	2	4
<b>5. Banana Boat Song (E. B. Marks-Bryden)</b>	4	12
<b>6. Chantez Chantez (Cromwell)</b>	6	3
<b>7. Almost Paradise (Peer)</b>	7	3
<b>8. Who Needs You? (Korwin)</b>	—	3
<b>9. Party Doll (Jacie)</b>	10	2
<b>10. Cluco Robles (Warman)</b>	9	8
<b>11. Too Much (Southern Belle-Presley)</b>	12	8
<b>12. Don't Forbid Me (Roosevelt)</b>	8	11
<b>13. Gone (Hill &amp; Range)</b>	—	1
<b>14. True Love (Buxton Hill)</b>	12	28
<b>15. Wriggle Wriggle (Disney)</b>	11	3

### • Most Played by Jockeys

For survey week ending March 27

SIDES 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. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
<b>1. BUTTERFLY (BMI)—A. Williams.</b>	1	5
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
<b>2. ROUND AND ROUND (BMI)—P. Como.</b>	2	6
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
<b>3. YOUNG LOVE (BMI)—T. Hunter.</b>	3	12
Red Sails in the Sunset (ASCAP)—Dot 15533		
<b>4. TEEN-AGE CRUSH (BMI)—T. Sands.</b>	4	6
Hep Dee Hootie (BMI)—Cap 3639		
<b>5. PARTY DOLL (BMI)—B. Knox.</b>	7	5
My Baby's Gone (BMI)—Roulette 4002		
<b>6. YOUNG LOVE (BMI)—S. James.</b>	5	14
You're the Reason (I'm in Love) (BMI)—Cap 3602		
<b>7. I'M WALKIN' (BMI)—F. Domino.</b>	11	3
I'm in the Mood for Love (ASCAP)—Imperial 5428		
<b>8. GONE (BMI)—F. Husky.</b>	18	4
Missing Persons (BMI)—Cap 3628		
<b>9. MARIANNE (BMI)—T. Gilkyson.</b>	6	9
Goodbye, Chiquita (BMI)—Col 40817		
<b>10. PARTY DOLL (BMI)—S. Lawrence.</b>	14	4
Pum-Pa-Lum (ASCAP)—Coral 61792		
<b>11. LITTLE DARLIN' (BMI)—Diamonds.</b>	17	2
Faithful and True (BMI)—Mercury 71060		
<b>12. TOO MUCH (BMI)—E. Presley.</b>	9	10
Playing for Keeps (BMI)—Vic 20-6800		
<b>13. DON'T FORBID ME (BMI)—P. Boone.</b>	8	15
Anastasia (ASCAP)—Dot 15521		
<b>14. MARIANNE (BMI)—Hilltoppers.</b>	10	9
You're Wasting Your Time (ASCAP)—Dot 15537		
<b>15. BUTTERFLY (BMI)—C. Gracie.</b>	13	6
Ninety-Nine Ways (BMI)—Cameo 105		
<b>16. WHY, BABY, WHY? (BMI)—P. Boone.</b>	16	3
I'm Waiting Just for You (BMI)—Dot 15545		
<b>17. WHO NEEDS YOU? (ASCAP)—Four Lads.</b>	15	8
It's So Easy to Forget (BMI)—Col 40811		
<b>18. BANANA BOAT (DAY-O), (ASCAP)—H. Belafonte.</b>	12	13
Star-O (ASCAP)—Vic 20-6771		
<b>19. NINETY-NINE WAYS (BMI)—T. Hunter.</b>	20	2
Don't Get Around Much Anymore (ASCAP)—Dot 15548		
<b>20. POOR MAN'S ROSES (ASCAP)—P. Page.</b>	23	3
Wall (ASCAP)—Mercury 71059		
<b>21. COME GO WITH ME (BMI)—D. Vikings.</b>	—	1
How Can I Find True Love? (BMI)—Dot 15538		
<b>22. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.</b>	22	4
Poor Man's Roses (BMI)—Dec 30221		
<b>23. I'M STICKIN' WITH YOU (BMI)—J. Bowen.</b>	—	1
Ever-Lovin' Fingers (BMI)—Roulette 4001		
<b>24. MAMA LOOK-A BOOBOO (BMI)—H. Belafonte.</b>	—	1
Don't Ever Love Me (ASCAP)—Vic 20-6830		
<b>25. LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia.</b>	19	9
I'm Going Home (BMI)—Groove 0175		



## TOP MONEY MAKERS

**LITTLE DARLIN'**

71060

★ THE DIAMONDS

**I'M SORRY**

71032

★ THE PLATTERS

**POOR MAN'S ROSES**

71059

★ PATTI PAGE

**TRICKY**

71050

★ RALPH MARTERIE

**SILENT LIPS**

71058

★ GEORGIA GIBBS

**The Ship That Never Sailed**

71069

★ DAVID CARROLL  
FRANKLYN MacCORMACK

**HARD HEAD**

71078

★ JON THOMAS

**AFTER SCHOOL**

71080

★ JOY LAYNE

**PLEDGE OF LOVE**

71079

★ DICK CONTINO

**A Girl In Her Teens**

71084

★ CARL MADURI

**Seven Days In Barcelona**

71077

★ SIL AUSTIN

**ANGELUS**

71076

★ THE CREW CUTS

**LET'S GO CALYPSO**

71039

★ RUSTY DRAPER

**RAINDROP**

71073

★ VISCOUNTS

**Love Me A Little Bit**

71072

★ EDDY HOWARD





## CASE CONNIFF

Allen Case is new and *talented*. Ray sets a firm foundation, and together they build a skyscraper! Watch for tremendous action on the flip side—a sensational ballad with sure-fire box office!

Me Too (Ho-Ho!  
Ha-Ha!) b/w  
That's What You  
Do To Me  
Allen Case with  
Ray Conniff  
4-40872



## COREY

Columbia's "girl versatility," Jill takes back to the charts with a double-barreled combination—one of the finest ballads pressed in years b/w a seasonal novelty with a remarkable change of pace. Lead side highlighted a recent CBS TV presentation of "Climax!" to unanimous critical "Yeas."

Let It Be Me b/w  
Make Like a Bunny,  
Honey  
Jill Corey and  
Jimmy Carroll  
4-40878



## FRIZZELL

Lefty lifts two new sides onto the charts—a ballad sung simply and tenderly, and a rhythm number delivered with ease and style. This man's a real pro. Look to the lists and watch these take off!

Now That You  
Are Gone b/w  
From an Angel to  
A Devil  
Lefty Frizzell  
4-40867-c



## HEYWARD

Sammy, the pride and joy of the Calypso Carnival group, proves his mettle here with two of the finest of the authentic island folk songs. Disc is from the group's new album "Calypso Carnival" (CL 1007) which is seeing plenty of action in its own quarter!

Miss Emmalina b/w  
Honey Man  
Sammy Heyward  
4-40884

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

**COLUMBIA RECORDS**

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from

# LES BAXTER

with his orchestra and chorus

# BLUE ECHO

# DESIGNING WOMAN

(from the MGM Motion Picture "Designing Woman")

record no. 3704



**TAB  
THIS ONE  
AS THE  
NOVELTY  
HIT OF  
THE YEAR...**

Sung by

**THE FOUR  
HAPPY  
FELLAS**

Orchestra conducted by  
**LEROY KIRKLAND**

TABB 1011

**IT'S ILLEGAL  
IT'S IMMORAL  
(OR IT MAKES  
YOU FAT)**

*COMING UP STRONG*

**SCHEMES**

*b/w*  
**GINA**



BEN BARTON

HANK SANICOLA

*a new  
singing  
personality*



**WALLY  
GRIFFIN**

Orchestra  
conducted by  
**SID BASS**

TABB 1009

**TABB RECORDING CORP.**

**1619 Broadway, New York 19, N. Y.**

# Territorial Best Sellers

For survey week ending March 27

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

## Atlanta

1. Marianne, T. Gilkyson, Col.
2. Gone, F. Husky, Cap.
3. Young Love, S. James, Cap.
4. Butterfly, A. Williams, Cdc.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Don't Forbid Me, P. Boone, Dot
7. Wonderful Wonderful, J. Mathis, Col.
8. Who Needs You? Four Lads, Col.
9. Round and Round, P. Como, Vic.
10. Too Much, E. Presley, Vic.

## Baltimore

1. Come Go With Me, D. Vikings, Dot
2. Little Darlin', Diamonds, Mer.
3. Butterfly, C. Gracie, Cam.
4. Party Doll, B. Knox, Rit.
5. All Shook Up, E. Presley, Vic.
6. I'm Walkin', F. Domino, Imp.
7. Just Because, L. Price, Pmt.
8. Mama Look-A Booboo H. Belafonte, Vic.
9. Round and Round, P. Como, Vic.
10. I'm Stickin' With You, J. Bowen, Rit.

## Boston

1. Little Darlin', Diamonds, Mer.
2. Come Go With Me, D. Vikings, Dot
3. Party Doll, B. Knox, Rit.
4. Butterfly, C. Gracie, Cam.
5. Gone, F. Husky, Cap.
6. Party Doll, S. Lawrence, Cor.
7. Round and Round, P. Como, Vic.
8. All Shook Up, E. Presley, Vic.
9. Pamela Throws a Party J. Reisman, Vic.
10. Calypso Melody, D. Rose, M-G-M

## Buffalo

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Young Love, T. Hunter, Dot
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Pamela Throws a Party J. Reisman, Vic.
6. Marianne, Hilltoppers, Dot
7. Gone, F. Husky, Cap.
8. I'm Walkin', F. Domino, Imp.
9. Party Doll, S. Lawrence, Cor.
10. Teen-Age Crush, T. Sands, Cap.

## Chicago

1. Round and Round, P. Como, Vic.
2. Butterfly, C. Gracie, Cam.
3. Little Darlin', Diamonds, Mer.
4. Teen-Age Crush, T. Sands, Cap.
5. Marianne, Hilltoppers, Dot
6. Party Doll, B. Knox, Rit.
7. Come Go With Me, D. Vikings, Dot
8. Gone, F. Husky, Cap.
9. I'm Stickin' With You, J. Bowen, Rit.
10. Almost Paradise, R. Williams, Cap.

## Cincinnati

1. Butterfly, A. Williams, Cdc.
2. Round and Round, P. Como, Vic.
3. Little Darlin', Diamonds, Mer.
4. I'm Walkin', F. Domino, Imp.
5. Why, Baby, Why? P. Boone, Dot
6. All Shook Up, E. Presley, Vic.
7. Teen-Age Crush, T. Sands, Cap.
8. Come Go With Me, D. Vikings, Dot
9. Love Is Strange, Mickey & Sylvia, Grv.
10. Walkin' After Midnight, P. Cline, Dec.

## Cleveland

1. Gone, F. Husky, Cap.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, E. Presley, Vic.
4. Round and Round, P. Como, Vic.
5. Marianne, T. Gilkyson, Col.
6. Mama Look-A Booboo H. Belafonte, Vic.
7. So Rare, J. Dorsey, Fty.
8. Teen-Age Crush, T. Sands, Cap.
9. Party Doll, S. Lawrence, Cor.
10. I'm Walkin', F. Domino, Imp.

## Dallas-Fort Worth

1. Party Doll, B. Knox, Rit.
2. I'm Walkin', F. Domino, Imp.
3. Party Doll, S. Lawrence, Cor.
4. Butterfly, A. Williams, Cdc.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Butterfly, C. Gracie, Cam.
8. Round and Round, P. Como, Vic.
9. Lucille, Little Richard, Spe.
10. All Shook Up, E. Presley, Vic.

## Denver

1. Butterfly, A. Williams, Cdc.
2. Round and Round, P. Como, Vic.
3. Party Doll, B. Knox, Rit.
4. Little Darlin', Diamonds, Mer.
5. Teen-Age Crush, T. Sands, Cap.
6. Young Love, T. Hunter, Dot
7. I'm Walkin', F. Domino, Imp.
8. Marianne, Hilltoppers, Dot
9. Love Is Strange, Mickey & Sylvia, Grv.

## Detroit

1. Come Go With Me, D. Vikings, Dot
2. Round and Round, P. Como, Vic.
3. Little Darlin', Diamonds, Mer.
4. Party Doll, B. Knox, Rit.
5. Teen-Age Crush, T. Sands, Cap.
6. Butterfly, A. Williams, Cdc.
7. So Rare, J. Dorsey, Fty.
8. Marianne, T. Gilkyson, Col.
9. Why, Baby, Why? P. Boone, Dot
10. Walkin' After Midnight, P. Cline, Dec.

## Kansas City

1. I'm Walkin', F. Domino, Imp.
2. Teen-Age Crush, T. Sands, Cap.
3. Party Doll, B. Knox, Rit.
4. Round and Round, P. Como, Vic.
5. Butterfly, C. Gracie, Cam.
6. Why, Baby, Why? P. Boone, Dot
7. Party Doll, S. Lawrence, Cor.
8. Tricky, R. Marterie, Mer.
9. All Shook Up, E. Presley, Vic.
10. Young Love, T. Hunter, Dot

## Los Angeles

1. Round and Round, P. Como, Vic.
2. Too Much, E. Presley, Vic.
3. Young Love, T. Hunter, Dot
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Don't Forbid Me, P. Boone, Dot
6. Marianne, T. Gilkyson, Col.
7. Butterfly, A. Williams, Cdc.
8. I'm Walkin', F. Domino, Imp.
9. Come Go With Me, D. Vikings, Dot
10. Why, Baby, Why? P. Boone, Dot

## Milwaukee

1. Butterfly, A. Williams, Cdc.
2. Round and Round, P. Como, Vic.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Party Doll, S. Lawrence, Cor.
5. Little Darlin', Diamonds, Mer.
6. Marianne, T. Gilkyson, Col.
7. Gone, F. Husky, Cap.
8. I'm Waiting Just for You, P. Boone, Dot
9. I'm Walkin', F. Domino, Imp.
10. Mama Look-A Booboo H. Belafonte, Vic.

## Minneapolis-St. Paul

1. Little Darlin', Diamonds, Mer.
2. Gone, F. Husky, Cap.
3. Party Doll, S. Lawrence, Cor.
4. Butterfly, A. Williams, Cdc.
5. Round and Round, P. Como, Vic.
6. Come Go With Me, D. Vikings, Dot
7. Ninety-Nine Ways, T. Hunter, Dot
8. Sittin' in the Balcony, E. Cochran, Lbt.
9. Young Love, T. Hunter, Dot
10. Marianne, T. Gilkyson, Col.

## New Orleans

1. Little Darlin', Diamonds, Mer.
2. I'm Walkin', F. Domino, Imp.
3. Teen-Age Crush, T. Sands, Cap.
4. Marianne, T. Gilkyson, Col.
5. Round and Round, P. Como, Vic.
6. Lucille, Little Richard, Spe.
7. Party Doll, S. Lawrence, Cor.
8. Gone, F. Husky, Cap.
9. Young Love, S. James, Cap.
10. Thousand Miles Away, Heartbeats, Rma.

## New York

1. Marianne, T. Gilkyson, Col.
2. Mama Look-A Booboo H. Belafonte, Vic.
3. Young Love, S. James, Cap.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Butterfly, C. Gracie, Cam.
6. Round and Round, P. Como, Vic.
7. Too Much, E. Presley, Vic.
8. Teen-Age Crush, T. Sands, Cap.
9. Wringle Wrangle, F. Parker, Dsl.
10. Don't Forbid Me, P. Boone, Dot

## Philadelphia

1. Young Love, T. Hunter, Dot
2. Marianne, T. Gilkyson, Col.
3. Round and Round, P. Como, Vic.
4. Almost Paradise, L. Stein, Uni.
5. Party Doll, B. Knox, Rit.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Butterfly, C. Gracie, Cam.
8. Come Go With Me, D. Vikings, Dot
9. All Shook Up, E. Presley, Vic.
10. Banana Boat Song, Tarriers, Gly.

## Pittsburgh

1. Little Darlin', Diamonds, Mer.
2. Round and Round, P. Como, Vic.
3. Marianne, Hilltoppers, Dot
4. Party Doll, B. Knox, Rit.
5. Mi Casa, Su Casa, P. Como, Vic.
6. Teen-Age Crush, T. Sands, Cap.
7. Mama Look-A Booboo H. Belafonte, Vic.
8. So Rare, J. Dorsey, Fty.
9. Banana Boat (Day-O), H. Belafonte, Vic.
10. I'm Walkin', F. Domino, Imp.

## St. Louis

1. Butterfly, C. Gracie, Cam.
2. Round and Round, P. Como, Vic.
3. Pretend, T. Smith, Uni.
4. Why, Baby, Why? P. Boone, Dot
5. Sittin' in the Balcony, E. Cochran, Lbt.
6. Only One Love, G. Hamilton IV, Pmt.
7. Party Doll, B. Knox, Rit.
8. So Rare, J. Dorsey, Fty.
9. Come Go With Me, D. Vikings, Dot
10. Don't Forbid Me, P. Boone, Dot

## San Francisco

1. Little Darlin', Diamonds, Mer.
2. I'm Walkin', F. Domino, Imp.
3. Round and Round, P. Como, Vic.
4. Teen-Age Crush, T. Sands, Cap.
5. Mama Look-A Booboo H. Belafonte, Vic.
6. All Shook Up, E. Presley, Vic.
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. Butterfly, C. Gracie, Cam.
9. Party Doll, B. Knox, Rit.
10. Too Much, E. Presley, Vic.

## Seattle

1. Little Darlin', Diamonds, Mer.
2. Party Doll, B. Knox, Rit.
3. Come Go With Me, D. Vikings, Dot
4. Butterfly, A. Williams, Cdc.
5. Round and Round, P. Como, Vic.
6. Why, Baby, Why? P. Boone, Dot
7. Ninety-Nine Ways, T. Hunter, Dot
8. Teen-Age Crush, T. Sands, Cap.
9. All Shook Up, E. Presley, Vic.
10. Gone, F. Husky, C. v.

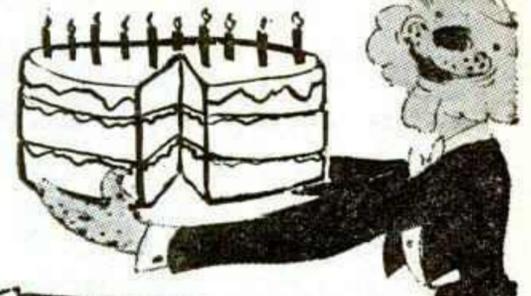
## Toronto

1. Butterfly, A. Williams, Cdc.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. Marianne, T. Gilkyson, Col.
5. Party Doll, S. Lawrence, Cor.
6. Young Love, S. James, Cap.

# Cut Yourself a Slice of Profits

## MGM Records

### HOT 10<sup>th</sup> Anniversary Celebration



**JONI JAMES**

ONLY TRUST YOUR HEART

From the MGM release "Ten Thousand Bedrooms"

REAL HOT Rock 'N' Roll

**CHUCK ALAIMO QUARTET**

LEAP FROG

and THAT'S MY DESIRE

K12449 • MGM 12449

MARVIN RAINWATER

**I NEED YOU SO**

ONLY TRUST YOUR HEART

MGM12450 78 rpm

DEAN JONES

YOUNG AND IN LOVE

K12462

GOING POP **CONNIE FRANCIS** **GONNA FIND ME A BLUEBIRD**

K12412 MGM 12412

**ART MOONEY & HIS ORCH. & CHORUS**

A FACE IN THE CROWD and MAMA GUITAR

K12461 • MGM12461

**CONNIE FRANCIS**

NO OTHER ONE

and I LEANED ON A MAN

K12440 • MGM 12440

**ACQUAVIVA & HIS ORCH.**

ALWAYS THE SEA and ONE MOMENT MORE

K12434 • MGM 12434

**ROBBIN HOOD**

DON'T PROMISE ME

(The Can Can Song)

NEW TEEN AGE DANCE CRAZE!

K12424 • MGM 12424

**CAPTAIN PERCUSSION AND CREW**

THE MARRIAGE OF MELDA

DE PENALTY

K12455

**MARK DINNING**

A MILLION YEARS AGO

and SHAMEFUL WAYS

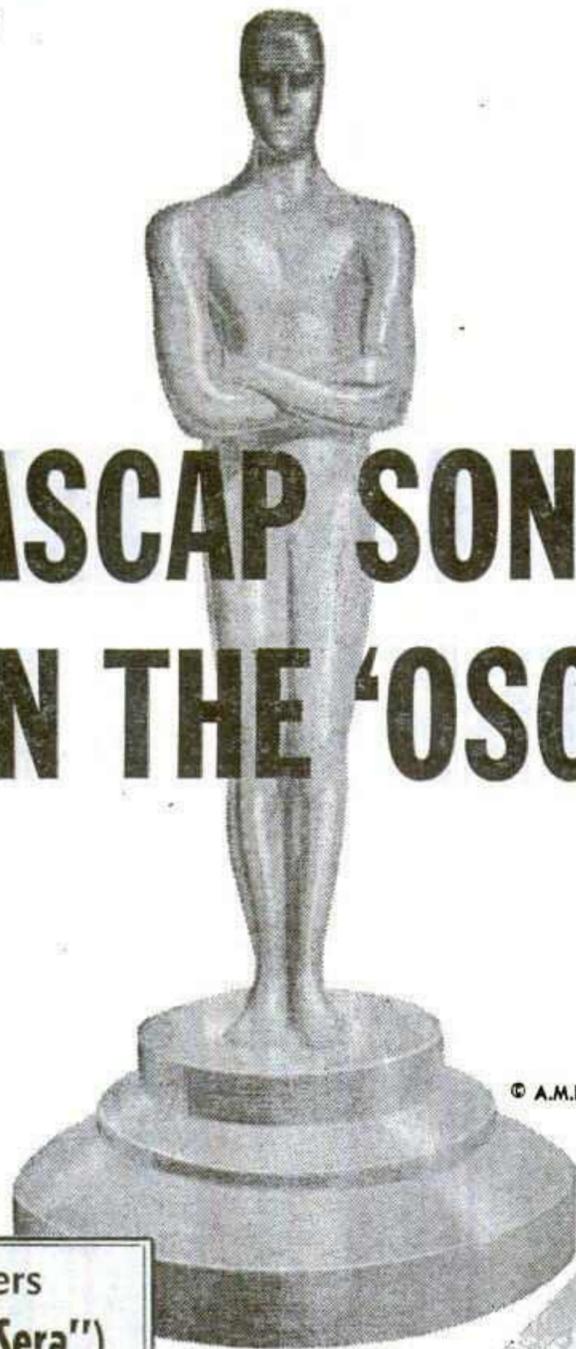
K12447 • MGM 12447



*Academy winners since 1934:*

- 1934 — "The Continental" — Con Conrad, Herbert Magidson  
 1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin  
 1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields  
 1937 — "Sweet Leilani" — Harry Owens  
 1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin  
 1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen  
 1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline  
 1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd  
 1942 — "White Christmas" — Irving Berlin  
 1943 — "You'll Never Know" — Harry Warren, Mack Gordon  
 1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke  
 1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein  
 1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer  
 1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert  
 1948 — "Buttons and Bows" — Jay Livingston, Ray Evans  
 1949 — "Baby, It's Cold Outside" — Frank Loesser  
 1950 — "Mona Lisa" — Ray Evans, Jay Livingston  
 1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer  
 1952 — "Do Not Forsake Me, Oh My Darlin'" — Dimitri Tiomkin, Ned Washington  
 1953 — "Secret Love" — Sammy Fain, Paul Webster  
 1954 — "Three Coins in the Fountain" — Sammy Cahn, Jule Styne  
 1955 — "Love is a Many Splendored Thing" — Paul Francis Webster, Sammy Fain

# ASCAP SONGS WIN THE 'OSCAR'S'



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**"WHATEVER WILL BE, WILL BE" ("Que Sera, Sera")**

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Year after year, ever since  
 Oscars have been instituted,  
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 have been acclaimed  
 as the outstanding tunes  
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 and have won Academy Awards





# IS HOT!

**POP HITS**

OVER 1 MILLION!

**Fats Domino**

**"I'M WALKIN'"**

**"I'M IN THE MOOD FOR LOVE"**

5428

**RHYTHM HITS**

A BIG HIT!

**Rudy Jackson**

**"TEASIN' ME"**

**"GIVE ME YOUR HAND"**

5425

THE ORIGINAL

**Irving Ashby**

**"LOCO-MOTION"**

**"NIGHT WINDS"**

5426

THE BIG RECORD!

**Roy Brown**

**"PARTY DOLL"**

**"I'M STICKIN' WITH YOU"**

5427

THE ORIGINAL

**Ken Copeland**

**"PLEDGE OF LOVE"**

**"NIGHT AIR"**

5432

BILLBOARD PICKS!

**Ernie Freeman**

**"WITHOUT LOVE"**

**"NIGHT LIFE"**

5430

A SMASH!

**The Strikes**

**"BABY I'M SORRY"**

**"IF YOU CAN'T ROCK ME"**

5433

BILLBOARD PICKS!

**Smiley Lewis**

**"SWEETER WORDS"**

**"YOU ARE MY SUNSHINE"**

5431

BIG HIT!

**Bill Stubblefield**

**"BLUE INDIAN SUMMER"**

**"WITH MIGHTY HANDS"**

5434



6425 Hollywood Blvd., Hollywood, Calif.  
IMPERIAL RECORDS

# THE TOP 100

For survey week ending March 27

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

Song	Artist & Label	Last Week
1. BUTTERFLY	A. Williams, Cadence	1
2. ROUND AND ROUND	P. Como, Victor	3
3. YOUNG LOVE	T. Hunter, Dot	2
4. PARTY DOLL	B. Knox, Roulette	5
5. TEEN-AGE CRUSH	T. Sands, Capitol	4
6. I'M WALKIN'	F. Domino, Imperial	11
7. MARIANNE	T. Gilkyson, Columbia	6
8. BUTTERFLY	C. Gracie, Cameo	8
9. LITTLE DARLIN'	Diamonds, Mercury	14
10. GONE	F. Husky, Capitol	19
11. DON'T FORBID ME	P. Boone, Dot	6
12. MARIANNE	Hilltoppers, Dot	10
13. TOO MUCH	E. Presley, Victor	8
14. YOUNG LOVE	S. James, Capitol	12
15. PARTY DOLL	S. Lawrence, Coral	15
16. WHY, BABY, WHY?	P. Boone, Dot	16
17. BANANA BOAT (DAY-O)	H. Belafonte, Victor	13
18. WALKIN, AFTER MIDNIGHT	P. Cline, Decca	17
19. WHO NEEDS YOU?	Four Lads, Columbia	20
20. COME GO WITH ME	D. Vikings, Dot	22
21. MAMA LOOK-A BOOBOO	H. Belafonte, Victor	25
22. I'M STICKIN' WITH YOU	J. Bowen, Roulette	26
23. NINETY-NINE WAYS	T. Hunter, Dot	42
24. SITTING IN THE BALCONY	E. Cochran, Liberty	29
25. LOVE IS STRANGE	Mickey & Sylvia, Groove	18
26. ALL SHOOK UP	E. Presley, Victor	—
27. I'M WAITING JUST FOR YOU	P. Boone, Dot	30
28. ALMOST PARADISE	R. Williams, Kapp	33
29. I'M SORRY	Platters, Mercury	24
30. BANANA BOAT SONG	Tarriers, Glory	23
31. ALMOST PARADISE	L. Stein, Unique	39
32. LUCILLE	Little Richard, Specialty	41
33. MOONLIGHT GAMBLER	F. Laine, Columbia	21
34. I DREAMED	B. Johnson, Bally	31
35. JUST BECAUSE	L. Price, ABC-Paramount	51
36. JIM DANDY	L. Baker, Atlantic	32
37. TRICKY	R. Marterie, Mercury	39
38. SITTING IN THE BALCONY	J. Dee, Colonial	45
39. POOR MAN'S ROSES	P. Page, Mercury	27
40. CHANTEZ CHANTEZ	D. Shore, Victor	34
41. ONLY ONE LOVE	G. Hamilton IV, ABC-Paramount	38
42. SO RARE	J. Dorsey, Fraternity	77
43. BLUE MONDAY	F. Domino, Imperial	27
44. ONE STEP AT A TIME	B. Lee, Decca	43
45. PUM-PA-LUM	S. Lawrence, Coral	55
46. CALYPSO MELODY	D. Rose, M-G-M	71
47. LUCKY LIPS	R. Brown, Atlantic	37
48. SINGING THE BLUES	G. Mitchell, Columbia	35
49. YOU DON'T OWE ME A THING	J. Ray, Columbia	36
50. LOVE IS A GOLDEN RING	F. Laine, Columbia	70
51. MANGOS	R. Clooney, Columbia	51
52. AFTER SCHOOL	R. Starr, Dale	—
53. FIRST DATE, FIRST KISS, FIRST LOVE	S. James, Capitol	88
54. BAD BOY	Jive Bombers, Savoy	49
55. BAHAMA MAMA	Four Aces, Decca	80
56. PAMELA THROWS A PARTY	J. Reisman, Victor	63
57. ALMOST PARADISE	N. Petty Trio, ABC-Paramount	64
58. WALL	P. Page, Mercury	57
59. BALLERINA	N. (King) Cole, Capitol	58
60. WONDERFUL WONDERFUL	J. Mathis, Columbia	56
61. BUTTERFLY	B. Carroll, Bally	—
62. WALL	E. Rodgers, Columbia	—
63. WRINGLE WRANGLE	B. Hayes, ABC-Paramount	74
64. ANASTASIA	P. Boone, Dot	77
65. EMPTY ARMS	T. Brewer, Coral	—
66. KNEE DEEP IN THE BLUES	G. Mitchell, Columbia	47
67. CINCO ROBLES	R. Arms, Era	69
68. SEND ME SOME LOVIN'	Little Richard, Specialty	—
69. YOUR TRUE LOVE	C. Perkins, Sun	82
70. PARTY DOLL	W. Manone, Decca	68
71. ROCK-A-BILLY	G. Mitchell, Columbia	—
72. THOUSAND MILES AWAY	Heartbeats, Rama	59
73. 'S WONDERFUL	R. Conniff, Columbia	—
74. BANANA BOAT SONG	S. Lawrence, Coral	61
75. MI CASA, SU CASA	P. Como, Victor	75
76. YOU'RE MINE	Four Aces, Decca	96
77. JAMAICA FAREWELL	H. Belafonte, Victor	51
78. SCHOOL DAY	C. Berry, Chess	—
79. I MISS YOU SO	C. Connor, Atlantic	59
80. LITTLE DARLIN'	Gladiolas, Excello	—
81. LOOK HOMEWARD ANGEL	J. Ray, Columbia	—
82. ON TREASURE ISLAND	G. Storm, Dot	—
83. LET THERE BE YOU	Five Keys, Capitol	94
84. BLUEBERRY HILL	F. Domino, Imperial	46
85. MARIANNE	B. Ives, Decca	—
86. PLEDGE OF LOVE	K. Copeland, Imperial	—
87. SINCE I MET YOU BABY	I. J. Hunter, Atlantic	61
88. CINCO ROBLES	L. Paul & M. Ford, Capitol	43
89. FOOLS FALL IN LOVE	Drifters, Atlantic	71
90. PIED PIPER	B. Williams, Coral	50
91. HE'S MINE	Platters, Mercury	—
92. CAN I STEAL A LITTLE LOVE?	F. Sinatra, Capitol	48
93. LOVE ME	E. Presley, Victor	—
94. BANANA BOAT SONG	Fontane Sisters, Dot	54
95. MARIANNE	Lane Brothers, Victor	84
96. BIG BEAT	D. Jacobs, Coral	—
97. I LOVE MY BABY	J. Corey, Columbia	66
98. DON'T GET AROUND MUCH ANYMORE	T. Hunter, Dot	89
99. TRUE LOVE	Bing Crosby & G. Kelly, Capitol	—
100. FORTY CUPS OF COFFEE	B. Haley, Decca	—
100. PRETEND	T. Smith, United	89
100. WITHOUT LOVE	C. McPhatter, Atlantic	—

## A Note from Archie Bleyer

ANDY WILLIAMS' BUTTERFLY is "Clap-pin' and Snappin'" its way to the top of the charts, watch this one. #1308

Going just as strong is ANDY'S album ANDY WILLIAMS sings STEVE ALLEN. CLP 1018

THE BARRY SISTERS' album of YIDDISH FAVORITES is gaining momentum every day. I am really proud of this one, and you'll see why when you listen to it. CLP 1017

THE DON SHIRLEY DUO is climbing way up on the best selling album charts, one you can't afford to miss—DON'S other albums are also going great, too. CLP 1015

Everybody is shouting—but THE FRATERNITY BROTHERS are "whispering" their way to the top with "OH, TELL ME WHY," keep a sharp eye on this one. #1309

THE METRONOMES are "rockin' and rollin'" on their first CADENCE re-lease with I Love MY GIRL and I'M GONNA GET ME A GIRL SOMEHOW. #1310

I am proud to announce the first CADENCE COUNTRY re-leases, GORDON TERRY and THE EVERLY BROTHERS.

ANDY WILLIAMS' BUTTERFLY #1308 FRATERNITY BROTHERS' OH, TELL ME WHY #1309 THE METRONOMES' I LOVE MY GIRL and I'M GONNA GET ME A GIRL SOMEHOW #1310 ANDY WILLIAMS SINGS STEVE ALLEN CLP 1018

THE BARRY SISTERS' YIDDISH FAVORITES CLP 1017 THE DON SHIRLEY DUO CLP 1015



### 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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I Pay 5¢ Extra  
per Record and  
Make MORE Money!

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GET ALL THE SMASH HITS NOW!

Records 5¢ Over Regular Wholesale Albums 10% Over

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"NO MATTER WHAT"

Atlantic 1133



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"DELIA"

and

"LAST TRAIN TO SAN FERNANDO"

Atlantic 1134

A Great Hit NOW Available on ATLANTIC!

"I PROMISE YOU"

and

"GYPSY IN MY SOUL"

Atlantic 1135

Robin Robinson

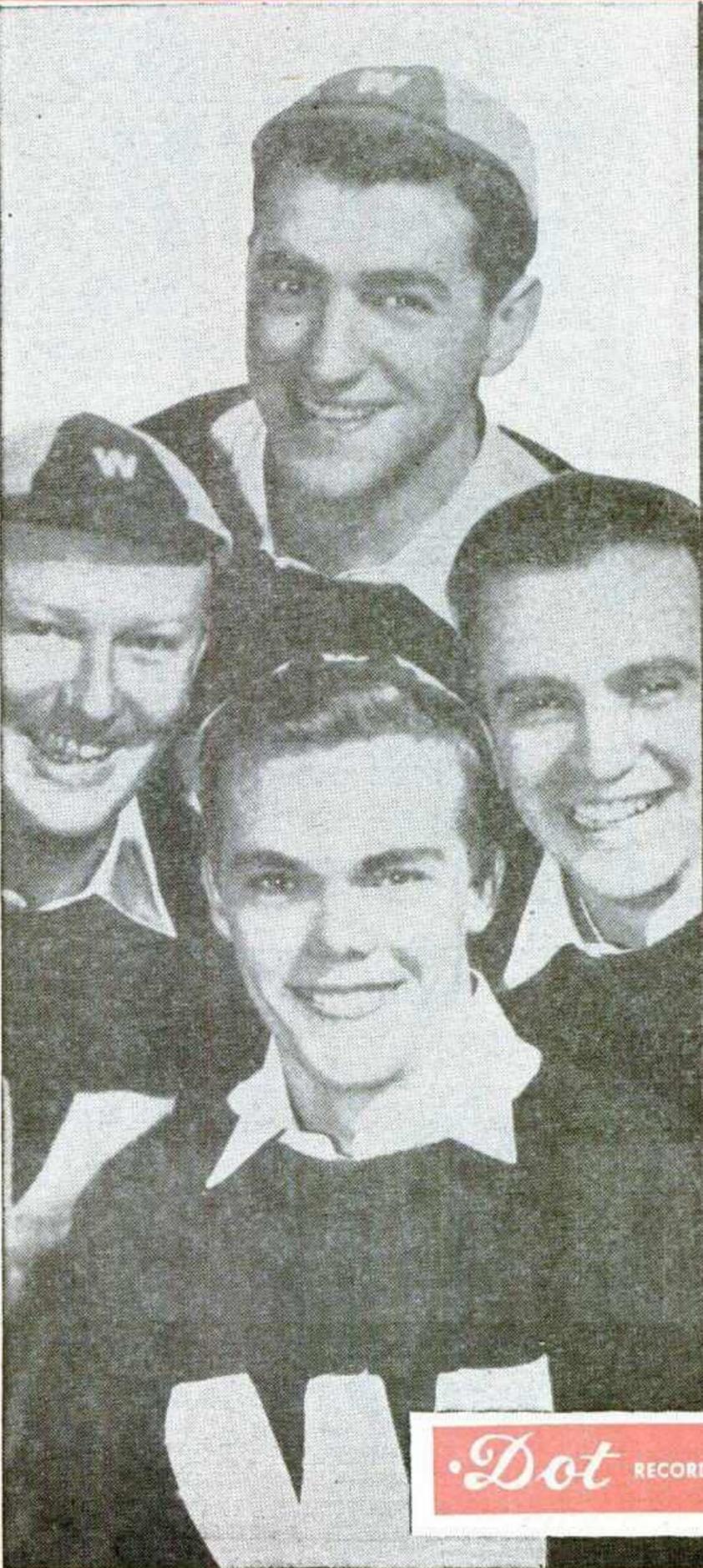


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**THE HILLTOPPERS**



**I LOVE  
MY GIRL**

*and*

**I'M  
SERIOUS**

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**"MY STAR SPANGLED BEAUTY"**

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AVAILABLE FOR IMMEDIATE DELIVERY!

**• 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. Featman's copyrighted Audience Coverage Index.

**Radio**

- A Little Loneliness (R)—Sunbeam—BMI
- A Lovely Night (R)—Williamson—ASCAP
- A Poor Man's Roses (R)—Shapiro-Bernstein—ASCAP
- Almost Paradise (R)—Peer—BMI
- Butterfly (R)—Mayland-Presley—BMI
- Can I Steal a Little Love? (R) (F)—Northern—ASCAP
- Chantez-Chantez (R)—Chantez—ASCAP
- Do I Love You Because You're Beautiful? (R)—Williamson—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Dreamed (R)—Trinity—BMI
- I Thought It Was Over (R) — Remick—ASCAP
- It Looks Like Love (R) — Paramount—ASCAP
- Mangos (R)—Redd Evans—ASCAP
- Marianne (R)—Montclare—BMI
- Only Trust Your Heart (R) (F)—Feist—ASCAP
- Round and Round (R)—Rush—BMI
- Scarlet Ribbon (R)—Mills—ASCAP
- Scene of the Crime (R)—Daywin—BMI
- Seven Days in Barcelona (R)—Britain
- Spring in Maine (R) — E. H. Morris—ASCAP
- Ten Minutes Ago (R)—Williamson—ASCAP
- That's Where I Shine (R) — Remick—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Warm and Tender (R)—Famous—ASCAP
- Whistling Sargeant (R)—Zodiac—BMI
- Who Needs You? (R)—Korwin—ASCAP
- Wind in the Willow (R)—Broadcast—BMI
- Wonderful, Wonderful (R)—E. B. Marks—BMI
- You Are My First Love (R)—Rex—BMI
- Young Love (R)—Lowry—BMI

**Television**

- Almost Paradise (R)—Peer Int'l.—BMI
- Banana Boat (R)—E. B. Marks-Bryden—BMI
- Boy on the Dolphin (R) (F)—Robbins—ASCAP
- Butterfly (R)—Mayland-Presley—BMI
- Can I Steal a Little Love? (R)—Northern—ASCAP
- Cinco Robles (R)—Warman—BMI
- Do I Love You Because You're Beautiful? (R) —Williamson—ASCAP
- Don't Forbid Me (R)—Roosevelt—BMI
- Drop the Name (R) (M) — Stratford—ASCAP
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Hotta Chocolata (R)—Speir—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Dreamed (R)—Trinity—BMI
- Julie (R) (F)—Artists—ASCAP
- Long Before I Knew You (R) (M)—Stratford—ASCAP
- Love Theme From "La Strada" (R) (F)—Leeds—ASCAP
- Marianne (R)—Montclare—BMI
- Moonlight Gambler (R)—E. H. Morris—ASCAP
- 99 Ways (R)—Mayland—BMI
- Pardners (R) (F)—Paramount—ASCAP
- Party Doll (R)—Jackie—BMI
- Round and Round (R)—Rush—BMI
- Singing the Blues (R)—Acuff-Rose—BMI
- True Love (R) (F)—Buxton Hill—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- Who Needs You? (R)—Korwin—ASCAP
- Why, Baby, Why (R)—Winneton—BMI
- Wind in the Willow (R)—Broadcast—BMI
- Written on the Wind (R) (F)—Northern—ASCAP
- Young Love (R)—Lowry—BMI

**• Best Selling Sheet Music in Britain**

(For week ending March 23)

A coded 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.

- Young Love—Cromwell (Lowry)
- Singing the Blues—Frank (Acuff-Rose)
- The Banana Boat Song—Morris (E. B. Marks-Bryden)
- Don't Forbid Me—Campbell Connelly (Roosevelt)
- Knee Deep in the Blues—Chappell (Acuff-Rose)
- True Love—Duchess (Buxton Hill)
- I Dreamed—Robbins (Trinity)
- Friendly Persuasion—Robbins (Feist)
- Adoration Waltz—Bron (Sovereign)
- The Wisdom of a Fool—Leeds (Planetary)
- You, Me and Us—John-Fields (Roneom)
- The Garden of Eden—Duchess (Republic)
- Don't You Rock Me Daddy-O—Essex (Hollis)
- St. Therese of the Roses—Dash (Dennis)
- Give Her My Love—Michael Reine
- Autumn Concerto—Macmelodies (Symphony)
- Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)
- Heart—Frank (Frank)
- All of You—Chappell (Chappell)
- All—Bron

**• Best Selling Pop Records in Britain**

(For week ending March 23)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	YOUNG LOVE—Tab Hunter (London)	1
2.	DON'T FORBID ME—Pat Boone (London)	2
3.	KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	3
3.	LONG, TALL SALLY—Little Richard (London)	4
5.	DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	5
6.	BANANA BOAT—Harry Belafonte (HMV)	6
7.	BANANA BOAT SONG—Shirley Bassey (Philips)	9
8.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	7
9.	GARDEN OF EDEN—Frankie Vaughan (Philips)	11
10.	SINGING THE BLUES—Guy Mitchell (Philips)	8
11.	THE GIRL CAN'T HELP IT—Little Richard (London)	13
12.	FRIENDLY PERSUASION—Pat Boone (London)	10
13.	ADORATION WALTZ—David Whitfield (Decca)	12
14.	YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	14
15.	WISDOM OF A FOOL—Norman Wisdom (Columbia)	15
16.	CUMBERLAND GAP—The Vipers (Parlophone)	—
17.	WISDOM OF A FOOL—Ronnie Carroll (Philips)	—
18.	LOOK HOMEWARD ANGEL—Johnnie Ray (Philips)	20
19.	ONLY YOU—The Platters (Mercury)	—
20.	MY PRAYER—The Platters (Mercury)	—

**Goldner Sells Out to Levy**

• Continued from page 16

will build an entirely new roster of artists for his new label.

Meanwhile, Hugo Peretti and Luigi Creatore, recently named exec heads of Roulette, have purchased a participating interest in Roulette, Gee, Rama and Tico, and will act as a.&r. chiefs for all four firms. The four-label enterprise will be supervised by Peretti as prexy; Joe Kolsky, executive veepee and sales manager; Creatore, executive veepee, and Morris Gerlach, secretary-treasurer, with Mel Turoff as national promotion manager.

The labels will be handled jointly by the Rama-Gee-Tico distribution offices here and in several other key markets, but may be handled by individual distributors in some areas, according to Kolsky. Seven field men—reporting to Turoff here—will represent all four labels, working out of Los Angeles, Detroit, Chicago, Cleve-

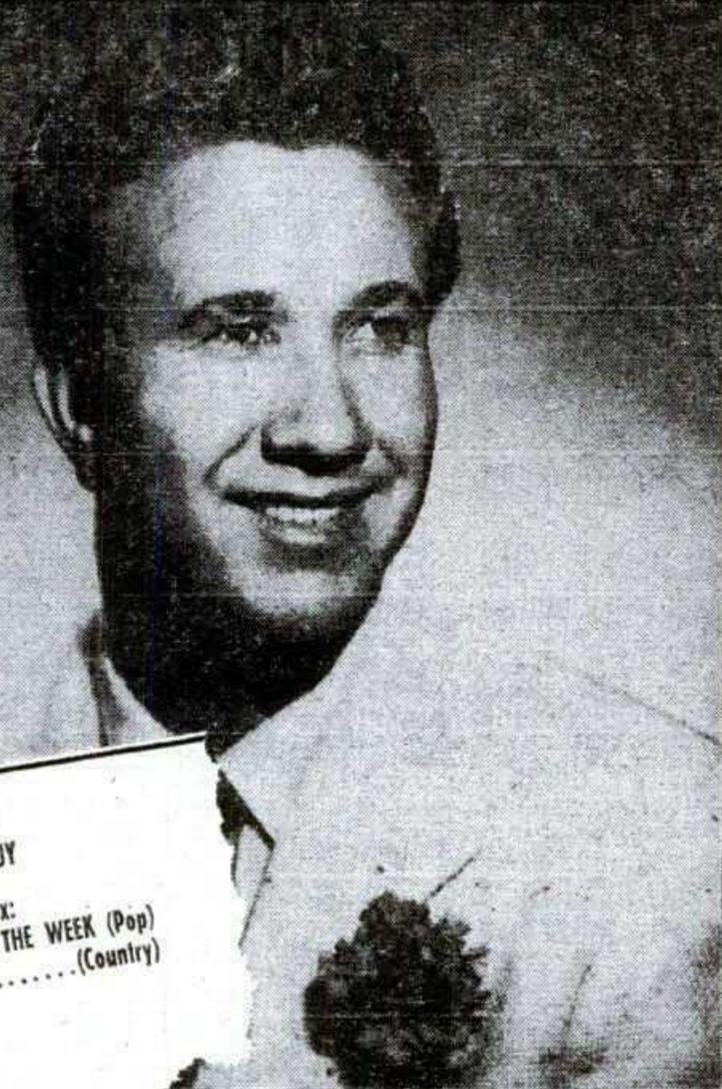
land, Pittsburgh, Baltimore and New York City.

However, each label will remain a separate entity, with Roulette continuing as a pop label, emphasizing package merchandise; Rama and Gee concentrating on rock and roll singles and jazz albums, and Tico continuing production in the Latin field.

Rama is readying its first package line for immediate release. LP line-up includes two mood music albums cut by Cyril Ornadel and His Westminster Orchestra of London, and a pop package featuring thru Toni Merrill. The Ornadel albums are part of a series, and Rama plans to release two new LP's by the British leader each month until the series is complete.

Roulette's first LP release is scheduled for May and Kolsky said the label will release at least 10 packages between May 7 and 10.

# TOPS IN COUNTRY AND POP!



The Billboard:  
C&W BEST BUY

The Cash Box:  
SLEEPER OF THE WEEK (Pop)  
BULLSEYE .....(Country)

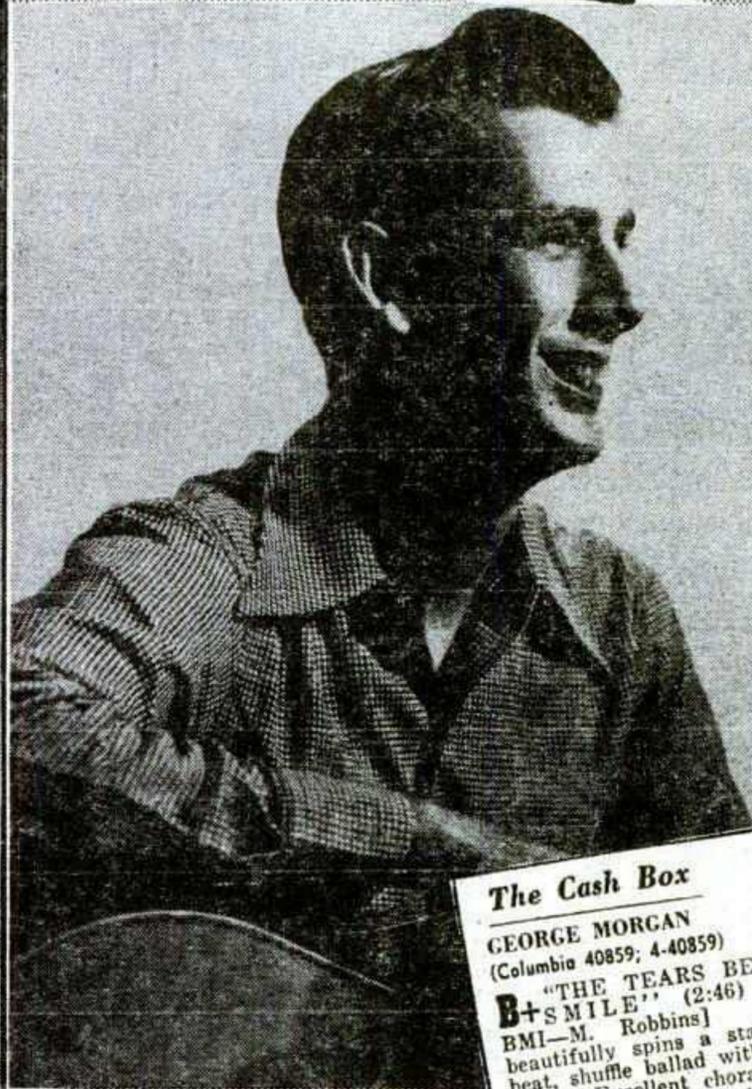
Variety:  
BEST BET

## Marty Robbins' A WHITE SPORTS COAT

c/w

Grown-Up Tears

COLUMBIA 40864 (4-40864)



The Cash Box

GEORGE MORGAN  
(Columbia 40859; 4-40859)

"THE TEARS BEHIND THE  
B+SMILE" (2:46) [Acuff-Rose  
BMI—M. Robbins] Morgan  
beautifully spins a standout middle  
beat, shuffle ballad with tearful love  
lyrics. Excellent choral and instru-  
mental assist on this twin-threat for  
the country and pop markets.

## George Morgan's THE TEARS BEHIND THE SMILE

c/w

Don't Cry, For You I Love

COLUMBIA 40859 (4-40859)

COLUMBIA RECORDS

# VOX JOX

By JUNE BUNDY

**BRUSH OFF BURNS ROBIN:** Robin Seymour, WKMH, Detroit, is burning over "the increasing trend of the motion picture industry to use deejay programs to promote movie records and, at the same time, not set time aside for deejay interviews when they are in town." Seymour referred specifically to Tab Hunter's recent cross-country trek to promote "The Spirit

of St. Louis" for Warner Bros. Altho he plugged the movie extensively before Hunter came to town, Seymour — in an on-the-air beef session—said he was unable to line up an interview with the star when he finally arrived altho "local public relations people had Hunter running all over town giving the press (newspapers) great co-operation. The jockey said he blamed studio reps, and not Hunter for the brush-off.

**THIS 'N' THAT:** Mercury Records' deejay contact man in Cleveland, Carl Maduri, is plugging his own platters these days. He cut a "mystery" disk as a singer, and Mercury liked it so much they released it as a single. Norm Wain, WDOK, Cleveland, kicked off the record initially. . . . Another Cleveland station, KYW, kicked off the first day of spring, via a series of "welcome to spring" spots by people whose names personified the new season — John Greenleaf, Samuel Robin, etc.

**SOMETHING NEW HAS BEEN ADDED! SEE PAGE 63**



## YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

APRIL 5, 1947:

1. Anniversary Song
2. Heartaches
3. Linda
4. How are Things in Glocca Morra?
5. Managua, Nicaragua
6. Guilty
7. I'll Close My Eyes
8. (I Love You) for Sentimental Reasons
9. It's a Good Day
10. You Can't See the Sun

APRIL 6, 1952:

1. Wheel of Fortune
2. Blue Tango
3. Any Time
4. Cry
5. Tell Me Why
6. Blacksmith Blues
7. Please, Mr. Sun
8. Little White Cloud That Cried
9. Slow Poke
10. A Guy Is a Guy

The spots were accompanied by the chirping of Fido the Canary, a feature on KYW's early morning show, emceed by Big "Sunshine" Wilson. . . . Ralph Heller, WKDK, Newberry, S. C., writes that the station library "is, to put it mildly, deficient," disk-wise, and they need wax.

**GIMMIX:** Record dealer Fred R. Lakoduk, The Disk & Needle, Fargo, N. D., is so enthusiastic about local deejay Bobby Dale, KFGO, that he is giving Dale's fan club members a special discount on disks. . . . RCA Victor is conducting a contest among deejays to select a name for Martha Carson's style, which the label describes as "a sort of swingin' singin'." . . . By Napier, WEAU, Eau Claire, Wis., keeps up with local romances, via "Society for Mutual Admiration Societies." Last Valentine's Day he highlighted the

favorite love songs of couples belonging to the club, with duplicate prizes awarded to his "Sweethearts for 1957." . . . Bob McKee, WAKE, Atlanta, is doing a musithon, tagged "McKee Stays-A-Wake on WAKE." At this writing he was going into his fourth day of continuous broadcasting without sleep.

**CHANGE OF THME:** Jay Perri joins WTOP, Washington, April 6, and will conduct a Saturday night rock and roll show from 9 to 10 p.m. Perri, who has 25,000 members in his fan club, conducts one or two record hops a week, in addition to operating his own record store, Jay Perri Records, Inc. . . . April 1 marks an unusual change-over at WORL, Boston. That's the day morning man Greg Finn takes over Norm Tulin's noon-time show while Tulin moves into Finn's spot from 6 to 9 a.m. The date is April Fool's Day, but the switch is on the level.

Frank C. Bale, KHUB, Watsonville, Calif., plays selections from The Billboard's "Top 100" on his nightly show. . . . Don Folsom left WCNT, Centralia, Ill., last month to join WGEM, Quincy, Ill., as a radio and TV man. . . . Pioneer radio man Bob Leefers has retired as chief announcer of WMT, Cedar Rapids, Ia., after 20 years with the station. Over 200 friends attended a combination birthday-farewell party for him last month. . . . Bill Kemp, WNEW, New York, has acquired another hour of time, and now conducts his live-music-and-records show from noon to 2 a.m. across the board. Kemp is backed by the Roy Ross Ork.

Harry Burnham has joined WLAM, Lewiston, Me., as early morning man, while Frank Sweeney—newly named chief announcer—is now spin-

## 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.

- Baltimore**  
"Who Needs You?" Four Lads, Columbia.
- New York**  
"Marianne," Terry Gilkyson, Columbia.
- Pensacola, Fla.**  
"Butterfly," Andy Williams, Cadence.
- Missoula, Mont.**  
"I'll Take Romance," Eydie Gorme, ABC-Paramount.
- Chicago**  
"Round and Round," Perry Como, RCA Victor.
- Baton Rouge, La.**  
"Only Trust Your Heart," Dean Martin, Capitol.
- Wilkes-Barre, Pa.**  
"Chantez-Chantez," Dinah Shore, RCA Victor.
- Denver**  
"Banana Boat Song," Fontane Sisters, Dct.
- Mankato, Minn.**  
"Love Is a Golden Ring," Frankie Laine, Columbia.
- Phoenix, Ariz.**  
"Young Love," Sonny James, Capitol.

ning 'em three hours every afternoon, plus a new rock and roll show from 7:30 to 8:30 p.m. across the board. . . . Miles Foland, formerly with WCOL, Columbus, O., has replaced Ron Dunn at WCPO, Cincinnati. Dnnn left last month to fill an assignment with Armed Forces Radio abroad.

## THE MUSIC BOX

1301 West 79th Street  
Chicago 20, Illinois  
A Berdeen 4-3600

**America's Most Complete ONE-STOP RECORD SERVICE**  
5¢ Above Cost. 30% Off List on LP's and EP's.  
FREE TITLE STRIPS TO OPERATORS.

## SONGWRITERS—PUBLISHERS:

**ARE YOU TIRED OF "JUST ORDINARY" DEMONSTRATION RECORDS?**

Give your song a PROFESSIONAL Recording.  
We furnish TOP MALE AND FEMALE VOCALISTS IN ALL STYLES.  
Voice and Piano . . . \$15.00 per song  
Organ, Piano and Voice . . . 20.00 per song  
Bass, Drums, Piano and Voice . . . 35.00 per song  
Either 45 or 78 r.p.m. Duplicates at reasonable rates.

## MASTER RECORDINGS

620 FIFTH AVENUE, NEW YORK 26, N. Y. Murray Hill 2-5844  
BANK REFERENCES FURNISHED ON REQUEST.

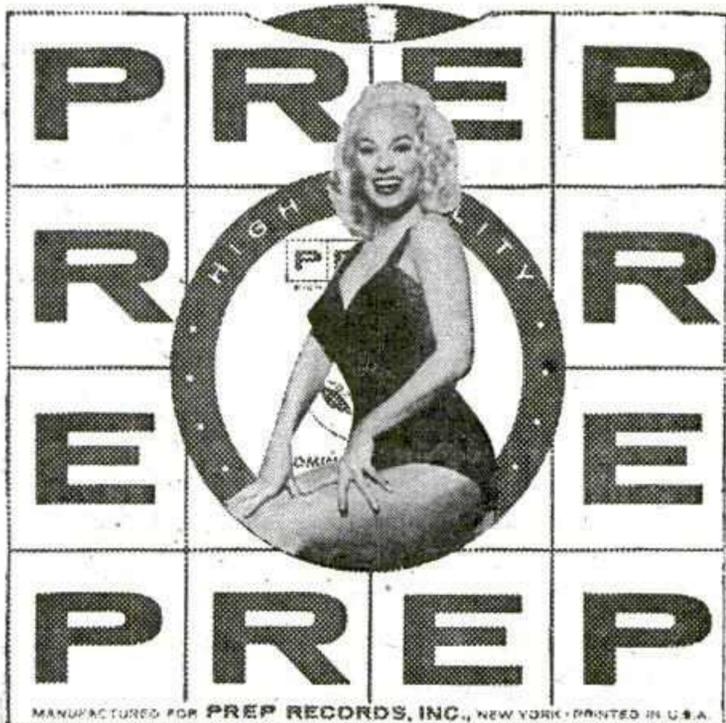
# FARON YOUNG GOES POP!!!



THE SHRINE OF  
ST. CECILIA  
HE WAS THERE



# PREP'S FIRST RELEASE!



Mamie Van Doren

## SALAMANDER

(A rock 'n roller from Mamie's Warner Bros. picture "Untamed Youth")

## GO GO CALYPSO

(Another song from "Untamed Youth" sounds like a hit!)

Prep #100

Bob Roubian

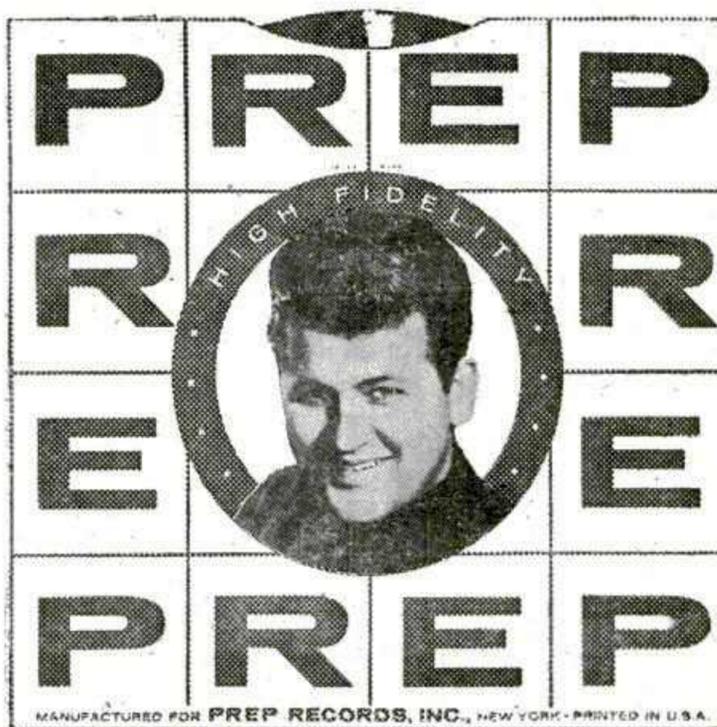
## ROCKET TO THE MOON

(The voice on the big hit "Popcorn Song" with a new contender with a rocking beat)

## IT'S ONLY A PAPER MOON

(A new treatment of the standard—a pleasant beat will make this one stick)

Prep #101



Sam Butera

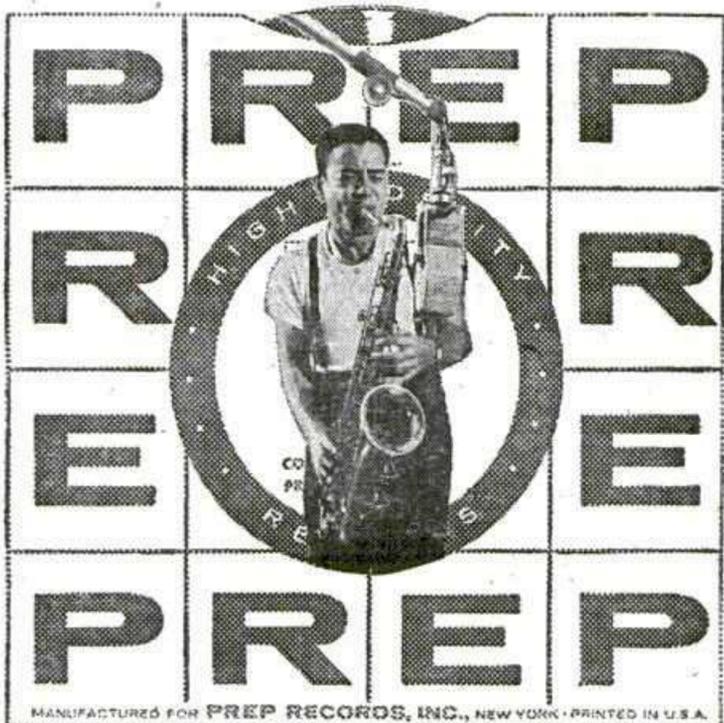
## EQUATOR

(The swinging sax player with Louis Prima, with a big reputation of his own, swings this one with a beat for the kids)

## I KISS YOUR HAND, MADAME

(A juke box natural for Sam's swinging sax)

Prep #102



**-Distributed by-**

ATLANTA  
Dixie Distributing  
BALTIMORE  
Marshall Enterprises  
BOSTON  
Records, Inc.  
BUFFALO  
Lyric Distributing  
CHARLOTTE  
Bertos Sales

CLEVELAND  
Benart Distributing  
DALLAS  
Eric Distributing  
DETROIT  
Cosnat Distributing  
HARTFORD  
Leslie Distributors  
HOUSTON  
United Records

INDIANAPOLIS  
Indiana State Records  
JACKSONVILLE  
Pan American  
LOS ANGELES  
Independent Record Sales  
MEMPHIS  
Music Sales  
MIAMI  
Pan American

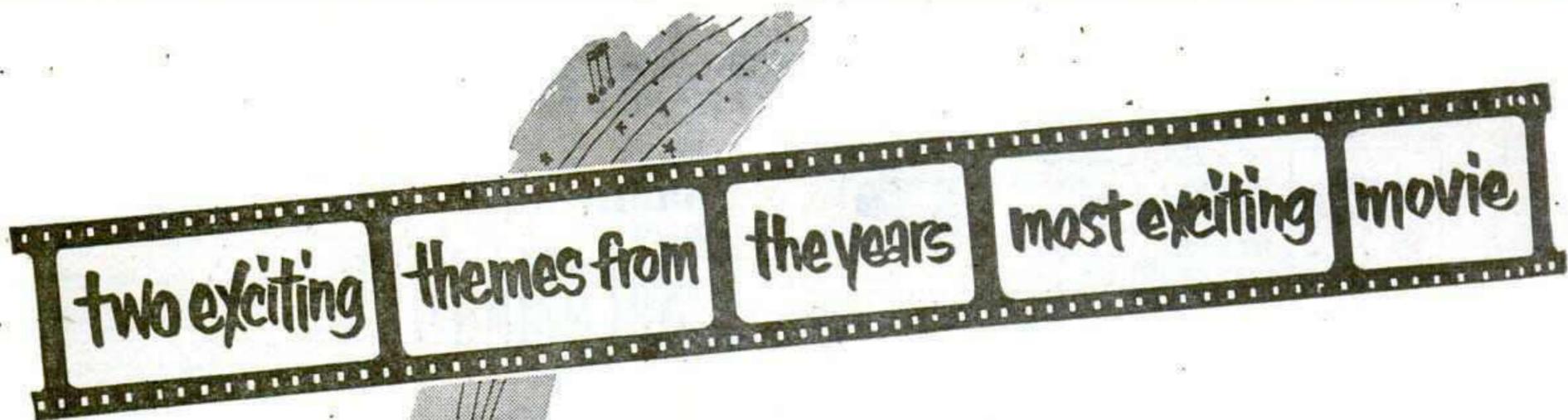
MINNEAPOLIS  
Jather Distributing  
NEWARK  
All State Distributors  
NEW YORK  
Malverne Distributors  
OAKLAND  
Chattan Distributing  
PHILADELPHIA  
David Rosen

PITTSBURGH  
Standard Distributing  
RICHMOND  
Allen Distributing  
SEATTLE  
Northwest Tempo  
ST. LOUIS  
Commercial Music



RECORDS, INC.

1730 BROADWAY • NEW YORK 19, N.Y.



# GEORGE CATES

and his orchestra

## THE STRANGE ONE

## JOCKO'S THEME

(Introducing  
ROSEBUD)

CORAL—  
9-61814  
61814

THE BIG MOVIE HITS  
ARE ON CORAL



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. **So Rare** . . . . . **Jimmy Dorsey**  
(ASCAP Fraternity 755)
2. **Lucille** . . . . . **Little Richard**  
(BMI) Specialty 598
3. **Just Because** . . . . . **Lloyd Price**  
(BMI) ABC-Paramount 9792
4. **Only One Love** . . . . . **George Hamilton IV**  
(BMI) ABC-Paramount 9782
5. **I'm Sorry** . . . . . **The Platters**  
(BMI) Mercury 71032
6. **School Day** . . . . . **Chuck Berry**  
(BMI) Chess 1653
7. **Love Is a Golden Ring** . . . . . **Frankie Laine**  
(BMI) Columbia 40865
8. **First Date, First Love, First Kiss** . **Sonny James**  
(BMI) Capitol 3674
9. **Forty Cups of Coffee** . . . . . **Bill Haley**  
(BMI) Decca 30214
10. **Calypso Melody** . . . . . **David Rose**  
(ASCAP) MGM 12430

## 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.

**LUCILLE** (Venice, BMI)—**Little Richard** — Specialty 598 — Having already reached a high position on the r.&b. best selling chart, this disk is going pop as well. Sales are high in Atlanta, Cincinnati, Charlotte, New Orleans, Philadelphia and St. Louis. Other areas report that activity is on the up-swing. The record is coupled with "Send Me Lovin'," (Venice, BMI). A previous Billboard "Spotlight" pick.

**SCHOOL DAY** (Arc, BMI)—**Chuck Berry** —Chess 1653—Action on this platter is so favorable that this, too, seems headed for the pop chart after showing itself to be strong enough to rate a Best Buy in the r.&b. category. All areas report very strong sales. Flip of the record is "Deep Feeling," (Arc, BMI). A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

### POP RECORDS

- JOHNNY RAY** . . . . . Columbia 40893 . . . . . **YES, TONIGHT, JOSEPHINE**  
(Astor, BMI)  
**NO WEDDING TODAY** . . . . . (Oxford, ASCAP)  
With this coupling the singer's revival should continue unbroken. The "Josephine" side swings at a bright pace with a pleasant folkish flavor, while the flip is a strong ballad of tragic doings at the church. Ray weeps this one over solidly.
- FRANK SINATRA** . . . . . Capitol 3703 . . . . . **CRAZY LOVE**  
(Barton, ASCAP)  
**SO LONG MY LOVE** . . . . . (Eddie Shaw, ASCAP)  
Sinatra turns out some of his classiest vocalizing on both sides of this new dinking. Tho his most recent single did not make the charts, this pairing of an extra fine ballad potion on top with a moderate rhythmic swinger on the flip can return him to the fold. Tonside has a slight edge.
- THE McGUIRE SISTERS** . . . . . Coral 61815 . . . . . **DROWNIN' IN MEMORIES**  
(Weiss and Barry, BMI)  
These gals always manage to come up with fine sounds, but on this slow, persistent rock and roll ballad they are at their very best. The tune is strong to begin with and the schmaltzy reading should get things off to a fast start. Flip is "Please Don't Do That to Me." Ross-Jungnickel, ASCAP.
- JIM REEVES** . . . . . RCA Victor 6874 . . . . . **FOUR WALLS**  
(Springfield, BMI)  
**I KNOW AND YOU KNOW** . . . . . (Tree, BMI)  
Country warbler Reeves hasn't made the pop charts but this pairing of strong tunes with pop-styled arrangements can well do the job. On top is a wonderfully tragic ballad with a melody and lyric that definitely hang on. The flip is a rhythm tune full of honky tonkin' ideas and sounds. Both have the loot look with a nod to "Four Walls."
- CLYDE McPHATTER** . . . . . Atlantic 1133 . . . . . **JUST TO HOLD MY HAND**  
(Lion, BMI)  
McPhatter's "Without Love," is still riding the r.&b. charts and this cover version of "Just to Hold My Hand," has the makings of a solid pop as well as r.&b. hit. The singer builds up a tremendous feeling with this highly expressive reading. It's an exhortation no lady could turn down. Flip is "No Matter What" (Walden, ASCAP).
- GENE AUSTIN** . . . . . RCA Victor 6880 . . . . . **TOO LATE**  
(Alamo, ASCAP)  
**THAT'S LOVE** . . . . . (Manna-Trinity, BMI)  
Austin, top seller of the 1920's, makes a strong comeback big with these two sides, both of which will be featured in a forthcoming TV'er "The Gene Austin Story." Top is a light, bright and bouncy job with the lip in the slow-melodic bellad groove. In both, Austin sounds better than ever and either tune could stir up a good storm following exposure on the show.

### POP DISK JOCKEY PROGRAMMING

- TEDDY KING** . . . . . RCA Victor 6866 . . . . . **SAY IT ISN'T SO**  
(Berlin, ASCAP)  
**THERE'S SO MUCH MORE** . . . . . (Harms, ASCAP)  
Miss King has a very strong rendition of this well-loved Berlin standard. It's a natural for jocks. The flip is an obscure but nonetheless strongly appealing Rodgers and Hart song which smart jocks will like. This is happy programming fare.
- RAY STANLEY** . . . . . Zephyr 011 . . . . . **MARKET PLACE**  
(Sherman, BMI)  
Stanley puts this one over with engaging sales savvy. A catchy Cajun blues, it's his own tune and he gets the most mileage out of it. Play this for something interesting and little off the beaten track. Flip is "Pushin'" (Sherman, BMI).

## Reviews and Ratings

### DORIS DAY

- Twelve o'Clock Tonight** . . . . . 86  
COLUMBIA 40870—A cute bit of romantic nonsense that has an infectious "soft shoe" rhythm. Melody and lyric have strong appeal and the gal handles it in top form. This one could move out. (Daniels, ASCAP)
- Today Will Be Yesterday Tomorrow** . . . . 70  
Miss Day gives a nice performance on this side but the tune is of little consequence. Attention will be all on flip. (Unpublished)

### JILL COREY AND JIMMY CARROLL

- Make Like a Bunny, Honey** . . . . . 83  
COLUMBIA 40878 — This one's styled right next door to the gal's "I Love My Baby," probably her biggest disk so far. The old time rickey-tick approach seems to suit here and with help from Jimmy Carroll, Miss Corey may have her strongest yet. Watch it. (Winneton, BMI)
- Let It Be Me** . . . . . 60  
Here's a "big" ballad sung straight by Miss Corey. Song is from TV show, "Climax!" The flip should be the winner. (Leeds, ASCAP)

### BING CROSBY

- Seven Days a Week** . . . . . 84  
CAPITOL 3695—Crosby could have another hit in this one. It's a smart, show-wise platter, with tongue-in-cheek lyrics which should appeal to both the youngsters and the older set. The Groaner sells the rock and roll spoof with style and sly humor. Standout backing by Nelson Riddle. (Cahn, ASCAP)
- Man on Fire** . . . . . 75  
The slow dramatic theme from Crosby's new movie (which he doesn't sing in picture) is handed an okay vocal treatment, but flip side has more solid sales and play potential. (Robbins, ASCAP)

### THE TARRIERS

- Pretty Boy** . . . . . 83  
GLORY 255—This comes close on the heels of the last Tarriers release, but it's a strong calypso rendered with fine flavor and beat. Should get plenty of play. (Bryden, BMI)
- I Know Where I'm Going** . . . . . 74  
A new version of the old folk tune, chanted with easy-going charm by the fine group, with a fairly modernized rhythm. Nice listening. (Ludlow, BMI)

(Continued on page 52)

**KING BEST SELLERS**

**BILL DOGGETT**  
JUST OUT—ALREADY A HIT King 5044  
**CHLOE b/w NUMBER THREE**

**RAM-BUNK-SHUS**  
BLUE LARGO KING 5020

**ANNIE LAURIE**  
DE LUXE 6107  
**IT HURTS TO BE IN LOVE**

**OTIS WILLIAMS and his CHARMS**  
WALKIN' AFTER MIDNIGHT  
I'M WAITING JUST FOR YOU— DE LUXE 6115

**EARL BOSTIC**  
KING 5025  
**AVALON TOO FINE FOR CRYING**

SPECIAL RELEASE—**THE TEARDROPS**  
**AFTER SCHOOL** KING 5037

**LITTLE WILLIE JOHN**  
KING 5023 B/W  
**YOU GOT TO GET UP EARLY IN THE MORNING LOVE LIFE AND MONEY**

**BIG DADDY BACON FAT**  
B/W  
**BAD BOY**  
KING 5013

**ROY GAINES ISABELLA**  
DE LUXE 6119

**THE DRIVERS DANGEROUS LIPS**  
B/W  
**OH MISS NELLIE**  
DE LUXE 6117

**BUBBER JOHNSON BUTTERFLY**  
(A BALLAD)  
B/W  
**TOO MANY HEARTS**  
KING 5014

**JAMES BROWN and the FAMOUS FLAMES**  
**GONNA TRY**  
B/W  
**CAN'T BE THE SAME**  
FEDERAL 12292

**EARL BOSTIC HARLEM NOCTURNE**  
KING 4978

**DON RENO—RED SMILEY KNEEL DOWN**  
B/W  
**FORGOTTEN MEN**  
KING 5024

**THE QUARTER NOTES COME DE NIGHT**  
B/W  
**LONELINESS**  
DE LUXE 6116

**STILL BIG BY BILL DOGGETT**

**HONKY TONK**  
KING 4950

**SLOW WALK**  
KING 5000

**NEW RELEASES**

**THE "5" ROYALES TEARS OF JOY**  
b/w  
**THIRTY SECOND LOVER**  
King 5032

**BONNIE LOU TAKES TWO**  
b/w  
**KIT 'N' KABOODLE**  
KING 5033

**KENNY AND MOE I'M ALL ALONG**  
b/w  
**I WANT TO LOVE YOU**  
DE LUXE 6122

**BUBBER JOHNSON LITTLE GIRL**  
b/w  
**THE SEARCH**  
KING 5034

**LARRY DARNELL RAMBLIN' MAN**  
b/w  
**I CARE**  
DE LUXE 6123

**THE MIDNIGHTERS E BASTA COSI**  
b/w  
**IN THE DOORWAY CRYING**  
FEDERAL 12293

**CHARLIE FEATHERS WHEN YOU DECIDE** KING 5022  
DISTRIBUTED BY **KING RECORDS**  
KING - FEDERAL - DELUXE

**Going Tough for Variety Chains**

• Continued from page 16

which suddenly blossom out with overnight hits, Braverman said that some attempt should be made by the new outfits to notify chain buyers where the records can be obtained.

The Woolworth Stores, which have broken out in a rash of discounting in the New York metropolitan area, "have no general policy whatever to cut prices," according to B. D. Goodloe, home office buying exec. "When the fellow across the street from you cuts the price," said Goodloe, "What can you do? You've got to compete." In more than 900 Woolworth record counters from coast to coast, according to Goodloe, "we adhere to a strict list price policy."

Altho Woolworth has steered clear of rack jobbers, some market-wise disk men point to the fact that the Woolworth metropolitan New York operation could work as a rack jobber in its own right, serving its many outlets here with greater efficiency and at the same time getting the benefit of extra distributor discounts.

A spokesman for the Kresge chain, with headquarters in Detroit, painted a fairly pessimistic picture of disk sales at Kresge stores. He pointed to the delays and profit-consuming costs of shipping from distributors as major problems for record sales in more than 350 Kresge stores.

He said that in practically all other lines, unrelated to records, handled in his stores, manufacturers have increased mark-up over the years, allowing retailers a fair chance at overcoming their own increased operating costs. Not so with the record business, he said. For years, the standard mark-up for records has been 38 per cent, according to this spokesman. In spite of list price increases in singles, and now in the case of some album lines, record compan-

ies keep practically all the extra profits to themselves by holding the 38 per cent margin.

The spokesman averred that the business is rough and his outlets are having a continual battle to eke out even a modest profit. In spite of this, none of the Kresge stores are currently doing business with rack men. "We'll never go to that," the spokesman added with a shudder.

The McCrory System of 225 stores east of the Mississippi and some in Texas, modestly reports that 1956 record sales were about 10 per cent over the same period in 1955. According to a New York office buyer spokesman, the buying policy is directed from New York, the various outlets do their own buying thru local distributors. "When a distributor can't be found—in the case of a new label with a fast hit," he said, "we sometimes are forced to buy direct from the factory, if we can find it."

**Strong LP Support**

With the exception of Kresge, "where singles are still by far our biggest items," the chains reported a strong spurt in album sales in the last six months. Woolworth, in fact, is even handling a limited number of classical items.

Still, tho the trend is toward albums, the trend toward increased volume appears moderate at best. With salary levels admittedly on the low side in chain operations in general, most stores may continue to have difficulty in finding hip, dollar-conscious record counter attendants. This type of operation can be and often is a losing one. With racks offering strong competition in supermarkets, drug stores, etc., chains may conceivably find the going tougher rather than easier as time goes on. It would thus appear that with a successful start in one chain already, the rack fraternity may move further into the chain field.

**Col. Covers Field With Product**

• Continued from page 15

the May Masterworks' Buy-of-the-Month, Richard Strauss favorites by the Philadelphia Orchestra, conducted by Eugene Ormandy.

The pop album product features a big calypso release, including "Calypso Holiday" by the Norman Luboff Choir; "The Calypso Carnival," Islander-type material by Alfred Earle, King Flash, Sammy Heyward, etc., and "Calypso Songs for Children," by Elia and Michele Clark. Latter package is intended for adult consumers, too.

"Bergen Sings Morgan," another pop release, hits the stores first week in May, prior to Miss Bergen's engagement to star in the CBS-TV production, "The Helen Morgan Story," on May 16.

A highlight of the pop release is Paul Weston's "Crescent City," with original music by Weston depicting New Orleans. Strong promotion is set for this, and on July 19 or 20 Weston will conduct "Crescent City" with the New Orleans Pop Symphony.

A Ray Conniff package, "Dance the Bop"—latest teen dance craze—

is made up of Conniff originals and includes a booklet of dance instructions. Booklet ordinarily sells for one dollar, but rights to it for album purposes were obtained from the publisher and author.

A long-awaited package is "Music for Brass," by Gunther Schuller, John Lewis, Jimmy Giuffre, etc., conducted by Dimitri Mitropoulos and Gunther Schiller. This represents the first fruits of the Jazz and Classical Music Society.

Other sets include two conversions, a Frank Yankovic polka album, and "Pipes and Drums" by the Highlanders of Canada, and "A First Record for Children by Dotty Evans, Tom Glazer and Robin Morgan.

Stan Kavan, album sales manager, is continuously "glamorizing" by new product presentation brochure in order to make it an effective tool for salesmen. In one compact source the brochure contains a demo disk, full-color album covers, promotional ideas for dealers, etc.

**Cap. Intl. Dept.**

• Continued from page 15

belief that E.M.I. might be coming out with a new label as has been reported abroad, with Capitol named to decide its distribution in this country. Capitol at present has little or no foreign-language single records in its catalog and would either have to record same or acquire it from E.M.I.

Hassler will be succeeded at his CRI post by Pete Duchow, later a national promotion assistant prior to his promotion.

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Reviews of New Pop Records

Continued from page 49

**GENE VINCENT**  
**B-I-Bickey-Bi, Bo-Bo-Go** .....82  
 CAPITOL 3678—Another rock and roller a la "Be Bop-A-Lula" for Vincent, with possibilities in both pop and c.&w. markets. A loud, lively side that could click despite the sameness of the material. (Central Songs, BMI)  
**Five Days, Five Days**....82  
 This one is a blues with a strong beat; male group behind Vincent's country-accented vocal. Teeners will like it for dancing as well as listening. (Central Songs, BMI)

**MITCH MILLER ORK AND THE SINGING GIRLS**  
**Just How Much I Love Her** .....81  
 COLUMBIA 40871—Same tune on this side with slighter faster tempo and spotlighting the Rowland piano. Both sides are strong and which gets the play will be a toss-up.

**MITCH MILLER AND BILLY ROWLAND**  
**Just How Much I Love You**....80  
 Here's a very strong entry full of old-fashioned flavor. Singing gals sound like the toast of the twenties and there's great atmosphere from the nickelodeon type piano. Great for

boxes but it could be big at all levels. (Korwin, ASCAP)

**GALE STORM**  
**Dark Moon** .....81  
 DOT 15558—This side is a romantic item, a cover of Bonnie Guitar's version. Song's construction shows the Tex-Mex influence. Gale Storm's vocal has plenty of charm. (Dandelion, BMI)  
**Little Too Late**....79  
 One to watch. Gale Storm sings a swingy melody with style. Billy Vaughn has arranged it in sock fashion, with a happy beat and a chorus to showcase the thrush. (Wemar, BMI)

**VARIETTA DILLARD**  
**Pray for Me, Mother** .....80  
 VICTOR 6869—The lady in love asks mom for help. A fine teen-age plaint that could hit home in that market. Gal really pounds this one out and it figures to move. Her best recent effort and bears plenty of watching. (Tee Pee, ASCAP)  
**Leave a Happy Fool Alone**....78  
 The gal packs a wallop on this bright swinger. A good rock and roll beat pervades the side but appeal is strictly pop. Rates plenty of exposure too. (Trojan, BMI)

**JOE (FINGERS) CARR**  
**Loco-motion** .....79  
 CAPITOL 3681—Sock cover of the infectious rhythm instrumental ditty. The Irving Ashby version has a headstart in the market, but this one should grab off its share of spins. (Travis, BMI)  
**Brazilian Hobo**....74  
 Engaging instrumental wax for jocks. Carr plays a swingy, danceable theme with exuberance and a lighthearted tempo. (Chatsworth, ASCAP)

**DON ROBERTSON AND LOU DINNING**  
**I Don't Know If I Ever Love Again** .....79  
 CAPITOL 3675—A smart effort by Lou Dinning en solo here. The tune is strong in a slow framework and the gal sells with plenty of plus values. Jocks will give this good plugs and sales could follow. Could be a sleeper. (Birchwood, ASCAP)

**DON ROBERTSON**  
**Remember You Belong to Me**....69  
 Robertson gets on the rockabilly kick on his solo side. Okay effort but flip with Miss Dinning in the spotlight and Robertson in the supporting cast is stronger. (Birchwood, ASCAP)

**FREDDIE BELL AND THE BELBOYS**  
**Take the First Train Out of Town**....78  
 MERCURY 71075—A blues with a solid beat. Bell chants the lyric while the accompaniment keeps on building. Lyric is a good one. Side is likely to get action. (Anchor, ASCAP)  
**Hey There You**....78  
 A rock and roller, with the Bellboys chanting right behind Freddie and the ork giving out wildly. Horns exceptionally solid. (Neilson, ASCAP)

**ELLA FITZGERALD**  
**Hotta Chocolotta** .....78  
 VERVE 10031—The great Ella sells a commercial calypso with effortless showmanship and her usual fine phrasing. She's had better material but disk should still be a big jockey favorite. Recent Ed Sullivan TV send-off should also help sales. (Speir, ASCAP)  
**Hear My Heart**....76  
 Strong thrashing job on a dramatic ballad, with swingy modern backing, big band style, by Russ Garcia. Flip, tho, has more commercial appeal. (Leeds, ASCAP)

**DAVID HILL**  
**All Shook Up** .....78  
 ALADDIN 3359—Hill has cut a lively side with this unusual blues. Backing, with honking tenor sax and a big beat, really make it a bright reading of the tune already cut by Presley. Worth spins. (Shallmar-Prezley, BMI)  
**Melody for Lovers**....76  
 This side is a dreamy ballad. Hill Hants it tenderly, with a chorus in the background. Has a stately quality. Pretty classy. (Shallmar, BMI)

**KITTY KALLEN**  
**Star Bright** .....78  
 DECCA 30267—A lovely song, sung with great warmth. It's a waltz, and if jocks give it a ride, it could be around a while. (Bourne, ASCAP)  
**Gently, Johnny**....65  
 This one is too gentle in most respects to push itself into the money. (Michele, ASCAP)

**LOU BARTELL**  
**Natural, Natural Baby** .....77  
 ABC-PARAMOUNT 9801 — An appealing rocker, based on the blues. Bartell sells it with definite teen appeal. Coupling merits attention; both sides have a "sound." (Pamco, BMI)  
**My Idea of Heaven**....75  
 An unusual ballad with rock and roll treatment. Has to get some attention. Bartell is part-cleffer on both tunes. (Pamco, BMI)

**ART MOONEY ORK**  
**Mama Guitar** .....76  
 M-G-M 12461—There'll be plenty of

competition for this rocker from the Kazan flick "A Face in the Crowd." This is a rock and roll as interpreted by a pop dance band, with chorus vocal and some guitar. (Remick, ASCAP)  
**A Face in the crowd** .....75  
 Title song from the flick is somewhat reminiscent of the old "How Long" blues. Group and band rendition has good torch flavor. An appealing side, but again one that will have strong competition. (Remick, ASCAP)

**ROY HAMILTON**  
**My Faith, My Hope, My Love** .....76  
 EPIC 9212—Inspiration song gets a fine vocal by Hamilton. Chanter is well-recorded here, with orchestral-style backing. Jocks looking for something classy have it here. Rates right along with the Young and Cornell versions. (Connelly, ASCAP)  
**So Long**....75  
 A soulful, bluesy ballad standard, chanted with emotion by Hamilton. As in the flip, there's classy instrumentation behind the singer (Shapiro-Bernstein, ASCAP)

**DEAN JONES**  
**Young and in Love** .....76  
 M-G-M 12462—The upcoming film and TV star renders this promising material in tender, sincere style. There have been plenty of tunes with this message, but heavy Jones plugging may pay off with the youngsters. (Hill & Range, BMI)  
**The Gypsy in My Soul**....71  
 Hipper jocks will like the warm, breezy style with which Jones sells the fine standard. Quality-wise, this side would get the nod. (Words & Music, ASCAP)

**JULIUS LA ROSA**  
**Mama Guitar** .....76  
 VICTOR 6878—This is the rockabilly-style tune from the Kazan production "A Face in the Crowd." La Rosa, with one of many versions cut, belts it in great style, but some standard elements are lacking; notably a back-beat and juiced-up guitar. Guitar is there, but no juice. (Remick, ASCAP)  
**Man to Man**....70  
 La Rosa hands out some philosophical advice to a young fella. Again he's more impressive than his background. Material is reminiscent of "The Little Child," but lacking the same tremulous charm. (Bourne, ASCAP)

**LAWRENCE WELK ORK**  
**The Bridge of Saint Lo** .....75  
 CORAL 61806—Both sides of this pleasant instrumental carry a Parisian flavor, highlighted by listenable accordion solo work and a poignant melody. (Shapiro-Bernstein, ASCAP)  
**Tea Little Trees**....75  
 Same comment. (Rayven, BMI)

**MINDY CARSON**  
**Please Take Back Your Introduction**...75  
 COLUMBIA 40857—A soft, tearful plea by Miss Carson. Pretty tune gets nice choral effects. Quality performance rates a look. (Caesar, ASCAP)  
**Time's Runnin' Out on Me**....74  
 Here's an attractive slow-paced ballad that has its mournful overtones. Another solid thrashing job which could attract some coin. (Acuff-Rose, BMI)

**TONY MARTIN**  
**Do I Love You (Because You're Beautiful)**.....75  
 VICTOR 6863—This shapes as the big song from the Rodgers and Hammerstein TV "Cinderella." Martin gives a smart performance but there will be strong competition from Damone and others. Still, this can take some of the melon if the song makes it. (Williamson, ASCAP)  
**Ten Minutes Ago**....71  
 A gay, heady, little ditty that gets the full Martin romantic treatment. Tune is also from the TV version of "Cinderella," but the flip looks to have better staying power. (Williamson, ASCAP)

**THE TEARDROPS**  
**Don't Be Afraid to Love**.....74  
 KING 5037—Moving rock and roll-styled ballad is accorded a feelingful vocal treatment by The Teardrops, who warble in style reminiscent of the Four Aces. (All State, BMI)  
**After School**....74  
 The boys pack considerable feeling and sincerity into this cover of the attractive ballad. Lyrics have strong appeal for teen-agers. However, the Joy Layne and Randy Star versions have big headstart. (Republic, BMI)

**DAVE DUPRE**  
**Don't Cry, For You I Love**.....74  
 CHALLENGE 1001 — This is the Burgess calypso song which also has been cut most affectingly by George Morgan. On the Gene Autry-owned label (tune is in Autry's firm) it gets a similar styling that could come in for pop play. (Golden West, BMI)  
**Fire in the Eyes**....73  
 Folk song with calypso accent and rhythm, also by Burgess. Pleasant stuff, with both pop and country appeal. (Golden West, BMI)

**THE PEARLS**  
**Your Cheatin' Heart**.....74  
 ONYX 510—Here's the great tune of the late Hank Williams, done rock and roll fashion—with a touch of honky tonk flavor. Makes an interesting side. Lead singer is a bit too  
 (Continued on p. 54)

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**Reviews of New Pop Records**

Continued from page 52

gimmicky, but undeniably effective. (Acuff-Rose, BMI)  
**I Sure Need You . . . 73**  
A bouncy item. Lead chanter warbles with plenty of style, but as on the flip, too stylized; yet makes a bright side. (Malver, BMI)

**THE LORELEIS**  
**But Why? . . . 74**  
BALLY 1032—The fems chirp with feeling on an effective Bob Merrill ballad with rock and roll backing. Could move with proper exposure. (Golden Bell, ASCAP)  
**I'll Leave the Door Open . . . 70**  
Gals come on strong for this r.&r. ballad, but flip is stronger material. (Sheraton, ASCAP)

**SHORTY LONG**  
**You Don't Have to Be a Baby to Cry . . . 74**  
VICTOR 6873—Long belts a moderate-paced rock and roll rhythm job. It's a good tune and the singer gets a big boost from a solid band backing. A performance that rates a good look. (R.F.D., ASCAP)  
**I'd Crawl Back If I Could . . . 70**  
Another strong effort, this time at a slowed-down pace. Plays can come here too, the flip has slight lead. (Tannen, BMI)

**BILL FARRELL**  
**Honky Tonk Song . . . 74**  
EPIC 9211—Farrell belts across an exuberant rockabilly tune with considerable drive. In view of cross-marketing, this must compete directly with Webb Pierce's original. (Tree, BMI)  
**Still in Love With You . . . 69**  
Singer tries too hard on this so-so rock and roll-styled ballad. He scores higher performance-wise on the flip. (Angel, BMI)

**RAY ANTHONY ORK**  
**The Incredible Shrinking Man . . . 74**  
CAPITOL 3676—A slow, interesting and rather offbeat instrumental of the title tune from the pic. This could catch on and many jocks will no doubt give it a try. (Northern, ASCAP)  
**This Could Be the Night . . . 64**  
Vocalist Gene Merlino sings this Latin-gaited romantic tune. An okay danceable item but any attention will center on flip. (Robbins, ASCAP)

**SKIP FLETCHER**  
**Street of Memories . . . 73**  
ABC-PARAMOUNT 9804—Fletcher demonstrates an engaging tenor-ish set of pipes and an effective manner of selling on this ballad-with-a-beat. There's some juke appeal here, if jocks help get it started. (E. B. Marks, BMI)  
**Remember Me to You . . . 72**  
Another appealing, this time very nostalgic side, reviving an old, flavor-some tune. A well-made disk (Words & Music, ASCAP)

**BETTY WELLS**  
**Sweetheart Anonymous . . . 73**  
ABC-PARAMOUNT 9802—A rocker of the hipper sort here, with an intense, personable vocal and some crazy jazz trombone. Fine floor material and an item that will appeal to many spinners. (Beechwood, BMI)  
**Good Time Joe . . . 70**  
This blues shout is somewhat over-gimmicked, more in the manner of nitery than disk projection. (Ardmore, ASCAP)

**SAMMY KAYE ORK**  
**The Ship That Never Sailed . . . 73**  
COLUMBIA 40869—Tune is already available in several other versions, but this romantic fare with the poetry reading is right up Kaye's alley and his fans will likely dig it. (Kady, ASCAP)  
**Money . . . 68**  
There are several strong country versions of this tune, but the Kaye reading, in the style reminiscent of the Weavers, is a spirited job that could get good juke action. (Acuff-Rose, ASCAP)

**ALLEN CASE**  
**Me Too (Ho-Ho! Ha-Ha!) . . . 73**  
COLUMBIA 40872—Here's a happy, banjo-backed swinger that has a distinct sound. Side could get some support if jockeys give it a spin. (Shapiro-Bernstein, ASCAP)  
**That's What You Do to Me . . . 65**  
Pop ballad has strong r.&b. roots. Case comes out with a powerful legit-styled voice which somehow doesn't seem suited to this medium. Nice performance, however. (Wixford, ASCAP)

**BILL CAREY**  
**The Padre of San Antonio . . . 72**  
SAVOY 1510—A change of pace from calypso and rock and roll is this side by Carey. It's a nostalgic song, recalling an earlier trend. (Gaviata, BMI)  
**You've Broken a Heart . . . 71**  
A rock and roller with a rollicking beat and a chorus behind Carey's vocal. Pleasant chanting. (Crossroads-Trinity, BMI)

**LOU BUSCH ORK**  
**The Wild Ones . . . 72**  
CAPITOL 3667—Instrumental is in the vein of "The Man With the

Golden Arm" theme. Tho not quite as catchy, this may cop some attention. (Chatsworth, ASCAP)  
**Midnight Melody . . . 70**  
Another smart instrumental—this one a ballad. (Chatsworth, ASCAP)

**MARGIE RAYBURN**  
**Walkin' Around in a Dream . . . 72**  
LIBERTY 55059—Banjo-uke flavor is matched to the gal and group vocal on this nostalgic cutie. Appealing slice with real period charm. (Criterion, ASCAP)  
**Teen-Age Heart Throb . . . 67**  
Number is in the vein of so many others by Gloria Mann, Sunny Gale, etc., which haven't managed to break thru. Unless this gets heavy plugging, it could get lost. (Madera, ASCAP)

**LADY "T" AND HER CALLYPSONIANS**  
**Lady "T" . . . 71**  
VICTOR 6872—The group chants a chorus which serves to introduce Lady "T," who then takes a series of choruses herself. Interplay between the indies thrush and her group has some charm. (Bolen, BMI)  
**Inside . . . 71**  
Vocalist here is a male, and he chants authentic calypso, the lyric of which is of more than ordinary interest. Jocks will find it unusual. (Bolen, BMI)

**LILLIAN BROOKS**  
**My Man Pete . . . 71**  
M-G-M 12456—Engaging reading by canary highlights this clever rhythm-novelty with swiny backing and amusing lyrics. (Brandom, ASCAP)  
**Sailing With My Dreamboat . . . 69**  
Deep-voiced thrush registers strongly on a catchy old-fashioned ditty. (Brandom, ASCAP)

**EDDIE WRIGHT**  
**Somebody's Got to Lose . . . 70**  
ACCENT 1008—Cards, love and politics are all involved here in a series of talk verses and sung choruses. Also flashy guitar work by the steel man. An entertaining side, worthy of some attention. (Sound, BMI)  
**Guilty Eyes . . . 68**  
Another excellent, well-recorded effort, this time on a typical finger-pointing ballad. Distinctive vocal sound here, and good, if somewhat modest, orking. (Lance, BMI)

**ANN LEONARDO**  
**Straws in the Wind . . . 70**  
CAPITOL 3677—Miss Leonardo delivers a tuneful but melancholy commentary on various aspects of l'amour. There's a big chorus, too. Some jocks will give it a whirl. (Shapiro-Bernstein, ASCAP)  
**Traveling Stranger . . . 68**  
A bouncy swinger where the lyric is not too important. There's a good salable sound by the gal with backing to match. This side could also draw some spins. (Shealy, BMI)

**THE CUPIDS**  
**My Dog Likes Your Dog . . . 70**  
DECCA 30279—A rather zany, spirited novelty in a rock and roll bird-group type rendition, with hoked-up dog effects. There are more appealing groups around, but the novelty may get some attention. (Meridian, BMI)  
**The Answer to Your Prayer . . . 60**  
The group's deficiencies are more apparent in this routine r.&r. ballad. Novelty figures to get any action that might be forthcoming. (Northern, ASCAP)

**BOB ANDERSON**  
**Pizza Joe . . . 70**  
BALLY 1031—A catchy mixture of calypso, rock and roll and Sunny Italy makes this disk a playable platter for jocks, altho it has only moderate potential counter-wise. Okay vocal by Anderson, but arrangement is the thing. (Regent, BMI)  
**Riptide . . . 66**  
Anderson sells with conviction on a rather pretentious arrangement of a dramatic theme. Flip is stronger side. (Pincus, ASCAP)

**RAY BOLGER**  
**Once in Love With Amy . . . 70**  
KAPP 180—Here's a re-make of Bolger's old hit on Decca. Ork is handled by Sy Oliver. Jocks who spot this one will probably re-spin it but sale potential at this time is limited. (Frank, ASCAP)  
**The Cricket Song . . . 60**  
A simple, harmless little ditty about the cricket, which will make little more noise than its namesake. Bolger's tap dancing on the disk isn't likely to help much. (BMI-Canada)

**THE MELLOWS**  
**You've Gone . . . 68**  
CANDLELIGHT 1011—Ballad with a melody that sticks, chanted by a good lead singer. Adequate arrangement. (Pollard, BMI)  
**Moon of Silver . . . 68**  
This side is a dreamy ballad. Again the lead chanter is effective. (Pollard, BMI)

**DARLA HOOD**  
**Jody . . . 68**  
ENCINO 1007—The one-time Our

Gang Comedy kid heads a personable vocal to an okay calypso with a swiny beat. May pull some jockey play on West Coast. (Granson, BMI)  
**No Secret Now . . . 59**  
The gal presses too hard on this rather labored rock and roll ballad. (Granson, BMI)

**RAY MARTIN**  
**The Whistling Sergeant . . . 67**  
CAPITOL 3670—Crisp orking and bright whistling, plus the expected military flavoring, make up this instrumental novelty by the British maestro. Singles sales picture isn't too bright. (Zodiac, BMI)  
**Tango in the Rain . . . 66**  
Some interesting instrumental effects in this competently clefted concoction. Some jock spins likely, but best sales possibility would be in an album. (Wood, ASCAP)

**MARC FREDERICKS ORK**  
**The Gates of Happiness . . . 66**  
ECLIPSE 1652—A lush instrumental rendition of a haunting theme with fine alto sax solo work by Sid Cooper. Effective mood music programming for jocks. (Mills, ASCAP)  
**It's Something New to Me . . . 66**  
Another good instrumental for deejays. A lilting rhythm item is wrapped up in a rich orchestral treatment with a contagious Latin beat. (Mills, ASCAP)

**WYOMA WINTERS**  
**Me and the Blues . . . 66**  
RKO UNIQUE 389—Pert thrushing job by the ex-Victor canary on a bouncy rhythm item. Moderate spin potential. (Delstone, BMI)  
**My Rhapsody . . . 64**  
Pleasant piping on a pretty ballad with dramatic backing. (Broadcast, BMI)

**JOE D. GIBSON**  
**Good Morning, Captain (Muleskinner Blues) . . . 66**  
TETRA 4450—A bit of Americana here. Joe Gibson captures the feeling of an earlier era as he sings this folksy blues. For jocks looking for something unusual. (Tetra, BMI)  
**21 Years (It Takes a Worried Man) . . . 62**  
This side has the same flavor as the flip, but has not been recorded as well. (Tetra, BMI)

**JIM DALLAS**  
**Only the Broken Hearted . . . 65**  
GLORY 257—Crooner chants a lot like Eckstine on this slow ballad. An over-lush background hinders rather than helps. (Caesar, ASCAP)  
**If You Care . . . 65**  
Similar arrangement and rendition. (Caesar, ASCAP)

**KENNY LEE**  
**Song of the Singing Wind . . . 65**  
STARS 504—Kenny Lee's voice imitates the wind here, with suitable instrumental accompaniment. Has a folk-ish touch. (Lowery, BMI)  
**I Wanna XX You, Hug You, Love You Some More . . . 64**  
Adequate bit of material with some novelty appeal. (Stars, BMI)

**JOE JAROS**  
**Bon-Bon-Baby . . . 65**  
BELLA 56—A rhythm side. Piano sets a good beat for Jaro's vocal. Song has the touch of material; but it is carried off quite well, with a free-swinging little group accompanying the chanter. (Rambolt, BMI)  
**Who's to Blame? . . . 52**  
A plaintive love song chanted by Jaro; but there's just not enough to the disk—no excitement or sparkle. (Rambolt, BMI)

**RICK JONES**  
**Wise One . . . 58**  
PIV 1009—The thrush chants an adequate vocal. Has the touch of material; but side lacks distinction. (V.I.P., BMI)  
**Classified Ad . . . 56**  
Another piece of material. Somewhat far out for most deejay programming. (V.I.P., BMI)

**CHARLES TURECAMO**  
**The Greatest . . . 58**  
ECLIPSE 1651—Rhythmic tune is a lesser Hoffman-Manning effort, Marc Fredericks supports the competent, but not outstanding vocal with hip, well-conceived orking. (Cromwell, ASCAP)  
**In Love . . . 54**  
Familiar Italian tune in an English adaptation. Warbler's somewhat nasal tone doesn't help here. (Ludlow, BMI) (Shelter, BMI)

**ALEENE STRAWN**  
**My Heart Is for a Grown-Up Boy . . . 49**  
CHOICE 850—A plea to a grown-up fellow gets pretty monotonous about half way thru and likely wouldn't convince the guy. Feeble side. (Shelter, BMI)  
**That's What I Want You to Do . . . 44**  
Weak material, weak backing and weak dishing job pair up to kill this one. No chance here. (Shelter, BMI)

**Latin American**  
**ROS RUIZ JR.**  
**My Rockin' Cha . . . 75**  
PANART 1989—A Latin rock and roller. A combination of typical American arrangement with a Latin vocal. (Panart, BMI)  
**Rockin' Guapacha . . . 72**  
Similar to flip. The big beat, with honkin' horns and shot thru with Latin flavor. (Panart, BMI)

**Spiritual**

**MAHALIA JACKSON**  
**God Is So Good . . . 88**  
COLUMBIA 40854—Quality is loaded into this side. The great chantress sings an emotion-packed religious song with taste and great technical facility. There's a recitative segment. For jocks all over. (Manna, BMI)  
**I Complained . . . 87**  
The great Mahalia sings a tender song here, with a religious message, and with an arrangement that perhaps will spread her appeal into the pop market. (Wildwood, ASCAP)

**Other Records Released This Week**

**Popular**

**Calico Girl; Waltz of Love—Jack Barbour, Ac'cent 1047**  
**Don't Forget to Say Your Prayers; My Budapest—Cantor Bela Herskovits, M-G-M 12454**  
**Don't You Rock Me Daddy-O; 10,000 Years Ago—The Vipers Skiffle Group, Capitol 3673**  
**I Found the Lord Through You; A Little White Church—Bob London, Blue Mill 122**  
**Life Is Just a Bowl of Cherries; Basin Street Blues, Columbia 40840**  
**Mood Indigo; Oh, You Beautiful Doll—Jerry Shard Ork, Capitol 3668**  
**No More Loneliness; Farewell, Farewell—Carl Spencer, Candlelight 1012**  
**Pledge of Love; Presley on Her Mind—Don Hart, Reserve 118**  
**Springy (The Little Easter Bunny); I'm Gonna Fly—Judy Tolbert, Stars 505**

**Rhythm & Blues**

**Crying Out Loud; Tennessee Woman—Fenton Robinson, Meteor 5041**  
**Joy Ride; The House Rocker—Doc Bagby, Okay 7080**  
**Speak Low; It Ain't Necessarily So—Eddie (Lockjaw) Davis, King 5026**

**Country & Western**

**Save a Little Room (In Your Heart for Me); I'll Never Get Over Losing You—Thelma Blackmon, M-G-M 12452**  
**Trifling Heart; Hopelessly—Fido, Daffan 112**

**United Front**

Continued from page 15

continuously take crops from the soil without replenishing it. "So let us worry a little more about our contribution to ASCAP, and a little less about the distribution . . . and maybe we'll have a better ASCAP."

**Trainees for Execs**  
Yellin also noted that the Society was taking steps to train junior employees for exec roles. He also added that maybe the classification committee would someday consent to statisticians taking a new objective look at the whole distribution system. He reviewed some of the inequities which had cropped up in the allocation of credits for themes and TV film music. Yellin noted the increasing diversification of the ASCAP catalog — from Aaron Copeland to Pinky Herman; from Dr. Douglas Moore to the writer of Sophie Tucker's salty songs (Yellin). "Our mixed marriage will work out if we stop throwing the brickbats," he said.

Close of the business session was marked by a hassle between Pinky Herman and Yellin. Herman traced the gradual improvement in the distribution formula and argued strongly for the adoption of the revised seniority portion of the 30-30-20-20 formula. Herman also urged the advisability of unity within the membership. He then remarked that in the past the board always closed ranks against the members. Yellin angrily termed this a lie. May Mitchell, a writer, pointed out Herman had talked for 45 minutes, and stated his proposal needed more study. Allen Roberts said Herman sounded like "an old standard." Another member seized the mike to say that Herman was greater than Einstein; that only 12 men understood Einstein, whereas nobody understood Herman. Cunningham calmed the audience, and stated, "Let's keep working on the plan . . . I believe many are not cognizant of its workings."



**Over One Million "Calypso" RCA Victor Albums Sold to Date  
"Mama Looka Boo Boo" Billboard Best Buy, March 16th Issue  
and No. 2 Billboard Coming Up Strong, March 23rd Issue  
New Release "An Evening With Belafonte"**



# This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

## Review Spotlight on . . .

### C&W RECORDS

#### JIM REEVES

Four Walls (Springfield, BMI)  
I Know and You Know (Tree, BMI)—RCA Victor 6174—See Review Spotlight on Pop Records.

#### LEW WILLIAMS

Centipede (Commodore, BMI) — Imperial 5429 — Here's a great country rocker with a sock vocal job and clever lyrics with an unusual idea. Heavy pop action is possible, so platter should be watched in both markets. Flip is another swingy rockabilly side, "Abra Cadabra" (Commodore, BMI).

#### CARL MAN

Rockin' Love (Knox, BMI)—Jaxon 502—Another side that could step out in both c.&w. and pop with the right kind of exposure. Mann warbles with strong feeling on unusual material with "a sound." Flip is "Gonna Rock and Roll Tonight" (Knox, BMI).

### SACRED RECORDS

#### PORTER WAGONER

Who Will He Be? (Warden, BMI)  
Good Morning Neighbor (Valley, BMI) — RCA Victor 6844—Wagoner has another powerful platter for the sacred circuit. "Who Will He Be?" is a moving theme with a compelling lyric-message, while the flip is a bright up-tempo ditty with bouncy hand-clapping backing. Strong performances by Wagoner on both sides.

# FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Sleepy McDaniel has just returned to Nashville after setting an extended tour for Hank Snow and the Rainbow Ranch Boys starting at Springfield, Ill., April 7, and following with Sarnia, Ont., April 8; London, Ont., April 9, and Peterborough, Ont., April 10. On April 11, Snow begins a week's stand at the Casino Theater, Toronto. On Sunday, April 14, he'll hop to Syracuse, N. Y., for an afternoon and evening show, returning to Toronto to finish out the week there. Accompanying Hank and his Rainbow Ranchers on the tour will be Cowboy Copas and Maybelle Carter. Johnny Cash will appear with Hank in Syracuse.

A c.&w. extravaganza promoted by Abbie Neal, deejay at WAMO, Pittsburgh, and her husband, Gene Johnson, of WWVA, Wheeling, W. Va. is reported to have set a new attendance mark March 20 at

Carnegie Music Hall, Oakland, Pa., a hot spot for rock 'n' roll attractions in recent months. On the bill were Ernest Tubb, Kitty Wells, Johnnie and Jack, the Wilburn Brothers, the Texas Troubadours, the Tennessee Mountain Boys, Billy Byrd, Shot Jackson, Rusty Gabbard, and Abbie and her Ranch Girls, comprising Lois Floyd, June Mayes, Joni Lee and Betty Brent.

Johnny Cash makes a guest appearance on the Paul Winchell TV show from New York Thursday, April 11. Last Sunday (31), Cash and the Tennessee Two, together with Carl Perkins, Jerry Lee Lewis, Onie Wheeler and Glen Douglas, a tour at Little Rock, Ark., arranged by Bob Neal, Johnny's mungaer. Package played Monroe, La., Monday, April 1, and Sheffield, Ala., Tuesday (2), and follows with Jackson, Miss., Wednesday (3), Memphis (4), and Odessa, Tex., Thursday (5). On April 6, Cash makes a guest shot on

"Big D Jamboree," Dallas, while Perkins is guesting on "Louisiana Hayride" in Shreveport. The unit resumes its trek April 7 in Abilene, Tex., playing Texarkana, Ark., April 8, and Winnfield, La., 9. After appearing with Hank Snow in Syracuse April 14, Cash will take a week off before embarking on a Canadian tour with Sonny James, Carl Perkins and Jerry Lee Lewis April 21 at Sault Ste. Marie, Ont.

Terry Parker, Canadian yodeler, has taken a leave of absence from "CKNX Barn Dance" and "Circle 8 Ranch" on CKNX-TV to put in the next eight weeks at the Blue Angel, Montreal nitery. During her stay in the Canadian metropolis she'll appear on CFCF's "Home-town Jamboree," with backing supplied by Montana Bill and His Saddle Serenaders. . . . Hank Snow was in Meridian, Miss., early last week to begin preliminary arrangements for the Jimmie Rodgers Day Celebration to be held there May 25-26. Full details of the Rodgers Day event will be announced soon. Hank and his good friend, Ernest Tubb, are the original sponsors and planners of the annual affair.

Williamson-Dickie Manufacturing Company, Fort Worth, makers of Dickies work clothes, has joined in alternate-week participating sponsorship of "Ozark Jubilee." The firm will announce its "Jubilee" affiliation in Life and Look magazines next month. . . . Sonny James, who makes his next "Ozark Jubilee" appearance May 11, headlines the bill at the Palace Theater, New York, for the week beginning April 4. . . . The Marksmen Quartet, formerly the Foggy River Boys, are set for the Flame Club, Minneapolis, April 10-13. . . . Speaking of Minneapolis, what has happened to our good friend, Texas Bill Strength?

Charlie Walker, of KMAC, San Antonio, who recently shifted from the Decca to the Mercury-Starday label, has just had his initial release for the later firm, "Dancing Mexican Boy" b.w. "Gentle Love." . . . If you ever catch Charley Lamb and Jim Denny together, get them to do their routine on the visiting deejay meeting up with one of the "Grand Ole Opry" stars backstage at the Ryman Auditorium, Nashville, almost any Saturday night. It's a gasser. . . . Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., type-writes that country music has taken a big jump on the West Coast, with the various shows in the area enjoying vastly improved business in the last six months.

Americana Corporation has Lefty Frizzell set for Bostonia Ballroom, San Diego, Calif., April 5-6. He follows with San Jose, Calif., April 13. Between dates Lefty is plugging his new Columbia release, "Now That You Are Gone" and "From an Angel to a Devil." He leaves the Coast May 15 to play park dates thru the East. . . . Mac Wiseman, now handling the c.&w., a.&r. chores at Dot Records, Hollywood, is working week-end engagements for Americana Corporation. He appears on "Town Hall," Los Angeles, April 5-6. . . . Freddie Hart returned to "Town Hall" last Friday (29) after winding up on a string of dates in Northern California for Americana. He leaves again April 6 for a swing thru Central California, Arizona and New Mexico.

Jim Coleman, who formerly handled the flack on Red Foley, recently launched Talent Associates, Inc., in the Film Exchange Building, Cleveland, to promote "Ozark

# C&W Territorial Best Sellers

For survey week ending March 27

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

### Birmingham

1. Gone, F. Husky, Cap.
2. Walkin' After Midnight, P. Clins, Dec.
3. Honky Tonk Song, W. Pierce, Dec.
4. Young Love, S. James, Cap.
5. One Step at a Time, B. Lee, Dec.
6. Only One Love, G. Hamilton IV, Pmt.
7. Knees Deep in the Blues M. Robbins, Col.

### Charlotte

1. There You Go, J. Cash, Sun
2. Young Love, S. James, Cap.
3. Gone, F. Husky, Cap.
4. I'm Tired, W. Pierce, Dec.
5. Train of Love, J. Cash, Sun

### Dallas-Fort Worth

1. Fraulein, B. Helms, Dec.
2. There You Go, J. Cash, Sun
3. Gone, F. Husky, Cap.
4. Young Love, S. James, Cap.
5. Some Day, W. Pierce, Dec.
6. I'm Coming Home, J. Horton, Col.
7. Rockin' in the Congo H. Thompson, Cap.
8. Your True Love, C. Perkins, Sun
9. I've Got a New Heartache R. Price, Col.
10. Don't Stop the Music G. Jones, Mer-Stdy.

### Houston

1. Gonna Find Me a Bluebird M. Rainwater, MGM.
2. Don't Stop the Music G. Jones, Mer-Stdy.
3. Poor Old Me, B. Barnes, Stdy.
4. Teen-Age Crush, T. Sands, Cap.
5. Young Love, S. James, Cap.
6. Train of Love, J. Cash, Sun
7. I'm a Big Boy Now, J. Tubb, Dec.
8. There You Go, J. Cash, Sun
9. Honky Tonk Song, W. Pierce, Dec.
10. Poor Man's Roses, P. Cline, Dec.

### Memphis

1. Honky Tonk Song, W. Pierce, Dec.
2. I Miss You Already, F. Young, Cap.
3. Your True Love, C. Perkins, Sun
4. Am I Losing You? J. Reeves, Vic.
5. Gone, F. Husky, Cap.
6. Oh, So Many Years K. Wells & W. Pierce, Dec.
7. Gonna Find Me a Bluebird M. Rainwater, MGM.

### Nashville

1. Gone, F. Husky, Cap.
2. I'm a Big Boy Now, J. Tubb, Dec.
3. Walkin' After Midnight, P. Cline, Dec.
4. Am I Losing You? J. Reeves, Vic.
5. Honky Tonk Song, W. Pierce, Dec.
6. There You Go, J. Cash, Sun
7. Don't Cry, for You I Love G. Morgan, Col.
8. Young Love, S. James, Cap.
9. Don't Stop the Music G. Jones, Stdy.
10. Oh, So Many Years K. Wells & W. Pierce, Dec.

### Richmond, Va.

1. Young Love, S. James, Cap.
2. Don't Laugh, Louvin Bros. Cap.
3. Train of Love, J. Cash, Sun
4. Too Much, E. Presley, Vic.
5. Walkin' After Midnight, P. Cline, Dec.
6. Singing the Blues, M. Robbins, Col.

### St. Louis

1. Gone, F. Husky, Cap.
2. Honky Tonk Song, W. Pierce, Dec.
3. Too Much, E. Presley, Vic.
4. There You Go, J. Cash, Sun
5. Young Love, S. James, Cap.
6. Am I Losing You? J. Reeves, Vic.
7. Matchbox, C. Perkins, Sun
8. I've Got a New Heartache R. Price, Col.
9. I Miss You Already, F. Young, Cap.
10. I'm Tired, W. Pierce, Dec.

# Reviews of New C&W Records

#### HANK LOCKLIN

**The Rich and the Poor** . . . . . 83  
VICTOR 6867—One of life's great lessons here. A strong message and Locklin pours it out like a great counsellor. Combo of strong song material and a solid reading can get this plays aptly. (Hill & Range, BMI)  
**Goin' Home All By Myself** . . . . . 80  
An attractive pleader sold with plenty of vocal heartbreak. Interesting piano figure forms the backup. Appealing coupling with a nod to the flip. (Acuff-Rose, BMI)

#### SKETS McDONALD

**Keep Her Off Your Mind** . . . . . 75  
CAPITOL 3679—Side is billed as a duet, which could mean McDonald via double-tracking in both parts. Good Western boogie with a strong

Jubilee" talent in the area. Jim says that numerous bad breaks have plagued his new enterprise, but he feels that he's finally got a winner coming up. He hopes to score with a big show spotlighting Red Foley, Bill Wimberly and band, Bobby Lord, Wanda Jackson, Uncle Cyp and Aunt Sap Brasfield, Flash and Whistler, Slim Wilson, and the Marksmen, which he has coming into Cleveland Arena for two shows Sunday, May 5, and a single show on the following night. Coleman reports that he and his songwriting partner, Marijohn Wilkin, have a new tune coming out on the Mercury-Starday label, with Bill Wimberly doing the waxing.

"Ozark Jubilee" headman, Red Foley, due back in Springfield, Mo., early next week after two weeks of tramping thru Colorado and Florida, plans to remain at his home there until his May 5-6 shows in Cleveland under sponsorship of the Fraternal Order of Police. . . . Don Richardson is in New York making the rounds of the feature writers and syndicated columnists with Sonny James. The latter's personal manager, Ed McLemore, bossman of "Big D Jamboree," Dallas, will join them prior to Sonny's opening at the New York Palace Thursday (4). . . . Joe Slattery, "Ozark Jubilee's" red-headed announcer, has been appointed by Crossroads TV Productions to supervise the budding career of 12-year-old Libby Horne. Joe is presently examining material for (Continued on page 59)

beat and a snappy warning in the pleasing lyrics. Could do some business, particularly in the Southwest. (Central Songs, BMI)  
**I Am Music** . . . . . 70  
Floyd Tilman song has the pattern of a ranchero. Highly unusual, poetic lyric, chanted, however, in a manner that doesn't quite do it justice. (Peer, Intl., BMI)

#### CHUCK ATHA

**I'm Gonna Keep It That Way** . . . . . 74  
STARS 541—This one merits spinning. Song is an unusually good one, and Chuck Atha chants it with feeling and style. Real nice programming side. (Lowery, BMI)  
**You Can't Go On** . . . . . 68  
You can't go on and keep on cheating, he chants, with appropriate throbbing fiddles in the background. A fair weeper. (Stars, BMI)

#### LUCKY WRAY WITH LINK AND DOUG WRAY

**Teen-Age Cutie** . . . . . 72  
STARDAY 608—Wray offers a fast-moving "down" blues song. Strong talent with backing to match here but material could be stronger. (Starrite, BMI)  
**You're My Song** . . . . . 66  
Here's a slow ballad that has largely a pop sound. Flip, despite its shortcomings is much the stronger. (Starrite, BMI)

#### BUCK RYAN

**Nervous Breakdown** . . . . . 70  
MERCURY 71082—Solid instrumental country side. Fiddles and rhythm make this a fine one for dancing. (Starrite, BMI)  
**The Robert E. Lee** . . . . . 70  
Another instrumental, similar to the flip in the musicians' rollicking performance. (Starrite, BMI)

#### JERRY JERICO

**The Rich and the Poor** . . . . . 68  
DAFFAN 109 — Three-beat weeper with a philosophical bent. Texas territorial possibilities here, but not broader market foreseen. (Hill & Range, BMI)  
**Which Way You Going?** . . . . . 68  
"When you leave this world?" follows the title. It's a bright, moderately appealing moralizer. (Hill & Range, BMI)

#### COY BAKER BAND

**I Break Your Heart** . . . . . 68  
BAKERSFIELD 118—Don Thompson carries the Western-flavored vocal on this sad tale. It's another story of two lovers, each married to another. Can do some territorial business. (Chris, BMI)  
**Empty Days and Lonely Nights** . . . . . 67  
Another good side by Thompson, but one unlikely to sweep the country. (Chris, BMI)

#### DANIEL JAMES

**Through the Barroom Door** . . . . . 62  
ALLSTAR 7161—Plaintive warbling stint on a wailin' weeper with effective lyrics. (Allstar, BMI)  
**Magic Wands and Wishing Wells** . . . . . 59  
James sings with sincere simplicity on a routine country weeper. (Allstar, BMI)

congratulations

to

Hank Snow

on His 20th Anniversary  
with RCA VICTOR  
and still going strong

from

Elvis and the Colonel



**• C&W Best Sellers in Stores**

For survey week ending March 27

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. <b>GONE (BMI)—F. Husky</b> .....	3	7
Missing Persons (BMI)—Cap 3628		
2. <b>THERE YOU GO (BMI)—J. Cash</b> .....	2	16
<b>TRAIN OF LOVE (BMI)—Sun 258</b>		
3. <b>YOUNG LOVE (BMI)—S. James</b> .....	1	15
You're the Reason (I'm in Love) (BMI)—Cap 3602		
4. <b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> ....	4	6
Poor Man's Roses (ASCAP)—Dec 30221		
5. <b>I'M TIRED (BMI)—W. Pierce</b> .....	6	13
It's My Way (BMI)—Dec 30155		
6. <b>TOO MUCH (BMI)—E. Presley</b> .....	5	10
Playing for Keeps (BMI)—Vic 20-6800		
7. <b>HONKY TONK SONG (BMI)—W. Pierce</b> .....	13	2
<b>SOME DAY (BMI)—Dec 30255</b>		
8. <b>AM I LOSING YOU? (BMI)—J. Reeves</b> .....	9	10
Waitin' for a Train (BMI)—Vic 20-6749		
9. <b>KNEE DEEP IN THE BLUES (BMI)—M. Robbins</b> ..	8	10
Same Two Lips (BMI)—Col 40815		
10. <b>I'VE GOT A NEW HEARTACHE (BMI)—R. Price</b> ..	7	21
Wasted Words (BMI)—Col 21562		
10. <b>I MISS YOU ALREADY (BMI)—F. Young</b> .....	12	7
I'm Gonna Live Some Before I Die (BMI)—Cap 3611		
12. <b>CRAZY ARMS (BMI)—R. Price</b> .....	11	44
You Done Me Wrong (BMI)—Col 21510		
13. <b>YOUR TRUE LOVE (BMI)—C. Perkins</b> .....	15	5
Matchbox (BMI)—Sun 261		
14. <b>SINGING THE BLUES (BMI)—M. Robbins</b> .....	10	29
I Can't Quit (BMI)—Col 21545		
15. <b>ONE STEP AT A TIME (ASCAP)—B. Lee</b> .....	—	1
Fairyland (ASCAP)—Dec 30198		

**• Most Played C&W in Juke Boxes**

For survey week ending March 27

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. <b>THERE YOU GO (BMI)—</b> .....	1	13
<b>TRAIN OF LOVE (BMI)—Sun 258</b>		
2. <b>YOUNG LOVE (BMI)—S. James</b> .....	2	12
You're the Reason (I'm in Love) (BMI)—Cap 3602		
3. <b>GONE (BMI)—F. Husky</b> .....	3	5
Missing Persons (BMI)—Cap 3628		
4. <b>I'M TIRED (BMI)—W. Pierce</b> .....	5	10
It's My Way (BMI)—Dec 30155		
5. <b>TOO MUCH (BMI)—E. Presley</b> .....	4	9
Playing for Keeps (BMI)—Vic 20-6800		
6. <b>SINGING THE BLUES (BMI)—M. Robbins</b> .....	7	27
I Can't Quit (BMI)—Col 21545		
7. <b>AM I LOSING YOU? (BMI)—J. Reeves</b> .....	6	7
Waitin' for a Train (BMI)—Vic 20-6749		
8. <b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> ....	—	1
Poor Man's Roses (ASCAP)—Dec 30221		
9. <b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> ..	8	6
Same Two Lips (BMI)—Col 40815		
10. <b>GONNA FIND ME A BLUEBIRD (BMI)—</b>	—	1
M. Rainwater .....		
So You Think You Got Troubles (BMI)—M-G-M 12412		

**• Most Played C&W by Jockeys**

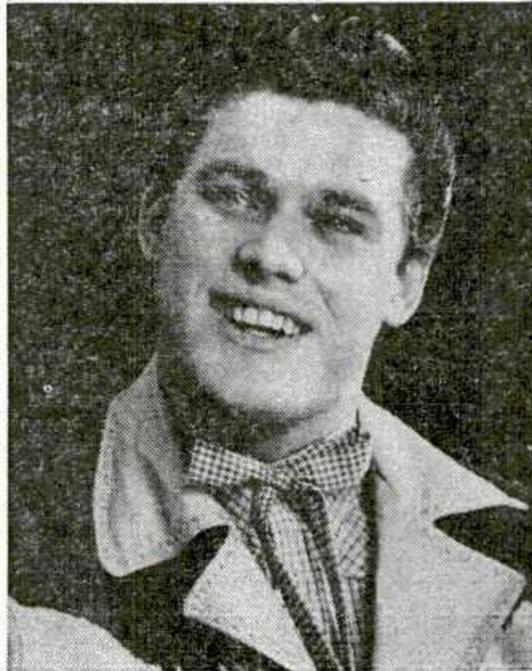
For survey week ending March 27

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. <b>GONE—F. Husky</b> .....	2	6
Cap 3628—BMI		
2. <b>YOUNG LOVE—S. James</b> .....	1	16
Cap 3602—BMI		
3. <b>AM I LOSING YOU?—J. Reeves</b> .....	4	12
Vic 20-6749—BMI		
4. <b>HONKY TONK SONG—W. Pierce</b> .....	12	2
Dec 30255—BMI		
5. <b>THERE YOU GO—J. Cash</b> .....	3	14
Sun 258—BMI		
6. <b>I MISS YOU ALREADY—F. Young</b> .....	8	5
Cap 3611—BMI		
7. <b>KNEE DEEP IN THE BLUES—M. Robbins</b> .....	6	10
Col 40815—BMI		
8. <b>I'M TIRED—W. Pierce</b> .....	5	14
Dec 30155—BMI		
9. <b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> ....	11	4
Dec 30221—ASCAP		
10. <b>OH, SO MANY YEARS—W. Pierce &amp; K. Wells</b> .....	—	1
Dec 30183—BMI		
11. <b>TOO MUCH—E. Presley</b> .....	7	9
Vic 20-6800—BMI		
12. <b>YOU'RE THE REASON (I'M IN LOVE)—S. James</b> ..	10	9
Cap 3602—BMI		
12. <b>I'VE GOT A NEW HEARTACHE—R. Price</b> .....	—	20
Col 21562—BMI		
14. <b>I'M COMING HOME—J. Horton</b> .....	—	5
Col 40813—BMI		
15. <b>SINGING THE BLUES—M. Robbins</b> .....	9	29
Col 21545—BMI		

Archie Bleyer proudly announces  
the first  
**CADENCE COUNTRY** release

*Gordon Terry* <sup>THE</sup> *Everly Bros.*



**THE EVERLY BROS.** *sing*

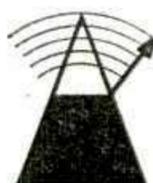
Bye Bye Love . . . I Wonder If I Care As Much #1315

**GORDON TERRY** *sings*

Johnson's Ole Grey Mule . . . Service With A Smile #1316

**GORDON TERRY** *plays*

Black Mountain Rag . . . Orange Blossom Special #1317



**cadence**

RECORDS INC., 40 EAST 49th St., NEW YORK CITY

• This Week's R&B Best Buys

LOVE'S A HURTIN' GAME (Winneton-Progressive, BMI)—Ivory Joe Hunter—Atlantic 1128—This tune by Hunter is a sure bet to reach the charts. New York, Baltimore, Buffalo, Chicago, Milwaukee, St. Louis and Durham all report strong sales. Results from other areas indicate that sales are good and increasing. Flip of the record is "Empty Arms," (Ivory, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

R&B RECORDS

CLYDE McPHATTER

Just to Hold My Hand (Lion, BMI)—Atlantic 1133—See Review Spotlight on Pop Records.

THE FIVE ROYALS

Thirty-Second Lover (Armo, BMI) Tears of Joy (Armo, BMI)—King 5032—This one should grab off plenty of spins. "Thirty Second Lover" is a smartly paced rhythm blues with sock tongue-in-cheek lyrics and a solid reading by the lead singer. Flip packs strong emotional appeal, and another highly effective job by the lead warbler.

BO-DIDDLEY

Hey Bo-Diddley (Arc, BMI)—Checker 860—Bo-Diddley hasn't had a big one for some time now, but this disk could turn the sales tide. It's styled in the usual Bo-Diddley rhythm groove, with a strong, insistent beat and a show-wise wrap-up of amusing autobiographical lyrics by the artist. Flip is "Mona" (Arc, BMI).

DON AND DEWEY

A Little Love (Venice, BMI)—Specialty 599—The duo is loaded with showmanship and they sell this funky rocker with light-hearted charm. Vocal is highlighted by a statement-and-answer gimmick with hilarious results. Flip is "Jungle Hop," in similar spirit. (Venice, BMI)

• Reviews of New R&B Records

WYNONA CARR

Heartbreak Melody . . . . .80  
SPECIALTY 600—Sock reading by the thrush on a moving ballad. Good programming for r.&b. jocks and

hip spinners in the pop field. (Venice, BMI)

What Do You Know About Love? . . . . .80

Another good double-market entry for spinners. The canary uses her creamy larynx to listenable advantage on a sultry version of the lovely pop ballad. (E. B. Marks, BMI)

FREDDIE MITCHELL ORK

Easter Parade . . . . .79

ABC-PARAMOUNT 9803 — Mitchell is an old hand at cooking these rock-honk treatments of standards. This one should get its share of seasonal plays. Fine juke bet for teen joints. (Berlin, ASCAP)

Freddie's New Calypso . . . . .78

Instrumental, featuring sax and calypso rhythm, really drives hard. In pop and r.&b. markets, this has a good chance to cash in. (Pamco, BMI)

THE VELVATONES

Feeling Kinda Lonely . . . . .77

METEOR 5042—A group with considerable pop appeal. Material is a blues, moody and funky. (Meteor, BMI)

Real Gone Baby . . . . .75

This is an uptempo side. Plenty of beat, with the group getting a happy sound. Instrumental accompaniment is country-ish, emphasizing strings, not horns. (Meteor, BMI)

KENNY AND MOE

I Want to Love You . . . . .72

DE LUXE 6122—An appealing minor key blues chant. The pair have an ear-catching sound and the persistent rhythm in the backing is interesting. Could be some plays on this. (Men-Lo, BMI)

I'm All Alone . . . . .68

Cats give it a good go-round. Another blues with a strong backing. Flip likely rates the edge, however. (Men-Lo, BMI)

DANNY COBB

I'll Never Take My Love From You . . . . .72

DELUXE 6120 — A blues with a rollicking beat. Cobb is quite effective with this side, belting the lyrics in relaxed style. (R-T, BMI)

What Could I Do? . . . . .68

Danny Cobb belts out a blues ballad. Material not too strong, altho arrangement has some interesting figures. (Men-Lo, BMI)

LARRY DARNELL

Ramblin' Man . . . . .71

DELUXE 6123—Darnell has a fastie here in the blues style. Good selling (Continued on page 59)

Boom-Ranging

A HOT Re-Release:

SONNY PARKER is back

with

"WORRIED LIFE BLUES"

b/w

"MONEY AIN'T EVERYTHING"

Peacock #1598

PEACOCK RECORDS, Inc.

2809 Erastus St., Houston 26, Tex.

• R&B Territorial Best Sellers

For survey week ending March 27

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. Lucille, Little Richard, Spe.
2. It Hurts to Be in Love, A. Laurie, Del.
3. I'm Walkin', F. Domino, Imp.
4. Party Doll, Roy Brown, Imp.
5. Next Time You See Me Little Jr. Parker, Duk.
6. School Days, C. Berry, Chs.
7. Empty Arms, I. J. Hunter, Atl.

Charlotte

- 1. I'm Walkin', F. Domino, Imp.
2. Lucille, Little Richard, Spe.
3. Just Because, L. Price, Pmt.
4. Party Doll, B. Knox, Rit.
5. School Days, C. Berry, Chs.
6. Send Me Some Lovin' Little Richard, Spe.

Chicago

- 1. Come Go With Me, D. Vikings, Dot
2. I'm Walkin', F. Domino, Imp.
3. Next Time You See Me Little Jr. Parker, Duk.
4. Little Darlin', Diamonds, Mer.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. I'm Stickin' With You, J. Bowen, Rit.

Cincinnati

- 1. Little Darlin', Diamonds, Mer.
2. Send Me Some Lovin' Little Richard, Spe.
3. It Hurts to Be in Love, A. Laurie, Del.
4. Lucille, Little Richard, Spe.
5. Since I Met You Baby, I. J. Hunter, Atl.
6. Just Because, L. Price, Pmt.
7. Jim Dandy, L. Baker, Atl.
8. Hard Head, J. Thomas, Mer.

Detroit

- 1. It Hurts to Be in Love, A. Laurie, Del.
2. Next Time You See Me Little Jr. Parker, Duk.
3. I'm Walkin', F. Domino, Imp.
4. Butterfly, A. Williams, Cdc.
5. Come Go With Me, D. Vikings, Dot
6. Young Love, S. James, Cap.
7. Ram-Bunk-Shush, B. Doggett, Kng.
8. Love's a Hurting Game I. J. Hunter, Atl.

Los Angeles

- 1. Come Go With Me, D. Vikings, Dot
2. Just Because, L. Price, Pmt.
3. Young Love, T. Hunter, Dot
4. Butterfly, A. Williams, Cdc.
5. Next Time You See Me Little Jr. Parker, Duk.
6. I'm Walkin', F. Domino, Imp.
7. Banana Boat (Day-Oh), H. Belafonte, Vic.
8. It Hurts to Be in Love, A. Laurie, Del.
9. Ram-Bunk-Shush, B. Doggett, Kng.

New Orleans

- 1. It Hurts to Be in Love, A. Laurie, Del.
2. Lucille, Little Richard, Spe.
3. I'm Walkin', F. Domino, Imp.
4. Send Me Some Lovin' Little Richard, Spe.
5. Just Because, L. Price, Pmt.
6. Little Darlin', Diamonds, Mer.
7. Red Sails in the Sunset, J. Turner, Atl.

New York

- 1. I'm Walkin', F. Domino, Imp.
2. Mama Look-A Booboo H. Belafonte, Vic.
3. Party Doll, B. Knox, Rit.
4. Blue Monday, F. Domino, Imp.
5. Just Because, L. Price, Pmt.
6. Bad Boy, Jive Bombers, Sav.
7. Little Darlin', Diamonds, Mer.
8. I'm Stickin' With You, J. Bowen, Rit.

Philadelphia

- 1. Just Because, L. Price, Pmt.
2. Come Go With Me, D. Vikings, Dot
3. It Hurts to Be in Love, A. Laurie, Del.
4. Mama Look-A Booboo H. Belafonte, Vic.
5. Send Me Some Lovin' Little Richard, Spe.
6. I'm Walkin', F. Domino, Imp.
7. Little Darlin', Diamonds, Mer.

St. Louis

- 1. I'm Walkin', F. Domino, Imp.
2. Lucille, Little Richard, Spe.
3. Little Rain, J. Reed, VJ
4. Banana Boat Song, Tarriers, Gly.
5. Party Doll, B. Knox, Rit.
6. School Days, C. Berry, Chs.

Washington, D. C.

- 1. I'm Walkin', F. Domino, Imp.
2. Send Me Some Lovin' Little Richard, Spe.
3. Just Because, L. Price, Pmt.
4. Lucille, Little Richard, Spe.
5. Butterfly, C. Gracie, Cam.
6. Little Darlin', Diamonds, Mer.
7. Love Is Strange, Mickey & Sylvia, Grv.
8. Come Go With Me, D. Vikings, Dot
9. Party Doll, B. Knox, Rit.
10. Empty Arms, I. J. Hunter, Atl.

• R&B Best Sellers in Stores

For survey week ending March 27

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 throught 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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists 15 records including 'I'm Walkin', 'Lucille', 'It Hurts to Be in Love', etc.

• Most Played R&B in Juke Boxes

For survey week ending March 27

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of 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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists 10 records including 'I'm Walkin', 'Lucille', 'Just Because', etc.

• Most Played R&B by Jockeys

For survey week ending March 27

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists 15 records including 'I'm Walkin', 'Love Is Strange', 'Party Doll', etc.

A New "Delegate" Platform Vee Jay #243 "MOTHER'S SON" with The Delegates VEE-JAY Records, Inc. 2129 S. Michigan Ave. Chicago Phone: CAumet 5-6141

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# ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Cab Calloway and the Cotton Club Revue, a sensation for this entire season at Miami Beach, has now been packed intact for the Royal Nevada Hotel, Las Vegas, for an opening April 17. Following at least a two-month slotting there, the package may be brought into New York's Palace Theater. The company includes diskers Lonnie Sattin and the Orioles in addition to the Hi-De-Ho cat himself.

Alan Freed, WINS jockey, takes another big rock and roll package into the Brooklyn Paramount, Easter week, April 12 thru 22. Talent includes the Clefstones, Charlie Gracie, Jim Bowen, Buddy Knox, Bob Davies and the Rhythm Jesters, the Harptones, El Boy, the Rosebuds, Anita Ellis and Bo Diddley. Freed will also debut as a TV emcee on a 19-hour Arthritis Telethon, April 6-7 on WABD, New York. The jock will introduce top r.&r. talent on the outing, all for the benefit of the Arthritis and Rheumatism Foundation.

The calypso "threat" to rock and roll has become a hotly debated subject in the record fraternity, along publisher's row and particularly among a collection of supposedly "hip" deejays. Actually, many of those same programmers who've been sounding the death knell of rock and roll for a long time, are the very ones who look hopefully on calypso as their solace.

A quick glance at the current pop charts and at the fabulous success of the big rock and roll packages, however, belies the oft-heard forecasts of the death of the idiom. What can and very well may happen, however, is that a new and healthy needle to the music business can take its place beside rock and roll in the for mo fealypso—and, in fact, may even be fused with r.&r. to develop interesting new forms.

At the personal appearance level, calypso has gained a footing at no cost to the rock and roll movement. Gale Agency for example, is now booking such acts as

the McClevertys, the Palmetto Boys, Lord Bonomere, the Gumbay Kings, and the Calypso Islanders. The office has also booked a complete club package known as the Calypso Carnival. Gale exec, Irv Siders, has indicated that acts are now being looked over with the intent of putting together a big package road show of calypso performers.

Arthur De Lugoff of the Festival Productions has packaged a calypso show which appeared at Carnegie Hall and another for a special appearance at New York's Hunter College. This week the second complete calypso bill opens at the Apollo Theater on the heels of what the theater's operator, Frank Schiffman, described as "the modest success of the first," several weeks back. A number of niteries in New York, Philadelphia, Detroit, Cleveland and Chicago have sprung up with calypso-only entertainment policies.

One of the strengths of calypso seems to be its broad appeal, not only to teen-agers but to the well-heeled sophisticate set as well. This is the group that particularly enjoys the blue lyric, so characteristic of the calypso story. For that reason, this group will likely always go for it. With the younger element, the lyric also appeals but the beat is uppermost. Possibility looms that as a result of calypso, lyrics will become more important in rock and roll materia and will share interest with the beat. Some disks have already highlighted this trend with not only story type lyrics but a gentle suggestion of a calypso beat woven in as well.

Calypso in short may have its fling, may even have an influence on rock and roll material, but it's not likely to knock r.&r. out of the running for a long time to come, if ever. A glance at the pop record chart with its top-heavy ratio of rock and roll to calypso proves that.

## Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	3	1	—
ACCENT	2	—	—
ALADDIN	1	—	—
ALLSTAR	—	—	1
BAKERSFIELD	—	—	1
BALLY	2	—	—
BELLA	1	—	—
BLUE MILL	1	—	—
CANDLELIGHT	2	—	—
CAPITOL	14	—	—
CHALLENGE	1	—	—
CHOICE	1	—	—
COLUMBIA	8	—	—
CORAL	1	—	—
DAFFAN	—	—	2
DECCA	2	—	—
DE LUXE	—	3	—
DOT	1	—	—
ECLIPSE	2	—	—
EMBER	—	1	—
ENCINO	1	—	—
EPIC	2	1	—
GLORY	2	—	—
IMPERIAL	—	—	1
JAXON	—	—	1
KAPP	1	—	—
KING	1	2	—
LIBERTY	2	—	—
MERCURY	2	—	1
METEOR	—	2	—
M-G-M	4	—	3
OKEH	—	1	—
ONYX	1	—	—
PIV	1	—	—
RCA VICTOR	6	—	—
RESERVE	1	—	—
RKO UNIQUE	1	—	1
SAVOY	1	1	—
SPECIALTY	—	2	—
STARDAY	—	—	1
STARS	2	—	1
SUE	—	—	1
TETRA	1	—	—
VERVE	1	—	—
ZEPHYR	1	—	—
TOTAL	73	14	14

## Reviews of New R&B Records

- Continued from page 58**
- job, with swinging action from the backing group. This one could be good on boxes. (Men-Lo, BMI)
- I Care...65**  
A dull song idea here tho Darnell hands it a fair reading. No strong action indicated here. (Men-Lo, BMI)
- LITTLE MURPH AND HIS ALL STARS**  
My Dog Loves Your Dog...70  
EPIC 9207—A listenable novelty with cute lyrics. This could arouse some interest. Material on this side is well handled. (T. J., BMI)
- Little Murph Walks...60**  
This tame approach to a house-rockin' instrumental type features some uninspired blowing. Difficult to see a future for this side. (T. J., BMI)
- THE MATADORS**  
Vengeance (Will Be Mine)...65  
SUE 700—An okay r.&b. group warble on a rather sinister theme. Group could do well with stronger material. (Sue, BMI)
- Fennies From Heaven...60**  
Fairly hip rendition of the standard, with vague market chances. (Joy, ASCAP)
- TONY PERRY**  
I'm Yours Forever...50  
EMBER 1015—Intense warbling stint on a routine rock and roll ballad with a somber pace. (Angel, BMI)
- Trust in Our Love...50**  
Same comment. (Angel, BMI)

# FOLK TALENT & TUNES

Continued from page 56

Libby's upcoming recording date at RCA Victor's New York studios. . . Leroy ("Auctioneer Song") Van Dyke will join the Cisco Kid as a guest on "Ozark Jubilee" April 13.

Daniel James, formerly on the Starday label, has shifted to All-Star, with the latter firm acquiring the masters. His initial All-Star offering, released March 25, is "Magic Wands and Wishing Wells" b.w. "Thru the Barroom Door." Red Mansel, also on All-Star, is currently working the Texas country with his Hillbilly Boys. He has a new All-Star release coming up in May. . . Eddie Harrell, who bills himself as the Texas Wonder Boy, has inaugurated his own radio show on WDRF, Chester, Pa. He's heard Saturdays, 4-4:30 p.m. Harrell appears each Thursday, Friday and Saturday night at Molly's Tavern in Chester. . . The Louvin Brothers show their wares at Jackson, Tenn., April 11, and the following night play Little Rock, Ark.

Odie and Jody are routed as follows: Alexandria, La., April 4; Greenville, Miss., 5; Shreveport, La., 6; Mineral Wells, Tex., 7; Hereford, Tex., 8; Wichita Falls, Tex., 9; Albuquerque, N. M., 12, and Amarillo, Tex., 13. . . Porter Wagoner plays Atlanta April 7; Defuniak Springs, Fla., 8; Clovis, N. M., 14; Albuquerque, N. M., 15, and Lubbock, Tex., 16. . . The Monday night series over KSLA-TV, Shreveport, La., with Werly Fairburn, has proved so successful that the station is starting a new half-hour show on Friday nights at 10, featuring "Louisiana Hayride" artists exclusively. . . Hoot and Curley, of "Louisiana Hayride," have a new release on

## Request Gives DJ's Special LP Guide

NEW YORK — Request Records is making available to deejays and TV stations a free programming guide to be used in conjunction with nine newly released 12-inch LP's.

The booklet breaks down the LP's — containing 13 instrumental sides by the World Symphony Orchestra—into more than 400 formats and mood-uses. Mood-listings include nostalgic, nightmare, royal entrance, Mardigras, etc.

## Beethoven Tops

Continued from page 16

(new). An assortment of eight Beethoven trios also is listed.

Two sets are devoted to the choral music of William Byrd. One contains the Masses for Four and Five Voices, and the other a collection of Motets, sung by the Renaissance Singers under Michael Howard. Also on the early British beam, the diskery has refurbished its two volumes of Symphonies by William Boyce, played by the London Baroque Ensemble.

Completely new to disks will be Walton's Symphony (1935; conducted by Sir Adrian Boult. Latter also is conductor of the label's sole \$7.50 Laboratory release, a collection of three Berlioz overtures.

In the Folk field, featured are two sets of "Music of India," and in the popular field, the label continues its series of recordings by the organist, Dick Leibert. On two newly issued packages, Leibert plays the Mighty Wurlitzer Pipe Organ of the Byrd Theater in Richmond, Va.

Starday, "You Little Devil" b.w. "Lonesome and Lovesick."

"Big D Jamboree," Dallas, is set thru April with the following guests: Johnny Cash, April 6; Sanford Clark, 13; Ray Price, 24, and Smiley Burnette, 27. . . Buddy Shaw's new release for Starday is "No More" b.w. "The Breath of Life to Me. . . Thieves busted into Station WAGG, Franklin, Tenn., Sunday of last week (24) and made off with more than 200 c.&w. records and considerable broadcasting equipment. They left the pop and classical platters behind.

Hugh O'Brian, the Wyatt Earp of TV fame, attracted an estimated 15,000 to Denver's Auditorium Arena with a two-hour Western variety show Sunday, March 10. Included in the supporting line-up were the Jordanares, Billy Gray and His Western Oakies, and Norma Beasley. Troupe followed Denver's engagement with stops in Amarillo, Tex.; Dallas; Tulsa, Okla.; Topeka, Kan., and Omaha. On hand for the Denver engagement were Promoters Col. Tom Parker and Hap Peoples. . . Stonewall Jackson, a recent addition to the regular ranks of WSM's "Grand Ole Opry," is plugging his first record, a new Columbia release titled "Don't Be Angry" b.w. "Knock Off Your Nagging."

Jinnie Rodgers, who kicked up a bit of storm with her waxing of "Mama, Don't Cry at My Wedding," is sporting a brand-new release on the M-G-M label, "Everything You Do to Me (I'm Gonna Do to You)" b.w. "What's the Use to Take You Back Again," both penned for her by the late Fred Rose. Her "Mama" wax is still being played in the Chicago area, particularly by Wild Bill Hayden and Len Ellis, of WJOB, Hammond, Ind. Jinnie hails from Calumet City, Ill. . . The Blackwood Brothers Quartet appears at Canton Baptist Temple, Canton, O., April 3. . . Charlie Feathers, with Jody and Jerry, has just completed a week's tour thru Mississippi and Arkansas on a package headed up by Johnny Horton. Charlie's new one on King label is "When You Decide" b.w. "Nobody's Woman."

Anita Carter guests on Dow Chemical's "Red Foley Show" over the ABC radio net April 13. . . Brenda Lee, "Ozark Jubilee" juve star, hops to Hamilton, Ont., for a five-day stand, April 20-24, with electric guitarist Speedy Haworth making the trip with her. Incidentally, sheet music on Brenda's "One Step at a Time," penned by Hugh Ashley, will be available soon as a result of an arrangement between Earl Barton Music, Springfield, Mo., and Hill and Range Songs, New York. . . Bobby Lord, Slim Wilson the Tall Timber Boys, Flash and Whistler, Suzi Arden, the Jubilee Promenaders and Pete Stamper will entertain at a closed get-together of 3,000 farmers at Madison, Wis., Thursday (4).

A "Grand Ole Opry" package highlighting Webb Pierce, Johnny Horton, Grandpa Jones and Louise

Duncan, attracted a whopper crowd in St. Paul March 23. . . George Jones is back in Nashville, following a trek thru the Midwest and an engagement at the Flame, Minneapolis, nursing a broken arm sustained in an auto accident during a snowstorm in Iowa. . . Dave Rich was last week's guest at the Flame in Minneapolis, where Ardis Wells and Her Rhythm Ranch Gals and Jimmy Wells and His Dakota Round-Up Gang are still the regular features.

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## Indiana State Fair Inks Boone, Page

**Guy Mitchell, Andrews Sisters Set For Extended Coliseum Program**

INDIANAPOLIS—Pat Boone, who last year set a new Coliseum record at Indiana State Fair, has again been signed by the big Hoosier annual along with Patti

Page, Guy Mitchell and the Andrews Sisters. The booking was arranged thru the GAC-Hamid Agency.

The program in the big building this year will run five days instead of the traditional four. Boone will be a headliner August 28, 29 and 30. Miss Page, who played the fair here in 1953, will be in for August 31 and September 1 appearances.

Michell will be on the same bill with Miss Page and the Andrews Sisters will share platform honors with Boone. Jan Carber, a native Indianan, will cut the show.

Also booked for the show are the Four Lads and the Versatones.

## Grandstand Set For Arkansas Livestock Show

LITTLE ROCK—Purchase of a 5,000-seat grandstand from the owners of the Texarkana, Tex., Baseball Park, a defunct operation, was announced last week by Clyde E. Byrd, secretary-manager of Arkansas Livestock Exposition here. The roofed stand of steel construction was dismantled and shipped here. It will be erected in time for use at the September 30-October 5 livestock show.

Secretary Byrd indicated that the addition is an important one from the standpoint of plant facilities. It will now be possible to present to patrons many types of attractions, such as ice shows, circuses, thrill shows, etc. Previously these had to be passed by because the 7,000-seat coliseum is annually occupied by a rodeo during the show's run. In addition, the grandstand will be available for many still-date attractions.

## Porcheddu Inks Illinois Fair Pyro Contract

DANVILLE, Ill.—The Illinois Fireworks Company has been awarded the contract to provide the fireworks displays at this year's Illinois State Fair, J. P. Porcheddu, president, announced. The pyrotechnics will be fired nightly from August 9 thru 19.

## HIT ROAD APRIL 20

## Ranger, Silver and Lassie: 64 Dates

NEW YORK—A 64-city tour has been arranged for the Lone Ranger, his horse Silver, and Lassie, opening April 20 in Cleveland's Arena. The novel personal appearance and merchandising tour was put together by H. G. Saperstein & Associates, which figured largely in development of Elvis Presley merchandise.

Cleveland dates are April 20-22. The Ohio State Fairgrounds, Columbus, follows for two days, April 23-24.

Dates following Columbus are Olympic Stadium, Detroit, April 26-27; City Auditorium, Buffalo, April 30-May 1; the Forum, Hamilton, Ont., May 2; Cincinnati Gardens, May 4-5, and Indiana State

Fairgrounds, Indianapolis, May 6-7.

The horse and dog are being worked into an act at the Lone Ranger Ranch near Chatsworth, Calif.

The Lone Ranger-Silver-Lassie combination will appear at fairs, expositions, rodeos and other special events. It offers feature acts of competing networks and offers such acts as individual tricks by Silver and Lassie; American Heritage pageant by the Lone Ranger; gun handling by the Lone Ranger; re-enactment of fight scenes from TV and movie episodes by the Lone Ranger and Silver; similar re-enactment by Lassie, and comedy skits with Mike, Lassie's mongrel friend.



LIEBMAN

## Rube Liebman, Long-Time Showman, Dies

CHICAGO—Funeral services were held here Wednesday (27) for Ernest (Rube) Liebman, 67, veteran outdoor showman, who died Sunday (24) in a Tampa hospital following a long illness. The services here were conducted by the Showmen's League of America and followed Jewish services held in Tampa.

Until his retirement in late 1955, Liebman had been an attraction sales representative for Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, for 29 years, much of the time in the agency's Des Moines office. During his long career in outdoor business, he had been associated with a number of carnivals and booking offices and was well-known as a Rube clown ballyhoo man for fair grandstand shows.

Liebman was born in Mannheim, Germany, June 8, 1889, came to the United States in 1912, and obtained a job as a shipping clerk in Detroit. He later became a bus boy and worked in almost every Detroit hotel. After several years in the Motor City, young Liebman moved to Schenectady, N. Y., where he worked in an automobile plant and later as a time-keeper for General Electric.

It was at this juncture that Liebman turned to outdoor show business as a laborer for the Six & Conklin Shows, where he remained for a year. Dakota Max, owner of a Wild West show, then touring with carnivals, talked him into putting on chin whiskers and becoming a Rube.

In 1917, Dakota Max went with the Johnny J. Jones Exposition and Liebman remained with that organization for four years. At intervals, he also worked for Mabel Mack's mule show. He left the carnival business to become a ballhooper for Fred Barnes' grand-

(Continued on page 64)

## C. L. Wyman's N. H. Family Fun Center Sets June 15 Goal

NORTH SWANZEY, N. H.—Clarence L. Wyman has sold his Wilson Recreation Park to Edward L. Bergeron, of Keene, and Bergeron is continuing the operation of bowling and roller skating there. Meanwhile, Wyman has bought 10 acres with a 900-foot water frontage at nearby North Swanzeay for development of Wyman's Stadium and Family Fun Center.

He said the center is to include a beach, archery, badminton, ball diamond, picnic grove, kiddie and major rides and Arcade. He hopes to have the beach developed by June 15.

## John Gallagan Dies After Long Illness

KNOXVILLE—John Gallagan, 50, widely known and highly respected concessionaire of this city, died Thursday (28) in Baltimore after a long illness and was to be buried Monday (1) here in Highland Cemetery following funeral services in the Roberts Funeral Home.

Death was due to a cerebral hemorrhage which occurred in a Baltimore hospital where Gallagan had been taken after he had undergone operations in hospitals in Durham, N. C., and in this city.

Stricken in December last year, he was hospitalized for more than three months, suffering from what was diagnosed as leukemia. He was given many blood transfusions, but his condition continued to get progressively worse until the cerebral hemorrhage occurred.

An active supporter of the benevolent work of outdoor show



GALLAGAN

clubs, he was past president of the Hot Springs Showmen's Association and at the time of his death was third vice-president of the Showmen's League of America, Chicago.

Born in Edmonton, Alta., in 1907, Gallagan was left an orphan at the age of 11. He had his first job in outdoor show business at the age of 15 when he went to

## Dayton Stand Opens Strong For Davenport

DAYTON, O.—Despite one of the worst blizzards in history which struck the Sioux Falls, S. D., area during the Orrin Davenport engagement there, show wound up well ahead of last year. Three performances daily were given to overflow houses, except for Thursday night when the blizzard was at its worst. Only 116 paid admissions showed up that night. As a result the show was held over for an extra performance on Saturday and played to capacity business.

Prior to Sioux Falls the show stacked up attendance records in Rochester, N. Y., and St. Paul. Final Sunday matinee in St. Paul was the biggest in show's history, 11,000 people overflowing the 9,500-capacity auditorium.

Show made the run into Dayton on time and opened to a capacity matinee. Three shows on the first Saturday were all turnaways. Miss Mara flew to New York Sunday for the Ed Sullivan show and returned in time for the matinee Monday. Klausner Bear act will make the Jackie Gleason show this coming Saturday night and return to the Davenport show in Columbus. Lemke's Chimps replace Klausner on the Dayton bill for the final two days of the run.

work in a grabstand operated by Eddie Madigan on the Johnny J. Jones Exposition in Canada. He remained with Madigan for two summers, then came to the U. S.

Initially, he worked for others. Then he joined the D. D. Murphy Shows with his own ice cream stand. He remained with the Murphy show until 1931, by which time he had acquired a number of concessions, including bingos and scales.

Except for a two-year interlude, during which he operated a lumber business in Canada, he remained in outdoor show business, in which he was assisted by his wife, the former Ann Lake, of Columbus, O., whom he married in 1931.

In the early '30's he booked his concessions with various shows, among them Eddie Roth's Blue Ribbon Shows, and Eddie Hock's Imperial Shows. For the past 12 years he was closely identified with Floyd E. Gooding, supplying all or some of the concessions at a large number of dates at which Gooding furnished the rides and shows.

He held the exclusive concession contract at the Tennessee Valley Agricultural and Industrial Fair here ever since 1931. For many years he also operated rides at Chilhowee Park here and at Ideal Beach, Ind.

Besides his widow, a son, John, and a daughter, Francis, in this city, two brothers, who live in Canada, survive.

Gallagan was a past president of the International Showmen's Association, St. Louis, where he served two terms. He also was a member of the Hot Springs Showmen's Association and the Shrine.

## Tilyou Buys Auto Ride From Arrow

MOUNTAIN VIEW, Calif.—Arrow Development Company plans early delivery of one of its tracked Auto Rides to Frank S. Tilyou for Steeplechase Park in Atlantic City, Walter B. Schulze, Arrow's secretary-treasurer, announced last week.

The ride will be a senior device comprised of three overpasses on two levels, Schulze added. It will be located at the end of the pier in the recently constructed section.

## Flower Fete Sets Parades

SAN ANTONIO—The parade portion of the annual Battle of Flowers will be considerably beefed up this year, Ruddy Richter, president of the sponsoring San Jacinto Fiesta Association, announced.

On April 22, the Army and Air Force will be featured in one of the biggest parades on record here. On April 27, Governor Lee Daniels will lead a night parade. Alamo Exposition Shows will again provide all rides, shows and concessions for the event.

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# Tennessee Hikes Aid Payments to \$160,000

NASHVILLE — State aid to Tennessee fairs will be almost doubled this year as the result of a bill signed last week by Gov. Frank Clement boosting total appropriations to \$160,000. The payments had been \$75,000 annually.

The new law permits the State Commissioner of Agriculture to use 10 per cent or \$16,000 of the total appropriation for administering the program. It further provides that from this \$16,000 fund, the commissioner will appoint a fair specialist whose duties will be to work closely with the county fairs and assist them in management problems.

Another \$10,000 is earmarked for 4-H and FFA shows and other agricultural and livestock shows not strictly classified as fairs. The remaining \$134,000 is to be distributed from two funds. The first, containing \$90,000, will give community fairs up to \$300, county fairs up to \$1,200, district fairs up to \$3,000 and division fairs up to \$10,000. In no case may a fair of any classification receive premium aid in excess of 50 per cent of their agricultural and livestock premiums paid.

The remaining \$34,000 is to be distributed among all fairs of the State according to improvements they make in their fairs. The system of awarding this special bonus has been worked out by the Association of Tennessee Fairs in cooperation with the Commissioner of Agriculture.

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## Ranger, Lassie Join Forces

HOLLYWOOD—Lone Ranger and Lassie, usually entertainment competitors, will team together for the first time April 21 in Detroit with a six-month tour of 62 cities and 78 appearances to follow.

Also on hand for most of the tour will be the Lone Ranger's side-kick, Tonto, and the horse Silver.

The tour will cover the Eastern and Midwestern States with a sweep thru the South. Included in the route are such widely scattered cities as Buffalo, Kansas City, Atlanta, Little Rock, and London, Ont.

The Lone Ranger kicked off his portion of the tour March 13 with a five-day personal appearance at the Greater Hartford Fair in Connecticut.

## Ottaway Tells Handcar Sales

WICHITA, Kan.—Doubling of factory personnel has been necessary to meet orders for Ottaway Amusement Company's Pump-It handcar ride, according to R. H. Chance, owner of the firm.

Deliveries are being made, he said, to J. W. Detweiler, Grand Island, Neb.; R. L. Cochran, Miami; L. G. Kinman, Estes Park, Colo.; Santa Claus Land, Santa Claus, Ind.; Joyland Park, Sioux Falls, S. D.; Playaway Park, Muskogee, Okla.; Jimmie Thompson Enterprises, Alexandria, La.; Bonk's Amusements, Manitowoc, Wis.; Fairyland Park, Lyons, Ill.; Playland Park, Albuquerque, N. M.; Elmwood Park, Oklahoma City; Playland Park, Cheyenne, Wyo.; Streamland Park, Pico, Calif.; Nupike, Long Beach, Calif., and Harvey Smith, Atlanta.

Chance said that buyers of Ottaway steam trains included Ocean View Park, Norfolk, and Ted Cole, Salem, Mass.

## West View Imports Fountain, Adds 2 Rides; Ballroom Open

PITTSBURGH — An imported Spanish water fountain is being installed in front of the administration building at West View Park. The attraction, made with colored ceramic tile and decorated with figurines, was bought in Spain by George M. Harton Jr., park executive, last summer.

Park staffers liken the new fountain to two others in Pittsburgh, the one at Greater Pittsburgh Airport and that at Mellon Square Park, for distinctiveness. They will have theirs ready for the April 21 opening of the park on a weekend basis. Full operation will start May 18.

This year West View Park also has added a new stainless steel Herschell Caterpillar and a new Rotor Ride with fall-away floor. An expanded Kiddieland has a new restroom designed like a giant red, white and blue drum. Additional parking space near the Dips, more paved and repaved areas, more shrubs and flowers are ready, Jimmy Confer, director of public relations for the park, reports.

West View's Danceland is running regularly, principally with local bands, Jack Stohl, manager, said.

New sound system has been installed with loud speakers located every 15 feet around the estimated 155 by 90-foot dance floor. Innovation is that additional loud speakers have been located underneath the balcony extending along two sides of the dance floor, so the band entertaining can be heard while guests are getting refreshments at tables.

Danceland also is toying with the idea of presenting live telecasts of name bands. Television cameras would be atop scaffolds erected off either side of the stage and not interfering with activity on the dance floor. A future dance band booking is Les Brown on August 22.

## "THE TWISTER IS HERE TO STAY" THAT'S WHAT TWISTER OWNERS SAY

Richmond, Virginia, March 27, 1957.  
Allan Herschell Company, North Tonawanda, N. Y.  
Gentlemen:  
Each year prior to going into our Fair season we are continually looking for some outstanding ride that we can offer to the public in the way of new thrills.  
We had been getting good reports on a new ride called the Twister. In turn we contacted several big shows that had seen the Twister in operation and they informed us that it was getting top money on their midway.  
Our order was placed with you so that we would get delivery in time to open for our Ottawa, Canada, engagement. Delivery was received in time for the opening.  
Gentlemen, the Twister ride was everything that we had heard about it. The ride was top money at every fair played by the World of Mirth Shows during the season of 1956. In had ride appeal to both the children and grown-ups. The construction was good, solid and well balanced. It proved to be a good capacity ride and was fast loading and unloading. Your lighting was planned well and the Twister was a bright spot on the Midway.  
In closing, may I say that the Twister ride is here to stay and will continue to be one of the top major rides on any midway.  
Very truly yours,  
George P. Sollenberger  
WORLD OF MIRTH SHOWS  
St. Clair Shores, Mich., March 25, 1957.

Mr. Lyndon Wilson, President  
Allan Herschell Company, Inc.  
104 Oliver Street, North Tonawanda, N. Y.  
Dear Mr. Wilson:  
As you know, one of your Twister rides was here at Jefferson Beach Park for the 1956 season. As I told your Mr. McFadden when he was here at the park, our experience with the Twister ride was a most happy one. It certainly deserves the award it won for being the most meritorious new device on the market. It is the kind of ride that you are proud to have in your park because it brings so much enjoyment to your customers who ride and ride again. It appeals to oldsters and youngsters alike and has the capacity to ride them all. It is not only the appeal, however, that makes the Twister such a pleasing ride in our park; it is also its rugged, dependable construction which makes it trouble-free and profitable to operate.  
You may use this letter and its contents in your advertising, as I will be happy to have other operators benefit from my experience with this wonderful ride. It is tops! With kindest regards,  
Very truly yours,  
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Harry Stahl, President

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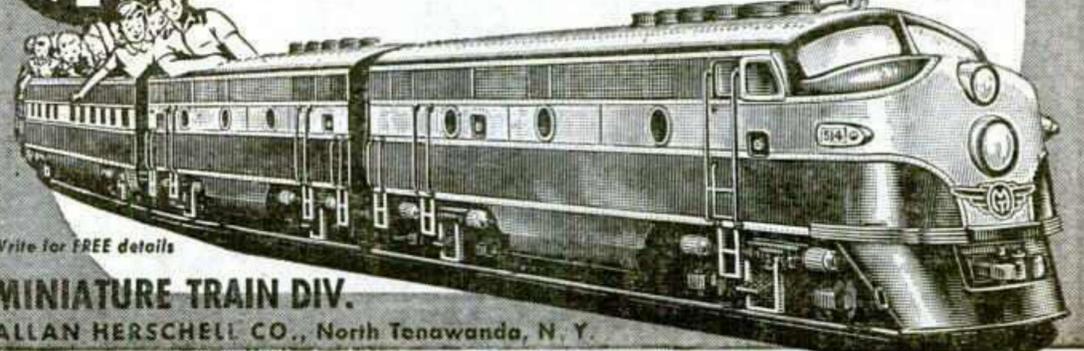
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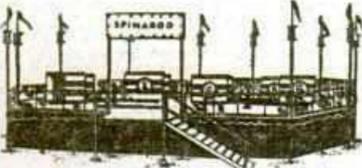
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Leavenworth, Kansas

# UNDER THE MARQUEE

Clown Leo Francis worked Polack's Indianapolis date and some TV time for the show. He'll make the Cincinnati and St. Louis indoor show, too. . . . The Wayne Newman Family, bareback riding and posing horses, will be with Hunt Bros.

Hagen Bros.' elephant, Dixie, died at winter quarters recently. It was one of the original Power Elephants and Hagen bought it from Mills Bros.' Circus several years ago. . . . A Ringling elephant, Myrtle, died in quarters.

Henry Kyes, Polack Eastern's bandmaster, stopped off in Bedford, Va., to visit the Elks' National Home, where he talked with Al Spellman, Whitey Crosset, Rene Ennus, Henry (Apples) Welch, Gene Hanley and Sam Mitchell, all old-time troupers. Crossett, 94, is a former trainmaster. Welch, 84, was a ring stock boss.

Jack R. Smith, billposter who used to be with Beatty, is ahead of the Senior & Lashbrook "Grand Ole Opry" tent show. . . . Fan Fred Pfening visited in Sarasota and caught the Cristiani show at Fort Meyers. He also expected to see Benson Bros. . . . Billy Walsh, Rogers, Ak., formerly with Norris & Rowe as well as other shows, is writing a book about clowns and joined the Clown Club.

Clyde Beatty Circus is booked to play at Springfield, Mass., July 1, and Binghamton, N. Y., June 13. . . . Art McCall, Sandusky, O., fan, is looking for a gathering of amateur clowns and fans at the opening banquet of Mills Bros.' Circus, Jefferson, O., on April 20. . . . Mike C. Piccolo visited Hamid-Morton Circus at Pittsburgh.

Dan Dix, veteran of 101 Ranch and Clyde Beatty Circus, is the agent for the Meeker carnival on the West Coast. . . . Circus acts at the Dallas Sports Show included Therons' Cyclorama, Gautier's Steeplechase, the juggling Houcs and the Three Ivanovs.

Frank Wirth has the Springfield, Mass., Shrine show for May 9-12, a day longer than last year's run. . . . Ray Bickford has been traveling in Maryland, New Jersey and New York on behalf of the Clown Club. . . . Roger Towne, Buffalo, N. Y., fan, caught Orrin Davenport Circus at Rochester, N. Y., and attended a party given by fans for 40 performers.

Bloomington, Ind., newspaper carried a letter from Charlie Doble tracing the decline of railroad shows. . . . LaNorma will be with the Tom Packs Circus this year. . . . Lady Wonder, a mind-reading horse, died at Richmond, Va., recently. It belonged to Claudia Fonda.

Aut Swenson was in Chicago last week and reported his Lee

Bros.' Circus was doing okay despite bad weather in Texas. He was ordering a special revolving lift to be fitted on a truck with his thrill show. Crazy Otto, recording artist, will play the piano atop the truck with the auto thrill show.

The Amazing Monahans played the Detroit sports show thru March 17, followed with the West Michigan Sports and Boat Show and now join the Harlem Globetrotters for eight weeks, writes Bob Monahan. Also in the Detroit show were the Therons, Young Deer's Mohawk Indians, Jack Sharkey, Gloria Peebles, dogs and monks; Phil Bonnet and his crew; Mark Scala's judo group; Charlie Frank's retrieving dogs; Sandy the Seal and Emcee Boyd Heath.

From Cristiani Bros.' Circus, Barbara Fairchild reports that the show's top was set up for rehearsal in Sarasota prior to the opening on March 22. Trip to Key West was without incident. . . . Howard King has a wild life show with it. . . . Vanda and Chester Cable are parents of a son. . . . Rex Rossi and his wife have the concert. . . . A modern rest room unit has been added to the show. . . . Leona Teodora has the wardrobe.

Ethel G. Cline visited Ringling quarters and the Circus Hall of Fame. . . . Fred G. Landrus, of Moore's Modern Shows visited Ben Davenport's Dailey Bros.' Circus at San Diego, Tex. Among those he spotted with the show were Davenport, Corky and June Plunkett, Ann Walker, Famous Lenardos, Milt Robbins, Jerry Phillips, Alfonso Campa, Ray Morrison, Price and Estella Dennis and Dick McLaughlin.

Dick (Iodine) Iaoanne, ex-Ringling advance ticket man, is in Tampa to handle advance sales of "Holiday on Ice," which is there April 3-10. . . . Eddie Jackson is at Tampa, where he is catching the Cincinnati Redlegs exhibition games. . . . Gordon Curran is with Elmer Kauffman's lithographers on Cristiani Bros. . . . Roy Short will be with Charles Cuthbert's band on Kelly-Miller.

From Polack Eastern, Kitty Rostrom writes: Harold, Aileen and George Voise were visited by Jack and Harry Voise and families. Jack Sweetman, former circus drummer, visited Henry Kyes and the Rostroms in Roanoke. . . . CFA Charles F. Miles took pictures at Roanoke. . . . John Bullock, formerly with Polack and now with Hunt, visited. . . . John Thompson, native of Scotland, was given a surprise birthday party. . . . Ida and Rudy (Riuds) Jung, Struppi Eanneford, Ethel Jennier, the Joannides children and Rex Rostrom were stricken with the virus bug. . . . The Eddy Kuhns celebrated their wedding anniversary. Eddie has a new roll-over cat in the act. He visited a Circus Model Builders meeting. Arden Kriesch visited her husband, Norbert, in New York, where he is filming an act for the army's TV show, "Get Set, Go." . . . More visitors were Mr. and Mrs. Bob Mills, Kahle Burton, James Frasee, Charley Christian, Norman Roberson and Soapie Wade. . . . A number of Polack people caught the Hamid-Morton Circus at Pittsburgh.

The Gretona high-wire act is not with Cristiani Bros.' Circus, as recently reported.

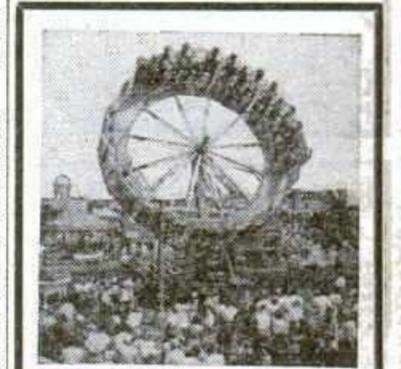
Mary Jane Miller reports from the Hall of Fame, Sarasota, that visitors included May and Frank Wirth, Strates Shows personnel, Pop Haussman, Allen E. McCarthy, Glen Townsend, Jim Shuster, Dr. J. B. Dosssett, Mike McGuire and Marcia Hoand. . . . Doc Hoyt is in charge of the Hall's efforts to

acquire new displays. . . . Gerl Stevens, a guide at the Hall this winter, has joined the Ringling show.

Madeline O'Connor, 19, daughter of Felix Adler, fell from a web loop during the Pan-American Circus in Paterson, N. J., Thursday (28). She suffered a fractured pelvis and fractured both arms. Her condition was reported as fair in Paterson General Hospital. The Adlers were also working the date.

## Features at Wapakoneta

WAPAKONETA, O. — Harry Kahn, secretary of Auglaize County Fair here, announced entertainment features for the 1957 annual. The line-up will include four nights of harness racing, "Midwestern Hayride," Gene Holter's Animal Show, Ward Beam's Congress of Daredevils, midget auto races on closing night, August 9; horse pulling and drum majorette contests and an amateur talent show.



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## SPRING SPECIAL

ISSUE DATED APRIL 13

### Statistical Data

- First publication of 1957 Fair dates
- Directory of Amusement Parks
- List of Kiddielands
- List of Theme Parks
- Rodeo Dates
- Circus Directory with names of management
- Carnival Directory with names of management, number of rides, shows, etc.
- Special Events List highlighting important dates for the year on
  - Auto Shows
  - Home Shows
  - Food Shows
  - Sports Shows
  - Celebrations
  - Centennials
- Directory of Ice Shows
- List of Baseball Parks
  - Auto Race Tracks
  - Stadiums available for still dates with seating capacity, etc.
- New Aud-Arena Buildings of past year
- Survey of Amusement Rides, listing manufacturer, type of Ride, capacity and price
- List of commercial and municipal Ice Rinks
- List of Roller Rinks



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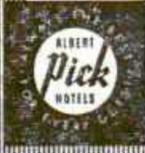
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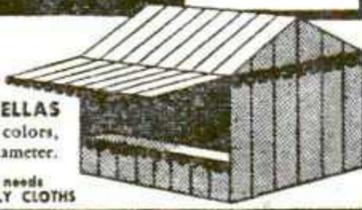
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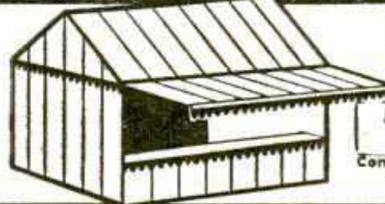


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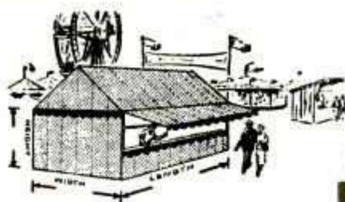
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## ARENAS & AUDITORIUMS

# Curling Tournament Shows Interest May Be Created

By TOM PARKINSON

THE FIRST U. S. Men's Championship Curling Tournament was demonstrating in Chicago last week that expert handling can turn a relatively obscure sport into a thing of wide interest and considerable box office. By the week's end thousands of Chicagoans were speaking in curling terms, altho they had not even heard of the sport a month ago.

There have been about 27 annual Canadian tournaments comparable to this, but none in the U. S. Hughston M. McBain, chairman of the board of Marshall Field & Company, set about to stimulate interest in the sport, in which he has been active for some time. A poll of curling groups showed support would be forthcoming and the two main curling associations gave their approval. Then a board of trustees was set up to establish the tournament rules and procedures. Ten teams participated. Fields sponsored the entire event. The round robin tourney ended Sunday (31).

CHICAGO TOURNAMENT staff people went to Kingston, Ont., to see a comparable Canadian event. Back home later their own arrangements began to take shape.

Box and reserved seats at the Chicago Stadium were turned over to a benefit organization which accomplished two purposes. They raised \$3,100 for a children's hospital; they also provided a premium audience for the curling. A society cocktail hour preceded the first event.

That audience was expanded by sending tickets to golf and country clubs in the Chicago area, where some curling interest had sprouted already. Free tickets were distributed to all curlers within visiting range of Chicago.

NEXT STEP WAS to make curling more appealing to spectators. To accomplish this, members of each team were required to dress alike. They were provided with ski aprons with numbers so that they could be readily identified. The curling scoreboard was altered slightly to make it somewhat like a baseball scoreboard and, therefore, more understandable to Chicago viewers.

Finally, pageantry was added in keeping with the Scotch origins of curling. The bagpipers of the University of Iowa were brought in as a principal attraction.

Then came publicity. It began with State playoffs and the Illinois playoff was sponsored by The Chicago Tribune to good results. The national tournament itself then began piling up reams of headlines. Newspapers delighted in explaining the new-found sport and in using special terminology. Sports pages were heavy with features and pictures about curling. Society pages, too, picked up the event and carried much about the opening, the benefit and the society people involved.

TV AND OTHER MEDIA came thru. By the end of the four-day tournament, four and a half hours of sponsored television coverage had been broadcast.

Backers termed the attendance greater than anticipated. Where comparable events have drawn people by the hundreds, this one drew by the thousands. They were mindful that they were working with a larger population and might be expected to attract proportionately more people, but the attendance of about 4,000 on some evenings was pleasing.

They also are aware that their audiences had not approximated the throng that turned out for Elvis Presley across town at the Amphitheater on Thursday night (28). But they feel that they have accomplished their initial aim of stimulating both spectator and player interest in curling.

The final results are yet to be tallied and interpreted. But the event is called the first U. S. championship. And that implies a second. When the second comes along, it's likely Chicagoans will be ready and interested.

## SMOTHERED

# Gotham Arena Bill Beaten Down in Vote

NEW YORK—The bill for a vast indoor harness race course, convertible to seat as many as 150,000 persons for some events, went down to smashing defeat before the Legislature in Albany this week.

It was understood the bill would be pigeonholed for the current session (The Billboard, March 30) but it was reported out for a vote after Governor Harriman expressed a willingness to sign it.

The \$57,000,000 arena was being defeated in the Assembly so soundly that its sponsor, Bronx Republican George W. Harrington, withdrew it in the middle of the roll call. Speakers of both parties denounced the measure.

## Rube Liebman

Continued from page 60

stand shows, and when public address systems entered the picture, he turned to attraction sales for Barnes. After two years, he joined J. C. McCaffery, then manager of Western Vaudeville, and was later with Ethel Robinson.

In 1926, he rejoined the Barnes organization and was with that office until his retirement.

George Flint, chaplain of the Showmen's League, delivered the sermon at the funeral here. In lieu of flowers, a number of showmen contributed to a fund to have Liebman's name placed on the memorial plaque in the new home of the Showmen's League. Burial was in the League's Showmen's Rest in Woodlawn Cemetery.

## Chehalis Sets Rainier

CHEHALIS, Wash.—The Rainier Shows have been set for the Southwest Washington Fair here, August 21-25, along with horse and auto racing on the last two days, reports Tony Wilhaber, manager. Negotiations are now under way for an RCA rodeo the first three days of the fair and a package show for the remainder of the run.

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IT'S NEW! SAVE! SEE PAGE 63  
  
**The Billboard**  
 AMERICA'S LEADING AMUSEMENT NEWSWEEKLY

# THE FINAL CURTAIN

**ANDRES—Otto H.**, veteran employee of the Allan Herschell Company and for many years field set-up man for the ride firm, March 21 in North Tonawanda, N. Y. For the past 10 years he was foreman of the firm's fabrication shop. He leaves his wife, a son and several grandchildren.

**BAYSINGER—Al S.**, 65, veteran carnival showman, March 24 in Miami. (Details in Carnival section.)

**FITCH—Harry H.**, 74, March 19 in Punta Gorda, Fla., of cancer. Survived by his widow, Jackie; a son, John and a grandson, John D.

**GALLAGAN—John**, 50, concessionaire, March 28 in Baltimore. (Details in Outdoor section.)

**GARCINETTI—Humberto F.**, 64, former circus and vaudeville acrobat who trouped for many seasons with the Ringling show and on the Keith circuit, March 24 in Cortland (N. Y.) Memorial Hospital. A native of Brazil, he was a member of a family act. Burial was in Cortland Rural Cemetery. Survivors include his widow, Mrs. Iva M. Garcinetti, and a stepson, Charles C. Miller, Philadelphia.

**HAGEN—Harold C.**, 55, former United States Representative from Minnesota and former auto race promoter in the Middle West, March 19 in Washington, D. C. For many years he was an IMCA promoter, working under Alex Sloan, John Sloan, Al Sweeney and Gaylord White. Hagen was elected to the House in 1942 and served six terms.

**HAWLEY—Patsy Ruth**, 20, rodeo performer, in an automobile mishap March 19 near China, Tex.

**LIEBMAN—Ernest (Rube)**, 67, long-time outdoor showman, March 24 in a Tampa hospital. (Details in Outdoor section.)

**RAYMOND—Pearl**, 71, wife of Ray Raymond, former magician and concessionaire, and in recent years affiliated with the W. B. J. Shows, March 26 in Boardman Valley Hospital, Traverse City, Mich. Survived by her husband and a daughter, Riva Slocum, of Kingsley, Mich.

## MARRIAGES

**BERNARD-DAVIS—**Prof. Willia J. Bernard, Hancock, N. H., showman, and Mrs. E. Davis, bag puncher, February 22 in Hancock.

**HUBLER-KUNTZ—**George Beckman Hubler, football and fairs concession operator, and Anne McGary Kuntz at Dayton, O., recently. Hubler operates an industrial catering service as well as his concession business and formerly was a circus performer.

## BIRTHS

**CURTIS—**a son, Thomas Cecil, to Mr. and Mrs. William Curtis recently in Jonesboro, Ark. Father is Ferris Wheel foreman on Midway of Mirth Shows.

**NEELY—**A son, Phillip Clark, to Mr. and Mrs. Othel Neely March 11 at Hilcrest Hospital, Waco, Tex. Father is executive vice-president and general manager of Heart o' Texas Fair, Waco.

**RIEMAN—Mrs. Jeanette**, mother of Willa Levolo, of the team of Pat and Willa Levolo, and Monta Wheeler, March 24 in Indianapolis after a short illness. Burial in Crown Hill Cemetery, Indianapolis.

**ST. JOHN—Tex**, old-time pitcher and former vaudeville performer, recently in Arcadia, Fla. He leaves his wife.

# Verona Ranch Country Music Park Expands

VERONA, Ky. — Verona Lake Ranch, folk music park operated by Thurston Moore, will open its second season May 5. The fishing lakes will be in operation in April.

Extensive additions are being made to the park. New game concessions are being built. A souvenir stand is new. Snow cone, popcorn and floss, previously handled separately, will now be in a single building.

New seats in the amphitheater are being built out of 2 by 10's and will accommodate about 5,000 people. Stone and wagon wheels are being combined in construction of the new entry.

Among the country and western acts signed are Hank Snow, Louvin Brothers, Bill Monroe, Lester Flatt and Earl Scruggs, Jim Reeves, Ferlin Huskey and Lonzo and Oscar.

The park operates on Sundays with a 75-cent gate and with free admission for youngsters under 10 years. This represents a cut in the price since last year, Moore said.

Moore is publisher of an annual booklet about c.&w. performers. In his 1957 issue he urges readers to attend the folk park nearest them, and Moore calls attention to the operation of Buckeye Lake Ranch, Angola, Ind.; Hillbilly Park, Newark, O.; Sleepy Hollow Ranch in Pennsylvania and New River Ranch in Maryland.

## Diano Sets Paint Job

CANTON, O. — Painting of Diano's cage trucks, elephant and giraffe vans and hippo and polar bear tanks is scheduled to start this week. George Wilcox, artist who has done the equipment decoration in the past two years, will have the job again this spring.

## Carnival Routes

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Alamo Expo: Del Rio, Tex. B & B Combined: Mofett, Ark. Burke, Harry: Baton Rouge, La. Burkhardt: Winfield, La. Capital City: Valdosta, Ga. Crafts Expo: Ajo Ariz.; (Fair) Yuma, 10-14. Crafts 20 Big: San Gabriel, Calif.; Montebello 10-14. Drew, James H.: Richlands, Va., 4-13. Dudley, D. S.: Plainview, Tex., 12-20. Gentsch, J. A.: Columbia, Miss.; Laurel 8-13. Hale's Shows of Tomorrow: Kansas City, Mo., 4-6. Hill's Greater: Roswell, N. M. Latin American: Uvalde, Tex., 4-17. Manning, Ross: Augusta, Ga.; Hinesville 8-13. Mighty Interstate: Albany, Ga.; Thomasville 8-13. Miller, Ralph R.: Tickfaw, La. Moore's Modern: Gatesville, Tex. Norton's Rides: Altus, Okla. Page Bros.: Opelousas, La. Peppers All State: Pensacola, Fla., 8-13. Raley Bros.: Beaufort, S. C. Schafer's Just for Fun: Dallas, Tex. Shop-o-Rama: Los Lunas, N. M. Southern Fair: Powder Springs, Ga. Strates, James E.: Savannah, Ga., thru 14. Tatham Bros.: Riverport, Ill., 20-26. Tennessee Valley: Dyersburg, Tenn. Tinsley, Johnny T.: Greenville, S. C. United Expo: Blytheville, Ark.; Memphis, Tenn., 8-13.

## Circus Routes

Benson Bros.: Daytona Beach, Fla., 3; Palatka 4; Lake City 5; High Springs 6; Valdosta, Ga., 8. Cristiani Bros.: Fitzgerald, Ga., 2; Americus 3; Thomaston 4; Griffin 5; Lanett, Ala., 6. Devynport, Orrin: Columbus, O., 2-6; Fort William, Ont., 8-13. Hamid-Morion: Washington, D. C., 3-9; Palisades, N. J., 12-28. Polack Bros. Eastern: Atlantic City, N. J., 4-6; Bangor, Me., 10-11; Lewiston 12-13. Polack Bros. Western: Spokane, Wash., 5-7; Tacoma 12-14; Los Angeles, Calif., 25-28. Ringling Bros and Barnum & Bailey: New York, 3-30.

## Ice Shows

Holiday on Ice, 11th Edition: Kingston, Ont., 2-3; Peterborough 4-6; Sault Ste. Marie 8-10; Sudbury 11-13. Holiday on Ice of 1957: Miami, Fla., 2; Tampa 3-10; New Orleans, La., 12-17; San Antonio, Tex., 19-28. Ice Canades, 16th Edition: Lubbock, Tex., 2-7; Albuquerque, N. M., 9-14; Oakland, Calif., 20-28. Ice Canades, 17th Edition: St. Paul, Minn., 2-3; Chicago, Ill., 4-14; Denver, Colo., 20-29. Shipsteads & Johnson's Ice Polles of 1957: Minneapolis, Minn., 3-21.

## Miscellaneous

Burke's Wild Cargo: Jasper, Ala., 4-6; Cleveland, Tenn., 8-13. Hitler's Personal Auto: Galveston, Tex., 2-6. Senior & Lashbrook "Grand Ole Opry": Pascagoula, Miss., 8; Gulfport 9-10; Columbia 11; Macomb 12; Gloster 13.

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# Jersey Ops Lose Plea Over Games

WILDWOOD, N. J. — Any hopes that existed for continued operation of Boardwalk amusement games in Cape May County came to an end with entry of a summary judgment by Superior Judge Vincent S. Haneman last week.

The decree, which involved the last batch of three cases, dismissed injunctions obtained last summer by three operators of Coloreno in Wildwood, North Wildwood and Sea Isle City. Only two weeks ago, the court invalidated four similar games in Cape May County in making the same ruling that they are covered by a recent New Jersey Supreme Court decision which banned practically all group games in which the operator can win.

The judgment met with no objection from David M. Perskie, counsel for the operators, who last summer secured court orders restraining police authorities from interfering with the games. Operators figuring in the cases were Ray and Louis Cleff of Wildwood, Charles Podeck of Sea Isle City and Frank R. Biolotta of North Wildwood.

The temporary restraints of last summer were granted on the grounds that no numbers or figures were involved in the games, that skill was the predominant factor and that they were not in violation of then existing statutes.

## WINTER FAIRS

Arizona Phoenix—Maricopa Co. 4-B Fair, April 1-6 Tucson—Pima & Santa Cruz Counties Fair, April 13-14. O. E. Blackledge. Yuma—Yuma Co Fair, April 10-14 Frank M. Deason.

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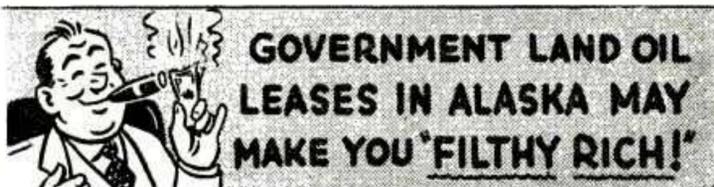
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## CONTINUE TAX FIGHT

# PSAA Mulls Chain Spots, Expansion

FEASTERVILLE, Pa. — An awareness of the need and the possibility of expansion permeated the annual meeting of the Participating Sports Association of America at Somerton Springs here Tuesday and Wednesday (26-27).

Operators of single or grouped units including swimming pools, roller rinks, golf enterprises and other related amusement-recreation activities, expressed confidence in the future. An incorporated effort that would lead to the establishment of a chain of funspots along the Eastern seaboard and, eventually, even nationally, was proposed.

Primary business, however, continued to revolve around taxes, the reason PSAA was formed. The group is currently supporting legislative effort in Pennsylvania calling for a 5 per cent limit on the State's enabling tax. The present limit is 10 per cent. Association effort is also geared to promote passage of a bill in Congress calling for an amendment to the internal revenue act which will exclude swimming pools, bathing beaches, skating rinks or other places providing facilities for physical exercise.

### Greater Effort Planned

The association will broaden its efforts with increases in membership. It was said that 28 of the

States tax swimming pools and skating rinks.

President Vernon D. Platt and all other officers were re-elected. Arthur Litzenger is vice-president; Frank Crumback, secretary, and Robert Koch, treasurer. Eric Arneith and Paul Diller headed the meeting committee.

Platt stressed the need for organized effort on a national basis. He said that no existing groups within the structure of the amusement-recreation business were sufficiently representative. Participants came from North Carolina, Ohio and New York as well as Pennsylvania and New Jersey. Association efforts now are directed at trying to get other similar groups organized in other States. PSAA reported 200 dues paying members.

### Chain Possibilities

Joseph Schafer, certified public accountant and tax consultant from Philadelphia, proposed formation of a group that would underwrite the establishment of a chain of amusement-recreation centers. He spelled out the population, income and work week trends as an indication of the coming need for such enterprises.

Schafer, who is not an operator, had an attentive audience. He is credited with foreseeing the direction of federal taxation and marshaling forces to fight the inequities that did result from the taxing of privately operated participating sports and the tax-free operation of similar installations owned by government.

Buzz Booz outlined his experience in operating a new ice rink in the Philadelphia area. The rink, operating as a club, signed 350 families and closed its membership. Booz estimated 350 additional families would join if they could. There is evidence of a huge demand for ice rinks. The demand is being met only partly and there is room for expansion thru private ownership regardless of the growth of municipal rinks. The public, Booz said, will pay for the use of good, uncrowded private rinks.

### Ident Photo Method

David Sternbergh, of Playland, York, Pa., demonstrated a camera he used for the taking of identification photos needed in a club-type operation. The camera is a

(Continued on page 67)

## Add Two Rides, 3 New Shelters At Sans Souci

WILKES-BARRE, Pa. — Two new rides and three more picnic shelters are being installed in time for the opening of the 55th season at Sans Souci Park here, it was announced by Edward J. Lee, president and general manager, and James Leahan Brown, secretary-treasurer.

The funspot opens April 21. New will be a Tilt-a-Whirl and a King Jet Fighter. The shelters will be available to picnic groups being booked at the park. Lee and Brown said advance bookings are favorable.

## Offer Monorail for Boardwalk at Asbury

ASBURY PARK, N. J.—A proposal to erect an overhead Monorail system along the Asbury Park Boardwalk, and continuing thru a section of the business area of the resort, has been tendered here to city officials by Herbert Crover, veteran exposition director and operator of the "Americana" exhibits in the Boardwalk Casino.

Pointing out that the Monorail system of transportation has been a long-time success in Germany, and is currently operating on a limited scale in Dallas, Crover pointed out that executives of the Monorail Corporation, Inc., Houston, manufacturer of the device in America, had, after detailed study, chosen Asbury Park as "a world-wide showcase for the first resort installation of this kind in America."

The city is asked to grant a 10-

year lease, with a 10-year option, for installation of the device, which will be installed along the easterly edge of the boardwalk, from Convention Hall southward to the Casino, and thence westerly along Wesley Lake to the main business area of Asbury Park.

The Crover proposal points out that the overhead railway would help solve the traffic and parking problem in this resort, both of which are acute most of the year, by permitting shoppers in retail areas to park their cars along beachfront sections during the off-season, and use the Monorail to go into the shopping section.

The device, according to observers here, would provide an outstanding boardwalk attraction, since many thousands of tourists would come here annually to view it.

## POOL-RINK TAX AID FITTED IN EXCISE BILL

WASHINGTON—Privately operated pools, beaches, skating rinks and "other places providing facilities for physical exercise" will be exempt from the admissions tax, if the House Ways and Means Committee has its way. Committee chairman Jere Cooper (D., Tenn.) announced Tuesday (26) that a proposal to exempt such facilities will be made part of an "excise tax technical change bill" to be introduced later in this session of Congress. He emphasized, however, that the bill specifically will deny exemption to "dancing facilities."

The bill was introduced last session by Rep. Aime J. Forand (D., R. I.). Hearings by his Excise Tax Subcommittee found representatives of pool associations, as well as members of Congress, urging removal of the 20 per cent admissions tax on pools.

## Lead-Off Park In Chain Plan Readies Opener

HOUSTON—First of what developers see as a possible chain of Kiddielands across the Southwest will open here Easter Sunday, April 21. It is Peppermint Park, operated by Bill Watson and John M. Sheesley, in suburban Pasadena, Tex. Their plan calls for a number of parks under the same name.

The spot is to be operated the year round. It is located next to what is described as the largest Sears, Roebuck store in the South. The Kiddieland will benefit from the Sears parking area.

A peppermint theme is followed thruout, and it includes a nylon and plastic top and canvas sidewalls in red and white for the 36-foot three-abreast Merry-Go-Round from Allan Herschell. Additional rides include a Herschell MT Miniature Train, Herschell Sky Fighter, Hodges Handcar, Mangels Kiddy Whip and Arrow Development Roadway and Boat rides.

## Steel Pier Lists Name Attractions

ATLANTIC CITY—Name attractions for George A. Hamid's Steel Pier have been scheduled for all but two weeks of the season, which begins with the Easter Sunday weekend, April 20-21. Listing is as follows, to date:

April 20-21, Julius La Rosa; May 30-June 2, George Hamilton IV; June 14-16, Carmel Quinn and Danny Crystal; June 17-22, Denise Lor, Dusty Brooks and Glenn Der-ringer; June 23-28, Lanny Ross; June 29-July 6, Pat Boone, and July 7-13, Jean Carroll and Lillian Briggs.

Also, July 14-20, Tony Bennett; July 21-27, Julius La Rosa and Artie Dann; July 28-August 3, Four Lads; August 11-17, Guy Mitchell and Allan and De Wood; August 18-24, Mills Brothers; August 25-September 1, Frankie Laine and Gary Morton; week of September 2, George Hamilton IV.

## ROLLER RUMBLINGS

# Pepsi Pledges Trade Promotional Assist

By BILL LOVE

READING, Pa.—A pledge of wide promotional assistance by Pepsi-Cola Company Vice-President Donald M. Kendall highlighted the second quarterly trade show and convention of the newly formed Manufacturers' Association of the Roller Skating Industry Monday (25) at the Hotel Abraham Lincoln here. The all-day event, featuring displays of 19 business firms and associations on two floors, plus a dinner-meeting, brought out about 250 manufacturers, distributors, rink operators and guests.

Movie presentations during the March 25 MARSJ trade show included a half-hour kinescope of CBS's "Let's Take a Trip" roller edition, which emanated from the Mineola (N. Y.) Rink, and Pepsi Cola's one-minute TV commercial, featuring Polly Bergen on skates. There was a full house for every showing.

Kendall, along with Al Kaye of Chicago, Pepsi's concession chief, and J. C. Mattimore, of the Kenyon-Eckhardt ad agency, flew from New York in the firm's plane.

According to Kendall, Pepsi's roller plans include a TV commercial, showing Polly Bergen on skates, to be sponsored nationally and by local bottlers; \$350,000 worth of newspaper and magazine advertising with roller theme; financial assistance on a movie short; donation of a Ford Thunderbird and gold trophy as prizes for next fall's national skate queen contest, and preparation of brochure and kit for a bottle-top rink admission scheme.

"Naturally, a great deal depends on the co-operation of our local bottlers," said Kendall. "It's up to you fellows to get together with them and to work things out to best advantage."

In the only other address, MARSJ, President Joseph F. Shevelson, of Chicago Roller Skate Company, set tentative sites for future get-togethers. Present plans call for the September conclave in Des Moines; a November meeting in Wichita, Falls, Tex., and a March event in Fresno, Calif.

Among new lines introduced at the Abe Lincoln was the Premier wheel, featuring a wear-resistant outer rim, by FoMac Enterprises of Chicago. The display was manned by Vernon Fowlkes and Cecil Davis, of the Tulsa, Okla., home office.

Awards for best displays, presented by Vi Koch of the Skating Reporter, went to Cub Skate Company, Council Bluffs, Ia. (Bernie Balaban); Jack Adams & Sons, New York, (Mr. and Mrs. Jack Adams, Jim Adams and Jack Goldstein); Skelly's of Detroit (Bill Skelly, Lou Arbuster and Jack Gurnett), and Cleveland Skate Company (Bob Phillips and Clarence Reynolds).

Other exhibitors were Chicago Skate Company (Joseph Shevelson, Mil Hansen and Henry Waldoek); Cottrell, Inc., Derby, Conn. (Mr. and Mrs. Paul Cottrell); Curvecrest, Inc., Muskegon, Mich. (Mr. and Mrs. Perry Giles); Douglass-Snyder, Dayton, O. (Glenn Gardner and Charlie Snyder); Eastern Inter-Rink Skating League, Reading, Pa. (Mr. and Mrs. Doc Yoder and Jesse Carey); Hyde Athletic Shoes, Cambridge, Mass. (Max Hyde and Max Lubin); Johnny Jones Jr., Pittsburgh (Milt Aranson and Ira Hirsch); National Sports Publica-

(Continued on page 67)

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**Park Roller Rink**  
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"Duryte" Wheels for Polished Floors will not harm or mark high finish

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#### RIDE MAN

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### LEASE

I want to lease for the coming season Kiddie Rides and two Adult Rides. Need small Coaster. Paved area with fence and wiring. Located in a proven area at the entrance to our leading park.

#### JUMP FOR JOY ICE CREAM CO.

**FRANK L. PARRINO**

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Phone: Li. 44226

### FOR SALE

15 Lusse Scooter Cars, sell one or all; 1 Allan Herschell Little Dipper, \$2,500.00; Kiddie Boat Rides, \$300.00. All in perfect condition.

**CHARLES GARVIN**

Box 386 Bowling Green, Ky.  
Phone: 3-4802

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Man to operate Ride in Amusement Park. Must be sober and reliable and like to work with children. If married can place Wife in Concession. Work is not hard, but long hours, 7 days a week operation. Pay is good. Address all replies to

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Rt. 2, Box 75-B Biloxi, Miss.

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Acts suitable for Drive-In Theatre

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**DONALD BAECHE**

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Bingo for Rent—Fully equipped FOR CASH or Merchandise. Four other Novelty Games or Food Concessions. All permanent brick buildings—North Beach, Maryland, closest beach resort to Washington, D. C., 28 miles—Baltimore, Md., 47 miles. 5 million people within fifty-mile radius. J. E. ROSE, North Beach, Maryland. Phone: Alpine 7-5401.

### KIDDIELAND

Merry-Go-Round, Boat Ride, Electric Cars, St. Car, Roller Coaster, Donkeys, Airplane Ride, Ferris Wheel, Jenny Ride, etc. 13 Rides and Concessions. All or part. Terms. Located at Yuma, Ariz. Write **Self Enterprises** Bin J Somehon, Ariz.

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## 30 Bills to Be Discussed At N. E. Spring Meeting

BOSTON—Speakers on direct mail, displays, television, photos, outdoor advertising and tourist sales will be included on the program of the New England Association of Amusement Parks and Beaches spring meeting program.

Wednesday (3) the association will meet in the Parker House, with registration beginning at 10 a.m., and luncheon at 12:30, followed by the program session. There will be cocktails at 5 a.m. and the annual banquet and entertainment at 7.

Fred L. Markey, secretary of the NEAAPB, listed the speakers as follows: Murray Travers, account executive of WNAC-TV; Douglas Rielly, Buck Printing Company;

Gerald Posner, Hub Mail Company; Melvin Musacco, photo editor of Hearst Publications; Dames Connelly, Donnelly Advertising Company, and Lenox Bigelow, Massachusetts Department of Commerce.

The association will be brought up to date on 30 bills in the Legislature that will affect the outdoor amusement business if enacted into law. President of the NEAAPB is Russell G. Jones.

## Carolina Spot Features New Rooftop Rink

CRESCENT BEACH, S. C.—A 15-ride park operation featuring a rooftop skating rink is set for this season by Harry Frame, veteran operator of Frame's Greater Shows. Opening was Wednesday (27).

Frame, of Erie, Pa., and Palmetto, Fla., will run a new hardwood maple-floored rink measuring 150 feet by 60, and offering multi-color lighting system, sound system and open air ocean breezes.

The center, known as Crescent Beach Pavilion, is located on the resort's main business street, covering much of a city block midway between Highway 17 and the Atlantic Ocean. A good portion of Frame's portable rides will be in operation at the spot, with a total of 15 planned for the peak of the summer season. There will also be bingo, concessions, and some tented units. No beer will be served.

### Roller Rumbblings

Continued from page 66

tions, New York (Art Goodfellow); Raybestos Skate Wheel Company, Bridgeport, Conn. (Vincent Devitt); Riedell Shoe Company, Red Wing, Minn. (Paul Riedell and Fred Wichlacz); Roller Skating Rink Operators' Association of America, Detroit (Chuck Cahill, Vic Brown, Ben Morey, Al Kish and Art Litzenberger); Southeastern Skate Supply Company (E. W. Ramsey and C. J. Robertson); Sure-Grip Skate Wheel Company, Lynwood, Calif. (Harry Ball), and United Rink Operators, (Mr. and Mrs. Robert Baker, Mr. and Mrs. Perry Giles and Bill Schmitz).

Publications represented were The Billboard and New York Journal-American (Bill Love); National Roller Skating Guide (Art Goodfellow); and Skating Reporter (Vi Koch). The Roller Skating Foundation of America's publicist, Irwin N. Rosee of New York, was also on hand.

## Wilson Frames Green Mountain Kid Park, Beach

CASTLETON, Vt. — A new Kiddieland and beach is to be completed in this Green Mountain resort area. E. D. (Roxie) Wilson, Rutland, operator of concession and catering outfits on the road in past years, is heading the project.

He said the new spot will be ready to open May 24. It will include Train, Auto, Jet and Boat kiddie rides, which already are on the location. There are plans for adults rides. Lake Bomoseen will make possible water skiing, swimming, scenic boat rides, speed boats and other features, Wilson said. Ball diamond and trailer park are in the works.

Large picnic area, parking for 250 cars and site for a beach are part of the picture. A concession building will be built at the end of the 1957 season to house six slum stores in 1958.

To be known as Wilsonia Kiddieland and Crystal Beach, the funspot will cater to picnic business. Wilson recently sold the Roxie catering service he operated for 15 years. He also was the owner of the Bazaar Supply & Equipment Company, Rutland, playing church, club and school dates along with street fairs.

### PSAA Tax Fight

Continued from page 66

Polaroid. He improvised a special lens-capping device which enables him to get two photos on each film at a unit cost of about 6 cents.

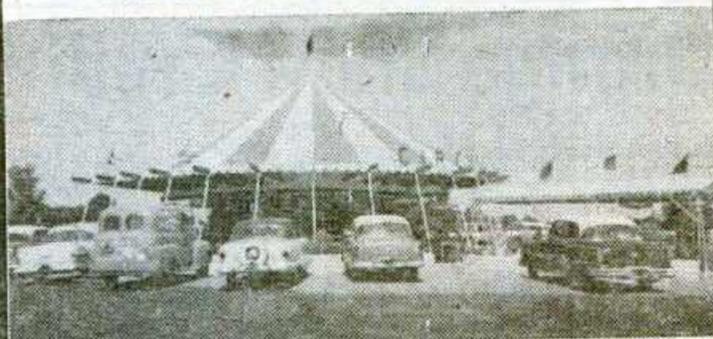
About 100 persons attended the cocktail party and banquet held in the game room. President Platt was given a wrist watch in appreciation for his leadership.

On Wednesday round-table discussions were held for pool and rink operators.

Show chairman Koch reported 23 exhibitors in the trade show which was held in the ballroom. Exhibitors were Carlton Jones, Jack Adams, roller skating; Skelly, roller skating; Poppers Supply Company, Coca-Cola, Hires Root Beer, Pepsi-Cola; Coopersmith, pool supply; Sam Curry, checking supplies; Fisher & Porter, chlorination; Harrington Pool Service, Chicago Roller Skate; Phile Pools, Inc.; De Jong Laboratories, Hoffman Janitor Supply; Moseman Contractors, filters; Globe Ticket Company; Harwick Manufacturing Company, resuscitator; America on Wheels, Cleveland Roller Skate Co.; Taylor Bros., golf courses; Roller Skating Rink Operators' Association and Frank Crumback, pool supplies.

A gadget session and auction wound up the two-day session.

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A new 15-Acre Amusement Center (3 years old) on U. S. Highway 20, Angola, Indiana, the heart of Northern Indiana's vacationland, with 100 Lakes in County. Near new Indiana Turnpike, where millions of tourists are within a few miles of the boom area. Property up 500% since turnpike opened last August. All new and modern design buildings. Drive-In Restaurant grossed \$30,000; Driving Range, \$4,000; Miniature Golf, \$1,500; Arcade, \$1,500; Rattle Range, \$1,500; Archery, \$500. Total gross over \$38,000 in 22 weeks, and plenty of room for expansion. Everything completely equipped, ready for business and immediate possession. Will lease for \$7,500 per year, completely equipped, or will sell outright for \$75,000. Reasonable terms to the right parties. Contact owner direct.

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ORIGINAL COST, \$100,000.00. WILL SELL ALL FOR \$50,000.00. Requires \$25,000.00 cash, balance over 5 years. Long ground lease. No deals or trades. If you have enough cash, write for details. Box 406, c/o The Billboard, 390 Arcade Bldg., St. Louis 1, Missouri.

## MERRY-GO-ROUND

FOR SALE—Allan Herschell forty feet (40') three abreast, 36 wood horses, two chariots. Ride in exceptionally fine condition. Will guarantee. Price, \$14,000.00; \$7,000.00 down and balance over two years. Only reliable persons reply to Box D-282, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

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All Address

**DAVID B. ENDY**

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### FOR SALE

2 MILLS FROZEN CUSTARD MACHINES

2 1/2 GAL. EXCELLENT CONDITION. ORIGINAL COST, \$3,000.00; will take \$400.00 cash and they're yours.

#### KIDDIELAND

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### FOR SALE

Ell #5 Ferris Wheel, \$2,000; one 12-car Ridee-O, \$1,500. Both Rides operated last season, need some repair. Must be sold by April 8. Will book for season Flashy Bingo, also legitimate Concessions.

**EARL R. JOHNSON**

Folly Beach Amusement Park Folly Beach, Charleston, S. C.

## FOR SALE HEY DEY

In excellent condition.

Sacrifice price to make space for new ride.

**PALACE AMUSEMENT CORP.**

Old Orchard Beach, Maine

### WANTED TRACKLESS TRAIN

CHRISTENSEN'S GARDEN CENTER Reading, Mass.

### WANTED

One Adult Ride, one Kiddie Boat Ride, one Long Range Gallery for lease or on percentage basis for park.

**Sands Amusement Park** Sodus Point, N. Y.

## Orange Show Credits Names for Gate Hike

**11-Day Event Draws 270,850; Guy Mitchell Sets One-Day Mark**

SAN BERNARDINO, Calif.—Guy Mitchell, Columbia record artist, was credited for the new one-day record of 58,544 on Saturday (23) at the 42d National Orange show here by Earl E. Buie, exposition manager. The event pulled a total attendance of 270,850 during the 11-day run ending Sunday (24).

The new one-day mark topped the 55,185 attendance set on the first Saturday last year. The total attendance for the year exceeded '56 by 8,221 and was only 19,849 behind the record 290,699 in '49.

Weather for the run was spotty. The event, however, ran ahead of last year on seven of the 11 days. The increases ranged from 20 on Tuesday (19) to 11,284 on the top Saturday. Because of a dawn rain on the first Saturday (16), the gates lost 14,420 customers.

One factor that boosted attendance was the advance sale of tickets with adult admissions going for 50 cents, half of the tariff during the run. A record 128,679 of these ducats, handled by the Parent-Teachers' Association, were sold with another 5,450 peddled as "gift tickets" to business houses. From the sale thru the PTA, the fair received \$60,980.75 gross and the organization \$6,098.12.

### Names Click

Mitchell was the headliner of the free show in the Swing Auditorium for the last three days. The shows, booked and produced for the fifth consecutive year by Bernie and Nellis Schepper, of the local Schepper Bros.' Theatrical Agency, included Rusty Draper, who played the first six days; Gogi Grant, and the Modernaires. Also featured on the second Saturday were the Mouseketeers.

Under the direction of A. M. (Tony) Brigham, commercial sales were ahead of previous years.

From an exhibit angle, the show was one of the best. The Food and Feature building was in use for the second year, giving the exposition the glamor that it had prior to destruction of the old structure used for orange industry exhibits.

Craft Shows, including the 20 Big, Exposition, and Fiesta units, were featured on the midway.

The annual Showmen's Day with O. N. Crafts as the host was held on Tuesday (19) and followed by a show-within-a-show. Crafts was also host to the directors, fair and civic officials at a steak dinner on Wednesday (20).

The directors' room was again under the direction of Spencer Williams.

## MICHIGAN ASSN. SETS APRIL SHORT COURSE

HILLSDALE, Mich.—The Michigan Association of Fairs and Exhibitions will hold its annual short course on fair management April 26-27 in the Porter Hotel, Lansing, Harry B. Kelley, secretary-treasurer, announced.

The first day's session will be held Friday afternoon, be adjourned for dinner and be resumed that evening. On the second day, Saturday, a morning session will be held and the course will end at noon. No formal addresses are scheduled, with round-table discussions and question-and-answer panels to be featured.

## 4 Associations Set Dates for 1958 Confabs

CHICAGO — Four Midwest State fair associations have set tentative dates for their annual conventions next winter following telephone and mail communications between the various groups.

The Indiana Association of County and District Fairs will meet January 5-7 in Indianapolis; Ohio Fair Managers' Association, January 14-16, Columbus; Michigan Association of Fairs and Exhibitions, January 19-21, Detroit, and Illinois Association of Agricultural Fairs, January 26-28, Springfield.

## USAF Band, Alexander Potent Ottawa Offering

OTTAWA—The Central Canada Exhibition, which last month acquired a commitment for Field Marshal Viscount Alexander to participate in its inaugural ceremonies, this week closed arrangements for an appearance of the U. S. Air Force Band.

The combination of elements is expected to produce a record-breaking attendance situation this fall. Alexander is a strong popular figure, having been governor general of Canada following his World War II military successes.

In announcing the signing of the USAF Band, J. K. Clarke, general manager of the CCE, cited the versatility of the 100-man unit. It resolves itself into a 100-piece marching group, 90-piece symphony or 85-piece symphonic band.

The band will present concerts

## Scheppers Pact Three Calif. Fairs

SAN BERNARDINO, Calif.—Scheppers Bros. Agency, headed by Nellis and Bernie Scheppers, will again book and produce attractions at the San Bernardino County Fair, Victorville, Calif.; Farmers' Fair, Hemet, Calif., with the addition of the Eastern Sierra Tri-County Fair, Bishop, Calif.

For the Farmers' Fair, for the third year, the Scheppers will present a circus-type show. The Victorville date, a Scheppers' contractee for five years, will feature a variety presentation.

The Scheppers will produce a variety show for the Bishop event managed by O. F. (Tad) Davis.

## Mineola Suspends For Second Time

NEW YORK—For the second time in three years the Mineola Fair will suspend operations. There will be no fair this fall, as was the case in 1955, and the annual will resume in early September, 1958. The fair is the largest such event for the teeming metropolitan New York area.

Manager Charles Bochert said there is an outside chance of a fair being held in Suffolk County. The association, which has held its fair in recent years at Roosevelt Raceway in Westbury, L. I., holds the charter for Queens, Nassau and Suffolk counties. Several groups, it is understood, have expressed interest in staging an event in Suffolk.

A \$17,000,000 grandstand is nearing completion and will be used for harness racing this summer. It will be the site of future Mineola fairs, and provides 24,000 square feet of rentable area on its main floor, and 18,000 square feet in a mezzanine reached by escalator, ramp and elevator.

The grandstand plans have been altered many times before and during erection, and landscaping is also expected to undergo changes, making the precise spotting of canvas and other fair units impossible to determine.

### First Miss 1955

In 1955 there was a missed season after 113 continuous annual runs. The cancellation was due to construction of the State Thruway in Yonkers. The work was threatening to block access to Yonkers Raceway, which had an option on holding its meet at Westbury under a reciprocal agreement. Yonkers

exercised its option and thereby killed the dates which had been earmarked for the Mineola Fair.

The original fair was held in Hempstead in 1842 as a produce display. In 1918 on the old Mineola grounds, a Spanish influenza epidemic forced condensation of the fair down to three tents with a limited flower and vegetable exhibit. Roosevelt Raceway was taken over as a fair site four years ago when the county took over the Mineola site for parking and municipal structures. J. Alfred Valentine, fair association president, is likewise president of the race-track group, which will meet shortly to decide on whether to take up the Suffolk propositions.

## Lone Ranger To Head Rodeo At Memphis

MEMPHIS — The Mid-South Fair has completed negotiations that will bring the Lone Ranger and Tonto to the fairs for its entire run, G. W. (Bill) Wynne, manager of the annual, announced. Fair runs September 20-28.

Both performers will be featured at the 16 performances of the rodeo and the Lone Ranger will give away silver bullets as special bait for the small fry. Contract was completed thru GAC-Hamid with Joe Higgins, of the New York office, and Roy Moore, local rep, handling the details.

The fair also signed Ken Roberts, Hoyt, Kan., as producer and livestock contractor of the rodeo. Special features, in addition to five standard events, will be a girl's barrel race and cutting horse contest. Senator Clem McSpadden will announce; Charles and Gene Davis, bull-fighting clowns and Beeswax Moore, comedy dog act, will be featured.

## San Mateo, Calif., In Rainbow Theme

SAN MATEO, Calif. — "Rainbow Rhythm" will be the theme of the 23d annual San Mateo County Fair & Floral Fiesta to be held here August 2-10, William M. Wilson, manager, announced last week.

The theme will permeate every department and entertainment feature of the fair, Eric Clough, landscape architect and new Fiesta designer, said.

## Ohio State Nets \$26.051

COLUMBUS, O.—Ohio State Fair wound up its 1956 operations with a profit of \$26,051, altho year-round fairgrounds expenditures were \$409,978 in excess of receipts.

Receipts included \$224,583 for annual operations and \$290,000 for capital improvements for a two-year period ending next July. The fair pulled a total of 331,882 paid admissions, exceeding by 74,869 the year previous.

The Roy Rogers show grossed \$992,885 for a profit of \$26,044.89. Other shows and their profits included the Pat Boone production, \$1,994; stock car racing, \$1,538, and wrestling, \$805.

### CARNIVAL WANTED

For Fayette County Fair, Sept. 19, 20 and 21, La Grange, Texas. South Central Texas Jersey Show held in conjunction with Fair. For further particulars contact **W. G. JOHNSON, Secy.** Fayette County Fair Assn., La Grange, Texas.

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## LOS ANGELES DATE SOLD BY POLACK

Werner Buck in Outright Buy; Sam Ward Handles Block Tickets

LOS ANGELES — Appearance here by Polack Bros. Circus will be thru an outright sale to H. Werner Buck, of Show Management, Inc. The arrangement was set up after previous auspices was blocked.

Buck is the director for such shows as sports, boat and horse shows. He also is co-sponsor of Los Angeles Rams games.

Sam Ward, Polack promotion man who has directed the date for

the past 14 years, and General Agent T. Dwight Pepple made the deal with Buck. Ward remained a few days in Los Angeles in an advisory capacity and to handle block ticket sales.

Concentrating on the opening day, Thursday, April 25, Ward was assured of a full house at that time in the Shrine Auditorium. Block ticket sales for that day will be augmented with the use of children's coupon deals in newspaper ds.

Polack's Los Angeles stand is three days shorter than it has been in recent seasons. It will close on the fourth day, April 28. A morning show is scheduled for April 27.

Press for the Los Angeles date will be handled by Justus Edwards and Parley Baer.

Show is billed as the 17th annual Shrine Auditorium Circus.

## Pitkin, Kelly Plan New Show

GALESBURG, Ill.—Fred Pitkin, long-time trouper, and Paul Kelly, Peru, Ind., show equipment and animal owner, are planning a new motorized circus, Pitkin announced here last week.

Pitkin said present plans call for him to move his trucks, equipment, horses and pony from Knoxville, Ill., fairgrounds to Kelly's Peru quarters. There it will be augmented with three elephants, a pony drill, liberty horses, light plants, concession trailer and other items.

Pitkin was co-owner of the last Sig Sautelle Show to tour, advance man for one of Pat Kelly's shows, associate of the Holland-Dockrill riding act for years, equestrian director of Jimmy Heron's Famous Robbins Circus, and on the front of side shows with Russell Bros. and Cole Bros.

## BEATTY SHOW QUERIES FANS ON STOCK SALE

SARASOTA, Fla. — Clyde Beatty Circus is asking members of the Circus Fans Association if there would be interest among fans in buying shares of stock in the Beatty show's operating company.

Letters, signed by Frank McClosky, president of the Acme Circus Operating Company, Inc., ask interested CFA members to return a post card for additional information. The stock sale is only being considered, according to the letter, and shares are not now being offered.

The offer was different from that made recently by another operation in which fans were asked for simple donations. The earlier set-up did not involve shares of stock. That plan has been dropped, it was reported, and money collected is being returned to contributors.

## RINGLING CLAIMS \$400,000 ADVANCE

Ticket Sale Climbs as GOP Buys Night; Earlier Totals Off 15% From 1956 Pace

NEW YORK — Ringling Bros. and Barnum & Bailey Circus claimed last week that its advance sale for the New York engagement had moved ahead of the sale for the comparable time a year ago.

There was an obvious hike late in the week as mail orders reportedly increased and box office lines began to form at last. The show claimed an advance sale of some \$400,000.

This was a considerable upgrading since the advance sale opened. In early stages it showed the poorest totals in years. Only a handful of mail orders and window sales were scored the first days, and consequently the press program was put into higher gear a few days early.

By the first of last week, the sale was running 15 per cent behind 1956 figures. Subsequently, the show added the sellout of the May 7 night performance to the New Jersey Republican State Committee for a reported \$41,000. This added not only to the sale but also to the publicity.

Will Ike Attend

Jersey GOP will use the circus night as a fund-raising event. The committee will charge \$100 for a package of one close seat and four others. Publicity on the affair has indicate high-ranking party people will be on hand, and Republican leaders are known to be angling

for the President himself to attend the circus.

Advertising of two circuses in the New York area has been dominated so far by Ringling. The combined Hamid and Hunt shows will be at Palisades Park in New Jersey, opening about a week later than Ringling. RB has made heavy use of paid plugs on TV and radio.

This year's circus program has 56 pages, of which 25 are in color. This compares with about 72 pages in issues of recent years.

## AGVA Blocks Reporter's Clown Stunt

WILKES-BARRE, Pa. — An AGVA representative visiting the Polack Eastern show nixed a plan by which a reporter for The Independent would have appeared as a clown so he could write a feature to publicize the show.

The reporter, Tom Moran, wrote instead that the AGVA rep, Dewey Barto, declared Moran's appearance would be "upsetting" to the labor movement. He said the producing clown was in favor of the plan. Moran also pointed out that he is a member of a newspaper reporters' union and an officer in his local.

Appearance of newsmen as clowns has been a frequent publicity and feature idea for decades. Newspaper tradepaper, Editor, & Publisher, last week carried an item about the incident.

## Carson, Hagen Opposition Due

JOPLIN, Mo. — Two circuses will be in this vicinity at the same time during April. The Carson Circus has been booked for the week starting April 22 at an annual spring event in Joplin. Hagen Bros. Circus has been signed at Webb City, seven miles away, for April 26.

## Tom Packs Inks Wichita Shrine For July Dates

WICHITA, Kan. — Tom Packs Circus will present its Eastern unit here July 11-14, for the Shrine Temple, it has been learned. Jesse L. Moore is chairman for the sponsor. The date heretofore has been played by the Orrin Davenport Circus.

The Shrine was reluctant to make a change, it was reported, but wanted summer dates and an outdoor show instead of the November dates of the past. The Davenport show declined to produce the outdoor show, and at that point the Tom Packs Circus was invited to talk with the Shrine. In St. Louis, the Packs organization said it had been reluctant to bid on the date until after it was assured that Davenport had indicated he was not active in it.

## 15 Show Cars, Baggage Car, Trucks Move Ringling to N. Y.

SARASOTA, Fla. — Ringling Bros. and Barnum & Bailey Circus used 15 of its own cars and a single Pennsylvania Railroad baggage car as well as several show-owned trucks to move from quarters here to New York for its opening stand.

The show left at noon Thursday (28) and was due in New York Saturday (30). First performance is Wednesday evening (3).

Efforts to obtain a sponsor for a television preview of the circus were unsuccessful this season. The show itself was not eager to be televised.

Cages on Flats

Leaving Sarasota, the show was on eight flats, two elephant cars, two horse cars and three sleepers. On the flat cars were these wagons and cages:

Hippo den, rhino cage, two cages with performing animals, menagerie equipment wagon, performing tigers cage, two tractors, two caterpillars, gorilla cage, two giraffe wagons, bear cage, leopard cage, lion cage, two more tiger cages, tapir cage, lion cage, performing bears cage and a truck.

Spec floats include those depicting Alice in Wonderland, Cinderella, Old Woman in Shoe, Hansel and Gretel, Trojan Horse, Mother Goose, Queen of Hearts and Pinnocchio.

The show is using motor transport in important degree for the first time. It has two 35-foot drop frame trailers for carrying wardrobe. These are nicely painted and lettered. In addition there are four more trailers painted aluminum and not lettered. Two auto transport trailers are being adapted for use in carrying the spec floats.

The system baggage car was used to carry props and rigging. A framework built of aluminum tubing has been designed for use in

hanging the show when it plays outdoor dates, but regular indoor rigging is carried now and the new device will not be seen until outdoor dates begin.

A new lighting system, with boxes of spots and floods that can beam be either at aerial or ground acts is being built. New trunks for wardrobe and props were built.

Four of the Mack trucks formerly fitted with water tanks and used on the railroad show now have been equipped with fifth wheels for use with semi-trailers. There are four new Chevrolet trucks, also for semi-trailer use. A big canvas truck from previous years is being used without alteration. An ex-wrecker, ex-welder and a straight bed truck also may be in the fleet.

It was clear that the 15-car train which went to New York is not to make the proposed full season. It will go to Boston and then return to Sarasota. No menagerie will be carried at other stands. The show then will be largely motorized.

## Packs Western To Open May 3

PHOENIX, Ariz.—The Western unit of the Tom Packs Circus will start its new season here May 3 and follow up with stands at Tucson and Globe, Ariz. General Manager of the unit is Bud Hoeber.

Among the acts that will be included on the show are the Simru Duo, Nicolini Chimps, Flying LaVals, and Namedils.

Under the Marquee On Page 62

**BENSON BROS.' CIRCUS**  
WANT 6 PROMOTIONAL DIRECTORS  
NEED A FEW ONE-MAN PHONE CREWS.  
WANT PEOPLE TO WORK PIT SHOW  
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## Hagen Signed For Celebration At Cicero, Ill.

CHICAGO—Hagen Bros. Circus and the Al Dvorin Agency here announced this week the show has been contracted to play three days at the Cicero (Ill.) Centennial. The famed Chicago suburb will observe its 100th year April 26-September 21.

Joe McMahon, general agent for Hagen Bros., said the show will give a minimum of six performances at Cicero June 14-16.

Ray Kane, of the Dvorin Agency, which is handling the entire celebration, said other events will include a "Burial of the Razor" parade, April 26; Veterans Day, May 30; American Legion Parade, July 4; Youth Day, August 10, and Lowell Thomas Jr., as principal speaker on September 1.

Ray Booth is promotional director and co-ordinator of the Centennial.

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## Railroads Continue Eastern Rate Cut

**Traffic Association Against Restoring 1956 Slash; Southern Roads to Meet**

NEW YORK—Railroad shows using Eastern roads were granted a life-saving continuation of the 20 per cent 1956 rate reduction last week. A decision on the pleas of rail carnivals had been pending for several weeks, following a meeting with the Traffic Executive Association here.

It was hoped the favorable action would influence a similar decision being considered by the Southern Freight Association, which is headquartered in Atlanta. Western roads are represented by the Western Traffic Association in Chicago.

Representatives of the World of Mirth and James E. Strates Shows met in February with E. V. Hill, chairman of the TEA. The reduction in rates was obtained last year by the Ringling circus, which this year did not respond to a request whether it wished the lower rate to carry over to 1957.

### Survival Issue

Discovery of the pending restoration of a higher rate schedule was made by the Eastern shows, who

made their position clear to Hill. Their petition resembled that presented to R. E. Boyle, representative of the Southern roads, recently in a Florida meeting by several railroad carnivals. Basically, the shows said a rate increase would have a devastating effect on their survival, because of their heavy labor and storage expenses, and their inability to increase ride and show ticket prices above the present levels.

Hill's notification of the favorable decision was contained in a letter to those attending the meeting.

(Continued on page 74)

## Royal Pine Books New Still Dates

BANGOR, Me.—Mullins' Royal Pine Shows will move into new still-date territory this season, having booked locations near several military bases in Maine, Clifford W. Mullins, owner-manager, announced.

Show will open here at its winter base on May 10 with six major and four kid rides, four light towers and several back-end shows.

Altho winter quarters will not officially open until April 15, several men have been working for several weeks. Major projects include rebuilding of ticket boxes, refinishing of Ferris Wheel seats and overhauling of the Jenny. Trucks and trailers will all get a coat of paint and several office-owned concessions are being built with new canvas.

## Crafts Matches '55 At Orange Show

NORTH HOLLYWOOD, Calif.—Business for the Crafts Shows at the 42d National Orange Show in San Bernardino was on a par with 1955, the last time Crafts played the date, Orville N. Crafts, show owner, said. Event closed its 11-day run Sunday (24).

Crafts said that the first weekend at the show was the better of the two. There was a pre-dawn rain on Saturday (16) that cut into the attendance that day. Attendance for the second Saturday, however, set a new day record of 58,544. Earl E. Buie, Orange Show manager, attributed the increase to Guy Mitchell, recording artist who was featured for the last three days on the free auditorium show. The event pulled a total attendance of 270,850, which surpassed 1956 by 8,221 customers.

The Crafts organization combined the 20 Big, Exposition and Fiesta units for the date. A total of 47 rides, five shows and 120 concessions were featured.

C. N. Burns, who had a Torture Show, said that his take was 15 to 20 per cent ahead of gross three years ago when he last played the spot. Other attractions included Cal Lipes' snakes and pygmy horses, George (Red) White's show, Martin E. Arthur's gorilla, and the Harry and George Bryant Arcade.

Crafts was host to the Pacific Coast Showmen's Association and Ladies' Auxiliary Tuesday (19). The function grossed \$1,750 for the organizations.

Visitors to the lot included Ralph

Lockett, of the fair in Petersburg, Va.; L. C. Chapman, Foley & Burk Shows, and Bud Nelson, of the Farmers Fair in Hemet.

The Exposition unit, managed by Rogers Warren, left her for Mesa, Ariz., to play the Maricopa County Fair. Twenty Big, headed by Frank Warren, returned to the barn to prepare for the San Gabriel date. Fiesta shows, to be managed by Larry Ferris, is to open in May.

## Lajoie, Bury Combine as Deluxe Shows

ROCKVILLE, Conn.—Normond Lajoie, proprietor of the Lajoie Amusement Company, and Joseph L. Bury, veteran operator of the Deluxe Shows, announced last week a merger under which their combined equipment will tour this season under the Deluxe title, with Lajoie as general manager.

The unit will open May 3 under Woonsocket (R. I.) Elks auspices, with a car giveaway featured.

Lajoie recently reported the acquisition of four rides, giving him a total of eight. Bury will contribute his Merry-Go-Round, Ferris Wheel, Chairplane, Sky Fighter, Kiddie Whip and Airplane rides, plus rolling stock and concession stands.

With the providing of certain dates by Bury, there will be weeks when two units will be fielded. Seven fairs are set, five of them in Connecticut and two in Massachusetts. Among key still dates are the St. Sebastian Church festival in Middletown, Conn., and St. Lucy Church celebration in Hartford, a first-in date.

Bury, in 1948, disposed of much of his equipment for shipment to Venezuela, and since then has been devoting most of his time to real estate, a motel and other businesses.

## Joe Frederick Bows in April

DETROIT—Motor State Shows are all set for a late April opening in the suburbs of Detroit. J. J. Frederick, owner-manager, announced.

Frederick and Mrs. Frederick recently returned here from a trip thru Iowa, Kansas, Missouri and Illinois. They purchased a trailer from John Fabick in St. Louis on which to mount another power plant. Show also added two light towers, a new Tilt-a-Whirl, a King kid ride and five more tractors and trailers.

Route will take the show into Michigan, Ohio, Indiana, Mississippi and Alabama. Two centennials, Burr Oak, Mich., and Waukegan, O., are on the route. Concessionaires will include Charles Krekler, Orville Woods, R. J. McMillan, D. Tedrow, Jerry Gordon, Leonard Shipley and Stash Ruben.

The No. 1 unit will carry 12 rides; the No. 2 unit, eight. F. Dickson will manage the second show, assisted by H. J. Utley. Recent visitors to quarters here included L. M. Schrader and Lionel Strate, Brodback & Schrader Shows; M. Schmid and Leo Schultz.

## PCSA Grosses \$1,750 At Orange Show Fete

LOS ANGELES — Approximately \$1,750 was grossed by the Pacific Coast Showmen's Association and Ladies Auxiliary at the Showmen's Day festivities hosted by O. N. Crafts at the National Orange Show in San Bernardino March 19. J. B. (Red) Dauer, PCSA chairman, reported.

Of the total, approximately \$400 was from dollar tickets that entitled buyers to the tent where food and refreshments were served and the second edition of "Grandfather's Follies" was staged.

Crafts, owner of the 20 Big, Exposition and Fiesta units, had the club members as guests for lunch and also put up the large big top obtained from United Tent and Awning Company here.

The show, which was given after the carnival closed for the night, was produced by George Surtees, with club members assisting. Sharing the featured spots were Rusty Draper, recording vocalist and guitarist, and Tommy Perry, a member of the Coofers. Both acts were playing the Orange Show's Swing Auditorium and made free appearances upon the invitation of Dick Scarce.

"Grandfather's Follies" had three numbers, "1917 Fashion Show," "Ballin' the Jack," and "Can-Can." In the ensemble were Peggy Forstall, Ruth Wolff Woods, Mimi Couch, Gloria Tratch, Marie Hoaglund, and Kitty Scarce. Music was by the Lou Baker Trio.

A number of members assisted in the staging of the event. The Auxiliary chairmen included Nina Rodgers Levine, dancing; Lillian Schue, refreshments; Lucille Dolman, food, and Peggy Forstall, show.

Among those assisting were Steve Vaughn, Eddie Harris, Clara Andersen, Berta Harris, Jimmy Lantz, and Dick Scarce.

## Ray Howard Sells Show

OLMSTED FALLS, O.—Ray S. Howard, veteran Ohio ride and show operator, has sold his equipment to Irvin Deggeller, Allen Deggeller and John Leedy, and the show will operate at the same dates that it has in the past.

The Deggellers, who together own nine rides, now have a total of 21 rides. They will use the title, Deggeller Amusement Company, Leedy, long-time concessionaire, will have his French fries and taffy on the show during the fore part of the season, but will leave to play his regular fairs.

## Al Baysinger Dies in Miami

MIAMI—Al S. Baysinger, 65, former operator of the Al Baysinger Shows and in recent years a ride operator and concessionaire with carnivals, died here March 24.

Surviving are his widow, Polly, and a sister. Services were held March 26 at Ben Lanier Chapel with interment in Southern Memorial Park Cemetery, Miami.

## I. T. Readies No. 1 Unit For April 12

ROOSEVELT, N. Y.—A crew of 24 men is at work in I. T. Shows' quarters here preparing for the April 12 season opener.

The No. 1 unit will open on that date in Upper Manhattan, with the No. 2 unit making its debut April 30 in Lower Manhattan.

Bill Appleton is in general charge of buying at quarters. Johnny Leonard is supervising work on diesels and motors, and Leo Jenkins on transportation overhauling. General Manager Phil Isser is regularly present.

One new major ride and one kiddie unit are to be added this season, for use at fairs.

The show this week reported booking Artie Steinhart's Snake Show and Side Show for the No. 2 unit's Long Island spots and for fairs. Steinhart will join in May. Johnny Smith will be in charge of the three Ferris Wheels again this year.

## League Skeds Theater Party

CHICAGO — The Showmen's League of America will hold a spring theater party April 29 that will include seeing Mike Todd's "Around the World in 80 Days," Bill Carsky, vice-president and chairman of the party, announced last week. Profits will go to the League's hospital and cemetery fund.

The Todd movie, which last week took the annual Oscar awarded the top film, is scheduled to open here soon in the newly titled Cinestage Theater. Following the motion picture the members will go to the clubrooms for a party. Tickets will be priced at \$5 each. Nat Green is handling publicity on the event.

## NSA Defers Deadline on Plaque Money

NEW YORK — The National Showmen's Association decided Wednesday (27) to put back the deadline on memorial plaque payments from August to October 1. Pledges of \$100 have been received for 58 names.

Included are Vincent Anderson, Bernard Allen, Morris Batalsky, David Brown, Ben Braunstein, Herman Cohen, John Christopher, Maurice Elk, John J. Fitzgerald, Walter Fried, Sidney Goodwalt, George A. Hamid Sr., Ben Herman, Jeff Harris, Emanuel Jackowitz, Louis D. King, Henry Kaufman, Art Lewis, Arthur (Doc) Marcus, Ross Manning, Harry Modele, William B. Moore, Alfred G. McKee, Joseph A. McKee.

Also, Harry Nelson, Larry Neumann, Sam Peterson, Abe Rapps, Frank Rappaport, David Rosen, Harry Rosen, Sam Rothstein, Jack Stern, Harry Schwartz, Irving Sherman, Claude Sechrest, Dan Thaler, Max Tubis, John S. Weisman, Michael M. Wynn, Charles Wertheimer, Phil Isser, Sam Weiser, Joseph Uknis, Herman Malek, Sam Spitz, Paul Goldfarb, Harry Flanagan, Leo Willens, Frank Kellar, Jack Rosenthal, Ray Manning, Howard Finkelstein, Norton Brown and Charles Rubenstein. One pledge, Albena Hines, has been received from the Ladies Auxiliary.

# MIDWAY CONFAB

Mobile (Ala.) Notes: Col. H. G. Coffey, acting secretary of Peppers' All States Shows while on leave from Norfolk & Western Railway, has been recalled and will assume his duties as unit manager for the railroad's supply department April 1 at Roanoke, Va. . . Mr. and Mrs. Harry Bartlett left recently for Baton Rouge, La., to join the Harry Burke Shows with their glass pitch. . . Thomas D. Hickey, whose Gem City Shows wintered in Theodore, Ala., has set an early April opening for his show. . . Peppers' All State Shows left March 25 for the opening stand at Milton, Fla., to be followed by a Pensacola date under Civitan Club auspices. Mrs. Peppers' mother, Mrs. McAnish, is remaining in Mobile with the Peppers' son, Gregory, until school vacation.

Bobby Cohn, general agent of West Coast Shows, reports his home in Daly City, Calif., suffered no damage during the San Fran-

cisco earthquakes. Considerable glassware and furniture was damaged, however. Cohn also reports his wife, Norma, recently was elected president of the Daly City chapter of the Parent-Teacher's Association.

Tom and Al Zellers, concessionaires, were recently Cleveland visitors before heading for Erie, Pa., quarters of the Frames Shows to pick up one of their trucks.

J. V. (Whitie) Archer is recuperating in Dallas after an operation and expects to be on hand for the season's opening of Gem City Shows.

A seven-foot, two-mch sailfish landed by Jack Eichholz on March 18 won him a membership certificate in the Miami Beach Sailfish Club, signed by the Mayor and Chamber of Commerce.

In New York after absences are Michael Wynn, Phil Isser, John Francis King, Leo Willens, Ray Manning, Herman Malek, Herman Cohen, Sam Spitz, Moe Elk, Mack Kassow and Nathan Kilberg. Louis (Dada) King suffered the loss of his brother last week.

J. L. (Whitie) Redard writes from Flint, Mich., that he's expanding his kid spot and road operations this year. A new King Boat ride was recently added to the permanent spot, which includes Hobby Horses, Jeeps, Planes and a number of concessions. His road business will be under various sponsors. Says prospects in the area are good despite some layoffs.

Albert Wright, legal adjuster for Alamo Exposition Shows, is confined to Santa Rosa Hospital, San Antonio, following surgery. He expects to be released in about 10 days. . . Mickey Reagan and David and Andra Gilmore recently joined Carl Pierson on Rocky Mountain Empire Shows. . . Helen LaBrake reports that she and Scottie have purchased a combination gift-news store in Orlando, Fla., and will be off the road this year for the first time in many years. Address is 15 West Pine Street.

Cap. Ted Brown, veteran Motor-drome op, passes on the word that he'll again be with Ross Manning Shows this season. . . Toots Brown, former operator of girl and Wild West back-end units, now owner-operator of the Wright Way Pest Control Company in Liberty, Tex., recently took delivery of a new Ford truck and 35-foot house trailer. She reports many showfolk traveling on Highway 90 have stopped off to cut up jackies.

Jo Ann Rendelle and La Vern Martin have their house trailer parked behind the Dutch Mill nitery in Jacksonville, Fla., where Jo Ann is working three nights a week. The duo is busy redecorating their mobile home in preparation for the outdoor trek. . . Mrs. Elmer G. Cohun, who with her husband trouped for 22 years with Greater United Shows, was recently released from a hospital and is convalescing at their Huntington Beach, Calif., home. Mrs. Cohun suffered a heart attack several weeks ago. . . Les and Ruby Dobbs, concession ops, will go out with Royal American this spring. Mrs. Dobbs has a 28-foot parakeet pitch and her husband a bird wheel.

Mrs. Ruth (Peaches) Nusall, wife of Benny Nusall, games concessionaire, is convalescing at her Buffalo home after release from a local hospital following an operation. . . John E. Hosmer, veteran carnival man, is in Ward 4C-East, U.S.P.H.S. Hospital, New Orleans, and would like to hear from friends.

**PARAKEETS**  
PROMOTIONAL **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. Callatin Rd., Pico, California  
Phone: OXford 9-5210

**FOR SALE**  
Smith & Smith Chairplane (Tower dumps) with 1951 Ford F6 long wheel base truck. Good condition. 1947 K5 International, 16 ft. Van with 37½ KVA Transformer, complete with 24 Junction Boxes, 1,000 feet or more of 2 Conductor #00 wire, new last July. Baby Chairplane, 18 capacity. Several Show Fronts, Banner Lines, Tops, Main Entrance Panel Front, cheap.  
**ERNIE ALLEN**  
449 Swan S.W., P. O. Box 38  
Terra Haute, Ind.

**Shorter's Greater Shows**  
For Sale — 10-seat Cattel Wheel, \$1,200.00; 30-foot Living Trailer, \$800.00; PDQ Camera, new, \$100.00; 20-horse Merry-Go-Round, \$1,500.00. Opening in May. Booking Rides, Shows, Concessions, Playing 2 and 3 Celebrations a week. Need Truck Driver; wives can work, too. Jack Littlefield, let me hear from you. Will lease Spitfire or Octopus.  
Phone: CO 6-2920  
Route 2, Waterloo, Iowa

**AGENTS WANTED**  
Hanky Pank, Six Cat, Pan Game, Buckets, Pins and Percentage. Opening 13th near here. Bruce Cole, Jimmy Reed, Curley Roberts, contact.  
**HENRY OSTEN**  
Searcy, Ark.

**FOR SALE COMPLETE CARNIVAL**  
with route including twelve Fairs and Celebrations, nine Rides, Caterpillar D 13000, Generator Set, Light Towers, Transformers and Ground Cable, Tractors and Trailers. Write  
BOX D-274, The Billboard  
Cincinnati 22, Ohio

**AGENTS WANTED**  
To play around Boston all season, opening April 15. STAY AT SAME HOTEL ALL SEASON! Want Men for Swingers, Buckets and Dart Store. Strictly 25¢ & 50¢ only. Mickey Goodman, get in touch. Very good pay for man to put up and take down outfits.  
**FRANK (SHRIMP) RAPPAPORT**  
c/o President Hotel, 234 W. 48 St., N.Y.C.

**CARNIVAL WANTED**  
Any week in May, June, July. Prefer July 1-6. Reasonable rent. For more information write, phone  
**E. H. LEWTER**  
(W.O.W. Club) Fayetteville, Tenn.

**Top Wages to Foremen on 3 Tilts, 3 Ferris Wheels, 3 Merry-Go-Rounds**  
**CATTANEO AMUSEMENT ENTERPRISES**  
BENSONVILLE, ILLINOIS  
Phone: Bensonville 263-R

# Fourth Annual CIVIL DEFENSE EXPOSITION

Featuring Big Free Circus (Terrell Jacobs Wild Animal Circus)  
—\$1,000,000 Civic & Commercial Exhibits—Outstanding Free Attractions, Dowis Sky Wheel  
**OPENING APRIL 10, INDIANAPOLIS, INDIANA**

Now booking for 1957 season. Four City Parks, followed by Memorial Day 500-mile Speedway Classic. Other major city dates to follow. Every date like a fair.

**RIDES**—Have outstanding proposition for Ride Operators with equipment in good condition and appearance. Due to Big Free Circus, exceptional opportunity for Kid Rides.

**SHOWS**—Excellent opportunity for Illusion, Fun House, Motor-drome, Monkey Show, Jig Show. Joe Louis will make personal appearance at our second spot.

**CONCESSIONS**—Hi-Striker, Huckly-Buck, Derby, Bozo, Glass Pitch, Hoop-La, Gold Fish.

**PITCH MEN**—Especially good opportunity here for Demonstrators in huge exhibit tent, also midway. Locations available. Cards, Polish Gadgets, Medicine, etc.

Day Phone:  
Melrose 66387

**PAUL MILLER**  
10 South New Jersey St.  
Indianapolis, Indiana

Night Phone:  
Melrose 21978

Time Getting Short—Reply by Phone or Wire.  
Wanted—General Help in all Departments



# GRIGGS BROTHERS SHOWS

**TENNESSEE VALLEY SHOWS COMBINED**

**12 RIDES**      **SIXTEEN FAIRS BOOKED**      **4 STARTING IN JULY AND ENDING IN NOVEMBER SHOWS**

**WANT FREE ACT FOR THIS WEEK. SPACE AVAILABLE, COME ON IN. JIMMY SHAEFFER, CONTACT AT ONCE.**

**CONCESSIONS: TAKE NOTICE**—Union City, Tenn., follows Dyersburg; then four weeks around Louisville, Ky., will be there for the Derby; then Indiana and Ohio, around the payroll towns. Want Bingo, Six Cats, Scales and Age, Short Range, Bear Pitch, Glass Pitch, Hoop-La, Darts, Basketball, High Striker, Arcade, Ball Games, Novelties, Parakeet Pitch and Hanky Panks of all kinds.

**SHOWS:** Ten per cent over committee. Want Fun House, Glass House, Snake, Monkey or Monkey Drome. Especially want Girl Show with two or more Girls for now and Soldiers' payday starting April 30. Will give "Ex" on two Mitt Camps. **RIDES:** Don't need any, have plenty of our own. **RIDE HELP:** Foremen and Second Men for Wheel, Merry-Go-Round, Tilt, Roll-o-Plane, Comet, Octopus and Chairplane. Top salaries. Must drive.

**All Replies to: CHARLES GRIGGS**

c/o Western Union, Dyersburg, Tenn

P.S.: Can use a couple Grind Store Agents. Also Up and Down Boys.



**OPENING LEXINGTON PARK, MARYLAND, APRIL 12 THRU 20, INCLUDING SUNDAY, INSTEAD OF FALLS CHURCH, VIRGINIA, AS PREVIOUSLY ANNOUNCED**

**34 weeks of top Still Dates, Celebrations, with 15 Fairs Included. We have two Kid Days and Ladies' Night and other promotions each week**

**CAN PLACE**

**CONCESSIONS**—Hanky Panks of all kinds, Short Range, Diggers, Derby, Basketball, Frozen Custard Help and Dipper. **SHOWS**—Any good Grind Show with own equipment. (Renton, contact.) Canvasman to handle show; salary out of office. (Frank Cornell, contact.) Girls for Dancing Show. Jimmy Chavanne wants Working Acts for newly framed Sideshow. **RIDES**—One more Flat Ride not conflicting. HELP on all Rides, come to Winterquarters at once. Show leaves Winter-quarters in Sumter, S. C., April 7. Address:

**JOHN VIVONA, P. O. Box 1562, Sumter, S. C.**

**IT'S NOT TOO LATE TO STILL TAKE ADVANTAGE OF THE BILLBOARD'S**

# 1957 SPRING SPECIAL

**Regular News Section**

**OUT NEXT WEEK**

- Its Complete Coverage of Late News & Development
- Its 7,000 EXTRA Distribution
- Its Timeliness

All assure your advertising in this issue wide readership and excellent results.

**Advertising Forms Close Same Time As For Regular Issues**



## OKLAHOMA EXPOSITION SHOWS

Grand opening Ada, Oklahoma, April 1-4, with a season's route of proven Celebrations and Fairs. No idle dates, booked solid. Concessions: Hanky Panks of all kinds. Bingo, Snake Show, Athletic Show. General Agent due to disappointment. Davy Goodman, O'Dell, Tom Lindsay, come in to Ada immediately. Have openings for you. Donnie & Sally Chisholm. Any Rides not conflicting. General Help on all Rides who have license. Wire **JOE STARR, Owner & Mgr.**, c/o Western Union, Ada, Okla. No collecta.

## NORTHERN STATE SHOWS

P. O. BOX 1104, WILLISTON, NORTH DAKOTA—OPENING MAY 15  
Can use a few more nicely framed Concessions. No two alike, you have ex. Also want one Show. What have you? We will carry six Rides, three majors, three kiddies, and fifteen Concessions. Playing streets, mostly three spots a week. New faces every other day. Playing North Dakota and Montana. Mostly Celebrations, several 75th and 50th. July 3-4 is a 75th. Will carry three Elephants (Ed Widaman) for Free Act. They bring the people in. The crops were above average where we play and the people have money and they spend it up here. A top season's work guaranteed. No Mitt Camps or Flats. Write or wire at once.

**Say You Saw It in The Billboard**

# CETLIN & WILSON SHOWS

Opening May 31 in Petersburg, Va.

Ride Unit will open May 6 on three good locations near Petersburg, Va. Winter Quarters will open last of April at Fairgrounds, Petersburg, Va.

**WANT:** Legitimate Merchandising Concessions to open with ride unit May 6. Can place American Palmistry, Photo Gallery and all other Hanky Panks.

**WANT:** Foremen for Ferris Wheels, Roll-o-Plane and Caterpillar. Also want Second Men on all rides and experienced Working Men in all departments. Welfare benefits covering all employees.

**CAN PLACE:** Any Ride with own equipment that doesn't conflict and worthwhile Grind Shows. Want Monkey Circus.

All Address

**CETLIN & WILSON SHOWS**  
Box 787, Petersburg, Va.

# United Expo Opens Season in Arkansas

PARAGOULD, Ark. — C. A. (Curley) Vernon's United Exposition Shows kicked off its season here Saturday (23) for a nine-day stand. Show will play, in addition to this State, in Tennessee, Kentucky, Indiana, Illinois, Missouri and Texas.

Line-up here included 12 rides, six shows and upward of 40 concessions. Cross Country Babe is again the free act. A new front gate has been constructed and a semi-mounted kitchen trailer was built to replace the one hit by a train last season.

Prior to leaving winter quarters, Vernon was guest of honor at a surprise birthday party. Guests at the event included Mr. and Mrs. Charley McCarthy and family, Mrs. Marie Johnson, Mr. and Mrs. Ray Swanner, Mr. and Mrs. B. C. (Slim) Cunningham, Mr. and Mrs. Jimmie Wright, Pat Wright, Mr. and Mrs. Ernie Collins, Charles (Blinky) Humphrey, Mr. and Mrs.

R. A. (Cracker Box) Steward, Mr. and Mrs. Dick Parish, George Boone, Sandy West, J. R. Green, Mr. and Mrs. George H. Washburn, Mr. and Mrs. Checkers Mizner, Mr. and Mrs. Frank Evans, Shirley Evans, Mr. and Mrs. Robert Worley, Mr. and Mrs. James Boley, Johnny Nash, Joe Bob McNair, Red McCartney, Jim McIntyre, Mr. and Mrs. Buck Hopper, Beatrice Sharber, Mr. and Mrs. Eugene Allen.

Also Mr. and Mrs. Eugene Knight, Mr. and Mrs. Lucky Layfield and daughter, Bobby Sanders, Strawberry Rohn, Richard Cormier, Payton L. Rirer, Pat Bennett, Raymond Lee, Ben Ward, John Woodruff Jr., Lefty Lewis, Earl Ingersoll, Robert Walker, Mr. and Mrs. Galen LaTouche, Tom Flemming, Jay Shaubion, Larry Stewart, Leroy (Gizmo) Jones, Ray Sly, Paul Hannon, Maxey White, Jack Davis, and E. L. (Pony Jim) Tarr.

## Paratrooper Ride Gets Good Money At Orange Show

SAN BERNARDINO, Calif. — Frank Hrubetz attended the 42d National Orange Show here to check on the first Paratrooper ride made in his Salem factory for the Crafts Shows featured on the midway.

O. N. Crafts, show owner, said that the ride was in the top four moneymakers during the 11-day event, which ended Sunday (24).

L. G. Chapman, of the Foley & Burk Combined Shows, made a trip here from his home in Davis, Calif., to see the ride in action. Ralph Meeker, of the Meeker Carnival and Free Circus, announced in Los Angeles that a Paratrooper device will be delivered to him in time for his opening at the Washington State Apple Blossom Festival in Wenatchee on April 29. Chapman expects to take delivery around May 15.

The Paratrooper kit enables owners to convert Sky Fighters. The Paratroopers is 40 feet high and has a capacity of 30 people in the 10 baskets. Hrubetz said that only a limited number of the kits will be made this year.

## Midway of Mirth Rides, Equipment All Set to Go

JONESBORO, Ark. — Final stages of refurbishing have been reached at the winter base of Midway of Mirth Shows here in preparation for the road tour that will take the show into Illinois, Missouri, Indiana and Arkansas. Line-up will include 10 rides and 30 concessions.

The crew here has been supervised by Tommie Davis. Al Atchinson did the mechanic work, Blackie Kloth the painting; Bill Curtis and Charlie Meyers, carpentry chores, and Audia Meyers operated the cookhouse.

Recent arrivals include Mr. and Mrs. Clifford Sullivan, Frank Lane, Jesse Thomas, Kenny Buggs and Eddie Khron. Frank La Vell will again be lot man and mail agent. Roy Spears, who has completed the sign works, will have concessions. Mr. and Mrs. Joe Wherry visited.

## Foley & Burk Sets \$250 Scholarship For Rodeo Writers

SALINAS, Calif. — A \$250 scholarship is being offered by L. P. Chapman, of the Foley & Burk Combined Shows, for the best senior essay on "What the California Rodeo Means to Salinas," in a contest sponsored by the California Rodeo, Dr. E. J. Leach, concessions chairman and former CR president, announced here last week.

The contest is open to all high school seniors at Palma or Salinas union schools. Essays will not exceed 300 words and be judged on construction and originality of the subject matter.

The essays will be written under school supervision.

Winner of the award will be announced at the annual California Rodeo Hostess banquet of the Salinas Junior Chamber of Commerce on April 11.

Foley & Burk Shows have played the local rodeo, the most publicized event of its kind in the State, for more than 25 years.

## Ritter Opens Tour May 1

SAN BERNARDINO, Calif. — Ritter United Shows will open its 10th season at the five-day Fiesta Days Celebration sponsored by the Mexican Chamber of Commerce here May 1, Hollie Ritter, the show's owner-manager, said.

The show will carry five rides, and 12 or more concessions. The route will be made up almost exclusively of community fairs and celebrations.

**FOR SALE**

No. 5 Eli Wheel ..... \$4,000  
 Shiff Coaster ..... 4,500  
 Shiff Kiddie Train ..... 700  
 17 1/2 KW. Gas Generator ..... 400  
 New Snow Cone Machine & Case ..... 75  
 Cotton Candy Machine ..... 100  
 Formica Penny Pitch Board ..... 25  
 Will book Bear and Parakeet Pitches.  
 Wanted: Ferris Wheel Foreman and Second Men for all Rides.

**TAMARGO**  
 Island Manor Shows  
 227 Franklin Street Elmont, N. Y.

**GEO. W. GORDON WANTS**

Bucket Agents. Corbet, get in touch with me at once. Also need two Cat Boys and two Up and Down Men.

Write or wire

**GEORGE W. GORDON**  
 Rt. #1, Box 2041, Miami, Fla.

**WANT**

Kid Rides for 2,500-car Shopping Center. I have a ten-year lease. Also want Popcorn, Candy Apples, Floss, Custard, Hot Dogs and Hamburgers. Full co-operation from the merchants of the Center. We have Promotions galore supported by the merchants. There are no Parks or Kiddielands anywhere near here. Contact:

**PAUL OLLIS**  
 22 Sumner St. Hartford, Conn.  
 Phone: Jackson 20575

**DUMONT SHOWS**

OPENING JACKSON, ALABAMA, APRIL 6

Want Hanky Panks of all kinds. Can place Ride Help, must drive.

**LOU RILEY, Mgr.**  
 Jackson, Ala.

**FOR SALE**

Diner on wheels. Trailer 27 ft. long, 12 outside seats, 5 uplifts with awnings, fluorescent lights. Diner is all white, all aluminum; two stoves, one grill, two coffee urns (one electric), one bottle gas, large steam table, 50 gallon water tank, hot and cold water in sink, one large orange juicer with pump, three cabinets, cash register, dishes and pots and pans—all for \$2,500.00. Used only ten weeks. Reason, old age and illness.

**MRS. MARIE SCOTT**  
 74 S. Main St. Phillipsburg, N. J.

**WANTED CONCESSIONS**

July 12-14 and other dates in Wisconsin. Write—Phone

**A. W. STREHLOW**  
 P. O. Box 1 Waukesha, Wis.  
 Dial: LI 2-6763—LI 7-9269

**FOR SALE**

36-Ft. Merry-Go-Round, needs work ..... \$650.00  
 Kid Airplane ..... 250.00  
 Come and get them.

**GLASS CITY SHOWS**  
 1488 South Ave. Toledo 9, Ohio  
 Phone: WA 7385

**PEPPERS ALL STATES SHOWS**

Can use for Pensacola, Fla., on new Warrington Highway, April 8-13. Can place Rides, Rolloplanes and Spinners. CONCESSIONS—Want Long and Short Range Galleries, Slum Blower, Pitch-Till-U-Win, Photos, Hi-Striker, Basketball and Penny Arcade.

Wire F. W. PEPPERS, Milton, Fla., this week. Phone 6-9604. No collects, please.

**WANT Capable Legal Adjuster**

For ten-ride show. Dave Fineman, answer.

**BOX D-283**  
 c/o The Billboard Cincinnati 22, O.

**ADMEN** of every kind **ENDORSE THE BILLBOARD** as a top selling force

**WINTERQUARTERS NOW OPEN**

SHOW OPENS HUTCHINSON, MINN., JUNE 20

Want Foremen and Second Men on all Rides. Must have chauffeur's licenses. Work year around. Want Hanky Panks of all kinds.

Want Side Show People for season. Outstanding Freaks and Working Acts. Girls for Illusion. Also Boss Canvasman, must drive semi. Also Ticket Sellers. Top salaries, office paid.

All replies to: SIDE SHOW MANAGER, JACK KORIE, c/o Palm Lake Court, 7600 N. W. 27th Ave., Miami, Fla.

Want Girls for Revue and Posing Show. Salaries out of office.

**WILLIAM T. COLLINS SHOWS**  
 7820 Chicago Ave. Minneapolis, Minnesota

**NOLAN AMUSEMENT CO.**

OPENING APRIL 12 TO 20, ZANESVILLE, OHIO; FOLLOWED BY SPRINGFIELD, OHIO; BARBERTON, OHIO; ELYRIA, OHIO; LORAIN, OHIO; WEIRTON, W. VA.

CONCESSIONS: Want Bingo, Diggers and legitimate Concessions of all kinds. SHOWS and RIDES not conflicting.

RIDE HELP: Foremen for Wheel and Tilt, Second Men on all Rides. Also want Man and Wife for Illusion Show. Joe Spaulding, contact. All replies to

**FRED NOLAN, Route 2, South Zanesville, Ohio**

**GALA EXPOSITION SHOWS**

An all new Show this year, want for two Strawberry Festivals at Bald Knob and Marshall, Ark., and all bona fide spots starting at Portia, Ark., July 4 thru last week in October.

CONCESSIONS: Opening for nice Photos, Bingo, One Ball Rack and Stock Concessions not conflicting. SHOWS: Can use Athletic Show, Don Friend, answer. Good Electrician that has some Concession or nice Show of merit; Ride Help that can drive. No would-be. This Show has a winning territory and will open close by for two Saturdays on April 13. A beautiful Show from front to back with free gate. Write or wire

**B. E. MILLER** BALD KNOB, ARKANSAS  
 BOX 341

**TED CORY WANTS**

FOR 10 WEEKS IN KANSAS CITY AND OMAHA

SHOWS: Grind Shows of all kinds with first-class equipment only.  
 CONCESSIONS: Photos, Short Range, Custard, Bird Pitch, most Hanky Panks.  
 RIDES: WE DON'T NEED ANY.

We show all downtown locations, for the paydays are every week.  
 All letters to: 516 Fitzgerald, Kansas City, Kansas. (Phone: Fairfax 1-9040)

**MOTOR STATE SHOWS #2**

WANT FOR CELEBRATIONS AND FAIRS—OHIO AND MICHIGAN

Hanky Panks of all types. Will give Ex on Glass or Pottery, good Grab or small Cookhouse and Novelties. Can use one or two small Shows that cater to families. Foremen on Rides, also Second Men; must drive semi. If you drink, please do not reply. All replies to F. DICKSON, Box 238, Quaker City, O.; or J. J. FREDERICK, 2263 Neuten St., Detroit 11, Mich.

**SUNSET AMUSEMENT CO.**

Opening downtown Excelsior Springs, Mo., Thursday, April 25.

EXCLUSIVES OPEN—Glass, Bird, Lamp Pitches; Age and Weight, Ice Cream or Custard. McManus wants 6 Cat and Bucket Agents. Concessions: Basket Ball, Milk or Whiskey Bottles, Punks and Coke Bottles, Dip, String, Hoop-La, Cork, Pitch Win, Duck or Fish Pond or other Hanky Panks. RIDE HELP—Foremen Kiddie Rides, Second Men on Merry-Go-Round, Rock-o-Plane and Front Gate. J. T. Hutchens wants Acts for Side Show.

Winterquarters: 701 N. MAIN ST., EXCELSIOR SPRINGS, MO.

**PAGE BROS.' SHOWS #1 UNIT**

Opening 1st of May

Want Bingo, Jewelry, Six Cats, Bear Pitch, Hanky Panks of all kinds. Grind Shows. Second Men on all Rides. All replies to

**W. E. PAGE, Box 244, Springfield, Tenn. Phone 1528.**

P.S.: Want to buy small adult Chairplane. Prefer Gruner-make. Will trade Kiddie Auto Ride on it or will sell Auto Ride. Homemade, perfect shape, \$300. Claude, who worked for Tex, call me.

100,000 ..... \$32.00	<b>ROLL TICKETS</b> Printed to Order <b>DALY TICKET CO.</b> Collinsville, Ill. Union Made	PRICES F.O.B. COLLINSVILLE, ILL. Coupons Double Price
10,000 ..... \$10.00		Stock Tickets, 1x2 Inches
20,000 ..... 12.50		1 Roll ..... \$ .90
50,000 ..... 20.00		5 Rolls ..... 4.25
200,000 ..... 55.00		10 Rolls ..... 8.00
Price Chg. .... \$3.00		50 Rolls ..... 23.00
Color Chg. .... 1.00		

**FOR SALE**

24' tandem wheel aluminum Concession Trailer with two 12' Outfits framed therein. Used three short seasons. Still like new. Fluorescent lighted and very flashy.

**JERRY COTTRELL**  
 Box 225 Pacific, Mo.  
 Phone: Clearwater 7-2174



**SOUTHWEST AMUSEMENTS**  
**OPENING APRIL 9-14**  
 AT  
**SOCORRO, NEW MEXICO**  
 Want Ride Help, also Concessions that work for stock.  
 Winter Quarters: 2413 Franzen Rd. S.W., Albuquerque, New Mexico.  
**W. T. TUCKER, MGR.**

**WANTED**  
 Good, clean Carnival with excellent Rides for  
**CENTENNIAL CELEBRATION**  
 Downtown Location  
 June 30-July 6, Emporia, Kansas. Contact  
**CHAMBER OF COMMERCE MANAGER**

**GOLD BOND SHOWS**  
**NOW CONTRACTING FOR 1957**  
 Rides - Shows - Concessions.  
**MICKEY STARK, Owner**  
 P. O. Box 229 Mt. Sterling, Ill.  
 Winter Quarters at Fairgrounds.

**Wilson Famous Shows**  
 Opening May 20 in Canton, Ill.  
 Want Foremen and Second Men who drive. Concessions that work for stock. Shows with own equipment. Address:  
**RAY WILSON**  
 Astoria, Ill.

**4TH OF JULY ATTRACTIONS**  
 We are open for ideas. Want Carnival or individual Attractions. Rich area.  
 Write  
**BOX 310, SEWARD, NEBR.**

**WHEEL MAN WANTED**  
 For No. 5. Good pay if you are good. All summer in Pittsburgh.  
**AL BLUMENTHAL**  
 R. D. #5 Pittsburgh, Pa.

**CARNIVAL WANTED**  
 Good clean Carnival with 10 or 12 Rides (five or six of them Major Rides) and 25 Concessions for  
 Diamond Lodge 309 Elks, Richmond, Ky.  
**Write JACK WALKER**  
 Glyndon Hotel Barber Shop  
 West Main St Richmond, Ky.

**FOR SALE**  
 Allan Herschell Baby Merry-Go-Round, '53 model, like new; price, cash, \$3750.00. Stored at Ft. Worth, Tex. 12 small aluminum Horses, new. Set of 20, adult size, Parker style. Fits any machine. \$1500.00. WRITE, WIRE OR CALL.  
**C. A. GOREE**  
 Hamilton Hotel Olney, Texas

**SIDE SHOW ACTS WANTED**  
 Open with Prell's Broadway Shows in Virginia.  
 Sword Swallower, Fire Eater, Tattoo Man, Girls for Bally and Electric, Pin Cushion, good Freak to feature. People with me last year, answer. Wire or write quick, no time to dicker.  
**EARL MEYER**  
 8312 Florida Ave. Tampa, Fla.

**WANT DANCING GIRLS**  
 With experience. All new wardrobe furnished. Excellent pay and you get it here each night. Payday spot with another one coming up. Solid route north to the smoke stacks.  
**DICK PARRISH**  
 c/o United Exposition Shows  
 Blytheville, Arkansas

**RIDEMAN WANTED**  
 Second Man for Scrambler. Must be experienced in setting up and operation of Scrambler. Drunks, chasers, etc., save your stamps.  
 Opening April 18, Washington, D. C.  
**Write Charles Tedtman**  
 R. R. 1, Box 84 A1 Wimauma, Fla.

**FOR SALE**  
 1 1/2-ton Dodge Truck, Van Body, and 12-ft. Duck Pond, stainless steel Tank, and 12-ft. Balloon Dart with Velvet and Ceilings. Also 10 Sky Fighters mounted on trailer. A-1 condition.  
**CHARLES TEDTMAN**  
 R. R. 1, Box 84 A1 Wimauma, Fla.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

**CLUB ACTIVITIES**

**Showmen's League of America**

CHICAGO — Vice-President Jack Duffield opened the Thursday night (28) meeting in the absence of President Al Sweeney. Close to 100 members were present.  
 Also on the platform were Bill Carsky, second vice-president; Bernie Mendelson, treasurer; George Johnson, secretary; Homer Briant, executive secretary, and three past-presidents, Sam J. Levy, Fred H. Kressmann and Ned Torti.  
 The membership was saddened by the death of John Callagan, third vice-president of the League, and Rube Liebman.

Eliho Garmisa is a new member. Bob Anderson attended his first meeting and was called on to speak, as was B. Leopold, Vancouver, B. C., who was at his first meeting. Others called up included Sam Ward, Torti, Ralph Woody and Billy Senior.

Casky announced plans for a theater party on April 29 with proceeds to go to the hospital and cemetery fund. Those attending will see Mike Todd's "Around the World in 80 Days" and then attend a party at the clubrooms. Tickets will be \$5, with Executive Secretary Briant taking reservations.

Following the meeting, Chef Gardner Lloyd served roast veal and home-made cakes.

**Show Folks of America**

SAN FRANCISCO — President Eddie Hellwig opened the regular Monday (25) meeting. Also present were Oscar Mattley, second vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary. Mr. and Mrs. Teddy Texiera also sat on the rostrum.

Michelle Lasky, 12-year-old daughter of Mr. and Mrs. Sam Lasky, was awarded a \$25 bond plus \$10 as the first to sell 200 Hi-Jinks tickets. Miss Lasky was given a standing vote of thanks and an honorary card in the club. Several others are nearing the 200 sales mark.

The membership was saddened by the death of Carl Smith on March 18. Burial was in Show-folks' Rest.  
 John L. Blake and Mrs. Tony Soares were reported seriously ill. John Ford was confined to St. Francis Hospital here.

**National Showmen's Association**

NEW YORK — Final meeting of the season will be Wednesday (10). On the dais for the March 27 meeting were Morris Batalisky, president; Al McKee, second vice-president; Joe Prell, third vice-president; Max Tubis, secretary, Louis D. King, chaplain, and Dr. Jacob Cohen.

It was voted to again hold the annual banquet on Thanksgiving Eve, November 27, and the banquet committee is making a selection of the hotel ballroom to be used.

**FOR SALE, TRADE OR BOOK:**  
 Late Tilt-A-Whirl, like new condition. Accept Wheel, Fly-o-Plane, Portable Dodgem or what. Might book in good Midwest Park. Scrambler available to book in July. Phone or write.  
**F. SHAFER**  
 Washington, Ind. Phone 1265R

**MIDGET WANTED**  
 Man or Lady. Write  
**MARK WILLIAMS**  
 General Delivery, Key West, Fla., until April 15.

**Pacific Coast Showmen's Association**

LOS ANGELES — One new member and five reinstatements were acted upon favorably at the Monday night (25) meeting. The action was part of the club's drive to return members to the roster.

Dick Searce, membership committee chairman, presented for membership Phil Downey along with Ralph B. Christensen, D. D. Larkin, Tom Adams, Richard F. Ries and Joseph P. Williams for reinstatement.

President Bob Downie conducted the meeting, with H. D. (Bob) Matthews, secretary, on the rostrum. President Downie invited to the rostrum Steve Vaughn, Regular Associated Troupers, president; Sam Abbott, The Billboard, and past presidents Hunter Farmer, E. W. (George) Coe, J. Ed Brown, and M. J. (Mike) Doolan. As Doolan is leaving soon for Chicago, it was proposed that a meeting be called "Mike Doolan Night."

Communications were read from Paul Coates, newspaper columnist and TV performer, who thanked the club for its interest in a recent column on outdoor show people; Al Wilson, of the Heart of America Association, and A. E. Stein, who is a patient in St. Joseph's Hospital in Burbank.

Members were again advised that after April 15 the clubrooms will be open from noon until 6 p.m., and closed on Sundays. Board meetings will be held on the second and fourth Monday evenings, with membership sessions to follow.

Vaughn urged that the members support the new blood that is now active in the club.

Charles Crouse was present following surgery in the Long Beach Naval Hospital and Dave Kahn was reported ill. Harry Baron has been discharged from the hospital.

President Downie called upon members and visitors who were present for the first time in several weeks. They included Joe Carpin, Bobby Cohn, Pat Treanor and Dick Haymon.

**Michigan Showmen's Association**

DETROIT — President Jack Dickstein presided at the Monday (25) meeting. With him on the rostrum were C. L. Lovejoy, first vice-president; Cameron Murray, second vice-president; Edor Burge, third vice-president; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

Attending his first meeting after a long illness was past President William H. Green. Jack Segal, of the sick committee, reported Oscar Margolis still in Wayne County Hospital, and Joseph Hemlinski recuperating at home.

C. L. Lovejoy, cemetery committee chairman, has been instructed to study the possibilities of erecting a monument on the showmen's plot at Forest Lawn Cemetery.

The auxiliary, under the chairmanship of Frances Moran, conducted its annual rummage sale March 28 and 29. Assisting her were Laura Baker, Grace Ziegler and Mrs. Sam Burd.

**FOR SALE**  
 50x40 Kw. Transformers, mounted on semi, or will sell separately.  
**FAITH WOLF**  
 1032 Malvern Hot Springs, Ark.

**OLD SETTLERS DAY AND AMERICAN LEGION FESTIVAL**  
 Columbia City, Ind., August 7-8-9-10.  
 Gooding Rides—Street Fair.  
**BYRON BEABER**  
 Concessions.

**ROHR'S MODERN MIDWAY**

**WANTED WANTED**  
 For Long and Full Season of Fairs, Centennials and Bona Fide Celebrations  
 Opening Downtown Chillicothe, Ill., May 3

**CONCESSIONS:** Novelty, Hats, Glass Pitch, Coke, Ball Game, Fish Pond, Scale. Hanky Panks only. Also clean looking Cookhouse for 11-Ride Show.  
**SHOWS:** Funhouse, Mechanical Show or what have you that does not conflict. Experienced Ride Help who drive for Spinaroo, Tubs of Fun, Ferris Wheel, Tilt and Merry-Go-Round. No flats or gypsies. Bill Hall, phone me.

**D. J. Rohr, Chebanse, Ill.**  
 Phone Chebanse 11

**GROSCURTH combined CIRCUS AND CARNIVAL**  
 FEATURING • Complete Free Circus Performance  
 Twice Nightly • Daily Downtown Street Bally  
 and Elephant March • Steam Calliope Concert  
 Can place immediately Scenic Artist who can decorate and letter semis and trucks circus style. Due to making a change to fit into our new operation, will book Circus Sideshow with own equipment or will furnish complete outfit to reliable manager. Must have P.A. equipment and outstanding acts for inside. Liberal proposition. Will also book any outstanding good Grind or Bally Shows not conflicting that cater to ladies and children. All replies to  
**C. C. GROSCURTH, General Manager**  
 FAIRGROUNDS PHONE: 51-9801 LARGO, FLA.

**OLSON SHOWS**  
 Due to disappointment, can place Scrambler and Twister for entire season.  
 Also Foreman for three Ferris Wheels, Foreman for Rock-O-Plane, Foreman for Octopus. Two good Boss Canvas Men. Jack Morgan can use good Train Help.  
**PAUL OLSON**  
 General Manager  
 1061 Third Avenue, Riviera Beach, Florida, until April 15, after that Box 414, Hot Springs, Arkansas.

**LAWRENCE GREATER SHOWS**  
**OPENING IN OPELIKA, ALA., APRIL 15; FOLLOWED BY MARIETTA, GA.; THEN ANNISTON, ALA.**  
 ALL THOSE PEOPLE CONTRACTED GET IN TOUCH  
**CONCESSIONS** Bingo, Cookhouse and all legitimate Concessions, P.C. Also need Agents for office-owned Hanky Panks.  
**SHOWS** Any Grind Shows with own outfit. Especially want Side Show with or without outfit. Wildlife, Arcade, Life Show, Monkey Show and one more Girl Show.  
**RIDES** Live Ponies, Tilt, Octopus.  
**HELP** Foremen for Ferris Wheel, Whip, Rolloplane, Ridee-O. Second Men on all Rides. Ride Superintendent for Show and Ride Superintendent for Park. Man to take charge of Kiddieland, Man to handle Front Gate and Towers. Carpenter for all year's work. Man to up and down Concessions, Stock Man, Promotional Man for Matinees and put up cards.  
 All replies to JOHN REED, 106 E. Adams St., Phone 3-0976, Dothan, Ala.

**MIDWAY OF MIRTH SHOWS**  
**OPENING JONESBORO, ARK., APRIL 6-13**  
**SHOWS:** Want Shows of all kinds except Girl and Athletic. **CONCESSIONS:** Can place Scales, High Striker, Basket Ball, Milk Bottles, Hit-and-Miss, Balloon Darts, Add-Em-Up-Darts, Long Range, Parakeet and Bear Pitches, Cork Gallery. **HELP:** Second Men on all Rides, must drive. Address:  
 3111 E. NETTLETON RD., JONESBORO, ARK. (PHONE: WEBSTER 2-8274)

**BUFF HOTTLE SHOWS, UNIT #1**  
**OPENING BOGAN'S PASTURE, BATON ROUGE, LA., SATURDAY, APRIL 6**  
 All people contracted be there April 5. Need Ride Men on all Rides. All who worked on either show last year come on.  
**All replies to HAL (ROMEO) DUNN**  
 BOX 833, COVINGTON, LA. (PHONE: 261)

**DIXIE AMUSEMENTS**  
**FIRST CALL! FIRST CALL!**  
 Opening after Easter for the strongest route of Fairs and Celebrations in the Midwest. Need Ride Help for Wheel, Mix-Up and Merry-Go-Round. Concessions all open except Jewelry, Bumper, Balloon Darts and Coke Ring. Will book Coaster for entire season. (Mr. Richie, with Concessions and Coaster, contact.)  
**Address CLIFFORD DAVIS, Mgr.**  
 BOX 52, BENTONVILLE, ARK., Until April 22, or Phone 531-J.

**Earl Miller Wants for Crystal Amusements**  
 Unit #1 opening April 8 thru 13, Lake City, Fla., followed by Macclennay, Fla., April 15-20, then the Carolinas. Our Fairs start early in August. Fair Secretaries in South Carolina and Georgia! We have some open weeks.  
 Will book legitimate Concessions of all kinds. Liberal proposition for Shows. What have you?  
**RIDES:** Will book Merry-Go-Round for season, Spiffire, Fly-o-Plane, Coaster or any Major Ride not conflicting.  
**RIDE HELP:** Smith & Smith Chairplane Foreman, must have license and drive, also Second Man. Earl Morris, contact.  
 All address: EARL MILLER, Crystal Amusements, Williston, Florida.

STOCK TICKETS	TICKETS	SPECIAL PRINTED
1 Roll ..... \$ 1.50	of every description	Cash With Order Price
5 Rolls ..... 4.50	Wheel tickets carried in	2,000 ..... \$ 4.90
10 Rolls ..... 8.25	stock for immediate ship-	4,000 ..... 7.80
25 Rolls ..... 18.75	ment.	8,000 ..... 9.60
50 Rolls ..... 24.00		10,000 ..... 10.50
100 Rolls ..... 44.00		30,000 ..... 15.20
Rolls 2,000 EACH		100,000 ..... 33.00
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Double Prices		1,000,000 ..... 259.00
No C.O.D. Orders		
Size: Single Tkt., 1x2	<b>THE TOLEDO TICKET CO.</b>	
	Toledo 12, Ohio	

### BAKER UNITED SHOWS

FREE GATE

OPENING APRIL 26—TERRE HAUTE, IND.  
AUSPICES VIGO COUNTY POLICE PATROL, INC.

FREE GATE

2 SATURDAYS 2 — 2 SUNDAYS 2

CONCESSIONS: Want clean, legitimate Concessions. No flats or gypsies. Have openings for Custard, French Fries, Pronto Pups, Jewelry, Short Range, Novelties, Monogram Hats, American Palmistry, Penny Pitch, Fish Pond, African Dip, Age and Scales, Glass Pitch, Record Ball Games, Hoop-La, Penny Arcade, Live Ducks or Parakeet Pitch. RIDE HELP: Want Foremen and Second Men for Wheel, Merry-Go-Round, Roll-o-Plane, Octopus, Tilt-A-Whirl and 4 Kid Rides. Must drive semis and have licenses. (McClain, Allen, Bob Koze, get in touch at once.) SHOWS: Will place for Committee Money until Fair—10-In-1, Fat, Illusion, Fun House and Glass House.

ALL REPLIES TO: ERNIE ALLEN

669 Swan S.W., P. O. Box 35, Terre Haute, Ind.

(No phone calls, please.)

### "WHITEY" SLATEN WANTS

FOR

S&S AMUSEMENTS formerly LEE BECHT SHOWS

PLAYING SAME TERRITORY.

OPENING APRIL 12 THRU 21, SPRING GROVE & COLERAIN AVES.  
2 SATURDAYS AND 2 SUNDAYS

Want Foreman for new Merry-Go-Round, Second Man on Wheel, Foreman for Coaster. Want to book Octopus for season with option to buy. Have very good route, playing all school playgrounds and church celebrations. Have 21 weeks' work now and more pending, all in Cincinnati. Want Agents for office-owned Concessions. Will book a few more legitimate Concessions, only one of a kind.

All replies to WHITEY SLATEN, P. O. Box 92, Mt. Healthy 31, Ohio.

Phone: Jackson 1-5686. No collect calls, please.

### WANT

FOR OPENING WEEK APRIL 8, JESUP, GA.

Right smack in town; followed by an Army Camp not far away, with a big civilian and Army payroll.

Major and Kiddie Rides of all kinds, Shows and strictly legitimate Concessions, including Bingo, Crab, Photos, Pitch-Till-You-Win, Ball Games, Water Concessions, Hoop-La, Long or Short Range, Cork Gallery, Guess Age & Weight, String Games, etc. Can also use Sound Truck. Wire

BARNEY TASSELL UNIT SHOWS  
or Concession Mgr. MARTIN GLOZIER

### VIRGINIA GREATER SHOWS WANT

Bingo, American Mitt Camp, Photos, Custard, Novelties, Long and Short Range Gallery, French Fries, Hunky Panks open. Want Agents for Hunky Panks, Account Disappointment want Side Show Manager (Frank Allen, answer), Girl Show Manager. Want Pony Ride, Fun House, Monkey Show, Open Suffolk, Virginia, early April. All Mail to

WM. C. (BILL) MURRAY, Suffolk, Va.

### PAN-AMERICAN SHOWS

WANT Bingo, Lead Gallery, Bear, Bird and Glass Pitch, Palmistry and Hunky Panks of all kinds. Agents for Skills and Grind Stores, P.C. and Pan Game. Girl Show, Illusion, Wildlife, Performers and Musicians for Minstrel Show or organized Troupe with Band, Manager and Acts for Sideshow. Also Help with license to drive. Want capable Lot Man for twelve-ride show.

Baton Rouge, La., this week; Alexandria, La., next week; then El Dorado, Ark. Address 1536 Laurel St. Phone: Dickens 2-4147. Baton Rouge, La.

### F. C. BOGLE SHOWS

WANT CONCESSIONS—Photos, Coke Bottles, Scale, Buckets, Hi-Striker, Glass and Bear Pitch, Long and Short Range, Arcade, Bingo, Watch-La, Mitt Camp. SHOWS—Any with own equipment. Have Girl and Animal. RIDES—Kiddie Rides—Ponies, Train, Auto, Plane, etc. HELP—Foreman and Second Men, must drive, for Merry-Go-Round, Wheel, Octopus, Tilt, Spitfire, Mixup. Wire or come on.

F. C. BOGLE, Mgr.

Waynesville, Missouri, till April 9; Pittsburg, Kan., Billberry Festival, April 12-20.

### TIVOLI EXPOSITION SHOWS

Showing top-money locations in Lake Charles, La.—the industrial capital of the South; then Army payday week at Ft. Polk, Leesville, La. Join now for a real route of choice still dates, plus 18 Fairs beginning last of June.

Want following Concessions: Ball Games, Basketball, Break the Record, String Game, Long Range, Parakeet Pitch, Add 'Em Up Darts, Coke Bottle, Penny Arcade, Glass Pitch, Hoop-La, Milk Bottles, Balloon Store, Pitch-Till-You-Win. Write or wire

H. V. PETERSEN Lake Charles, Louisiana

### PAGE COMBINED SHOWS

SPECIAL NOTICE! SAVANNAH, GA., OPENING CANCELED—SHOW WILL OPEN IN CHARLESTON, S. C., APRIL 13. BIG NAVY PAYDAY.

Can place legitimate Concessions, especially Water Games, Six Cats, some P.C. with Hunky Panks. Rides—Can place for season Coaster, Kiddie Auto, Sky Fighter or any Kiddie Ride except Train. Also two major Rides not conflicting. Excellent ride territory. Shows—Want Motordrome or Monkey Drome, Big Snake, Wax and Life Show. Dr. Tom Todd wants Sideshow Help; Pocket Book Harris and Ocie Hawkins, contact immediately.

All replies to BILL PAGE or ROLAND PAGE  
c/o Surles Trailer Court, Savannah, Ga., or mail c/o General Delivery.

### WANTED RIDE MEN

Can place Ferris Wheel Foreman who can handle Twin Wheels and drive semi. Must be sober and reliable. No "Johnny come lately." Also Foreman for Caterpillar, Coaster, Rolloplane and Water Boat Ride. Also place Second Men who drive semis; good pay plus bonus. Report to Winterquarters, Henderson, N. C., or address all mail and phone calls to

Penn Premier Shows  
LLOYD D. SERFASS

Gen. Mgr. and Owner  
Phone: 4237 Henderson, N. C.

### WANTED

Girl Show with 2 or more girls (Tabo, answer). Can use a few Hunky Panks. What have you? Want Custard. Agents for office-owned Concessions. Want Dark Ride Man who knows how.

C. A. VERNON  
UNITED EXPOSITION SHOWS

Blytheville, Ark., this week; Memphis, Tenn. (Shopping Center Downtown), next week; followed by Millington, Tenn., and Belleville, Ill., both big paydays.

### WANT AGENTS

Six Cats, Buckets, Balloon Darts, Break the Records. Opening April 25, Ottumwa, Iowa. Will be in Ruskin till April 14.

ROY T. DUFFY

c/o Riverside Park Ruskin, Fla.

## Ray Cox Prepares For 28-Week Tour

FRESNO, Calif.—A strong 28-week line-up of fairs and celebrations will be played this year by Great Western Shows, Ray Cox, owner-manager, announced last week. The show will open at the Clovis (Calif.) Rodeo April 25, a repeat performance.

Several equipment additions and improvements were made at the show's winter quarters, at the Caruther's District Fairgrounds. The improvements include more tricks in the Funhouse and the installation of a large flexible front. Construction was also completed on a new entrance, carrying the name of the show. Similar arches were added for the ride fronts in colored fluorescent lighting.

Following Clovis, Great Western will play 24 other locations. Among new dates are the Placer and Butte County Fairs; Dinuba Raisin Celebration, Coalinga Horned Toad Derby, and the Firebaugh Cantaloupe Round-Up.

Repeat accounts include the Salinas Valley, Redwood Acres, El Dorado County and Nevada County Fairs; Caruthers and Selma District Fairs, and the Sanger Grape Bowl Festival.

### Rail Rate Cut

Continued from page 70

They were Gerald Snellens and Jim Bergen, of the World of Mirth, and James E. Strates and Allen Travers, of the Strates Shows, with Strates spearheading the discussion. The notification reads as follows:

"You will be glad to learn that the members of this association have approved the suggestion that the 1956 basis for charges be extended for use during the 1957 season. Specifically, the proposition which was approved read as follows:

"Proposition—To continue for the season of 1957, the basis of rates on circuses and show outfits in effect during 1956 which reflected a reduction of 20 per cent, not subject to Ex Parte 196 increase, in all contract circus rates for shows with a total of 41 cars or more in the total show, not necessarily moving in the same train, on payment of charges on the 41-car basis by shows with less than 41 cars in their outfits."

"I have advised all Eastern railroads of this record so that they should be aware of it whenever you are ready to negotiate contracts with them from now on for the 1957 season."

Ex Parte 196 is a closed case, being a 7 per cent increase won by the association in 1956.

It is reported that the Southern association has notified the TEA it will further consider the issue of rates at its May meeting of the executive committee, and has asked Hill for the Eastern roads' decision.

Great Western will have 10 rides, the new Funhouse, Penny Arcade and approximately 20 concessions. Cox is working on revolving flashers for the top of each light tower as well as prefabricated aluminum concession stands. All ride motors and trucks were overhauled during the winter.

This is the fourth season for the show under the owner-management of Cox. Executive personnel also includes Noradige Cox, secretary; Ewell Harrison, concession manager, and Dewey Blair, ride superintendent.

### Tilton Show Preps For 34th Season

GREENE, Ia.—Tilton Comedians, under the management of Mr. and Mrs. M. R. Tilton, opens its 34th season here May 16.

Offering plays and vaude turns over an established Midwestern route, the cast will include, beside the Tiltons, Diana Craig, leads; Jim Lawer, characters and publicity; Pat Saunders, ingenues; Larry Dirksen, juveniles; Trixie Maskev, characters; Buddy Manley, leads; Floud Ditto, general business, and Bud Imig, juveniles.

Tilton, in partnership with Billy Guthrie, opened his first tent show in 1923, the Tilton & Guthrie Players. Guthrie has been out of show business since 1941 and is now in business in Belmont, Ia.

### Mulberry, Fla., Adds Building

MULBERRY, Fla.—Memorial Post 72, American Legion, has dedicated a new \$50,000 home located on the Legion fairgrounds just north of this city.

The dual purpose building will house post activities and serve as an exhibition and administration building during the annual Legion-sponsored fair. It is 76 by 52 feet and is encircled with a 12-foot wide porch.

## Calif. Fairs Eye Circuses To Hypo Gates

HOLLYWOOD—Circuses are being eyed by California fair managers as a measure of building attendance and at least four fairs plan to feature them this year.

Early this year, the Southern California Exposition and County Fair in Del Mar contracted Polack Bros.' Circus for a three-day appearance in front of the grandstand. The Los Angeles County Fair in Pomona recently contracted the Ringling Bros. and Barnum & Bailey Circus (The Billboard, March 30) to open with the fair, September 13 for 10 days as a grandstand attraction.

Complete circuses with name values are being sought for the Merced County Fair in Merced and the Orange County Fair in Costa Mesa. Booking of these attractions has been awarded Jo and Newton (Carolina) Brunson, of the local Hollywood Theatrical Agency, who also handled the Polack Bros. deal for the Del Mar fair.

At Merced, the circus will be presented one day as a grandstand attraction. The Orange County Fair plans to use a circus for two days as a paid attraction.

With the signing of the two shows being sought, the Brunsons will be handling four circuses. Included in the booking agreement at Del Mar is a repeat of the Don Diego Super Circus for the first seven days. The Del Mar fair runs from June 28 thru July 7 with Polack in front of the free grandstand for the last three days.

Merced County Fair opens August 21 for five days, and the Orange County Fair August 9 for nine days.

Brunson said that the circuses would probably play on weekends.

CHICAGO—Sam Solomon, outdoor show business insurance rep, has moved his offices to the Somerset Hotel here at 5009 North Sheridan Road. The staff has been enlarged to include six brokers, Solomon reported.

### MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

IT'S NOT TOO LATE TO STILL TAKE ADVANTAGE OF THE BILLBOARD'S

## 1957 SPRING SPECIAL

Regular News Section

OUT NEXT WEEK

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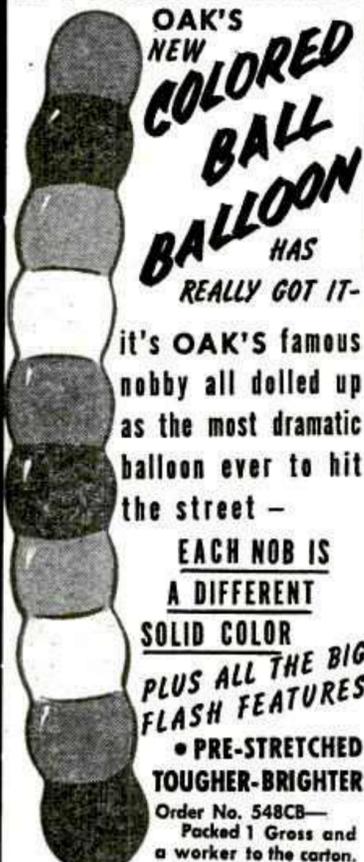
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**OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!**



it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street -

**EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES**

• PRE-STRETCHED TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a worker to the carton.

OUR 40th YEAR

**The OAK RUBBER CO.**  
RAVENNA, OHIO

**OAK BALLOONS**

For Immediate Shipment. Write for FREE Catalog.

**STATE NOVELTY CO.**  
624 W. St. Clair Cleveland 13, Ohio

**24" CLOWN & DOLLS**

- Plastic Face
- Ind. Bagged
- \$6.50 dozen

IN GR. LOTS **\$6.00** dz.

**15" PLUSH DOLL** \$6.50 dz. Plastic Face

**10" PLUSH SCOTTY** \$6.00 dz. \$4.50 doz. in gr. lots....

**28" PLUSH BEAR** \$21.60 dz. Cotton stuffed

**36" TAFFETA CLOWN** \$11.40 dz. Plastic Face, ind. Bagged. \$12 doz. in gr. lots....

**3-4" STUFFED DOGS** \$9 gr.

No extra charge for samples. 42 pcs. of each plus 1 \$27.30

NOTICE! We now have a complete line of Stum & Carnival Goods as low as \$1.40 per gross.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE CATALOG and closeout lists of 400 plush Toys & Carn. Items.

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Offers a full line of Earrings, Scatter Pins, Necklaces 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!** Necklace and Earring Sets in Gift Boxes. Beautiful lasting Gold Finish and set with finest quality Rhinestones. Assorted Styles—\$6.50 per doz.

**PACKARD JEWELRY CO.**  
Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**

## MERCHANDISE TOPICS

Samuel B. Pockar Company, 477 Smith Street (rear), Providence 8, R. I., has announced it is having three new items manufactured for it exclusively. They are a red enameled heart on an engraving heart suspended on 24-inch chain, a good luck horseshoe heart, which is a small heart inside a horseshoe for engraving suspended on 24-inch chain, and a man's Western turquoise ring with simulated stone that looks like a \$7.50 retailer. The firm will send on request complete information and prices on these items which are being offered the trade at low cost.

One of London's most respected pipemakers, Colin Byford, claims it has the world's slimmest cigarette holder that filters smoke without a filter. Using principles of capillary action, these holders contain a group of tiny concentric metal tubes spaced so closely that only dry smoke can pass freely between them. Cooled by evaporation from wetted metal tubes, smoke exits from the mouthpiece supercooled and as effortlessly as from an unfiltered cigarette. The taste of plain or filter-tipped cigarettes is thus considerably improved. The holders are made in long and short ejecting models and are being marketed in the U. S. by Laramie Chemical Corporation, 290 Main Street, Stamford, Conn.

A child's Crystal Ball Fortune Teller is being featured by Alabe Crafts, Inc., Fifth at Central, Cincinnati. This crystal ball novelty has an opening on the bottom and when tilted upward answers questions put to it. Attractively packaged, it is one of a family of fortune tellers manufactured by this firm. Most models are offered at \$14.40 per dozen, allowing a good markup. A stack of these make an eye-catching display which will give your customers something different to take home as a souvenir.

prize or premium. A complete listing is available on request.

Kipp Brothers say its Flying Saucer is a new toy sensation for spring. The all plastic seven-inch Flying Saucer spins high into the air with just a tug on a plastic cord that rewinds itself when released. They come in assorted colors, each in polyethylene bag. A box of two dozen is \$4; a gross, \$21.60. Kipp is located at 240 South Meridian Street, Indianapolis, and has been a wholesale distributor since 1880.

Operators who can turn a good profit with jewelry should write to New England Jewelry Buyers, 124 Empire Street, Dept. 8, Providence, R. I. This company specializes in jewelry closeouts and is currently offering unusually low prices on merchandise to Billboard buyers. The following are some of the items warehoused: Tailored earrings, stone earrings, pierced hoop earrings, tailored tie sets, carded cuff links, men's six-piece watch set, women's five-piece watch set, stoned rings, manicure sets, a complete line of wallets, etc. You've got to see prices to evaluate them, so write for information.

A free four-piece pearl set is included when you order one of Weinman's assortments of reconditioned watches. The free set consists of a boxed necklace, bracelet and earrings and is sent with any order of \$25 or more. This is a limited offer by Weinman's, 182 South Main Street, Memphis. All watches are guaranteed like new. Three lots are being featured. Choice lot has six watches, all famous makes complete with expansion band, for \$49. Men's 10 assortment has Elgin, Waltham, etc., for \$659.50. Special lot, men's famous make brands with expansion bands included, are \$6.45 each. An eight-day money-back guarantee is sent with each order.

## PIPES FOR PITCHMEN

By BILL BAKER

"I NOTICED . . . a recent item in the column to the effect that E. C. Pardee is in the hospital at Temple, Tex., and opines that he may have to be there for some time," writes Jack (Bottles) Stover from Harrisonburg, Va. "I sure wish him a speedy recovery and hope to see him at the big Fourth of July celebration at Terra Alta, W. Va. I recently bumped into Harry and Edna Maubley at Staunton, Va. Harry plans to go to a Lexington, Ky., hospital soon to have some work done on his legs. Clyde Forkner left Harrisonburg March 24 to pick up his trailer in North Carolina. We plan to make Delaware and Maryland in the near future. Word has reached me that B. V. (Spud) Mangum and Heavy Forkner are working out of Winston-Salem, N. C. W. H. (Billy the Kid) Dietrich, in Charles Town, W. Va., is on a diet and reports he is down to about 400 pounds. I have completed a six-month course in advanced agriculture at the Virginia State Farm, Goochland, and it sure has helped me boost the circulation for the sheet. Jolly good luck to all the lads and lassies of the fraternity. I'll be seeing them on the Arthur Duffy route."

NOTES FROM . . . everywhere by Joe Joblots: Red Lux has finally booked a location on Maxwell Street, Chicago. . . . Duke (Hardtack) Segal was a big winner in New Orleans; ditto Andy Day. . . . Pat Elvis McGinley, retired from the novelty business, has opened a candy store. . . . Pauly, of

the Shears Company, has a hobby of collecting c.o.d. receipts from all over the country. . . . Harry Friedman is opening a flower store in New York. . . . Joe Marks is pitching toys in Detroit. . . . Sam Circus bought a race horse in Florida and plans to race it in New York. . . . Harry (Horse Thief) Weiss is the proud father of a 16-ounce offspring born recently in Chicago. . . . Pete (the Greek) Demetree is doing well in the manufacture and pitching of toy saxophones in New York. . . . Bill Long and Mauri Green are preparing for the kickoff of the racing season in Chicago.

WORD HAS BEEN . . . received from C. P. Halligan, of Syndicate Sales Company, Minneapolis, of the recent death of Hale Kjorlein in Hutchinson, Kan., of a heart attack. A veteran pitcher, Kjorlein had spent most of his adult life in the profession and was well known in the Northwest and Middle West. In recent years he had headquarters in Omaha and previously had made his home in Minneapolis. Services and burial took place March 22 in Omaha.

WILLIAM G. HOWES . . . of Hamilton, Ont., has an important message for Cal Stroud, gadget worker, and asks that the latter contact him at once by mail.

THE DAN POWELLS . . . of 604½ Capitol Avenue, Atlanta 6, ask that Charles (Broadway) Rouse, of New York, or any of his close relatives communicate with them.

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Send \$15 for sample package of 10 items

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We will send you actual merchandise samples of our latest and "HOTTEST" promotional items instead of just a catalog. Each item represents values from \$1.00 and up. Every item has been tested and proven to be "Hot" sellers. You re-order just the items you desire. You must be delighted with our sample kit or money refunded. Low original investment of just \$15.00 sets you up in your own business.

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For Vegetables and Meats

**HAVE TOP STORE LOCATIONS TOP COMMISSIONS**

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**SYNDICATE SALES CO.**

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Includes

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**Gellman**

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**TO SERVE YOU BETTER**

Visit Our New Showroom and Warehouse

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PITTSBURGH 19, PENNSYLVANIA

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- Plush Toys
- Appliances
- Jewelry
- Novelties
- Housewares
- China
- Luggage
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**FORMULA WITH TITANIUM.** Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. 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 1/4" 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.  
 916 S. Halsted St. Chicago, Ill.  
**COOK BROS.**

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**MUSIC PRINTING — LEADSHEETS FOR** Songwriters, 250 copies neatly printed, \$9.50. Samples. Blank Sheet Music, 50 sheets, \$1. Craftsmen Music Printers, 1919 Lawrence, Houston 8, Tex. ap6

**TEN PARODIES FREE WITH THIS AD** and your order for "Comedy Digest," the entertainer's gag folio, \$3. Show-Biz Comedy Service (Dept. BB 14), 1613 East 29th St., Brooklyn 29, N. Y.

**23,000 PROFESSIONAL GAGS, ROUTINES,** ad libs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

#### AGENTS & DISTRIBUTORS

**A BINGO BLOWER "LIKE" A PULLMAN** Suitcase! AC-110 volts. Only \$49.50. Lipka Mfg Co., 617 East 11th St., New York 9, New York. ap13

**AGENTS SELL 3-INCH GOLD PLATED** combination Knife, Tie Clasp, Money Clip. Push lined box with \$5 tag; \$8 doz. delivered; sample \$1. E. Condon, Upper Darby, Pennsylvania. ch-ap13

#### ATTENTION!

**Concessionaires for Fairs, Carnivals, Amusement Parks, Resort Areas, etc.**

Beautiful "FLOCK" covered Horsehead Plaques, Boxer Dogs, Foodies, Collies Scotties, etc.

**NEW! DIFFERENT! EXCITING!**

Send \$10 for sample assortment and wholesale price list. Retail value, \$20. Satisfaction Guaranteed.

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Wholesale Distributors  
FREETPORT, PENNA.

**PITCHMEN, SALESMEN, DEMONSTRATORS:** Be first to introduce Arlin's famous Carpet and Upholstery Cleaner. Up to 30% profit. Thousands are being sold at local home shows and farmers' markets. Big house cleaning season just starting. Saves customers many dollars over cost of professional carpet cleaners. Cleans 9x12 rug in 20 minutes at cost of 35¢. Sensational graphite removing demonstration clinches sales. Prepriced at \$1.50, you sell for \$1. Your cost low as 30¢ in quantity. Send \$1 today for postpaid sample and complete details. Arlin, 5001 N. Third, Phila. 20, Pa. ap20

#### ANIMALS, BIRDS, PETS

**CINNAMON WHITEFACE RINGTAILS,** \$35; Spiders, \$30, 3—\$75; Squirrels, \$20; Woollys, \$65; Tuxter Capuchin, \$40; African Monkeys. Request price lists. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. ap20

**FREAK THREE-LEGGED CHICKEN,** NINE months old. Write: Anger, 2624 15th Ave., Port Huron, Mich.

**IMPORTERS OF WILD ANIMALS, INCLUDING** unusual ones for show business, Birds, Reptiles. Largest suppliers Baby Calman. Free list. Jungle & World, Inc., Box 947, Miami 48, Fla. ap6

**MONKEYS, \$19.50; DESCENTED SKUNKS** and Pymy Skunks, \$12; Baby Raccoons, Baby Alligators, \$3.50 postpaid; 2 Chameleons, \$1 postpaid. Animals, Birds, Reptiles, all kinds. Free list. Thompson Wild Animal Farm, Clewiston, Fla. ap13

**PLENTY SNAKES, ALLIGATORS, TERRAPINS,** Horned Toads, Deodorized Skunks, Puma Cubs, Jaguarundi; African Female Lion, 4 months; Ringtail Cats, Pigtail Monkeys, Rhesus, Ringtail, Peafowl, Guinea Pig, Jack Rabbits, Squirrels, Otis Martin Locke, Phone MA 5-4523, New Braunfels, Texas. ap27

**SEA ELEPHANTS, CALIFORNIA SEA-LIONS,** Seals. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. my18

#### SPECIAL BABY ELEPHANTS DROMEDARY CAMELS

Immediately available, excellent health. Phone: Whitehall 3-4073.

**NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.**

50 Broad St. New York  
VISIT ROSS ALLEN'S REPTILE INSTITUTE, Silver Springs, Fla. Surplus Reptiles for sale. ap20

**WANTED ANIMALS AND MAN. YEAR** round, young, ambitious Animal Man, sober. Must like animals and have good background of experience to take care of and clean zoo. Animal Forest Park, York Beach, Maine.

#### BUSINESS OPPORTUNITIES

**COIN PITCH GAME — ALL ELECTRIC,** new, fascinating; playlands, carnivals, fairs, concessions. Write, free details, Fairland Amusement Co., P. O. Box 2331, North Bellmore, N. Y. my11

**CONCESSION SPACE AVAILABLE TO** financially responsible, clean, experienced operators for games, food, etc. New England's finest amusement park and tourist attraction. Animal Forest Park, York Beach, Maine.

**FREE MEXICAN, CUBAN IMPORTS CATALOGUE.** Shoes, Purses, Belts of alligator tooled leather. Snake, Unborn Calif. Import Sales, Box 955, Pomona, Calif. ap20

**GET YOUR GOOD AGENCIES OR START** import. 100 European exporters' addresses, \$1. American Patent Central, Box 692, Vancouver, B. C., Canada. ap13

#### HOTEL NASSAU

**LONG BEACH, LONG ISLAND, N. Y.** BOARDWALK CONCESSIONS  
**TERRIFIC SUMMER LOCATIONS**

**BAR & GRILL**  
**AMUSEMENTS & GAMES**  
Luncheonette, franks, hamburgers, ice cream & food novelties. (Fully equipped including new fountain).  
PHONE GE 1-0100

**HOW TO MAKE MONEY WITH CARNIVAL** Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ap20

**MAIL POSTCARDS—RECEIVE \$1 ORDERS.** You keep dollars. Free details. Harris, 9584-B Lenthurner, Jacksonville 8, Fla.

**MAKE MONEY ANALYZING HAND WRITING** using our Graphology Charts. Carnivals, mail orders, etc. Details, sample 25¢. Ben Kandel, 202 Jefferson, Eatonton, Ga.

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Will Stop and Read

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**DISPLAY CLASSIFIED AD**

**RATE ONLY \$14 per inch**



**Hawaiian "TI" PLANT LOGS**  
 Bagged in polyethylene...  
**KEEP LONGER, SELL FASTER!**  
 Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.  
**LAVENDER SACHET BASKETS**  
 Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.  
**LOWEST PRICES ANYWHERE**  
**Sherfy's**  
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**NEW FOR '57**  
 ★ TWO TONE, FULLY AUTOMATIC ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED.  
 \$15.84 per gross  
 10 gross lots  
 —SAMPLE GROSS \$14.50—  
 ★ 3-PIECE POCKET SETS  
 3 different color ball pens with ink to match, handy comb and plastic pocket saver.  
 \$49.50 per gross  
 10 gross lots  
 —SAMPLE GROSS \$31.00—  
 ★ STANDARD GOLD CAP RETRACTABLES  
 \$13.50 per gross  
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 Individually packaged  
**SILVER TIP REFILLS \$6.48 GR.**  
 Buy the box in bulk & Save \$35.00 M  
**MODERN PEN MFG. CO., INC.**  
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 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.  
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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. ....	3.25
T3—Asst. Tie Sets, Bxd. Dz. ....	5.75	R164—Religious Medallions, Bxd. Dz. ....	6.75
T4—Tieclides, 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 Neck & Braces, Gr. ....	15.00	2160—Stone Neck & Ears, Bxd. Dz. ....	7.50
B1—Brazeltes, Asst. Gr. ....	24.00	2164—Stone Neck & Ears, Bxd. Dz. ....	9.00
W1—Men's 6-Piece Watch Set ....	5.95	2256—3-Piece Pearl Set, Bxd. Dz. ....	12.00
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. ....	3.50
P13—Men's 10-Piece Watch Set ....	7.50	BF445—Ladies' Wallets, Dz. ....	6.50
P15—Men's 10-Piece Watch Set ....	7.50	BF124—Men's Wallets, Dz. ....	3.50
P16—8 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

See samples of any items at reg. prices. 30% 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
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**3** Indicate below the type of ad you wish:  
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The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

**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. ap27

Hottest item on the pike!  
Sell on sight for a Buck!  
**"Little Stinker"**

Sensational realistic plush Skunk Earrings  
Get 'em perfumed or plain  
A brand new exclusive Mexican Import.  
\$35.00 gross pair, \$3.50 dozen pair, postpaid  
Dealers, send \$5 for sample pair.  
Also the ever popular Mouse Earrings.  
Your choice of colors—same price as above.  
**DEE'S MEXICAN IMPORTS**  
3304 France So. Mpls. 14, Minn.

**JAPAN DIRECTORY—LIST OF JAPANESE** manufacturing exporters, plus Japan trade journal information and Japan opportunities. Just \$1 today. Nippon Annal, Box 6266-L, Spokane 28, Wash. ap27

**JOKERS FUN SHOP — FULL CREDIT** allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ap27

**LOOK—50 ASSORTED STATE DECALS AND** 50 assorted Picture Postcards, value \$7.50, now only \$1. Send 25¢ with order, pay 75¢ plus postage and COD charges. No free samples. Cards, P. O. Box 359, Colorado Springs, Colo. ap6

#### NEW SUMMER CLOSEOUTS

Spring Floral Ear, asst. .... \$ 2.75 dz.  
New Spring Colored Ropes, .... 3.00 dz.  
Gen. Cultured Pearl Pins & Neckts ..... 2.50 dz.  
4 Pc. Pearl Set, boxed ..... 13.50 dz.  
Crystal Beaded Necklaces ..... 5.00 dz.  
Large Floral Ear, asst. .... 4.20 dz.  
Summer Neck, Brae, Ear, .... 4.80 dz.  
Floral Neck & Ear, Set, boxed ..... 10.80 dz.

**NEW FREE DESCRIPTIVE LITERATURE** ON HUNDREDS OF TERRIFIC VALUES 25¢ deposit with order, balance C.O.D.

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45 N. Main St., Dept. B Bristol, Conn.  
**MEN'S WALLET — 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. ap27

**NEW, FLASHY 7X11" SIGNS—LIGHT** Reflecting, illustrated, color blended: 2000 varieties. Sample 10¢; 12, \$1; 100 best sellers, \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. ap27

**NEW! 5-FT. LONG, LIVE LATEX BAL-** loons. Twists into 1000 shapes. 10¢/ft. Guaranteed. Bob Spencer, 6729 Franklin Place, Hollywood, Calif. ap13

**SELL WHOLESALE—MEN'S PRODUCTS,** large profits. Novelties, Combs, Gifts, Specialty Merchandise. Post paid shipments. Carleton House Distributors (BB), a Marque, Tex. ap13

**YOUR OWN BUSINESS — SUITS, \$150;** Overcoats, \$55; Mackinaws, 35¢; Shoes, 12 1/4¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnow Associates, 605-AF West 12th Place, Chicago. ch-up

RIFICE CUSTARD STAND—DRIVE-IN, blonde, L. I. Ideal location; heavy...

SIDE HEIGHTS, N. J.—BOARDWALK concessions for rent. Food, drinks, Ar...

LING ARCADE—SACRIFICE. ESTABLISHED 14 yrs.; opportunity; 60 machines...

TOO CONCESSION—FORMERLY OPERATED by "Tatta" Thomas. Established...

Two New Publications! "BARGAIN BUYS"...

"WHAT'S NEW" 50 to 60 new products each month...

WHOLESALE SERVICE Burlington, Iowa

NUCLEAR MONEY MAKING OPPORTUNITY for businessmen...

PORTABLE ROLLER RINK—53X120 of more. Lease Sept. 1957, to April, 1958...

COSTUMES, UNIFORMS, WARDROBES

FIBER CIRCUS TRUNKS, 26"-28". LIKE new, \$25; also Comic Policeman Helmets...

PANEL & BRA SETS, SEQUINED, \$7.50; G-Strings, sequined, \$5; solid sequin...

THEATRICAL AND PIN-UP ACCESSORIES. Strip Pants, Bras, Elastic Hose, Tights...

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Ploss Machines, replacement Kites for all Poppers...

BEE HIVE—USED THREE MONTHS. Excellent condition. Stored in Michigan...

FOR SALE—SECONDHAND SHOW PROPERTY

COMPLETE AMUSEMENT PARK—KIDNIE Wheel, Train, Adult Chair-o-Plane; 72 Arcade Machines...

DOG PROPS, CLEATED BARREL, DOUBLE Ladder, Swivel, Seats; English Riding Boots; Breeches, 34-36. Student, Lot 13, 6212 Florida Ave., Tampa 4, Fla.

FOR SALE—COMPLETE TENT SHOW, Canvas Chairs, Richardson Root Beer Barrels, Public-Address, etc. 227 N. Fifth St., Hebron, Neb.

FOR SALE Comet with 26 ft. Fruehauf Trailer and 1951 GMC tractor, cab over. \$3,500 complete. Comet only, \$2,500 cash.

FOR SALE—GRIND SHOW, 60 FT. BANNER line, Banners, Blow-Up, Amplifiers, Seats, Crime Show, the FBI story, "Crime Confidential". Will lease to reliable showmen for \$500 per season...

FOR SALE—NO. 5 BELT WHEEL, V-BELT drive, good condition. Painted, ready to go with or without transportation. North Eaton Middle Land Park, R.D. 3, Grafton, Ohio.

FOR SALE—PINTO UNCLE SAM OR Ocean Wave Kiddie Ride. Takes small space. Priced to move, \$500. Bingham's Kiddie Rides, Ocean City, N. J.

FOR SALE Two 60" Searchlights With Generators, mounted on trucks. \$1,000.00 each

HAPPYLAND SHOWS 3426 IROQUOIS DETROIT 14, MICH. PHONE WA 1-7924

FOR SALE—3 1/2 FT. FERRIS WHEEL, 1955 Smith and Smith. Operated some park two years. Contact Mrs. W. H. Goulding, Little Valley, N. Y.

FOR SALE 1952 FERRIS WHEEL, Serial #962

SHAMROCK SHOWS Little Falls 4-2705 Little Falls, N. J.

KIDDYLANE T-2, DOUBLE CARROUSEL (one horse, one tubs), mounted on 30 ft. trailer bed. Used less than year; first class shape; electric brakes, tape recorder, P.A. system. Seats 12-16. Real money-maker. Contact Helen Lyngar, KTTV, 6746 Sunset Blvd., Los Angeles 28, Calif.

KIDDIE MERRY-GO-ROUND MOUNTED ON Ford truck, complete with music, price \$1,250; Allan Herschell Little Dipper Coaster, \$4,500. Can be financed. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. ap6

KIDDIE SWINGS, KIDDIE CAR RIDE, KIDDIE HORSE, baby Merry-Go-Round, Airplane Swings. Write Steve Stevens, Parsons, Kansas.

OTTAWAY STEAM TRAIN—VERY GOOD condition. First \$2000 or make an offer. Playland Kiddie Park, San Angelo, Texas. Phone 8597-5.

PAIR 35MM. SOUND PROJECTORS, RECTIFIERS, Amplifier, Rewind, Splicer, Aluminum Marquee Letters, Screen, extras; good, \$300. Philip Roller, Newman, Ill.

PORTABLE GRANDSTAND PLATFORMS for Chairs to seat approximately 3,000, excellent condition. 13 Tiers and two Kickers; 8" Risers. Require 288' for set-up on straightaway but will conform to other requirements. Exceptional price. Will sell if desired. Coronati Amusements, Inc., Park Ridge, N. J. ap13

SHORT RANGE ON TRAILER, GUNS, targets, tubes, like new, two tops and frame, sacrifice. Phone WE 49332, Tampa, Florida.

TENT POLES, BOXING RING, CHAIR Grandstands, Coach Harness, Western Saddle, Coronati Amusements, Inc., Park Ridge, N. J. ap6

TENT STAKES "FORD AXLES" 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Wilford, 1321 2nd Ave., Dallas, Tex. je15

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap6

1 AMPRO ARC PROJECTOR, \$700; 2-35 Holmes, wide screen, \$300; 2-3-Poin Pedestal, \$50. 3082 N.W. 65 St., Miami 42, Fla.

2 GRAB JOINTS (SEATS)—1, 17X27 OVER all 10x20 Counter, \$150 complete. (Formerly Harry Stephenson's), \$2 14x18 over all, 10x13 Counter, 2 Griddles. Easy up and down, \$300. With 2-Wheel Trailer, \$350. Both in storage in Nebraska. Write W. P. Stephenson, 2320 Lee Ave., El Monte, Calif.

4 BULL PEN BASEBALL GAMES, USED two seasons, very reasonable. M. Piesen, 147 Fourth Ave., New York City, N. Y.

6 ARCADE MACHINES—GIVEAWAY prices: 20x40 8 Ball, \$50; 15x16 Bear Pitch, \$250; Coke Bottle Joint, \$50; Arcade Front, \$125. Long, 301 Southwest Third, Richmond, Ind.

16MM-35MM. FILMS EXCHANGED, \$5. Bought, sold. Bryant Supply Co., Emporia, Va. np

30 MORE PONIES, ALL FOR \$1800, REAL bargain. Cash, no checks. Trucks available for delivering. No time for letter writing. Phone day or night 9317, P. L. Cobb, Amite, La.

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

BIG FREE CATALOG MAGICAL APPARATUS! Sensational escapes, illusions, books, Large stock, quick service. Write today, Hearty Magical Co., Oshkosh, Wis.

MISCELLANEOUS

JUGGLING CLUBS, ROLLING GLOBES made to order. Finest craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo. ap13

FOR EVERY USER OF INKED RIBBONS Wonder Ribbon Conditioner to re-link every type of used ribbons! Available right on the machine. Harmless. Odorless. Colorless. Non-inflammable. Guaranteed. Sell for \$2.98. Sample, \$2. Dozen price, \$21.40. No C.O.D.'s. HOUSE OF JAY LORD 1105 W. Lawrence Ave., Chicago 40, Ill. LO 1-1969

YOUR NAME IN HEADLINES ON STANDARD newspaper page, 3 different, \$1. Not over 26 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford Conn. ap13

M. P. FILMS & ACCESSORIES

FOR SALE—COMPLETE MOTION PICTURE Projectors and Sound Equipment; 2 Powers, 6 B Machines, H.C.A. sound; Sound Screen, 70 ft., now operating. Price \$30,000. Roaring Spring Theatre, Roaring Spring, Pennsylvania.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—PARIS SELMER BALANCED model Trumpet, excellent condition; Chesterfield case, medium bore, gold lacquer, \$175. Don Burwell, Wellsville, Mo.

PERSONAL

GOTARD AND NANA WOULD LIKE TO contact their nephew B.H. Grandpa Swanson used to call him Beela. Two Harbors.

MUSICIAN—LES STONE, LES WILSON, get in touch with Doug Dugger at once. Wire or write c/o 804 Howell St., Missoula, Mont.

RANDY—I HAVEN'T FORGOTTEN YOU. Things are looking better than we both expected! Will give you an address later. Take it easy. J.T.M.

PHOTO SUPPLIES DEVELOPING—PRINTING

AMERICA'S NEWEST PHOTO SENSATION, 5-D Vision. The results will amaze you. Sample picture, 50 cents. Stanley Photo Service, 7240 Beechmont, Cincinnati 30, O.

COMIC FOREGROUNDS AND BACKGROUNDS. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ng

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-tfn

STILL THE BEST STREET CAMERA made. The Victor Portable Direct Positive Camera gets results; order now. Benson Camera Co., 166 1/2 Bowery, New York, N. Y. ap13

PRINTING

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. je29

NEARGRAVURE — EMBOSSO LETTERHEADS, "Aristocrat of Show Stationery." Sparkling! Dynamic! Special engravings in gold and colors for midways, circuses, orchestras, magicians. Assortment samples 25¢. Be surprised. Solldays Colorprint, Knox, Ind. ap6

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Maryland.

THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mailto Press, 767-B Leith St., Flint 5, Mich. ap27

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-148, Chicago 32, Ill. ap27

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, nurses, doctors, others. All popular, miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. D-109, New York 11, N. Y.

"CAR VALET" NEEDED IN EVERY CAR. Big profits, sell Fairs, Markets, Auto Shows. Send \$1 samples, full instructions. Refundable. Car Valet, 1600 San Pablo Ave., Oakland 12, Calif. ch-ap6

GOLDMINE OF 600 MONEY MAKERS—Free copy, Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-tfn

NEW BRILLIANT DAY-GLO 7 1/2 "X14". Every business signs, whirlwind sellers; amazing profits, \$1 samples. Sho-Card Signs, Prattville, N. Y.

SCENERY & BANNERS

ILLUSTRATED BANNERS—BIGGER THAN life, for Girl Shows, Carnivals, Rodeos, etc. Complete, easy to follow instructions show you how in minutes. No special ability required. Send \$3 for complete instructions today. (Painter) Ed Taper, Box 368, Black Eagle, Mont. ap6

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. ap6

NEW MALEABLE TATTOOING MACHINES. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Catalog free. Milt Zeis, 728 Lesley Rockford, Ill. jy13

NEW SANITARY METAL INK STAND, passes health inspection all cities. Send \$4 each. Jensen, 120 West 83rd St., Los Angeles 3, Calif. ap6

TATTOO DESIGNS—HAND COLORED, all good sellers, easy to reproduce; sheets 11 by 8 1/2, \$1. W. Grimshaw, 210 King St., Charleston, S. C.

WANTED TO BUY

ELEPHANT—GENTLE AND EASILY HANDLED. Older animal preferred. Give full particulars and price. Donald Baecher, Mayville, N. Y. ap13

PORTABLE SKATING RINK—CASH. Must be in good condition. Write or wire. Box 247, Van Horn, Texas.

USED KIDDIE RIDES, QUOTE YOUR LOWEST price and condition. Send photo or save your stamp. Stuart Keener, Route 1, Geneva, Ohio.

HELP WANTED

REGULAR CLASSIFIED ADS. Set in usual want-ad style, one paragraph, no display. First line regular 5¢. caps. RATE: 20¢ a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

ADVERTISING REPRESENTATIVES ALL parts United States. Big special edition. Navy Life Magazine, Geo. L. Carlin, Hotel Roosevelt, Philadelphia, Pa.

BAND—5 TO 7 PIECES WITH ACCORDION. 16 weeks Mt. Resort Hotel for dinner and dance. No bar. Must be seasoned musicians. Give complete information together with salary expected. Room and board are furnished. Box 840, 1474 Broadway, N. Y. ch-ap13

BANJO — RHYTHM, SOLOS, VOCALS: other two-beat Dixie Men, write and tell all. Entertaining important. Jig Adams, Montmartre Motel, Las Vegas. ap27

CONCESSIONAIRES, CARNIVAL MEN—"Import" novelties, curios and hand-crafts exclusively, from all parts of the world. The devaluation of overseas currency makes direct importing excitingly profitable. The money making possibilities in imports are staggering to the imagination. Articles shipped from abroad costing 85¢ sell in most retail stores for \$6.95. For list of world manufacturing exporting suppliers, 1957 edition, price \$2, mailed from United Nations write Chesterfield Export-Import, 2013 Harmon St., Brooklyn 37, New York. ap13

GALS WITH GUTS (MUSICIANS)—CAST-all-girl international band, world travel. Write Castle, 57 West 45 St., N.Y.C. Auditions, Nola Studios, 1657 Broadway, April 3 at 2:30 p.m.

SMALL GIRLS FOR ILLUSION MAGIC show. Could use husband and wife; good pay. Heaney, Magician, Thurston Mystery Show, Oshkosh, Wis.

TENOR-CLARY, COMBO, READ, FAKE, cut shows, vocals; steady locations; Martin tone, Chuck George, 2614 Southeast 18th Ave., Portland, Ore. Belmont 2-8780.

TROMBONE—3-BEAT COMMERCIAL TRAVELING ORCH. Work 50 weeks per year, guaranteed salary, sleeper-bus, no characters. Openings for others, contact. Bob Calame, 2107 N. 18th St., Omaha, Neb. ap6

WANTED—GIRLS FOR SHOW WORK. Good treatment; best offer on salary. Write Leslie Kiester, Nuville Bldg., Suite 304, Rochester, Minn.

This is a DISPLAY CLASSIFIED AD Your Advertisement displayed in a space this size will cost only \$14 per insertion

WANT FOR CIRCUS OPENING LATE May. Paul Kelly quarters, Peru, Indiana. Family Acts, Clowns, Colored Slide Show Band, Canvas Boss, Working Men that drive. Fred Pitkin, 445 Moonmouth Blvd., Galesburg, Ill.

WHEELMAN WANTED

Permanent location in Adirondacks' oldest park, top wages and bonus, all benefits. Make this your summer location for years to come. Good opportunity for sober operator. Contact

VERNE OLYER Canada Lake, N. Y. BOX 67

WANTED—SAX-CLARINET AND ACCORDION for Mid West polka band. Write or wire immediately. Viking Accordion Band, 214 N. 20th Ave., W. Albert Lea, Minn.

AT LIBERTY ADVERTISEMENTS

5¢ a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

BARKER, TALKER, BINGO CALLER—Ready to talk, lecture, clown; sober, reliable; salary only; wire collect. Bluestone, 113 W. Main, Norfolk, Va.

SOBER, RELIABLE BOSS CANVASMAN, or would handle string of concessions. Stock man, etc., semi driver. Join anywhere, anytime; state salary. W. H. (Wingy) Sanders, Rt. 4, Thomasville, Ga. ap13

MISCELLANEOUS

ARRANGER, ANY STYLE. BOB VAN, 2501 Lowry Ave. N. E., Minneapolis, Minn. ap20

HAVE RABBIT, WILL TRAVEL—HARRY Albacker, "the only dead magician alive." Free. Invisible Photograph. Write: 1728 E. 32nd St., Lgrain, O. ap27

PALMIST DESIRES WORK — VERY catchy, enchanting, exotic, gypsy-like. Work girl show; also do half and half. Free to travel. Rose Davis, Avella, Pa. Phone Lu 7-8225.

MUSICIANS

A-1 ORGANIST AVAILABLE FOR lounge, dining room, rink, etc. Write or wire Organist, c/o Ek Club, Lakeland, Fla. ap13

A-1 RINK ORGANIST AVAILABLE. GOOD A-1 Rink Organist, 15 years' experience, best rinks, locate anywhere. Box 164, c/o Billboard, Cincinnati 22, Ohio. ap13

AT LIBERTY APRIL 8—ERMAN AND Goldie Gray Duo, Goldie, Piano; Erman, Saxophone. Clarinet and Deagon Imperial Morimba Club, lounge, hotel, show, dance; novelty musical act. Five weeks open time. Address c/o General Delivery, Corpus Christi, Tex.

AVAILABLE GIRL TENOR SAX, CLARINET. Prefer location rink, etc. c/o Williams, Apt. 41D, 508 W. 114th St., New York City. Monument 2-7621. ap6

COLORADO ORCHESTRA — AVAILABLE now, 3 to 7 pieces; all types music. Go anywhere. Room 201, 808 Indiana Ave., Indianapolis 2, Ind. MELROSE 5-6951. ap6

DRUMMER AND GIRL VOCALIST. DRUMMER plays all styles and rhythms, reads, cuts shows. Vocalist sings modern, learns lyrics quickly, 5' 7" and beautiful. Both are neat, personable, sober, dependable. Tapes available, also photos. No one-nighters. 3705 Mango Drive, Knoxville 18, Tenn.

ELECTRIC GUITAR—LEAD OR RHYTHM. Read, fake, sing, also play piano. White. Prefer combo on location or as a single. Jack Martin, 2260 N W 27th Ave., Miami 37, Florida. ap6

GUITARIST—SOLO, RHYTHM, VOCALS. Join immediately, combo, orchestra. All offers considered. Write or wire Howard Samuel, 1118 N. State, Chicago, Ill. ap13

TRUMPET MAN DESIRES LOCATION. Locals = 802, ±10. Go anywhere, have car; neat and young. Play modern, authentic Latin w/ big montunas and comedy Latin; also play ballad and sweet. Lead, book, jazz and cut shows; double drums, Danny Little, Bank Hotel, The Dalles, Oregon. Phone Cypress 6-2126.

VOCALIST, GUITARIST — DESIRES JOB with established band. Play modern style rhythm and lead. Single, reliable, will travel. Put spark in your band. Charles Reynolds, 1711 S. Madison St., Muncie, Ind.

PARKS & FAIRS

AT LIBERTY—PAMAHASIK'S PERFORMING Fox Terrier Dog; marvelous attraction. 3504 N. 8th St., Philadelphia 40, Pa. SA 5536. ap20

AT LIBERTY PAMAHASIK—RELIABLE, years experience birds, animals, show, resorts, parks. Have props for bird act. 3504 N. 8th St., Philadelphia 40, Pa. ap20

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap6

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 Lampher Place, Warren, O. Tel. 45337. ap13

JUGGLING, UNICYCLING, MAGIC TEAM, also M.C. plus Margy, 5-year-old unicycling attraction, booking early summer dates. Brochure on request. Lee & Rita, Toulon, Ill. ap13

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination. Magnolia, O. Route #1. je15

SENSATIONAL & NOVELTY ACTS OF every description. Animal Acts & Girl Revue. Address: 2015 Oliver St., Fort Wayne, Ind. Phone M1196.

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 BENUIS ELGIN WALTHAM GRUEN BULOVA WATCHES

Choice Lot 6 FOR \$49 All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

You Always GET A BETTER DEAL AT WEINMAN'S 182 S. Main St., Memphis, Tenn.

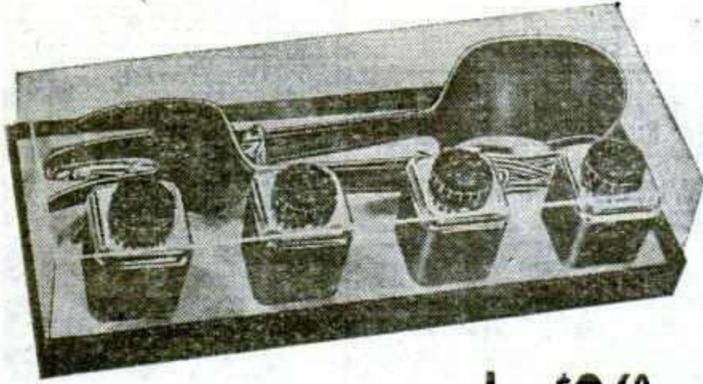
LITTLE ATOM World's Smallest Pistol COMPLETE WITH RAMBO AND TOSS CHOICE OF LEATHER HOLSTER OR CAPS

MECHANICAL FUR RABBIT Thick all white fur, bright pink eyes. Dozen \$4.00 Gross \$45.00 25% deposit required on all C.O.D. orders. Include postage with order.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS, 25, INDIANA

Delair Jewelry Mfg. Co. 7539 River Road, P. O. Box 90, Delair, N. J.

IT'S NEW... IT'S HOT... IT'S VALUE!



A 6-PIECE SALAD SET

Spoon, Fork and 4 Salt and Pepper Shakers with silver trim. Beautifully boxed in acetate display package.

Advertised in Life Magazine BOYS NETTING \$100. per day 25% with order, balance C.O.D.

\$9.60 Doz. \$115.20 Per Gross

F.O.B., New York No orders less than 1 dozen

L. G. MEYERS

303 Fifth Avenue New York, N. Y.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

CASTING ROD Full 5' long, sturdy glass construction. Cork & aluminum handle. \$1.15 ea.

FOR ENGRAVERS Necklaces and Bracelets Boy Alone - Girl Alone Or Combination

Quick Photo Invention! PDQ CAMERA Makes finished photos in 2 minutes.

COIN-OPERATED SALESBOARDS No Slot Machine Tax R. C. WALTERS

THE LITTLE MAVERICK Size 3 1/2 x 2 Cash in on fastest selling coin purse on the market.

41 YEARS OF VALUE LIVING Note our new address below. Visit us when in New York

MILLS SALES CO. Cut-Rate WHOLESALERS Since 1914

ALL-WEATHER Plastic Pennants Durable—Tough—Brilliant

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only.

- MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O. Parcel Post Lackey, Haskell Aberle, Wm. (Stutter) Drake, Bob

MAIL ON HAND AT NEW YORK OFFICE

- 1564 Broadway New York 36, N. Y. Adams, Paul Adams, Paul Adams, Paul

RESULT SALES (Dept. B) 580 FIFTH AVE., NEW YORK 36, N. Y.

WATCH SPECIALISTS FOR 67 YEARS \$975 Diamond Bracelet Watch... \$9.50

Watch Makers' Special Used Men's and Ladies' Wrist Watches, also Pocket Watches.

MEN'S SUITS \$17.95 each in lots of 3 suits. Reg. retail price up to \$44.50 each.

A Sparkling CEL-MAX Success! Ladies Rhinestone WATCH SET \$7.95

Spotlight Value! Cel-Max Ensemble for Men 5-Pc. WATCH SET \$5.45

CEL-MAX, Inc. 582 SO. MAIN ST. MEMPHIS, TENN.

IF YOU ARE INTERESTED IN JOB LOTS CLOSEOUTS BE SURE TO CONTACT US IMMEDIATELY.

Free Wholesale Catalog CONTAINING Expansion & Photo Idents

HERE IT IS! The only Catalog with over 300 Pages of Name Brand Merchandise.

HERE IT IS! The only Catalog with over 300 Pages of Name Brand Merchandise.

## Pepsi Will Tie Vending to Natl. Ad Campaign

NEW YORK — Vending machine operators will be able to obtain special point-of-purchase machine display material to tie in with Pepsi-Cola's forthcoming advertising and public relations telecast, "Cinderella."

The Rodgers and Hammerstein musical will be sponsored by the firm's domestic and Canadian bottlers, and will be carried on the CBS network Sunday (31) at 7 p.m.

For local tie-ins and exploitation, the parent company has provided bottlers with promotion-publicity packages adaptable to local conditions, paving the way for a unified "Cinderella" campaign throughout the country in March.

Point of purchase material for vending operators has been keyed to tie in with the national campaign, which will include TV spots, radio and advertising in national magazines and newspapers.

Julie Andrews, who will star in the color telecast, will be the subject of a special "Cinderella" feature to appear as the cover story for TV Guide. Miss Andrews will also be tied in with the "Cinderella" theme for all the national magazine and newspaper advertising.

## Lehigh New Bar Vender

CHICAGO — A new three-column candy bar vender was introduced by Lehigh, Inc., Easton, Pa., at the NATD show last week.

The unit is specifically designed for 10-cent items and has a capacity of 240 bars. A "692" National slug rejector accepts two nickels or a dime. The servicing is simplified with magazine loading. The unit is finished in baked (Continued on page 95)

## Dad's Flip New Drink

CHICAGO — Flip, a new carbonated lemon, lime and grapefruit-flavored cold drink was introduced by Dad's Root Beer Company at the National Association of Tobacco Distributors' convention here last week.

The beverage, made of all natural fruit extracts, is available as a fountain sirup only and will be sold to the vending and jobber trade. It is packed in gallon jugs (Continued on page 95)

## Op Finance Panel at NAMA Regional Meet

CHICAGO — The spotlight was turned to vending machine financing at a regional meeting sponsored by the National Automatic Merchandising Association held at the Congress Hotel here last week.

In attendance were 275 persons, with a total of 104 operating companies represented.

Featured was a panel discussion titled "Are Bankers Really Tough?" conducted by Otto C. Lorenz, associate editor of the American

## Barvend, Inc. Shows Self Brew Vender

CHICAGO — Barvend, Inc., held a private showing of its new Model 8 fresh brew coffee machine at the Blackstone Hotel here, March 24-29.

Priced at \$845, the unit serves both fresh brew coffee with four selections and a hot chocolate drink with fresh cream.

Instead of utilizing a ready ground coffee, the machine grinds its own mixture from the bean prior to each brew. Seven cups of coffee are brewed at one time.

## Riggio Intros 2 Cig Brands

CHICAGO — Riggio Tobacco Corporation introduced two new brands of filtered cigarettes at the National Association of Tobacco Distributors' convention here last week.

Peter Stuyvesant brand, while enjoying wide distribution in overseas markets, has not heretofore been distributed in the United States. It is currently being test marketed in the New York area. The cigarettes are packaged in a standard cigarette pack, white cover with red and dark green lettering. It will be manufactured by Peter Stuyvesant, Inc., of New York, and distributed by Riggio.

The other new brand, Rembrandt, will be a bid for the exclusive cigarette market. The cigarettes will be priced to sell at about 41 cents per package and will be available for distribution some time in April.

Rembrandt will be packaged in yellow box container with gold and red lettering. Manufacturing will be by Rembrandt Tobacco Corporation of New York with distribution again by Riggio. All three firms, Rembrandt, Stuyvesant and Riggio, are associated corporations.

Current plans do not call for any extensive advertising or promotion of either brand for retail or vending markets.

## National Unveils 4 New Units at NATD Show

CHICAGO — National Vendors, Inc., St. Louis, introduced four additions to its vending line at the National Association of Tobacco Distributors' convention here last week. Shown were a new pastry vender, sandwich vender, cigarette vender and optional gum and mint selector for the firm's machine.

Both the pastry and sandwich units are housed in the National candy vender cabinet. Each unit

features five selections and 100-unit storage capacity. The pastry vender will vend either 10-cent items or 15-cent items. The sandwich unit may be set for 15-cent and 20-cent items or 20-cent and 25-cent items. Price for either model is \$270, with stand. Dimensions are 60 inches high, 34 inches wide and 11 inches deep. Delivery on both is immediate.

**Gum-Mint Selector**

National's optional gum and mint selector is designed for adaptation on its 10-column candy machine. The selector may be fitted into the first vending column. The unit provides vending for five separate gum or mint items, each individually controlled by a selector button.

All five items on the optional selector are visible. The selector has a capacity of 200 gum units, 40 per selector of column. Price has not been quoted, but delivery is promised for 60 days.

**Cigarette Machine**

The firm's new Model 218 cigarette machine is an 18-column version of National's Model 222, 22-column cigarette vender. The (Continued on page 95)

## In-Plant Feeding, Full-Lines Dominate NATD Vend Forum

### 8 Major Vending Mfrs. Exhibit; Panel & Talks on Expansion Held

By NICK BIRO

CHICAGO — Problems and opportunities in automatic feeding and full-line vending for the tobacco wholesaler dominated the business sessions devoted to vending at the National Association of Tobacco Distributors' 25th annual convention held at the Conrad Hilton Hotel, March 24 thru 29.

A full day of business was devoted to exploring problems involved in a tobacco distributor diversifying his operations into vending.

Thursday's session included a fully automatic vended breakfast served to NATD members, an address by a leading vending manufacturer outlining the problems involved in a tobacco jobber entering the vending industry, and a panel discussion by manufacturers and vending operators devoted to the same theme.

## Rowe Egg Machine Now in Production

### Unit Holds 100 Dozen Packs of Eggs; General Market Corp. Sales Agent

NEW YORK — Rowe Manufacturing Company is now in full production on its egg vending machine. National distribution is being handled by the General Market Corporation, Ithaca, N. Y.

The unit has a capacity of 100 dozen packs of eggs, all in vending position. Two selections may be vended. A sealed refrigeration unit and a built-in heating system allows the operator to control temperature.

List is \$1,495, f.o.b., Whippany, N. J., including shelter. Outdoor signs cost about \$150 extra.

Machines, which are similar in size and appearance to the Rowe milk machine, come in hammer-tone green with chromium trim. Coin mechanisms may be adjusted in increments of 5 cents from 5 cents to 80 cents and up to \$1.10 with a mechanical adjustment. A coin changer is optional.

The vender itself was developed by Rowe in co-operation with Cornell University's Agricultural Station. Tests have been made in the Northeast, South and West. Among the test locations has been the Grand Union automatic grocery, East Paterson, N. J.

According to Erman M. Moore, a General Market spokesman, the farmer can get as much as 20 cents a dozen more on eggs than he can by selling at wholesale.

**Few Changes**

He added that extensive testing has shown that vending machine prices must be changed an average of four times a year, compared with weekly fluctuations at the wholesale level.

Initial tests were conducted at Cornell in 1955 under the direction of Dr. L. B. Darral, professor of marketing. While many farmers had previously found retail stand operations to be profitable, they had to interrupt work to make deliveries or wait on customers. The vending machine was conceived as a substitute for the stand.

In addition, egg venders have been placed in gas stations, housing developments, next to ice cream stands and in the lobby of a Boston office building.

**Dimensions**

The machine stands 74 inches high, 42 inches wide and 37 inches deep; weight is 800 pounds. The sealed refrigeration unit, which keeps temperatures from rising above 30 degrees.

Cabinet is of heavy-gauged rolled steel. Any standard two-inch by six-inch egg carton may be vended.

Eight major vending manufacturers joined the ranks of tobacco manufacturers and suppliers in exhibiting their full lines of equipment to the tobacco merchandising trade.

Not only cigarette machines but cold drink, coffee, candy, pastry, hot food and even full batteries of in-plant feeding equipment received the attention of tobacco distributors contemplating diversification of their current operations.

Thursday's breakfast—the first first automatic vended meal ever served in a hotel—was served to guests from two identical banks of vending machines covering orange juice, sweet rolls, cereal, milk, and both fresh brew and instant coffee.

The breakfast was strictly on the house, with each guest being furnished 50 cents in small coins with which he could make his purchases. He could even buy a

package of cigarettes or pack of cigars for his after-breakfast pleasure.

The Automatic Merchandising Breakfast Committee which organized the entire affair was composed of Charles H. Brinkmann, Rowe Manufacturing Company; Richard E. Gibbs, Arthur Du Grenier, Inc., and Melville B. Rapp, Apco, Inc.

Equipment used in the mass feeding spectacular was furnished by Apco, Continental, Du Grenier, Eastern Electric, Lehigh, National, Rowe and Stoner, all of whom exhibited at the convention.

**Rapp Address**

Following the breakfast, the key talk of the session was delivered by Melville B. Rapp, executive of Apco, Inc., New York, whose topic was "A Look at the Future—An Appraisal of Automatic Merchandising." Rapp outlined the changing nature of the tobacco industry and urged wholesalers who had not already entered the vending field to do so at once, or risk losing their existing cigarette outlets to those that did. (See full text of speech this issue.)

Following Rapp's address, Chairman Harry Kolodny, Le Peko Company, Jersey City, spoke briefly on the importance of automatic merchandising to the tobacco wholesalers. His talk was titled, "Rallying Our Resources: Can the Wholesale Tobacco Distributor Capitalize on the Expanding Vending Machine Market?"

**Kolodny Talk**

Kolodny went on to say that the sharp trend in vending toward diversification and automatic feeding has opened new and broader vistas that the wholesale tobacco distributor can't afford to overlook.

His address was followed by a panel discussion by outstanding vending manufacturers and tobacco wholesalers who operate vending routes to answer many of the questions confronting the newcomer entering the vending industry today. Major emphasis was on the expansion of current cigarette vending machine routes to operation of full line equipment with a trend toward in-plant feeding.

Participating in the panel were (Continued on page 96)

## Philip Morris Buys Milprint

NEW YORK — The sale of Milprint, Inc., to Philip Morris, Inc., is in the offing. Milprint is a leading company in the flexible packaging company. Last year it grossed more than \$55,000,000.

In a joint statement, O. P. McComas, PM president, and William Heller, chairman of the Milprint board, announced that both boards have approved, in principle to the sale. The action must be approved by stockholders of both companies.

The plan provides for Milprint operating as a separate subsidiary of PM, with its own management. The parent firm, in turn, will buy some of its wrapping materials from Milprint.

Last year, Philip Morris had consolidated net sales of \$326,814,554, highest in the history of the firm. Net income was about 12 per cent ahead of 1955.

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HERSHEY, Pa. — King-Kup Candies, Inc., is building a 48,000-square-foot, four-story addition here to provide additional manufacturing space for its new Coconut Ditties and Coconut Bon Bon line. These items were recently acquired from the Ohio Confection Company.

The addition will also provide space for increased production of King-Kup Peanut Butter Cups and other items used in the vending trade.

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# Why Tobacco Distributors Should Expand in Vending

What opportunities does the future of automatic merchandising offer the tobacco distributor? How can the tobacco distributor team up with small vending operators to expand? How well equipped is the tobacco distributor to expand into full-line industrial vending? In exploring these questions at the annual convention of the National Association of Tobacco Distributors in Chicago last week, Melville B. Rapp, executive vice-president of Apco, Inc., indicated the general scope and nature of the growth of automatic selling. Here's the complete text of that speech:

I hope you have enjoyed your breakfast as much as I did mine. The coffee was fresh and hot, the service was quick, and we didn't have to leave a tip for the waitress.

We have just eaten the first automatically vended meal ever eaten at any convention. The National Association of Tobacco Distributors can boast of a long history of impressive "firsts" and in the next few minutes I'd like to tell you why I think this occasion marks one of the most significant.

What you have just experienced is a format of things to come in the future of automatic merchandising. The purpose of this session was first to feed you and now, when you are completely relaxed, to outline for you, the tremendous future of automatic merchandising, with a hope of convincing you that the tobacco distributor has an important place in that future.

- Industrial management is no longer interested in merely vending impulse items—they want machines capable of feeding full meals.

- If the cigarette vending operator doesn't deliver a full line of vended merchandise, he'll lose his location to someone who will.

- The wholesale tobacco distributor who operates vending machines is especially prepared for full line vending—he already has warehouse facilities, trucks, personnel, business know-how, and most important, the locations.

- Many small vending companies with small capital and limited personnel would welcome partnership with experienced tobacco distributor who can either buy small vending company, merge with small company or create a separate business with previous owners functioning as partners.

- Experience of two tobacco distributors cited. With one company, vending accounts for 25 per cent of total sales volume, but yields 60 per cent of firm's net profit. With another, vending accounts for 10 per cent of total sales, but yields 20-25 per cent of firm's net profit.

- With favorable bank financing now available, a tobacco distributor can enter vending with a minor investment and use profits to pay off cost of machines.

- As a result of governmental tax depreciation schedules, vending operators can build net worth with profits normally paid as tax.

- Unless distributor recognizes changes brought about by vending, he'll lose present cigarette locations and find it increasingly difficult to hold his place in the cigarette distribution picture.

Now, let's examine the facts. It wouldn't be accurate to say that tobacco distributors initially entered vending with a great burst of enthusiasm. Many of you, sitting in this audience, will recall that the first cigarette machines you operated were placed on location primarily as a holding action.

### Missed Opportunity

The tobacco distributors had in their grasp the first opportunity to pioneer the cigarette vending business. Unfortunately, only a few of them recognized this opportunity.

If you—the tobacco distributor—had been on your toes 25 years ago when cigarette vending was in its infancy, you would probably be operating 95 per cent of all cigarette vending, not just the 53 per cent which you now operate.

This 25-year delay has been costly, because the opportunity was seized by people outside your industry. These people operate the other 47 per cent of the cigarette machines on location.

Strangely enough, those of you who did enter cigarette vending did so half-heartedly.

The common attitude of most tobacco distributors was, "If I don't put these cigarette machines on location, somebody else will, so it might as well be me." In other words, many tobacco wholesalers began operating cigarette machines reluctantly, and then only as a defensive measure. They became

automatic merchandisers not because they wanted to, but because they were forced to take steps to protect their cigarette volume.

Now, without meaning to harp on this subject it is most important that I make that point, because today you have an identical opportunity and there is every possibility that your delay this time might eventually cost you your present position in cigarette and candy vending.

It is also important to recall those first years when the term vending, for many of you was "dirty" word. Fortunately this attitude has changed the tobacco distributor confronted realities and soon realized that automatic merchandising was more than just a device with which to meet competition. In addition to enabling those who entered vending to hold their market share of profitable cigarette and candy business he soon discovered that vending created new sales, opened new markets and most important of all, made a substantial contribution to his profit picture.

### Impulse-Item Progress

To date, the wholesale tobacco distributors' major vending effort has been devoted to the promotion and sale of those standard, nationally advertised, impulse products that account for over 80 per cent of the automatic merchandising market.

But, the time when an operator of automatic merchandising machines can concentrate on two or three products and survive is rapidly drawing to a close. Coffee, both instant and self-brew, hot foods, sandwiches and soups are currently required by industrial management. The operator must be able to deliver a full line of vended merchandise or risk losing his cigarette and candy locations to someone who will.

Potentially, at least, the wholesale tobacco distributor is especially prepared for this kind of growth. He has the warehouse facilities, the trucks, the personnel, the business know-how, and in many cases he already has the locations. There is probably no other existing group that can expand into full-line food with as little upheaval as can the wholesale tobacco distributor. And there is no better time for this move than right now.

New vending equipment, literally capable of turning out complete meals—from soup to dessert—is coming off the assembly lines. Hot food machines, offering as many as eight selections, have been introduced to the market during this past year. The self-brew coffee machine is taking its place alongside the dry ingredient machine. Machines vending soups, cold salads, frankfurters, malted milks are being mass produced for the first time in our history.

### Industrial Vending

This year—1957—is probably the most important one in the history of the automatic merchandising industry. Industrial management is no longer merely interested in vending impulse products, it is demanding machines capable of feeding employees complete and nourishing meals, and it is demanding operators capable of servicing these machines in a competent manner.

Full-line industrial vending has progressed beyond the blueprint stage. It is here. The tools to provide automatic feeding for any plant employing anywhere from 200 to 15,000 persons are available. The question remaining is, who will use these tools to fashion a place in one of the nation's great growth industries?

Frankly, many existing vending firms of small and moderate size do not have the capital and personnel to take full advantage of this opportunity. These smaller vending operators usually welcome a partnership with experienced companies such as yours. You have the opportunity now of either buying up one or more of the small vending companies in your respective cities, merging with them, or creating, where possible, a separate business with the previous owners functioning as partners. You can in this way take over present management and locations and enlarge them by diversifying into complete full-line automatic-cafeteria vending.

If it were not for the unusual conditions existing today, born of new needs and new machines, it would be impossible to enter or grow in vending in most of our major cities. It is important to remember that when you become a part of an operation in this way, whether you buy or become a working partner, that, in addition to adding a new dimension to your business in a growing industry, you are also putting yourself in a position to become the supplier for cigarettes and candy used in these various operations.

### Transient Spots

Until now, I have spoken largely in terms of industrial locations. While industrial factories undoubtedly provide the greatest potential for the ex-

(Continued on page 82)

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## Goldstein Cites Hazards For Tobacco Jobbers

NEW YORK—Rising prices and lower profits are taking their toll of wholesale tobacco distributors, according to Harden E. Goldstein, associate director of the National Association of Tobacco Distributors.

In a recent statement to the New Jersey Legislative Commission, Goldstein said that from 1948 to 1956, when all commodity prices had risen 12.3 per cent and general wholesale prices had gone up 13.2 per cent, the prices of tobacco products to wholesalers had increased by 24 per cent.

Wholesale tobacco distributors currently operate more than half of the cigarette machines on location and many are active in candy and cup drink vending.

Goldstein maintained that the dollar purchasing power of the wholesaler had decreased by 14.5 per cent during this period, adding that the cost of acquisition had increased while consumer prices had not kept pace.

He cited the number of business casualties, brought on by bankruptcy, voluntary retirement and merger, in the tobacco whole-

saline trade from 1948-1956. During this period, the number of concerns decreased 18.2 per cent, from 3,019 to 2,471.

Among the factors cited as hazards to the trade during this period were an increase on 27.12 in the cost of doing business, an increase of 40 per cent in employee wages and a decrease in net profit of 42.9 per cent.

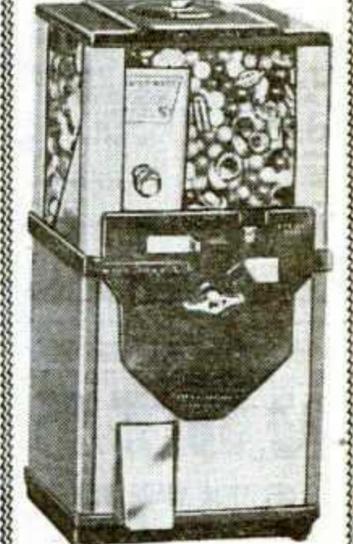
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NEW YORK—The Coca-Cola Bottling Company of New York, which has a heavy concentration of bottle and pre-mix vending machines in the metropolitan area as well as in most of New York State, New Jersey and parts of Connecticut, last year reported the highest net income in its 52-year history.

Gross profit on sales reached a record \$16,300,027, compared with \$13,489,642 the previous year. Earnings were \$2,648,039, equal to \$2.65 a common share, compared with \$2,340,416 or \$2.34 a share in 1955.

## CMA Prepares For Annual Outing

NEW YORK — The Cigarette Merchandisers' Association, an organization of tobacco vending operators in the New York area, will hold its annual outing June 22 and 23 at the Laurels Country Club, Monticello, N. Y.

According to Tiny Weintraub, executive director of CMA, about 200 persons are expected to attend. Information may be obtained from CMA headquarters at 250 West 57th Street.

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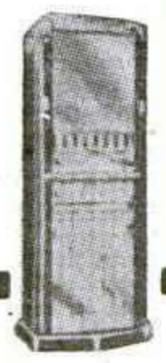


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Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
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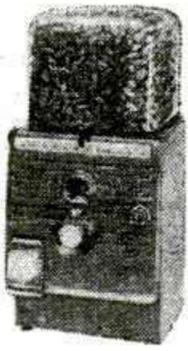
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# Why Tobacco Distributors Should Expand in Vending

Continued from page 80

panding food vending business, transient locations must not be overlooked.

As wholesale distributors, many of you are supplying bus, air and railroad terminals, schools, public buildings, institutions and many other locations which have constant traffic flows. Many of these locations are capable of vending additional vast quantities of cigarettes, candy, soft drinks and hot drinks.

Many of these locations depend solely on a stand operation which is open only part of the day. Others require supplementary snack feeding in remote sections of the building. The ingredients in these cases for a successful vending operation, the market, the consumer and the availability of equipment, are present and the wholesale tobacco distributor is in an ideal position to blend these ingredients into a profitable business.

As practical and successful businessmen, I feel certain you won't want to leap into anything solely on the basis of anyone's opinion, or what might appear to be sound on paper. You'll want to discuss the matter with men who are in your business, men who have already entered automatic merchandising. You're probably thinking, "This is all very true, but what has been the experience of other tobacco distributors, with the same problems as I have?"

**Vending Successes**

This is a fair question and it deserves a forthright answer. So let's get down to personalities, to men you all know and respect, men who have entered automatic merchandising and who have built up this phase of their business to the point where it has equaled, and sometimes even surpassed, their wholesale operation in both volume and profit.

Let me show you how they were able to take large amortization tax deductions each year on equipment; how they used profits to buy still more equipment and how they increased their earnings as well as their tangible net worth.

Let's start off with a distributor known to most of you, Ted Schwartz, of The Keilson Company. Ted operates seven full-line vending companies in Cincinnati and Dayton in addition to Keilson's regular wholesale tobacco business.

**Keilson's Growth**

Keilson's venture into automatic merchandising dates back to 1928, when the firm bought 50 cigarette machines, primarily as a form of insurance with which to hold existing retail outlets.

Today The Keilson Company is a full-line vending operator, supplying and maintaining, in a multitude of top industrial locations, milk, cold drinks, hot foods, coffee, soup, and, of course, cigarette and candy machines. Each of their vending operations are set up as a separate business, in no way connected with the regular wholesale tobacco business.

Now for the most interesting feature of this attractive operation. Consolidated gross business figures of both the vending and wholesale tobacco operations show that wholesaling accounts for 75 per cent of the total dollar volume, while vending accounts for the other 25 per cent. In terms of profit, however, vending brings in 60 per cent of the net profit, while tobacco wholesaling yields the remaining 40 per cent.

In other words, 60 per cent of the company's net profits are earned on 25 per cent of the total sales volume. Profits from vending therefore exceed the profits from tobacco jobbing by nearly 400%, based on gross volume.

**D & B's Experience**

Another distributor whose experience is worth citing is Jim Vipond, of D & B Distributors, Scranton, Pa.

Jim entered vending in 1935 for slightly different reasons than did Ted Schwartz, but the results are pretty much the same. At that time, the Scranton Tobacco Company was competing for outlets it found it could not reach with normal distribution services. The company needed new means to sell these outlets, and automatic merchandising provided the necessary answer.

The D & B Distributing Company was formed as an additional arm to an already prosperous wholesale operation. Like Ted Schwartz, Jim Vipond entered vending cold without experience, but with a willingness to learn and earn.

His initial efforts were with cigarette machines, but, like Ted Schwartz, Jim Vipond no longer confines his vending operation to cigarettes. D&B is now full-line vending in the truest sense of the word, coffee, cold drinks, candy, hot foods, in fact everything required to feed the industrial worker.

10% Equals 25%

Tobacco wholesaling is still the dominant segment of Jim's business. It accounts for 90 per cent

of the gross sales volume, compared with only 10 per cent from vending. But, and that's a big but, the 10 per cent of sales volume accounted for by vending is very important to the overall profit picture at the end of the year because in this case it accounts for from 20 to 25 per cent of the total net profit. Dollar for dollar the investment in vending is by far the more profitable of the two businesses.

While the experiences of Ted Schwartz and Jim Vipond are representative of those of hundreds of tobacco wholesalers throuout the nation, the next example I want to cite is not exactly typical. For this man, originally a prominent tobacco wholesaler, entered automatic merchandising and became one of the largest vending operators in the country. Of course, I'm talking about Aaron Goldman, of the G. B. Macke Company in Washington. He, I am frank to say, took the opportunity most tobacco wholesalers passed up.

**Goldman History**

Aaron Goldman is a veteran in the vending business. He entered the field 31 years ago when his father, a Washington tobacco jobber, bought a partnership in the G. B. Macke Company, a vending operation.

At that time, Aaron had just been graduated from college and his father wanted something for his son to do. Well, Aaron has had something to do all right. He's built his vending operation to the point where it's one of the largest in the nation. And from cigarettes he branched out into every food product which vending machines are capable of dispensing.

Possibly the real emphasis in this case should not be placed on what this one wholesaler did, but on what others didn't do. Much can always be said about opportunities missed, usually such recollections have little value. Today, however, the circumstances are slightly different and therefore warrant some serious thought from all of you. The much hailed, but rarely met second opportunity is here for you to take. Don't miss it this time. Vending has a proper and profitable place for the wholesale tobacco distributor.

Now time doesn't permit me to go into detail about other wholesale tobacco distributors who have entered automatic merchandising and built up substantial and profitable vending businesses. Here's a few of them: Cavella Tobacco Co., Milwaukee; Edwards Tobacco, Kansas City; Ponca Wholesale, Amarillo, Tex.; Le Peko Co., Jersey City, N. J.; Binghamton Tobacco, Binghamton, N. Y.; Louis S. Cohn, Butte, Mont.; F. A. Davis & Sons, Baltimore; Arthur Schultz, Erie, Pa.; Desormeau Tobacco, Cohoe, N. Y.; Hamilton Harris, Indianapolis; The Amster-Kirtz Co., Akron; Lohman Sales Co., Denver; Tri-County Tobacco, Watertown, Wis.

I've been talking in a highly enthusiastic manner, but please don't confuse enthusiasm with salesmanship. The only thing I'm trying to sell is my faith in the future of automatic merchandising.

**Faith in Vending**

This faith is the result of what I've seen during the last seven or eight years. It was given me by the scores of operators who have taken a modest investment and built it, in a few short years, thriving and profitable businesses.

As a result of the wonderful experience which banks and finance companies have had with our industry over the past 10 years, a reliable businessman can purchase practically any type of automatic merchandising equipment today with a down payment of only 15 per cent and 24 to 36 months in which to pay the balance at 5 to 6 per cent simple interest. Actually, a tobacco distributor can enter vending with a minor investment and use the profits of the new business to pay for his equipment over the years.

**Tax Angles**

In evaluating the real worth of a business today, one of the most important factors is the business tax situation. As a result of tax depreciation on equipment, a wholesale tobacco distributor is able to build up the net worth of his new automatic merchandising companies with profits that would normally be paid to the government.

Tax regulations allow the operator to amortize automatic merchandising equipment, depending on type of equipment, over a period of from three to five years, with most of the equipment included in the four-year category. As an example, if a tobacco distributor invests in \$100,000 worth of automatic merchandising equipment in any one year, he can take \$25,000 of any profits that result and write it off as amortization of the equipment. In this way in four years the \$100,000 worth of vending machines is paid for with money which

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 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
2471 ARMSTRONG STREET MORRIS, ILLINOIS

GIMMICKS CHARMS CHARMS GIMMICKS  
**TWENTY-FIVE (25) GIMMICK MIX**  
Just as the name says—you get a mixture of 25 different GIMMICKS. SO MANY OUTSTANDING GIMMICKS at such a LOW PRICE.  
In 5,000 lots and up.....\$7.50 per 1,000  
1,000 to 4,000 lots..... 9.50 per 1,000  
Buy Direct from Eppy; or at Distributors  
It Takes a Spectacular Variety Show of Gimmicks to Attract CUSTOMERS.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35 L.I. N.Y.

GIVE TO DAMON RUNYON CANCER FUND

**SPECIAL OPPORTUNITY**

DuGrenier W's \$22.50  
National 930' . . 32.50  
National 9 M's,  
nickel, dime,  
quarter . . . . . 87.50

This equipment is definitely in good working condition and is offered for sale at these low prices for the reason that they are being replaced by the new V-18 Smoke-shop with shift columns so rapidly that we must keep our inventory rotating. W's and 930's are all King-Sized columns and have factory coin-conversion kits.

Terms: 1/3 with order, balance on delivery. Open account to rated operators.

WRITE OR WIRE COLLECT  
**WEYMOUTH DISTRIBUTING CO.**  
2525 West Pico Blvd.,  
Los Angeles, Calif.  
Phone: DU. 3-1304

would normally have been paid to the government as a tax on profits.

**Complete Change**

In closing, I would like to urge each and every one of you who is not now in the automatic merchandising business to again face the facts squarely. Some of you have ignored vending completely; some of you started in the automatic merchandising industry with cigarette vending machines. A good many of you have stayed in that one category, while others have branched out into partial or full-line vending. In a majority of cases those of you who are automatic merchandising machine operators were actually forced to get into this phase of your business in order to protect your cigarette and candy volume.

With these truths as our background, I feel it essential again to emphasize that those of you not in vending should get into it immediately.

Those of you in vending, but have not yet expanded into full-line vending, should do so without delay.

Unless wholesale tobacco distributors recognize that vending has brought about a change in their market, they are not only going to lose their present cigarette machine locations, but they are also going to find it increasingly difficult to hold their place in the cigarette distribution picture.

There is a real opportunity in vending today, an opportunity which has only presented itself to new management and capital within the past year. With the proper approach everyone of you can achieve exceptional success in this industry.

I hope that you will decide on the basis of the facts submitted to you today, that you will share in the profits of one of the nation's great growth industries.

Ladies and gentlemen, vending needs every one of you, and every one of you needs vending!

**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.

**FOR EASTER**

Chic 'n' Egg Charms . .  
\$45.00 per carton of 5,000,  
F.O.B. factory.

FULL CASH WITH ORDERS

**ROY TORR**  
Lansdowne, Pa.

**Raise Drink Price To 6c at Air Base**

SAN ANTONIO—The price of soft drinks, Coca-Cola and Dr. Pepper, at Kelly Air Force Base and other military installations in the San Antonio area has gone up to 6 cents.

The bottling companies have so informed the various bases that they would have to absorb increased prices of syrup, sugar, bottles, trucks, gasoline, salaries and, in fact, everything that goes into supplying soft drinks.

It was pointed out that the local military installations were the last to be hit by the price increase.

**Pepsi to Open Chi Bottling Facility**

CHICAGO—A new \$2,700,000 bottling facility will be opened by Pepsi-Cola General Bottlers, Inc., here, Friday, May 17.

The new plant, a modern one-story brick structure, will be located at 51 Street and Union. It will contain the latest automatic equipment and quality control methods. The plant has been designed for greatly increased production and will handle Pepsi requirements in the South and Southwest portion of Cook County, Illinois.

**FINEST RECONDITIONED VENDORS**

- Silver King, 1c or 5c. . . . \$ 8.50
- Acorn, 1c or 5c. . . . . 10.00
- N. W. Model 49, 1c or 5c 12.50
- Master, 1c and 5c. . . . . 8.50
- 3 Col. Hot Nut. . . . . 22.50
- Asco Hot Nut. . . . . 7.50
- N. W. Model 39. . . . . 7.50
- N. W. Model 33, Ball Gum 7.50
- Du Grenier 6-Col., 1c Tab. 14.50
- Model V, Ball Gum & Charm 8.50
- Mills 6-Col., 1c Tab. . . . 17.50
- N. W. 5 Col., 5c Tab Gum. . 19.50
- Perfume Machine. . . . . 19.50
- Ball Gum Hunter Machine. . 12.50
- Ball Point Pen, NEW. . . . Write
- 2-Col., Stamp, NEW. . . . Write
- Baby Grand Rockets, 5c. . . 7.50

SEND FOR 1957 CATALOG and Merchandise Lists!  
All machines completely checked and ready for location. Order with complete confidence.  
1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange  
609-A Spring Garden St.,  
Philadelphia 23, Pa. LOmbard 3-2676

**GET SET FOR THE BASEBALL SEASON with "spin-a-hit" TOPS**

Spin a hit with our plastic baseball top. Each spin indicates a play. Kids will enjoy spinning home runs, triples, doubles, singles and will want different colors to represent opposing teams!



\$5.00 per M

Available in assorted colors, solid plastic . . . large, but still vends perfectly in all types machines, 1 at a time. Our "SPIN-A-HIT" provides more fun, more action, more repeat sales than anything on the market.

**SPECIAL #4 SERIES**  
We have antiqued this series #4 to bring out the fine detail which shows up beautifully in your machines!

ASSTD. PLATED \$3.50 per M (copper, silver and hamilton) Minimum Order, 10M. Labels available. From your distributor or:

paul a. PRICE co. inc.  
55 Leonard St. N.Y. 13, N.Y. COllumbus 7-3114

**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each**



\$12.75 Each 100 or more  
30 day money-back guarantee if not satisfied

1/3 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER**  
As High as \$6.00 Per Machine on VICTOR TOPPERS  
Send Us Your List.

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**Vending Machine HEADQUARTERS**

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR FREE CATALOG

Write, Wire or Phone 6640 N. Western Ave  
**NATIONAL SANITARY SALES, INC.**  
Chicago 45, Ill  
Dept. B  
BRiargate 4-3830

**JOBBER 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.



**Ball and VENDING GUMS**

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

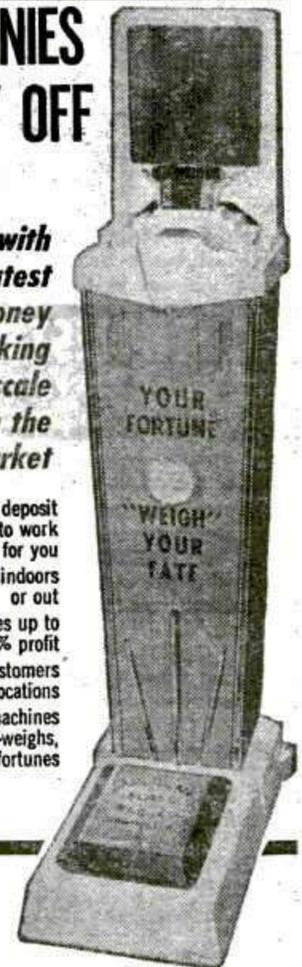
- Bubble Ball Gum, 140-176 & 210 ct. . . . . 27¢ lb.
- Chicle Ball Gum, 130 ct. . . . . 35¢ lb.
- Chloro-Vend Ball Gum . . . . . 46¢ lb.
- Chloro-Vend Chicks, 320 ct. . . . . 46¢ lb.
- Chicle Chicks, 320 & 520 ct. . . . 34¢ lb.
- Bubble Chicks, 320 & 520 ct. . . . 27¢ lb.
- Tab (short stick), 100 ct. . . . . 38¢ box
- 5-Stick Gum, 100 packs . . . . . \$1.90

F.O.B. Factory. 150 Lb. Lots  
AMERICAN CHEWING PRODUCTS  
4th & Mt. Pleasant • Newark 4, N. J.

**PENNIES PAY OFF**

with greatest money making scale on the market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St., N.W., Washington 7, D. C.  
Send more details  Send scale   
\$20 deposit enclosed   
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**NVA**

Vending Superama of 1957

May 2-3-4-5...

**The CONRAD HILTON HOTEL**  
Chicago, Illinois

Prospective Exhibitors should contact:  
Paul Crisman—Convention Chairman  
2700 W. Lake St.—Chicago, Illinois

## United Unveils New 100-Play Juke Box At Frankfurt Fair

U. S. Debut Date Not Yet Finalized; Firm Shapes Distributor Network

FRANKFURT, Germany — United Music Corporation unveiled its new 100-selection juke box at the International Spring Fair held here, March 10-14.

It marks the first time a new American-made juke box has been officially debuted abroad.

It also marks the first production effort of the United organization in the automatic phonograph field. United Music was chartered as an Illinois corporation August 3, 1956.

The advent of the United juke box has been officially a secret, but unofficially common knowledge in the coin machine trade for some time. Details on the new machine, however, have not yet been made available, but are expected to be announced in the near future.

Reports from coin machine figures from Germany, Belgium,

France, England and Sweden indicate that the new phonograph was well received at the Frankfurt Fair. Jack Mitnick, United phonograph sales chief, reportedly shipped his demonstration model over 14,000 miles to and from the fair, and kept the machine in operation thruout the exhibition without ready replacement parts.

The United model reportedly will introduce a number of innovations in the field of automatic music. It is already going against the tide by reverting to 100 selections, instead of picking up the 200-selection trend set by the four competing manufacturers in the field.

A number of distributors were reported appointed by Mitnick for overseas areas, and a number of distributors have already been named for sales in the U. S. Negotiations are reportedly under way with other prospective distributors.

## SEEBURG HOLDS DISTRIBS' MEET: WHY UNKNOWN

CHICAGO — Seeburg distributors met here last week.

Purpose of the two-day meeting, held Thursday (28) thru Friday (29), was shrouded in secrecy.

At press time, no Seeburg official could be contacted to determine the reason for the meeting.

A number of reliable sources reported that the meeting was for the purpose of showing distributors new phonograph models.

## Redd Distrib Holds Showing

SPRINGFIELD, Mass.—About 60 operators from the Western section of the State and Connecticut attended a showing by Redd Distributing Company of Wurlitzer and Bally equipment at the Hotel Shelton this week. Operators met at dinner before the showing with Silas Redd, president of the firm and Bob Jones, sales manager. (Continued on page 92)

## New Ideas, Records Pep Up Slow Jukes

New Program Techniques, Location-Op Promotion, Co-Operation Pay in Colo.

• Continued from page 1

more selectivity in the range of music offered, some operators are making sure that new prospective customers will find out about it. One enterprising operator has collected color photographs of leading recording artists, mounted them on easels, and then mounted them along the back bar, on cocktail lounge tables and even inside a juke box glass top.

He reports that the sight of a smiling Patti Page or soulful Harry Belafonte has proved a potent stimulus toward developing better play.

Another major step which operators have adopted is plugging tunes thru employees and owners of taverns and restaurants.

Most operators interviewed said they were currently giving employees at bars, restaurants and cocktail lounges anywhere from \$2 to \$5 a week in dimes to keep the juke box playing whenever play falls off. This idea in itself is not completely new but the amount given and the heavy concentration

over a period of time on it is new. And it's working.

One Northern Colorado operator has added a new twist to the idea too. He passed 2,000 dimes thru anodizing machine which impart a greenish tinge to the silver. This is called to the employees' attention since the dimes so treated assures an implicit understanding that they are to be used in the phonograph only.

Along the same line, drawing the location owner into the business of what the operator is up to in trying to increase play is very helpful, too, the Colorado operators have found.

This has made a great deal of difference, most operators report particularly from the standpoint of encouraging location owners to leave television sets turned off even on fight nights and to emphasize the juke box instead.

In addition, operators said they found it extremely important to consider carefully the personal tastes of the location owner in installing records, on the theory that the owner is then more likely to talk up the machine to the customers.

Actually, this practice is frowned on by some operators who contend that they, after all, are the ones who should know what to program. (Continued on page 98)

### FORE!

## Boorstein Is 1st Entrant in Golf Tourney

NEW YORK—Bernie Boorstein, of Leslie Distributors, local one-stop, last week became the first official entrant in the 1st Annual National Golf Tournament sponsored by the Disk Industry Scholarship Committee.

Boorstein, one of the more avid golfers among the New York juke box and record fraternity, spent the weekend sharpening up his game at a local course.

Purpose of the contest is the encouragement and stimulation of young men and women in the creation and performance of music and to establish scholarships to further this purpose.

### Operators Eligible

Among those eligible to participate are juke box operators and (Continued on page 87)

## Albany Ops Organize Assn.

ALBANY, N. Y.—The Capitol District Music and Game Operators' Association, covering the counties in this area, was formed last week.

Mike Garramone, Parry Music, Albany, was elected president. Other officers are Henry Nablock, Glens Falls, vice-president; Elmer Rowe, Troy, treasurer, and John Quinn, Troy, secretary.

Membership goal for the organization is 70 operators. The newly organized group has not yet defined its area, but it will co-operate with the New York State Operators' Guild, covering the lower Hudson Valley, in determining its boundaries.

Meanwhile, it was learned that a juke box and game operator association is in the process of being formed in the Syracuse area.

## COST-HEAVY, CUSTOMER-LIGHT

# Taverns in Trouble: 'What Does It Mean to Operators?'

By KEN KNAUF

This is the first in a series on how the changing scene in the nation's taverns is affecting the juke box and amusement game operating business.

CHICAGO — Taverns are in trouble. They're long on costs, short on customers.

The tavern, at least as it is known today, may be on the way out. As a gathering place for good-fellowship and fun, its days may be numbered.

Obviously, the significance to operators of the economic plight of the average tavern today is enormous. Altho dollar for dollar, tavern locations are not the most profitable type location today, they are by far the most numerous. And in total dollars, they still account for a major share of operator income.

Why are taverns in trouble? For more than one reason, if studies of the business and analysis by tavern trade paper sources are indicative of the trend.

### Costs Up, Net Down

Here's what's happening:  
1. The tavern owner's cost of operation has increased 38 per cent during a period when his net profit has decreased 44 per cent. That's the conclusion of a survey conducted by the National Licensed Beverage Association. The survey is based on figures from 100 taverns each doing a weekly business of \$900. It compares 1956 figures with 1948's, a base normal year, according to NLBA.

2. People are spending their leisure at home watching television instead of in their neighborhood taverns.

3. The boom growth of suburbia has tended to draw people away from taverns they once frequented. Also, with money tied up in homes,

automobiles and appliances in record amounts, people frequent taverns less than they once did.

But there are more compelling reasons, too (see below).

How will taverns overcome the obstacles of fewer customers? They will have to adjust to it by depending less on drinks served over the bar, and realigning their merchandise efforts by featuring "al-

lied merchandise and expanding volume potential with additional products," according to Beverage Dealer and Tavern News, oldest alcoholic beverage businesspaper in the U. S.

If the "old tavern" is on the way out, where does that leave the coin machine amusement industry, which depends on tavern locations (Continued on page 90)

## Badger Ops Mull Dime And Legislation at Meet

APPLETON, Wis.—The monthly meeting of the Wisconsin Music Merchants' Association, held last month at Alex's Supper Club in Highway 10, drew a strong attendance. C. S. Pierce, Pierce Music, Brodhead, president of the industry group, presided.

Major discussions centered around pending State legislation which is aimed at levying some forms of taxes on coin machine equipment. Efforts to keep alerted to these tax-minded moves and make known to legislators the association's views were discussed.

Coming in for considerable com-

ment was the lack of co-operation stemming from operators in the Milwaukee area in behalf of association activities. Attendance of Beer City operators at the State gatherings has been disappointing.

The need for development of an effective public relations program to sell the industry as a whole, and dime play to the general public, was discussed. (Continued on page 100)

## N. Y. State Ops Hold Meeting

NEWBURGH, N. Y.—Barney Sugerman and Irv Kempner, Runyon Sales, and Gordon Howard and Murray Kaye, Atlantic-New York, were guests of the New York State Operators' Guild at its recent meeting at the Hotel Palantine here.

Attending the meeting were Col- (Continued on page 99)

## Long Beach, L. I., Seeks \$500 Coin License Fee

LONG BEACH, N. Y.—The City Council of Long Beach Tuesday (2) takes action on a proposed ordinance which would hike license fees for operators of coin-operated games, music and vending.

The proposed law would provide that any operator of "coin-operated amusement devices including marble, music or photographic machines, automatic coin devices of amusement or games of skill operated for 5 cents or more" be charged \$500 if they operate two

or more machines, plus \$2 per machine.

An operator with one machine under the proposed ordinance would pay \$250. The current law provides for an annual \$100 license for the operator, plus \$1 per machine.

### Vending Taxes

Operators with two or more vending machines which require the insertion of 25 cents or more for each sale would be required. (Continued on page 9)

## Warncke New AMI Distrib in N. E. Texas

GRAND RAPIDS, Mich.—The R. Warncke Company, with offices in San Antonio and Houston, has been named AMI distributor for Northeast Texas. Announcement was made by E. R. Ratajack, AMI director.

Warncke, who has up to now served as the firms distributor in the San Antonio and Houston area, will soon open a sales and service office in Dallas, according to Albert Mason, district representative for the Southwest, who recently completed arrangements for enlarging the area which Warncke will serve.

The Dallas area was formerly handled by Abe Susman, State Music Distributors, Inc., who has severed his connection with the firm. Susman will devote his full time to amusement game distribution in the area.

Let 'em see...

Let 'em hear!

### About the juke box business

Maybe folks in your community are confused about the juke box business. There's been a lot of propaganda slung around lately. Mostly mis-information. Pure hogwash.

You can have a movie film to set 'em straight.

It's in color. A beauty. No, it does not show only AMI juke boxes. It tells the story of all juke box manufacturers—and operators. Shows how you make a contribution to your community.

It's free. Ask your AMI distributor, field representative or district representative.

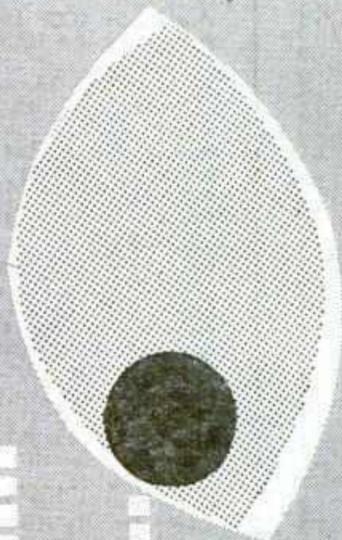
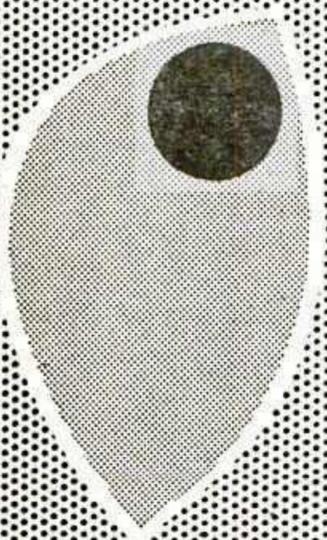
They'll make the arrangements for you to show it to clubs, business groups, fraternal organizations.

# AMI

*Incorporated*

1500 Union Avenue, S.E. • Grand Rapids 2, Michigan

# LET 'EM SEE...



# ...LET 'EM HEAR!

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 March 30, 1957)

MUSIC MACHINES

Table with columns: Model, High, Low, Mean Avg. Includes models A, B, C, D, E, F with various RPM and selection counts.

ROCK-OLA section with models 1428, 1432, 1434, 1434 Fireball, 1436 A, 1438, 1446 Hi-Fi.

SEEBURG section with models 148 ML, HM-100-A, M-100-A, M-100-B, M-100-C, M100C, M-100-R, M-100-W, HF-100-G.

WURLITZER section with models 1100, 1250, 1400, 1500, 1650, 1700, 1800.

PINBALL GAMES

BALLY section listing various pinball games like Atlantic City, Beach Beauty, Beach Club, Beauty, Big Time, Bright Lights, etc.

CHICAGO COIN section listing Basket Ball Champ and Home Run.

EVANS section listing Saddle & Turf Club Model and Saddle & Turf.

EVANS GENCO section listing Invader (3/54).

GOTTLIEB section listing Arabian Knights, Chinatown, Crossroads, Daisy Mae, Derby Day, Diamond Lill, Dragonette, Duette, Flying High, Four Stars, Frontiersman, Gold Star, Grand Slam, Green Pastures, Guys & Dolls, Gypsy Queen, Happy Days, Harbor Lites, Hawaiian Beauty, Jockey Club, Knockout, Lady Luck, Lovely Lucy, Marathon, Marble Queen, Mystic Marvel, Niagara, Pin Wheel, Poker Face, Queen of Hearts, Quinette, Score-Board, Select-A-Card, Shindig, Skill Pool, Sluggin' Champ, Southern Belle, Stage Coach, Toreador, Tournament, Twin Bill, Wild West, Wishing Well.

UNITED section listing ABC, Cabana, Caravan, Circus, Havana, Hawaii, Leader, Manhattan, Mexico, Nevada, Pixie, Rio, Singapore, Stardust, Starlet, Stars, Tahiti, Triple Play, Tropicana, Tropics, Zingo.

WILLIAMS section listing Army & Navy, Big Ben, Colors, Dealer '21', Deluxe Baseball, Disk Jockey, Fairway, Grand Champion, Gun Club, Hayburner, Jalopy, Jolly Joker, King of Swat, Lazy Q, Major League, Nine Sisters, Palisade, Peter Pan, Quarterback, Race the Clock, Rainbow 5 Ball, Regatta, Screamo, Sea Jockeys, Singapore.

Table with columns: High, Low, Mean Avg. Listing Sky Way, Spitfire, Star Pool, Thunderbird, Times Square, Twenty Grand, Wonderland.

SHUFFLE GAMES

Table with columns: High, Low, Mean Avg. Listing Ace Bowler, Advance Bowler, American Bank, Arrow, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe Shuffle Games, Capitol, Carnival, Cascade, Champion, Chief, Classic, Clipper, Comet Targette, Criss-Cross, Criss-Cross Targette, Crown, Diamond, Domino, Double Score, Feature, Fifth Inning Deluxe, Fireball, Flash, Gold Cup, Gold Medal, Hi Speed Triple Score, Holiday Match Bowler, Hollywood, Imperial, Jet Bowler, King, Leader Shuffle Alley, League Bowler, Lightning, Lightning Deluxe, Magic, Mars, Mars Deluxe, Match Bowl-A-Ball, Match Pool, Mercury, Mercury Deluxe, Mystic Bowler, Name Bowler, Olympic, Original, Pacemaker, Playtime Bowler, Rainbow Shuffle Alley, Rocket, Royal, Score-A-Line, Shuffle Pool, Speedlane Bowler, Speedy, Star, Starlite, Super Bonus Deluxe, Super Frame, Targette, Team Bowler.

	High	Low	Mean Avg.
Team Bowler (K) (10/52)	125.00	75.00	115.00
Tenth Frame (K)	55.00	50.00	50.00
Tenth Frame Bowler (CC)	75.00	65.00	65.00
Thunderbolt (CC)	275.00	155.00	225.00
Triple Score Bowler (CC) (6/53)	95.00	50.00	80.00
Triple Strike Bowler (CC)	275.00	150.00	195.00
Vinus Bowler	385.00	225.00	325.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Moco—Mococo; M—Moovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Teleco; 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	175.00	185.00
Anti Aircraft	99.50	95.00	99.50
Auto Photo (AP)	1495.00	1495.00	1495.00
Balloonamat (Capitol P) (1/55)	345.00	345.00	345.00
Basketball (G)	195.00	175.00	195.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	105.00	145.00
Bat-A-Score Sr. (Ev) (8/48)	145.00	105.00	105.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51)	395.00	294.50	350.00
Big Inning (B) (4/7)	125.00	85.00	85.00
Big Top (G) (6/54)	395.00	315.00	335.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	350.00	250.00	275.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	50.00	50.00	50.00
Carnival Deluxe (U)	\$210.00	\$150.00	\$205.00
Carnival Gun (U) (10/54)	350.00	195.00	225.00
Champion Baseball (G)	295.00	225.00	275.00
Champion Hockey (4/6)	125.00	125.00	125.00
Coon Gun (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54)	175.00	85.00	150.00
Dale Gun (Ex)	95.00	25.00	50.00
Defender (B) (4/0)	125.00	50.00	50.00
Derby, 4 Player (CC) (3/52)	150.00	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

	High	Low	Mean Avg.
Flash Hockey (Coinex) (9/46)	225.00	150.00	225.00
Flying Saucer (M) (6/50)	110.00	99.50	110.00
Football (M)	275.00	85.00	85.00
Goalee (CC) (1/46)	99.50	75.00	95.00
Gun Patrol (Ex) (5/51)	115.00	110.00	115.00
Harvard Metal Typer	125.00	125.00	125.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	385.00	75.00	275.00
Jet (B)	125.00	100.00	100.00
Jet Fighter (W) (10/54)	225.00	125.00	225.00
Jet Gun (Ex) (12/51)	120.00	105.00	110.00
Jungle Gun (U) (7/54)	195.00	175.00	175.00
Kicker & Catchers	25.00	18.00	20.00
K O Fighter	355.00	325.00	325.00
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Midget Movies (CC)	145.00	75.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Moon Rides (B) (5/54)	295.00	200.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	125.00	89.50	125.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Photomatic Deluxe (M) (2/36)	365.00	350.00	365.00
Pistol Pete (CC)	75.00	70.00	70.00
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)	325.00	245.00	245.00
Rifle Gallery (G) (6/54)	175.00	150.00	175.00
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	200.00	235.00
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	69.50	145.00
Shooting Gallery (Ex) (6/54)	175.00	110.00	120.00
Sidewalk Engineer (W) (5/55)	175.00	150.00	165.00
Silver Bullets (Ex) (11/49)	125.00	75.00	125.00
Silver Gloves (M)	225.00	145.00	225.00
Six Shooter (Ex)	110.00	110.00	110.00
Sky Fighter (M) (9/53)	130.00	99.50	110.00
Sky Gunner (G) (9/53)	145.00	75.00	125.00
Sky Gunner (CC)	250.00	95.00	125.00
Sky Rocket (G) (5/55)	295.00	250.00	295.00
Space Gun (Ex)	110.00	75.00	95.00
Space Ranger (Deco)	295.00	224.50	295.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51)	225.00	145.00	175.00

	High	Low	Mean Avg.
Sportsman (K) (11/54)	195.00	150.00	195.00
Star Series (W) (4/49)	89.50	79.50	89.50
Star Shooting Gallery (Ex) (9/54)	195.00	150.00	185.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Super Slugger (U) (7/55)	295.00	265.00	295.00
Telequiz (T) (1/49)	95.00	75.00	95.00
Treasure Cove (Ex) (6/55)	325.00	275.00	275.00
Undersea Raider (2/46)	125.00	120.00	125.00
Zingo (U) (1/51)	65.00	45.00	65.00

VENDING MACHINES

Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk	6.50	6.50	6.50
Du Grenier (7 Col.)	50.00	45.00	45.00
Du Grenier (9 Col.)	65.00	65.00	65.00
Du Grenier Tab Gum (4 Col.)	14.50	10.95	14.50
Du Grenier Tab Gum (6 Col.)	14.50	14.50	14.50
Du Grenier Model W (9 Col.)	85.00	45.00	85.00
Eastern Electric C-8	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
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	17.50	17.50	17.50
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	7.50
Northwestern 49, 1c	12.50	8.50	12.00
Northwestern Deluxe 1c & 5c	12.00	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 Electric	95.00	75.00	85.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Rowe Diplomat Electric (8 Col.)	105.00	95.00	95.00
Rowe President (8 Col.)	135.00	90.00	130.00
Silver King 1c	8.50	7.45	8.50
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	7.45
Stoner Candy (6 Col.)	80.00	70.00	80.00
Stoner Candy (8 Col.)	185.00	110.00	125.00
Uneda Cigarette (6 Col.)	45.00	45.00	45.00
Uneda Candy (6 Col.)	65.00	45.00	65.00

D. C. Ops Elect Officer Slate

WASHINGTON—Roger Squitro, treasurer of the Hirsh Coin Machine Company, was named president of the Washington Music Guild at the annual election held March 26 at the Annapolis Hotel here. Charles Bowles, East Coast Music Company, was re-elected vice-president.

The Guild's new secretary is Horace Biederman, Biederman Amusements. Occupying the post of treasurer is Evan Griffith, Pioneer Novelty Company.

Elected to the board of directors were Teddy Crawford, Sterling Novelty; Myron Loewinger, National Amusement Company, and Robert Burner, Liberty Music Company.

Squitro said the board is mapping out plans for the year and believes "1957 will be one of the most successful years in the history of the guild."

Boorstein 1st

Continued from page 84

distributors and anyone connected with the record business.

The tournament itself gets under way this spring, with two weeks designated as a qualifying period. The qualifying round will determine the handicap classification of the entrant.

Play will continue during the summer to determine the four regional winners for each of the four handicap categories. The 16 finalists will participate in a two-day tournament at the Shawnee-on-Delaware Country Club, Shawnee, Pa., in late September.

Fred Waring is president of the enterprise. Entry blanks may be clipped from The Billboard. Membership is \$10 a year.

Coinmen You Know

Boston

By CAMERON DEWAR

President David S. Bond, Trimount Automatic Sales Corporation, is ready for the big season ahead after a sojourn with his wife in Florida. . . . Marshall Caras had Trimount's name "on stage" when he loaned a Seeburg phonograph to Tufts University Theater for its "Bus Stop" show. "Courtesy of Trimount" was emblazoned on a card and in the program.

Arnold Blatt, Arnold's Music service, all set to take his wife, Judy, for a four-week trip to Florida. Arnold is happier these days since his dad, Barney Blatt, Atlas Distributors (AMI), is out of the hospital after a tough siege. Brother Louis, running the shop alone, finds business on the upswing.

Edward Ravreby, Associated Amusements, Inc., winning a TKO over an attorney at a State House hearing with his defense of the pinball machine industry. What the lawyer didn't bargain for was that Ed had four years of law training himself. . . . One-Stopper Dick Mitchell, of Dick's Records, greeting Danny Kaye while treating his wife to the Eddie Fisher show at Blnstrub's Village. A number of operators also had the pleasure of meeting Eddie on his rounds.

William C. McConnell, youthful president of Automatic Merchandising Corporation, plans to buy a plane for hops between the firm's far-flung interests. Bill has graduated with a license and is ready to take friends on a flight. . . . Don Foote, Randolph operator, a proud poppa this week, seeing his daughter,

Judith, capped as a graduate nurse at the New England Baptist Hospital.

One-stopper Jerry Flatto, of Boston Record Distributors, enjoying a visit from Eddie Fisher. Jerry is finding lots of success with a needle inspection microscope which he has just installed to prove that there's nothing wrong with the needles—a common complaint. . . . Israel Spector, of Capitol Music & Vending Company, is moving his plant to a big garage across town. He'll now have 100x400 feet of space to handle his expanding business.

Dave Gropman, of Beacon Hill Music Company, also has quarters near his old spot. Dave is a busy man in politics on the side and is engaged in getting together operators to attend a testimonial dinner to a State Senator.

Los Angeles

By SAM ABBOTT

The many friends of Charles Hipp, well-known bulk merchandise vender, will regret to hear of his death. His widow requested that in lieu of flowers donations be made to the National Cancer Fund. . . . Al Weymouth Distributing Company is back from a successful Smokeshop cigarette machine selling trip.

Jack Beasley, bulk vending machine operator, is on the sick list. . . . Mrs. Harriett Weiner, wife of Leo Weiner of West Coast Enterprises and Western Vending Machine Operators Association president, is recuperating at home following surgery. . . . Fred Thompson, who operates fresh fruit juice machines, got on the ball and installed a new machine in Easton's Gym soon after the place was

gutted by fire. . . . Seymour Elias, part-time bulk merchandise operator, is moving from Los Angeles to the Anaheim area.

Roy A. Provencher of the Minthorne Music Company has been working in the local headquarters but expects to hit the road soon. . . . Nick Lanzy of Minthorne has been transferred to the background music department. . . . Hank De Young of Hank De Young Enterprises in Bishop made a quick trip to Los Angeles for parts and supplies. DeYoung is promoting his music operation with a color ad in the hunting and fishing guide published for sportsmen in his bailiwick.

Lawrence Raya of Colton in town on a shopping trip. . . . Mrs. Ed Wilkes, wife of Paul A. Layrnon, Inc., manager, is out again following an illness. . . . Hank Tronick, who recently moved from Minthorne Music to C. A. Robinson Company, is passing up lunch hours to meet and make new friends on his new job.

Little Rock

By ELTON WHISENHUNT

Edward Wilcox, owner of Baker Music Company, Pine Bluff, reports operators pleased with dime play. Operators converted last November. All report a good increase in collections. Among them are Manuel Caras, M&H Music Company; E. K. Eby, Pine Bluff Music Company; Vernon Ward, 19 Music Company; H. H. Hays, Jefferson Music Company and Bill Foster, Foster Music Company.

Lynn Farr, owner, of Central Music Company, Texarkana, is busy with a sideline to his music and game route: He's gone into the construc-

tion business. He's building a subdivision of new homes on the outskirts of Texarkana.

C. O. Temple, owner of Hope Novelty Company; Hope, is spending more time riding horses, raising cattle and generally enjoying his ranch near Hope. He sold (Continued on page 91)

50 120 200 SELECTION MODELS  
A  
ROCK-OLA  
FOR EVERY LOCATION

The Oldest ONE-STOP Record Service  
All Labels  
All Speeds  
45 RPM ..... 55c  
78 RPM ..... 60c  
EP's ..... 80c  
LP's (\$2.47) (\$3.09) (\$3.69)  
NO EXTRA CHARGES  
FREE TITLE STRIP SERVICE  
No Order Too Large!  
Save Time! Save Money!  
STORE BUSINESS WELCOME  
No C.O.D. Send check with order, including postage.  
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- 104-SELECTION MODEL 2104



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## COST-HEAVY, CUSTOMER-LIGHT

# Taverns in Trouble: What Does It Mean to Operators?

• Continued from page 84

as a prime source of income for automatic music and fun?

The question is raised, "Why are people spending less time in taverns? Can it all be blamed on television?"

### Lack of Attractions

An answer is given in an editorial of Beverage Dealer and Tavern News:

"It can be traced to the fact that State and local governments have stripped the modern tavern of all instruments of amusements."

(Editor's Note: Of course, this is true only in some areas.)

Game and juke box operators "have been hit with such staggering costs of operation that this source of revenue is dwindling to record lows.

"But the most significant factor is that because the tavern has been stripped of all these amusement gimmicks, people just stay at home to watch television. The neighborhood tavern today offers the community nothing in the way of relaxation and amusement because of the onerous laws imposed on the business.

"The tavern customer today can only sit at a bar and stare at the bartender."

### Hits the Bottom

According to the tavern trade paper, the American tavern now is at the bottom of the small-business

ladder, and the typical tavern owner makes less than his help. Bearing this out is the association survey which finds that the typical tavern's total overhead increased \$5,689 in 1956 over 1948. This includes an 85.3 per cent hike in local taxes and a 56 per cent boost in wages, salaries and payroll taxes.

If tavern owners are already beginning to look to new ways to serve the public—and they well

might if the above findings have anything to do with the future of the business—the game and juke box operator might well do the same.

For if the tavern is to play a new role, a sequel to its past role as a meeting place for recreation and relaxation, the amusement industry can no longer rely on tavern patrons as a main source of business; it must look to new types of locations for future profits.

## Pinballs Studied by 3 State Assemblies

WASHINGTON—Pinballs came under scrutiny of three State Legislatures as hearings were held in the South Carolina and Wisconsin assemblies, while a bill was introduced in the Maryland Senate to declare pins with \$250 tax stamps illegal.

The action follows moves in areas thruout the country over the past few months to place heavier taxes on pinballs, ban free-plays, and in some cases outlaw pins altogether. In the case of the Wisconsin action, however, the argument is to legalize free-plays.

At Madison, Wis., the move to legalize free-plays was sparked by a lobbyist for the Milwaukee Phonograph Operators' Association, who called for an amendment to State anti-gambling laws. Milwaukee law enforcement officials opposed the bill, while Joseph E. Tierney, retired assistant district attorney for Milwaukee County, operator representative, supported

the amendment. Tierney said that skill, not luck, was the idea behind the design of "every pinball machine."

At Columbia, S. C., the House Public Affairs sub-committee heard arguments for a bill introduced by Representative Moore, Spartanburg, to outlaw pinballs that pay off in free plays. Moore produced more than 20 petitions bearing several thousand signatures favoring extinction of the games. Opponents of the bill were to be heard at a later hearing. An earlier prohibition against pinballs was removed. (Continued on page 95)

## Tennessee Bill To Clear Pins Under Statutes

NASHVILLE—The Legislature passed a bill March 21 which would remove all reference to pinballs from the 1955 anti-gambling act. The bill was sent to Gov. Frank G. Clement for signature.

The Legislature adjourned the day after the bill passed and will not convene again until January 15, 1959.

The bill, Senate Bill 715, passed the Senate first and then was sent to the House, where it was presented by Rep. Harry Lester, Nashville Democrat.

The bill passed the House without opposition. It had the support. (Continued on page 99)

## Gotlieb Bows Majestic, New 4-Player Pin

CHICAGO—Majestic, a four-player five-ball pin game with a new roto-target feature, was shipped to distributors last week by D. Gotlieb & Company.

The roto-target consists of 15 rotating targets with scoring values from 30 to 300 points, located at center of playfield. Each time trip bars along sides of playfield are (Continued on page 98)

## Ravreby Pleads Case For Games at Hearing

BOSTON—A strong defense of the amusement game industry was entered recently before a legislative hearing by Edward Ravreby, president of Associated Amusements. The Massachusetts House Committee on Legal Affairs gave more than an hour and a half at a special hearing granted to Ravreby to hear the industry's side of the picture in considering a bill to ban pinball machines from the State.

Ravreby took exception to the actions of the New England Watch & Ward Society, which has been calling for the ban for some years.

It was pointed out by Ravreby that the society had no legal standing and that the cases it has brought before the Licensing Board have all lacked concrete evidence, and that the particular cases were a drop in the bucket in an otherwise well-run industry.

Ravreby cited the society's opposition to the counting devices on the machines by drawing a parallel to the automobile speedometer. He said there was no other way a distributor or an operator could tell how old a machine was other than by the number of times it had been played, just as the speedometer. (Continued on page 98)

## Ark. Ops Protest, Help Defeat Anti-Game Bills

LITTLE ROCK—Two bills which would have severely restricted game operators in Arkansas, one which would have outlawed pinballs and the other which would have increased privilege tax on all amusement games from \$40 to \$85, failed to pass the Legislature.

Operators over the State were generally jubilant and said the Legislature had done the right thing.

The bills were House Bill No. 524, introduced by Rep. Van Dalsem, of Perry, and House Bill No. 258, sponsored by Representative Bethell, of Prairie.

Both bills were bottled up in the House Revenue and Taxation Committee and never were brought to a vote on the House floor. Representatives opposed to the bill succeeded in keeping the bills in committee without a vote until the Legislature adjourned. Both bills are now dead.

### Ops Fight Bills

Leading music and game operators of the State vigorously op-

## Mutoscope in Production on Bang-O-Rama

NEW YORK—The International Mutoscope Corporation has gone into production on the Bang-O-Rama gun game with an initial run of 200. The game lists for \$325.

The gun itself is a swivel-mounted reproduction of the U. S. Army .45 automatic. The pistol is steel with plastic grip handles.

Upon insertion of a coin, 10 targets on the scoreboard light up; each target is a jungle animal. When a target is hit, the light behind the animal is extinguished and a light behind a corresponding figure on either the left or right columns light up.

A perfect score would put out all the lights on the playing field and light up all the figures in the two columns.

## Hoosier Pin Law Faces Court Test

INDIANAPOLIS—Effect of the new law which prohibits free plays on pinballs may be determined this week officially and with finality.

Policy-makers of the Indiana Alcoholic Beverages Commission, which exercises life-and-death control over the thousands of taverns in the State, meet this week to plan the approach to the enforcement problem raised by the statute. (Continued on page 97)

## Firestone Joins Irving Kaye as Head of Design

NEW YORK—Jack Firestone, veteran coin machine designer and production man, has joined the staff of the Irving Kaye Company here. Firestone, who has been with Scientific Machine Corporation and International Mutoscope for more than 10 years, will be in charge of production and design. While at Scientific he was instrumental in designing the Bing-O-Reno.

Meanwhile, Kaye announced the firm is now in production on the El Dorado, a six-hole pool game. The El Dorado measures 74 by 42 by 12 inches. It has a slate top and recessed scoreboard.

Play may be set for either 20 cents or 25 cents. List price is \$495.

## Bally Ships Show-Time, In-Line Pin

CHICAGO—Show-Time, first new in-line pinball of 1957, was shipped to distributors last week by Bally Manufacturing Company.

Show-Time gives players an extra degree of time to press buttons shifting "Magic Squares" and "Magic Line." Players hitting special lighted roll-over buttons or playfield can wait until shooting all five balls before shifting card numbers for better in-line scores. (Continued on page 95)

## Visitors From France Due

PARIS—Two coin machine visitors from France, Charles Starr and Jean Paricat, arrived in New York last week.

Starr, an American citizen engaged in the French coin machine business, and Paricat, proprietor of the two biggest Arcades in Paris, and the largest in Cannes and Deauville, are visiting the U. S. on a buying trip. They intend to purchase new and used juke boxes, bowlers and Arcade equipment.

The visitors may be contacted at the residence of Starr's sister, Mrs. Zapinsky, 1145 University Avenue, Bronx, N. Y. They will remain in the States until April 5.

## Nyack Gets Exclusive On Belgian Pool Balls

NEW YORK—The Nyack Salte Company, Nyack, N. Y., has been named exclusive sales agent for the Aramith pool balls, made by Les Usines de Callenelle in Belgium.

John R. Van Wyck, Nyack president, returned here this week after two weeks in Brussels. While he was there he signed the exclusive contract with Roger Delmotte, director of Les Usines.

Nyack Slate had been importing Aramith balls in limited quantities before the agreement. Next week, tho, a shipment of 20,000 balls is expected to arrive here.

Sold Thru Distributors  
Van Wyck said the balls will

be sold thru distributors only, with the same outlets which handle the firm's slate table tops selling the balls. Several orders from game manufacturers in the Chicago area have been received.

The balls will be exhibited at the Music Operators of America show in Chicago in May at Booths 49 and 50.

Van Wyck reported that coin games are booming in the Brussels area. He said that virtually every tavern has at least one pool game and one or two pin games.

The pool games are of Belgian manufacture, but similar to the U. S. games. The pinballs are made in the United States.

**SOMETHING NEW HAS BEEN ADDED!**  
SEE PAGE 63



## CIAA Re-Elects S. Greenberg, Votes '57 Slate

CHICAGO—The Chicago Independent Amusement Association, game operators' group, re-elected Sam Greenberg president and gave a second-term nod to three other officers at a meeting March 26 at the Pine Room of the Congress Hotel.

Elected, in addition to Greenberg, were: Oscar Eierman, vice-president; Ed Mohill, secretary, and Dave Brody, treasurer. Eierman is the only new officer.

Voted to the 1957 board of directors were Bill Knapp, Bill Miller, Harry Schudnow, Murray Holland and Harry Salat. Hy Polo was voted sergeant of arms.

Greenberg estimated that the association now has a membership of 80, including the majority of game operators in the city. About 70 members attended the meeting.

While election were the main business at the meet, an impending bill in the Illinois Legislature was also discussed. The bill would slap a 1 per cent tax on grosses of operators and other businessmen. (The Billboard, March 9).

Greenberg advised the group that CIAA intended to take action in opposition to the bill. The measure, Senate Bill 26, has been referred to the Legislative Committee on Revenue and Taxation, headed by Sen. Russel W. Arrington (Rep., Evanston). Arrington reported that he has had no request as yet for a hearing of the bill. (The Billboard, March 30).

## CASE FOR SCOTLAND YARD

### Albany Sheriff Looks For Missing Pinballs

ALBANY, N. Y.—Pinball, pinballs, who has the pinballs? That's the question Albany County Sheriff Patrick C. Casey is asking, and nobody is coming up with any answers.

The trouble began earlier this month when Albany County police confiscated and later destroyed 13 pinball machines on eight locations. None of these machines were within the Albany city limits, as pinballs are illegal in the city.

No arrests were made and no responsibility for ownership of the machines in question was admitted. But, police said they were satisfied that the machines were not the property of the location owners.

#### Second Raid

Now there were a lot more than 13 machines on location in the county, but not all of them are pinballs. A second raid netted 16 more games, mostly bowling and shuffle alleys.

Unlike the pinballs which were seized, these games had no free-play device. But police charged that they could be used by players as a basis for gambling.

These games are not being destroyed, but are being held for evidence, thus suggesting that criminal action might be taken.

Meanwhile, Sheriff Casey has received calls from about 60 bars, restaurants and stores notifying him that there are no longer any coin machines on the premises.

In 30 of these locations, prior investigation showed machines to be on location.

One operator who wanted to find out what was going on phoned the sheriff to ask whether coin machines with no free-play devices were on the banned list.

#### Not Illegal

The sheriff's reply was "look at the gambling law." The machines disappeared shortly after this answer was given. A check of the New York State gambling laws reveals that skill games such as pool, bowling or shuffle alley are not illegal as such.

Meanwhile, Sheriff Casey decided to bolster his knowledge of the coin machine industry by reading The Billboard. This week he was seen with a copy of the trade

H. L. Hopkins, Hopkins Music Company, Fordyce; E. J. Mahfouz, Mahfouz Music Company, Stuttgart, and Dan Levine, Levine Music Company, Little Rock.

Drew Canale, owner of Canale Amusement Company, Memphis, also got over to the races. Drew reported he had a great time and is looking

(Continued on page 94)

## USED EQUIPMENT SPECIALS

WURLITZER .. \$640.00  
Model 1700

WURLITZER .. \$790.00  
Model 1800

WURLITZER .. \$895.00  
Model 1900

O'CONNOR DISTRIBUTORS, Inc.

2320 West Main Street  
Richmond, Virginia  
Phone: 84-3264

## WHILE THEY LAST

Wurlitzer Model 1650 ..... \$375.00

Wurlitzer Model 1700 ..... \$650.00

Wurlitzer Model 1800 ..... \$825.00

### NORTHWEST SALES COMPANY

3150 Elliott Avenue  
Seattle, Washington  
Phone: Murdock 8030

## ATTENTION!

Mutoscope Post-War PHOTOMATIC ..... \$250.00  
Mutoscope VOICE-O-GRAPH 250.00  
Wurlitzer 1250 ..... 90.00  
Wurlitzer 1800 ..... 650.00  
AMI Model C, 45 rpm ..... 125.00  
United Lightning Alley ..... 150.00

About 20 Bally Bingos, such as Frolic, Palm Spring, Dude Ranch, Beach Club, etc., \$35.00 each for lot.

Wurlitzer 48-Selection Wallboxes, Ea. .... \$ 5.00  
Wurlitzer 24-Selection Wallboxes, Ea. .... 3.00  
United Deluxe Carnival Rifle 195.00  
Exhibit Shooting Gallery 100.00  
Genco Official Skill Ball 345.00  
Wms. Jalopy Pingame 25.00  
Pool Tables, A-1 Shape, Junior ..... 50.00

WANTED: KIDDIE RIDES & ARCADE EQUIPMENT. SEEBURG MODEL BL & UP.

Delivering all new releases as released. 1/2 deposit with order, please.

## ODCO, Inc.

1100-02 Broadway, Albany 4, N. Y.  
Telephone 5-0278

## USED GAMES

RECONDITIONED

THE PREMIER WAY!

Yacht Club ... \$ 60

Gayety ..... 90

Variety ..... 125

Big Time ..... 225

Miami Beach .. 225

Broadway ... 375

WILLIAMS CRANE .... Write  
ROCKET BOWLER .... \$125

Premier COIN MACHINE DIST., INC.

214-20 S. Howard St. Baltimore 1, Md.  
Phone: MULberry 5-1420

GIVE TO DAMON RUNYON CANCER FUND

## COINMEN YOU KNOW

Continued from page 87

Camden Novelty Company not long ago in order to have more leisure. Now he's building a grandstand and looking forward to his first small rodeo. He plans to stage it May 25. . . . Bill Purifoy, owner of Purifoy Music Company, Camden, says he's glad he made the switch to dime play.

Bill Foster, owner of Foster Music Company, Pine Bluff, was at the horse races in Hot Springs recently. A number of other operators around the State also took a day off to enjoy the races.

Here's some of the operators seen at the track: Tex Dickens, Arkansas Music Company, Magnolia; Orell Bledso, National Novelty Company, El Dorado; Andrew Cassinelli, Little Rock Amusement Company; Harold Dunaway and Cecil Hill, in Twin City Amusement Company, Little Rock;



BOB BEVER, NEWLY APPOINTED sales representative for United Manufacturing Company, joins Al Thaelke (left) on the United road staff. Bever will work on coin game sales with Thaelke and John Casola, third member of the team.

## THE YOUNGEST & FASTEST GROWING DISTRIBUTOR

ED WISLER



## IN THE GREAT WEST

SEEBURG V-200  
\$795.00

SIERRA DISTRIBUTORS  
2775 W. Pico Blvd., Los Angeles, Calif.  
Exclusive Wurlitzer Distributors for Southern California & Southern Nevada

## NEW! . . . 6 POCKET POOL GAMES

Size 41"x74"x32". Complete with 15 numbered balls, cue ball, rack, bottle and peas, instructions and repair kit.

BRAND NEW BUMPER POOL TABLES with Slate Tops } \$149.50  
BRAND NEW KING SIZE ROTATION POOL GAME } each  
36"x72". Compl. with 1-10 balls, rack, cue ball, etc.  
ROTATION PLAYFIELD, Regular Size } \$29.50  
(Also available in Jumbo Size) } each  
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  
SLATE TOPS for 32"x48"—also 32"x66" replacements.  
Write for list of pool supplies.

MID-STATE CO. 2369 Milwaukee, Chicago 47, Illinois. Dickens 3-3444

## A-1 MECHANIC WANTED for Bingo Games

- ★ WORK IN CHICAGO AREA
- ★ REGULAR HOURS
- ★ SALARY—\$600.00 PER MONTH
- ★ VACATION
- ★ BONUS ARRANGEMENT
- ★ MUST HAVE CAR

WRITE TO BOX 875

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

## GUARANTEED MUSIC!

A.M.I. D-80 ..... \$295  
Rock-Ola 1448 ... 685  
Rock-Ola (51-50) .. 175  
Rock-Ola Fireball . 275  
A.M.I. E-120 ..... 445  
A.M.I. Model C .. 125  
A.M.I. B . . . . . 125  
Seeburg 100-R .... 765

## ROCK-OLA HIDEAWAY

120 Selections—45 RPM  
LATE MODEL

\$375

RECONDITIONED—REFINISHED LIKE NEW!  
Terms: 1/2 Dep., Bal. C.O.D.



ATLAS MUSIC COMPANY

A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

# SPECIALS!

## BRAND NEW POOL TABLES!

Plastic light-up bumpers, cabinet size 36" by 60" ..... \$125.00  
 Slate pool tables, reconditioned with brand-new slate top installed ... \$125.00  
 Reconditioned pool tables. Each \$75.00



SPECIAL ON  
**14 FT. BOWLERS!!**

Write

### REPLACEMENT TOPS

**SLATE TOPS—FINEST QUALITY**  
 for regulation size (32"x48") games .....\$65.00  
**4-HOLE BUMPERLESS RACK**  
 POOL TOPS, 1 hole in each corner, regular size w/rack, oversize cue ball .....\$29.50  
**RACK POOL TOPS**  
 all new with rack and oversize cue ball.  
 Regular size ....\$25.00 | Jumbo size ....\$35.00

### SUPPLIES

Rotation Balls, Sets \$12.50  
 Del. Rotation Balls. 18.50  
 Playfield Cloth .... 9.50  
 Peas, 1 to 10.  
 Per Set .....\$ .45  
 Plastic Pea Bottles. Each ..... 1.25  
 Triangle Racks, Each 1.25  
 Oversize Cue Balls. Each ..... 2.00

**PURVEYOR**  
 DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

New...  
 FROM MUTOSCOPE  
 ... Another Winner!



# BANG-O-RAMA T.M.

The Most Realistic Gun On The Market

... AND THE LOWEST PRICED!

- MOTION →
- ACTION →
- COLOR →
- REALISM →



... 10 Animals to shoot at. Insert the coin — the 10 targets light up on a jungle scene panorama. Target lights go out, scoring lights go on as each animal is shot.

RECOILS LIKE A REAL GUN!

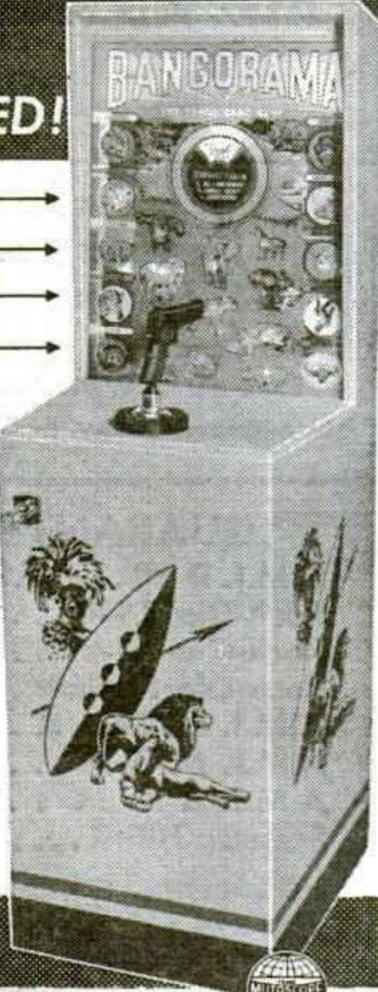
A TERRIFIC ATTRACTION IN DEPT. STORES, SUPER MARKETS, TERMINALS, PARKS, ARCADES AND USUAL LOCATIONS.

68 in. high x 24 in. square. Height of Pistol from floor — 44 inches.  
 15 Shots for 5c

Write, wire, or phone — or contact your nearest Distributor TODAY!

**INTERNATIONAL MUTOSCOPE CORPORATION**

44-02 Eleventh Street, Long Island City 1, New York  
 Telephone: STILLWELL 4-3800



**Redd Distrib**  
 • Continued from page 84  
 Service Chief Earl Shultz was on hand to explain the mechanism.  
 Three different models of the Wurlitzer were shown along with Bally's ABC bowling lane and Key West in-line game.  
 Among those present were: Stanley Kalwa and Don Kupice of Thompsonville, Conn.; Roland Herbert and Russell Mauwdsley of Holyoke; Charles Pomietlarz of Aldenville; Fred Mielnikowski of Chicopee; Rhea LaRocque of Fairview; Roger Turatto of Willimansett, and Stan Skop of Woronoco.  
 Ben Gordon of New Britain, Conn.; John Angelo and Joe Falcone of Norwich, Conn.; Art Rode, Pete Suma and Flint Newton of Bristol, Conn.; Paul and Art Strahan and wives and Mr. and Mrs. Walter Lucia of Greenfield. From West Springfield were Lucian Dugas and Stan Brocka.  
 From Springfield were: Dennis Dolvin, Ralph Ridgeway, Maurice Becker, Peter Rubenstein, Jerry Balboni, Frank Watkins, John Hagberg, Ed DeWolfe, George Hatzipetro and Walter and Pete Slepchuck.

From Springfield were: Dennis Dolvin, Ralph Ridgeway, Maurice Becker, Peter Rubenstein, Jerry Balboni, Frank Watkins, John Hagberg, Ed DeWolfe, George Hatzipetro and Walter and Pete Slepchuck.

... guarantee Billboard advertisement a true measure of value

Announcing  
**EXCLUSIVE U. S. DISTRIBUTORSHIP**  
 of  
**ARAMITH POOL BALLS**  
 Considered the Finest Ball on the Market  
 Manufactured by Les Usines de Callenelle of Belgium  
**IMMEDIATE DELIVERY** • OPERATORS, WRITE  
 On All Sizes • For Your Nearest Distributor  
**NYACK SLATE CO. INC.**  
 Makers of the Finest Slate Tops  
 84 So. Franklin Street, Nyack, N. Y. NYack 7-2464

**WANTED TO BUY UNITED BOLEROS**  
 IN WORKING CONDITION  
 Write or phone prices wanted  
**HOUSER AMUSEMENT COMPANY**  
 462 E. HIGH STREET BELLEFONTE, PENNA.

At Your Service  
 "THE AMBASSADOR OF INTERNATIONAL SELLING"



... new diplomat ... world traveler ... marketing authority for juke boxes, phonograph records, amusement games and vending machines.

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 6000 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 second issue of BILLBOARD INTERNATIONAL —the May number—is April 8, 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 6-8761

NEW YORK  
 1564 Broadway  
 PLaza 7-2800

HOLLYWOOD  
 6000 Sunset Blvd.  
 HOLlywood 9-5831

ST. LOUIS  
 390 Arcade Bldg.  
 CHestnut 1-0443

GIVE TO DAMON RUNYON CANCER FUND

**AUTO PHOTO MACHINES**  
Used Model #9, A-1 condition. Terrific money maker for your summer location. Write for price.  
**UNIVERSAL DISTRIBUTING CO.**  
2852 Sidney St. St. Louis 4, Mo.  
(Phone: PProspect 1-9982)

**NO! Don't Do This**  
Try The Trouble-Free Operation of **METAL TYPER**  
Vends Beautiful Identification Disc



**STANDARD-HARVARD Metal Typer, Inc.**  
1318 N. WESTERN AVE. CHICAGO 22, ILL.

**ARCADES**  
Games Rebuilt the Munves Way Look and Work Like New!

Keeney Submarine, Anti-Aircraft	\$ 95.00
Bally Torpedo	95.00
Bally Rapid Fire	125.00
Liberator Periscope	75.00
Pistol, Chi Coin or Exhibit	95.00
Williams Jet Fighter	145.00
Williams Safari Gallery	275.00
United Jungle Gun	175.00
Exhibit Gun Patrol, Six Shooter, Jet Gun, Space Gun, Ea.	110.00
Exhibit Silver Bullets	125.00
Exhibit Shooting Gallery	145.00
Exhibit "500" Gun	275.00
Exhibit Treasure Cove	225.00
Exhibit Sportland	225.00
Exhibit Star Gallery	195.00
Evans Tommy Gun, Sky Pilot	110.00
Genco Sky Gunner, Invader	125.00
Genco Skyrocket	295.00
Keeney Air Raider	125.00
Keeney Sportsman	175.00
Mutoscope Atom Bomber	95.00
Mutoscope Ace Bomber, Flying Saucer, Sky Fighter, Ea.	110.00
Mutoscope Bangway	150.00
Seeburg Bear, Coon Hunt	175.00
Seeburg Chicken Sam	110.00
Night Bomber	125.00
Footcase, Exhibit	95.00
Midget Movies	145.00
Air Football, new model	295.00
Air Hockey, first model	195.00
Air Hockey, late model	295.00
Chi Coin Basketball	125.00
Chi Coin Midget Skee-ball	125.00
Mutoscope Drivemobile	125.00
Scientific Field Goal	95.00

Arcade Outfitters Since 1912.  
FREE Catalog—325 Illustrations.

**MIKE MUNVES**  
577 70th Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6577

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

**Long Beach Seeks \$500 Fee**  
• Continued from page 84

pay an annual fee of \$350, plus \$2 for each machine. The current levy is \$20, plus \$2 per machine. An operator with no more than one machine would be required to pay \$100.

This section of the proposed ordinance applies almost solely to cigarette machines. Even if the cigarettes were vended for less than 25 cents with a pennied pack, the tax would apply so long as 25 cents was required to activate the vending cycle.

The third vending of the law— dealing with vending machines activated by the insertion of less than 25 cents—provides for an annual license fee of \$100, plus the \$2 per machine charge. An operator with only one such machine would be required to pay \$50.

**Operator License**  
Under the existing ordinance, all vending machines except penny units are covered by a \$2-a-year machine license and a \$20-a-year operator's license.

Penny machines are currently taxed \$1 each, with a \$20 operator's license. Scales are \$3 each. One operator's license covers all types of merchandise venders.

The operators do not intend to go down without a fight. Last week, members of the Cigarette Merchandisers' Association met at a West Babylon, L. I., restaurant to map plans to block this bill. CMA representatives will appear at the City Council Tuesday to voice their opposition.

**Holzman to Appear**  
In addition, Irving Holzman, one of the largest game, music and cigarette operators in the area, will appear to fight the measure.

It is estimated that 200 to 250 juke boxes are on location in Long Beach, with probably about 200 games and 300 cigarette machines.

Long Beach itself is a resort city of 20,000 about 20 miles from New York. During the summer, New York game, music and cigarette operators move in for a profitable season on location.

On a year-round basis, about four or five operators have stops in

Long Beach. In all cases, tho, the Long Beach locations are only part of their route, so tl at the \$500 or \$350 tax could conceivably make it unprofitable to operate in the city.

One operator, who for obvious reasons cannot be named, put it this way:

"The high operator tax may serve to keep competition out and protect the community for established operators. But, in the long run, the established operator will be the loser.

**Same Situation**  
"For example, while he may be protected in one town, when he attempts to move into a neighboring town, he will be faced with the same situation which prevents the competition from entering his own bailiwick.

"Also, when and if he attempts to sell his route, the market value will be driven down. And who knows what the tab will be next year?"

New York area operators with no equipment in Long Beach are concerned about the proposed ordinance. Many of them feel that if Long Beach can pass such a law, other communities may get ideas.

**Badger Expands Coin Department**

LOS ANGELES—Badger Sales Company is expanding its coin machine sales department and has sold its premium merchandise stock to Holly Sales, Milwaukee, William R. Happel Jr., Badger's owner-manager, said here last week.

Jack Leonard, who has been with the company for 11 years and headed the merchandise department, is expected to devote more time to machine sales in addition to the parts section. Marshall Ames will continue to handle new and used equipment sales.

**MINTHORNE MUSIC CO.**  
2920 West Pico Blvd.  
Los Angeles 6, Calif.  
RE 4-2177

60 Seeburg M100C Phonos ..... \$475.00  
40 Seeburg HF100R Phonos ..... 660.00  
25 Seeburg M100A Phonos ..... 150.00

WIRE OR WRITE for volume discount.

Distributors for  
Seeburg — Chicago Coin — Exhibit — Williams

HELP! HELP! HELP!  
**WE NEED GAMES!**  
WILL PAY TOP DOLLAR—CASH OR TRADE for GOTTLIEB'S

GRAND SLAM	DAISY MAE	MARATHON FRONTIERSMAN
POKER FACE	GOLD STAR	EASY ACES
QUEEN OF HEARTS	LADY LUCK	GLADIATOR
ARABIAN KNIGHTS	DIAMOND LILL	HARBOR LITES
GREEN PASTURES	TWIN BILL	DERBY DAY
LOVELY LUCY	GYPSY QUEEN	TORREADOR
MYSTIC MARVEL	SOUTHERN BELLE	CLASSY BOWLER
JOCKEY CLUB	SWEET ADD-A-LINE	SEA BELLES
HAWAIIAN BEAUTY	TOURNAMENT	AUTO RACES
DRAGONETTE	WISHING WELL	

Write or Call Collect!  
N. Illinois and Iowa Operators! It's Magnificently New!  
GOTTLIEB'S 4-PLAYER MAJESTIC  
NEW ROTO-TARGETS! MATCH FEATURE! DELUXE CABINET!

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14

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



**SPECIAL SALE!**  
For Quick Action  
**SEEBURG B's**  
\$395.00 each  
100% Clean and Checked—Immediate Delivery  
RUSH YOUR ORDERS  
1/3 Dep., Bal. C.O.D.

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

WHAT'S NEW IN COIN MACHINES!  
WHAT ARE THEY GETTING FOR USED EQUIPMENT!  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill In and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$15.  
(Foreign rate, one year, \$15) 787

Name.....  
Address.....  
City..... Zone..... State.....

**REDD is your EXCLUSIVE New England Source for REGULATION 6 POCKET POOL ALL MAKES—ALL MODELS—WITH OR WITHOUT SLATE**

**BOWLING ALLEY CLOSEOUTS!**

50 BALLY DELUXE ABC	\$395
BALLY MAGIC	100
BALLY MYSTIC	100
BALLY GOLD MEDAL	240
BALLY JET BOWLER	125
BALLY ROCKET	125
UNITED SUPER BONUS DELUXE	195
UNITED CLIPPER DELUXE	195
UNITED LIGHTNING DELUXE	195

Over 200 of all Makes and Models of SHUFFLE ALLEYS Reconditioned Like New

**\$75 BUYS ANY OF THESE:**

UNITED MANHATTAN	SUPER LIBERTY
10 FRAME STAR	CASCADE
YANKEE	CLOVER
FIFTH AVENUE	ROYAL
6 PLAYER STAR	

**MUSIC—WURLITZER**

2000 1900	1650	\$285
1800 1700	1500/50	210
	1500A/50A	310
	1400	175

WRITE—WIRE—CALL

<b>SEEBURG</b>	<b>AMI</b>
V-200 ..... \$815	G-200 ..... \$815
R ..... 665	E-120 ..... 395
G ..... 595	F-120 ..... 595
W ..... 595	E-80 ..... 385

**ARCADE & MISC.**

CAPITOL MIDGET MOVIES ..... \$ 95  
NATIONAL SHUFFLE BOARD, 22 Ft. .... 195

25 EXHIBIT RINGER BALL—Brand New  
Terrific Money Maker. CALL COLLECT!  
Brand-New Bally BALLS-A-POPPIN.  
Write—Wire—Call.

**HIGHEST CASH PRICES \$\$\$**  
WE'LL PAY TOP DOLLAR for your ENTIRE INVENTORY.  
BALLY & UNITED BINGOS

**KIDDIE RIDES**

80 BALLY CHAMPION HORSES	\$450	10 BOATS (Miss America, Bally, etc.)	\$300
40 SPACE SHIPS (Bally, Deco, etc.)	300	10 Small HORSES (Rabbit, Deer etc.)	300
25 MERRY-GO-ROUNDS	400	10 SEE SAWS	250

**Redd DISTRIBUTING CO.**  
Exclusive distributors for  
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

298 Lincoln St., Allston 34, Mass.  
ALgonquin 4-4040

WE WILL SHIP ANYWHERE



**You Say You Want More For Your Money!  
Then Buy It From **WORLD WIDE!****

**Exclusive Distributors for  
FISCHER'S SENSATIONAL  
"SIX-POCKET" POOL**  
In ILLINOIS—INDIANA—IOWA—MICHIGAN  
**PRICED RIGHT! IMMEDIATE DELIVERY!**

**NOW DELIVERING**  
Bally  
**A. B. C. BOWLING LANES**  
United  
**BOWLING ALLEY**

**WANT TO BUY  
ALL TYPES  
BINGO GAMES  
5-BALL GAMES**

Available  
in  
11' and  
14' Sizes

**ARCADE EQUIPMENT**

Wms. DLX. 4-BAGGER	245
Wms. KING OF SWAT	245
United STAR SLUGGER	275
United SUPER SLUGGER	275
Wms. SAFARI	225
C.C. HOCKEY	245
Genco QUARTERBACK	225
Genco STATE FAIR	345

**WILL PAY  
HIGHEST  
DOLLAR!**

**BEST  
BUYS**

**TOP  
QUALITY**

**SHUFFLE GAMES**

Un. SUPER BONUS	\$245	ROYAL	\$ 85
Un. CAPITOL	215	C.C. HOLLYWOOD	225
Un. CLIPPER	195	C.C. BLINKER	275
Un. LIGHTNING	175	Bally CONGRESS	375
Un. 11TH FRAME	135	Bally GOLD MEDAL	175
Un. ACE	125	Bally MAGIC	145
Un. TEAM	110	DLX. COMET	125
Un. LEADER	95	DLX. TARGETTE	110

Cable Address  
"GAMES,"  
Chicago

Terms: 1/2 Deposit, Balance  
Sight Draft.



when answering ads . . .

**Say You Saw It in The Billboard**

**COINMEN YOU KNOW**

Continued from page 91

forward to making another trip to Oaklawn during the season.

Two J. P. Seeburg officials called on Little Rock operators recently in a courtesy visit. They were Gunnar Babrielson, district manager with offices at Dallas, and Gil Semonin, service engineer. . . E. J. Mahfouz, owner of Mahfouz Music Company, Stuttgart, reports that collections are better since operators at Stuttgart converted to dime play recently. The changeover went well, he reported.

Bill Smead, former sheriff at Camden, who bought Camden Novelty Company, recently, is active on his music and game routes. He reports he likes the coin machine business and hopes to develop a sound enterprise.

Operators in Little Rock recently shopping for supplies and equipment included: Charles Schubach, Helena Amusement Company, Helena; W. S. Kennedy, Kennedy Music Company, England; Floyd Williams, Williams Music Company, Stuttgart; James Akers, Akers Music Company, Harrison; L. O. Wallick, Wallick Music Company, Monticello; R. G. Jennings, Jennings Coin Machine Company, Hot Springs; Wayne Cartiller, Bokker Amusement Company, Forrest City, and Thomas Armstrong, Armstrong Music Company, Brinkley.

**Denver**

By BOB LATIMER

Tiny Heinemann, amusement machine operator here, is convalescing from a broken hip, suffered when he slipped on the ice while making collections. . . Frank Derriek, formerly a partner in City Music Company has transferred operations to Las Cruces, New Mexico. A. D. Harper will con-

tinue to operate the firm. . . A sharp trend has developed toward contract installation of juke boxes here, according to Phoenix dealers.

Contracts are being written for one, two and three years. Location owners after some resistance at the beginning have swung around to favor the contracts highly.

Al Thoeke, of United Manufacturing Company, Chicago, was on deck at Mountain Distributors Company here in early March to conduct a one-day service school on United 14-foot bowlers. In addition to offering a compact four hours of instruction to Denver operators, Thoeke went on to Pueblo and Colorado Springs to provide for similar service classes.

Bee Music Company, formerly operated by Mrs. Velma

Cook over Northern Wyoming, will sell its routes to other operators. Higher and ever-increasing operating costs over an extremely large area were pronounced as the major reasons, according to Mrs. Cook.

Frank Huber, owner of Century-Supreme Music Company, is using a mimeograph sheet attached to phonographs on locations and addressed to patrons to boost 50-cent play. The sheets give full information on the advantages to be obtained by depositing the larger coin, which gives from seven to eight plays for the half dollar. According to the location these special instructions have helped to establish a fast pick-up for 50-cent play where customers obviously did not understand it before.



Better Tone at Less Cost!

**NEW CoMco HI-FI SPEAKERS**

Hi Fi Corner Model	\$23.95
Hi Fi Wall Model	19.95

**CoMco Extended Range SPEAKERS**

Wall..\$11.95 • Corner..\$15.95 • Ceiling..\$11.95

**SPECIALS!**

Seeburg V200	Write
Seeburg 100BL	\$425.00
Seeburg 100A (45)	225.00
Seeburg 100A (78)	200.00
AMI F120	650.00
AMI G200	Write

**COVEN MUSIC CORPORATION**

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210  
Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

**COIN MARKET PLACE**  
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**NEW ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

**CASH WITH ORDER**

**DISPLAY CLASSIFIED ADS**

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

**CASH WITH ORDER**

Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

**Business Opportunities**

**SELF-SERVICE TUBE TESTER ROUTES**—Newest way for vending machine operators to make money! Get started today, buy direct from factory at big savings. Same quality E-Z Tube Tester successfully in use coast-to-coast. Tests over 350 different radio and TV tubes. Ideal for supermarkets, drug stores, hardware stores, etc. Send 25¢ for complete Sales Plan and Operating Manual. Tell us you have to know to start and build a successful Tube Tester business, including all forms. Catalog sheet free on request. Dept. BC-2, Caltex Manufacturing Co., 3815 Martin Court, Seaford, L. I., N. Y. Tel.: CASTLE 1-2777.

**TEXAS LAKE**

On Rio Grande River near Laredo. Good fishing, duck hunting. Lake 60 miles long, 11 miles wide. Resort site \$149.50. Nothing down, \$7.50 month. Homesite 80x150, \$500, \$10.00 down, \$15.00 month. Vacation spot of the Southland. Visit old Mexico. \$1.00 U. S. currency buys \$12.00 Mexican currency. Land adjoinis thriving town. Excellent stores, churches, schools. Ideal year-round climate, healthy. Friendly people. Great future as investment. City water and electricity at every tract. No better for retirement or vacation. Don't overlook this opportunity. Send for photos, maps, literature. Nothing else like this anywhere that we know of. You will love it. Hunting also. Hugh Matlock, Department Z 28, Pipe Creek, Texas.

**Help Wanted**

**EXPERIENCED MECHANIC FOR BINGO** games. Unlimited opportunity for right man. Work in Baltimore, Md., suburbs. Write Advance Vending Co., R.F.D.-1, Box 93, Linthicum, Md. Phone, Linthicum 871.

**WANTED—PHONOGRAPH AND PIN GAME** Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 308 Taylor Ave., Farmington, Mo. apl3

**Parts, Supplies & Services**

**STAMP FOLDERS DIRECT FROM MANUFACTURER**, unlimited quantities; immediate delivery. Write for prices. Veetco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ea ap27

**Used Coin-Operated Equipment**

**U-Select-It 5c candy or gum, Coffee, Royal "17" and Mercury Cigarette Machines.** Write for information & price.

**TEXAS ASSOCIATED ENTERPRISES**

P. O. Box 1068 Amarillo, Texas

**ALL TYPES ARCADE MACHINES FOR** sale. Also, Mangels Shooting Gallery Times Amusement, 1663 Broadway, at 52 St., N.Y.C.

**VENDING MACHINES—PARTS, ALL SUPPLIES:** Ball Gum, all sizes; 1 Tab Gum; 5¢ Package Gum, Spanish Nuts, Virginia, Red Skins, small Cashews, small Almonds. Mixed Nuts all in vacuum pack or bulk. Panned Candies: 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wraps, Stamp Folders, Sanitary Napkins, Route Card Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co. Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ap1

**BALL GAME (LIKE HI STRIKER, REAL** money maker). House Trailer Dollie. Good condition. Lelah Barnes, 201 N. Iowa Ottumwa, Iowa.

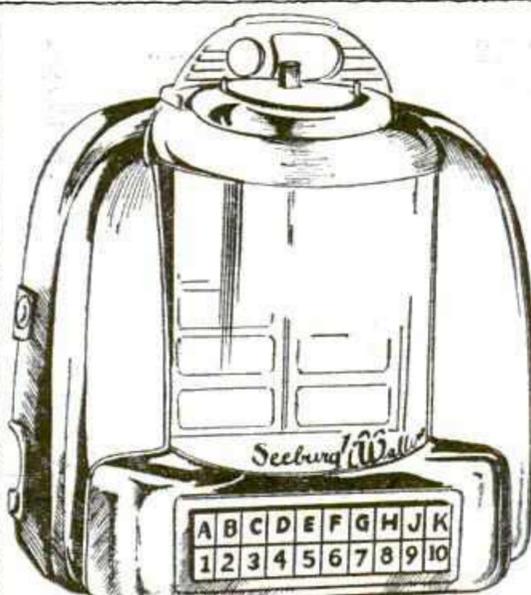
**FOR SALE—DAHLBERG COIN RADIOS, 10¢** per hour; under-pillow Speakers for hospitals, used. Box M-185, co Billboard, Cincinnati 22, O.

**Wanted to Buy**

**USED VENDING MACHINES WANTED.** We will pay top price for your used Vitor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call. Graff Vending Supply Co., 2817 V Davis St., Dallas 2, Tex. ap1

**USED VENDING MACHINES WANTED.** 49¢ Acorns, Toppers, Silver King Counter Games. Send us your list. Ral 609C Spring Garden St., Philadelphia 3, Pennsylvania. ch-8

**WANTED — STONER AND NATION** Candy Bar Vendors. T. O. Thomas C. 1372 Jefferson, Paducah, Ky.



**SEEBURG**

**Wall-o-matic**

**Chrome covers—100 selections  
\*Special Volume Prices**

**Reconditioned—Davis Guaranteed**

**New Selection Buttons—New Instruction Plates**

**Income can be doubled in many locations by adding 100 selection wallboxes**

**\*CANADIAN AND AMERICAN OPERATORS**

**PHONE—Collect—Syracuse GRanite 5-1631**

**WIRE—Private Western Union Wire**

**WRITE—738 Erie Boulevard East  
Syracuse 3, New York**

**\$.57.50**

Our only  
address  
in Europe

**HOLLAND-BELGIE,  
EUROPE**

403 Ave. Louise

**BRUSSELS**

Phone 47.66.63

All currencies accepted:  
Francs, pounds sterling,  
guilders, lire, marks, etc.

**WORLD EXPORT**

**WESTERN EXPORT**

**DISTRIBUTING**

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Exclusive Seeburg Distributors

738 Erie Boulevard East, Syracuse 3, N. Y., U.S.A.

PHONE: GRanite 5-1631

**Corp.**

**PUT NEW LIFE  
IN YOUR  
LOCATIONS  
WITH  
SHAFFER  
GUARANTEED  
RECONDITIONED  
SPECIALS**

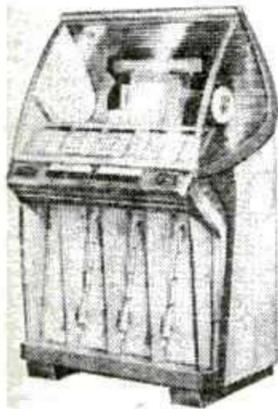


**SEEBURG  
3WI  
100 WALL BOX SPECIAL  
\$49.50**

- ★ Chrome Covers
- ★ Completely Reconditioned
- ★ New Buttons
- ★ New Instruction Plates

**WURLITZER**

Model 2000 (200 Sel.)... \$875.00  
Model 1900 ..... 775.00  
Model 1800 ..... 645.00



**SEEBURG  
HF-100R  
\$739.50**

**SPECIAL**

**AMI "A" (40 Sel.)  
\$69.50**

Write for  
Illustrated Catalog

**SHAFFER  
Music Company**

In the Coin Machine Business  
Over 25 Years

Columbus, Ohio  
849 N. High St.  
AX 4-4614

Cincinnati, Ohio  
1200 Walnut St.  
MAin 1-6310

Indianapolis, Ind.  
1327 Capitol Ave.  
MElrose 4-3571

**Ark. Ops Protest**

Continued from page 90

operators of the State. They included: Henry Hitchcock, owner of Jonesboro Music Company, Jonesboro, Ark., president of Arkansas-Missouri Music Association, and his two co-officers, John Bruner Jr., partner in John-Frank, Inc., Marked Tree, Ark., vice-president, and Elmer Womack, Womack Music Company, Jonesboro, secretary-treasurer.

Also vigorously active at Little Rock, where the Legislature convenes, were the Little Rock operators. They kept legislators bombarded with facts about the game industry, which was given credit for keeping two bills bottled up in the committee until the Legislature adjourned.

Little Rock operators who opposed the bill were: Robert Kirspeil, Kirspeil-Hollenberg Music Company, president of Little Rock Operators' Association, and his vice-president, Harold Dunaway, partner in Twin City Amusement Company; Dan Levine, Levine Music Company, past president of the association; C. W. Holmes, Holmes Amusement Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company; Dutch Yancey, Arkansas Music Company; Cecil Hill, partner in Twin City Amusement Company, and Jeep Thomas, Thomas Amusement Company.

Other top game operators at Hot Springs, Pine Bluff, Forrest City, Texarkana and other cities over the State supported the fight against the bill.

**Bally Ships**

Continued from page 90

On previous games the selection had to be made after fourth ball was shot.

Separate squares of numbers labeled A, B, C, D, E rotate individually when player presses corresponding buttons on front panel. Light-up arrows point the way to number selections in from one to five squares, progressively.

A ball shot into special Bally hole in center of playfield lights up the extra balls feature. Up to three extra balls are possible per game.

Magic Squares are in a new arrangement to give player maximum flexibility in making in-line scores. The game also has corner scores, and triple-deck advancing scores.

**Pinballs Studied**

Continued from page 90

from the statute books in the early 1940's. Attempts to reinstate the law got nowhere.

At Annapolis, Md., pinball games for which \$250 federal tax stamps are issued would be declared illegal and their licensees subject to penalties under a bill introduced in the Maryland Senate by Senator H. Winship Wheatley (D., Prince Georges). It provides that such a stamp would be regarded as prima facie evidence that the machine is paying off and subject to confiscation and destruction.

**Op Finance**

Continued from page 79

the country. Plans call for Lorenz to act as permanent member of the panel, with local bankers from each city joining the individual sessions.

To date, regional meetings have been set for Buffalo, April 4, at the Statler Hotel; Boston, April 13, Sheraton-Plaza Hotel; Atlanta, April 27, Biltmore Hotel; Atlantic City, May 11, Ambassador Hotel; Dallas, May 25, Statler-Hilton; and Los Angeles, June 8, Ambassador.

**Sanitary Sales  
Publish Catalog**

CHICAGO—National Sanitary Sales, Inc. has published a sales catalog for vending machine distributors and operators showing the firm's full line of merchandise venders.

The booklet also contains a brief letter to operators by Pul R. Paradise, president, detailing the firm's sales and business policy.

**R. I. Coke Names  
J. E. Nagel Head**

NEW YORK—John E. Nagel has been named to succeed James A. Farley as president of the Coca-Cola Bottling Company of Chicago. Farley continues as a director.

Nagel has been with Coca-Cola for 23 years, serving as vice-president of the Rhode Island firm for four years.

**Dad's Flip**

Continued from page 79

priced at \$1.45. Vending machine yield is approximately 128 six-ounce drinks per gallon.

Future plans call for bottling and canning of the beverage for retail distribution. Advertising copy theme will be tied in to the slogan: "... adds new highlights to high balls; too," stressing the drink's desirability as a cocktail mix.

**National Unveils**

Continued from page 79

new model holds a total of 504 packs—nine column carrying 33 packages and nine column with 23 packages.

It is manually operated with an electrically illuminated panel. It may be adjusted to vend at three different prices, and has the same basic mechanism as the firm's 22-column model.

**Lehigh's Vender**

Continued from page 79

enamel, with a locking base as optional equipment.

Dimensions are 13 inches by 13 inches by 57 inches high. Price is not quoted.

Lehigh also displayed its 15-column cigarette vender and "Take-A-Break" hot packet dispenser with hot water unit.

**EXCLUSIVE FACTORY DISTRIBUTORS  
AMI - CHICAGO COIN - GENCO - EXHIBIT**

**5 BALLS**

Southern Belle .....	\$185.00	Un. Vogue (Like New) .....	\$350.00
Twin Bill .....	150.00	Un. Venus .....	175.00
Stagecoach .....	165.00	Un. Comet .....	150.00
Lady Luck .....	125.00	Un. Targette .....	125.00
Rose Bowl .....	65.00	Genco State Fair .....	375.00
Cross Roads .....	70.00	Genco Champion Baseball .....	275.00
Times Square .....	75.00	Genco Quarter Back (New) .....	250.00
Blondie .....	250.00	Wms. King of Swat .....	265.00
Shindig .....	90.00	Wms. 4 Bagger .....	345.00
Niagara .....	65.00	Genco Sky Rocket .....	250.00
Poker Face .....	90.00	Genco 2-Player Skee Bowl .....	375.00

**SPECIALS**  
MIAMI SHUFFLES ..... \$ 79.50  
AMI E-120 ..... 445.00

**ATTENTION, EXPORT BUYERS**  
Write for prices on all types of Bowlers. We can fill your orders promptly with the finest quality merchandise.

**1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT**

**MONROE**  
COIN MACHINE EXCHANGE INC.  
2423 Payne Ave., Cleveland 14, Ohio SUPERIOR 1-4600

**UNITED'S BOWLING ALLEY**

PROVED IN THOUSANDS OF LOCATIONS

Terrific Earnings  
Trouble-Free Operation  
3-Section Cabinets

Distributors in Wisc., Mich.,  
Northern Ill., E. Iowa and  
Northern Indiana

**WILLIAM'S GREAT NEW**

**6 POCKET POOL**

Immediate Delivery

**GUNS**

**GENCO CIRCUS RIFLE GALLERY  
WILLIAMS CROSSFIRE**

Treasure Cove ..... \$275.00  
Sportland Shooting Gallery ..... 175.00  
Deluxe Ranger ..... 250.00  
Davy Crockett ..... Write  
Challenger (with Stand) ..... 65.00  
500 Shooting Gallery ..... 250.00  
Coon Hunt ..... 150.00  
Bear Gun ..... 125.00  
Anti Aircraft ..... 99.50

Spacegun ..... \$ 95.00  
State Fair ..... 350.00  
Rifle Gallery ..... 175.00  
Deluxe Bonus ..... 245.00  
Carnival ..... 185.00  
Sky Gunner ..... 145.00  
Shooting Gallery ..... 110.00  
Nightfighter ..... 145.00  
Jet Fighter ..... 225.00  
Mauser Pistol ..... 89.50  
Invader ..... 145.00  
Silver Bullets ..... 125.00  
Sky Rocket ..... 245.00

**PHONOGRAPHS**

<b>SEEBURG</b>	<b>AMI</b>	<b>SEEBURG</b>
V200 ..... WRITE	F120 ..... \$675.00	3W1 (Chrome) ..... \$62.50
HF100R ..... \$750.00	E120 ..... 450.00	50c Conversion Kit ..... 79.50
M100C ..... 525.00	D80 ..... 325.00	8" Wall Speakers ..... 8.50
M100B ..... 425.00	E40, 78 RPM ..... 295.00	
HF100G ..... 650.00	C40, 45 RPM ..... 365.00	
M100A ..... 225.00	D40 ..... 195.00	

**ARCADE**

Quarterback ..... \$215.00  
Crane ..... Write  
Mutoscope Photomatic (prewar) ..... 295.00  
Sidewalk Engineer ..... 150.00  
Muto. Football ..... 275.00  
Submarine ..... 125.00  
Undersea Raider ..... 125.00  
Bally Moon Ride ..... 250.00  
Telequiz ..... 95.00  
Silver Cloves ..... 165.00  
World Series ..... 99.50  
Pennant Baseball ..... 125.00  
Deluxe Baseball ..... 125.00  
Hi Fly Baseball ..... 225.00  
Zodiac ..... 175.00  
Merry-Go-Round ..... 375.00  
Major League Baseball ..... 150.00  
Basketball Champ ..... 175.00  
Peppy ..... Write  
2-Player Basketball ..... 195.00  
Goaler ..... 90.00  
Flying Saucer ..... 99.50  
Four-Player Derby ..... 99.50  
Flash Hockey ..... 99.50  
Champion Baseball ..... 225.00  
Twin Hockey ..... 275.00  
Range Rider ..... 295.00  
Mighty Mike ..... 495.00  
Royal Mustang ..... 275.00  
Round the World Trainer ..... 425.00

**SHUFFLE SALE**

<b>UNITED</b>	<b>ACE</b>	<b>CRISS CROSS</b>
Super Bonus ..... \$275.00	Mercury ..... 135.00	Advance ..... 110.00
"300" ..... 250.00	Targette ..... 125.00	Starlite ..... 110.00
Pool Alley ..... 225.00	League ..... 115.00	Criss Cross Target ..... 100.00
Clipper Hi Score ..... 195.00	Chief ..... 115.00	
Lightning ..... 175.00	Leader ..... 115.00	
Mars ..... 150.00		
Comet ..... 145.00	<b>CHICAGO COIN</b>	
11th Frame ..... 135.00	Bonus Score ..... \$215.00	
Speedy Hi Score ..... 135.00	Hollywood ..... 195.00	
Banner Match ..... 135.00	Thunderbolt ..... 175.00	
Rainbow ..... 135.00	Triple Strike ..... 150.00	

**MISCELLANEOUS**

Gold Medal ..... \$275.00  
Magic ..... 125.00  
Mystic ..... 125.00  
Mainliner ..... 100.00  
Speedlane ..... 100.00  
Jet ..... 100.00  
American ..... 95.00

**WANTED!!** ANY QUANTITY—CASH OR TRADE

Gottlieb '55 and '56 Models  
Williams '56 Models

Seeburg B-C-G-R  
AMI E-F-G  
Arcade Equipment

Exhibit and Bally Horses  
Bingos

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600





**JOE ASH SAYS:  
WRITE FOR SPECIAL PRICE  
ON SEEBURG V-200's!**

**WURLITZER 1400's . . . \$150.00**

WRITE FOR PRICES ON:  
WURLITZER 2000's      WURLITZER 1800's  
WURLITZER 1900's      WURLITZER 1700's

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in So. Jersey, Del. and E. Penna.

**ACTIVE**

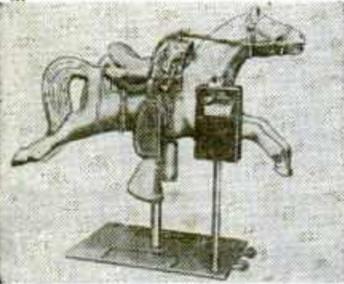
**AMUSEMENT MACHINES CO.**

You can ALWAYS depend on ACTIVE ALL WAYS

666 N. Broad St., Phila. 30, Pa. - POplar 9-4495

Write or wire for prices

**PRANCER . . . CAPITOL'S LATEST**



The Horse That Seems to Ride on Air  
**REVOLUTIONARY DESIGN . . .  
NO CUMBERSOME BASE . . .  
ENTIRE MECHANISM IN BODY  
OF HORSE**

Realistic Galloping Motion Mobile—  
Equipped with permanent casters—Just  
lift front end and roll. Sturdily built.  
Size that will fit into ANY location.

Base: 22" wide, 30" deep.  
Horse: 54" long.  
Weight: Approx. 170 lbs.

**\$395.00** f.o.b. N.Y.C.

Write for catalog of our complete line of fast money-makers.

**CAPITOL PROJECTOR CORP.**

Factory Sales Office: 580 10th Ave. • N. Y. C. 36 • Phone: LOngacre 3-3778-9

**NATD Forum Mulls In-Plant Feeding**

Continued from page 79

Charles H. Brinkmann, Rowe; Charles J. Cooper, Cooper Tobacco Company; Edward A. Dierick, Dierick Vending Company; Richard E. Gibbs, Du Grenier; Bip Glassgold, Stoner; Melville Rapp, Apco; Arthur F. Schultz, Arthur F. Schultz Company, and Robert E. Terrett, Amster-Kirtz Company.

**Full-Line Expansion**

Terrett summed up the sentiment of the group when he said a wholesaler who operates cigarette machines in an industrial location must expand to full-line vending or even in-plant feeding to hold the spot.

Cooper echoed the sentiment, saying his company had just installed three full-line vending installations in plants to keep the location from going to another operator who would have done so. He added that the emphasis for cigarette and candy vending in taverns had diminished and the

operator had to follow the workers into the plants to make a go of his business.

The group, however, emphasized that entering full-line or in-plant feeding was not without its complications and an operator must consider different problems than he was used to in a cigarette or candy route.

Citing his own case, Terrett said that a food vending operation required far more mechanical as well as customer servicing than a candy or cigarette line. He found that a service man could handle 100 to 150 cigarette machines in a week, whereas on cup drink machines, the number was cut to a maximum of 20.

**Needs Attendant**

He brought up the fact that an in-plant feeding installation almost always needs an attendant to provide such services as coin changing, machine servicing and general maintenance and supervision.

Also there are added problems to be considered such as menu planning, for which the operator must make a survey of the plant to determine among other things, religion and nationality which have a great affect on peoples eating habits.

He said it took him two years to develop a good food operation, having started with drink machines and slowly expanding his line. However, the group in general

agreed that the complications in full-line vending were far from insurmountable if the operator carefully analyzed the nature of his contemplated operation and recognized the different problems from candy or cigarette vending that he would encounter.

**FINEST RECONDITIONED EQUIPMENT**

- NITE CLUB . . . \$400**
  - BROADWAY . . . 350**
  - MIAMI BEACH . 200**
  - GAY TIME . . . 165**
  - SINGAPORE . . . 70**
  - BIG TIME . . . 200**
- WILLIAMS
- PICCADILLY . . \$200**
- WILLIAMS
- CRANE . . . . . \$165**
  - GAYETY . . . . . 70**
  - PIXIE . . . . . 175**

ONE-THIRD DEPOSIT

**THE HUB ENTERPRISES**  
32 S. Charles St., Baltimore 1, Md  
LEX 9-6446-7

**WANTED!**

Experienced Service Man on 5-Ball and Bingo Games to work in final inspection for major factory.

Write Box #883

c/o The Billboard, 188 West Randolph Chicago 1, Illinois

**GO!**

**"FIRST" IN POOL GAMES!**  
Everybody's Talking About  
EXHIBIT'S NEW

**6-POCKET POOL GAME**

Finest materials and workmanship by the industry's leading manufacturer of coin operated pool games! Size: 41"x72"x32". Complete with 15 numbered balls, cue ball, rack, pea bottle and instruction posters for all types of games.

**JUST COMPARE!**

Exclusive Distributors for  
EXHIBIT in Illinois and Indiana

**NOW!**

**"FIRST" IN ARCADE EQUIPMENT**  
INTERNATIONAL  
MUTOSCOPE'S NEW

**VOICE-O-GRAPH RECORDING STUDIO**

FIRST with choice of 45 or 78 rpm recording speed!  
FIRST with choice of musical introductions!  
YOUR CHOICE, 25c-35c-50c CHUTES

Send for Literature and Complete Information

Exclusive Distributors for  
INTERNATIONAL MUTOSCOPE  
in Illinois and Wisconsin

**KIDDIE RIDES CLOSEOUTS**  
Factory Reconditioned, Like New, Ready for Location.  
10c Play, Coin Operated.

Deco Rocket Ships . . . . . \$265.00	King Ponies . . . . . \$285.00
Bally Space Ships . . . . . 175.00	Miss Amer. Boats . . . . . 275.00
Clown See Saws . . . . . 165.00	Capital Midget Racers . . . . . 195.00

All Prices F.O.B. Pittsburgh—  
Subject to Prior Sale.  
We Buy—Sell—Trade  
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**BEAT THESE PRICES IF YOU CAN!**  
Renewed—Reconditioned  
**PHONOGRAPHS**

SEEBURG 100 BL. . . . . \$375.00	SEEBURG 100 C. . . . . \$475.00
SEEBURG 100 G. . . . . 575.00	SEEBURG 100 R. . . . . 725.00

These Phonographs are now on location. They are not trade-ins. We are the original owners. Can make immediate shipment within 24 hours of your order. Thoroughly cleaned—tip-top condition. Ready for you to put on your location and make money for you.

Letters From Satisfied Operators Upon Request  
In Business Since 1933 . . . Ask Any Successful Operator

**Gaycoin Distributors**  
4866 Woodward Ave.      TEmple 2-7300      Detroit 1, Mich.

**CALL TODAY FOR SPECIAL PRICES ON THESE GAMES . . .**

<b>BALLY</b>	<b>UNITED</b>
Key West	Stardust
Big Show	Caravan
Nite Club	Monaco
Broadway	South Seas
Beach Beauty	Brazil
Miami Beach	Starlet

**LATE GUNS FOR IMMEDIATE DELIVERY!**

**"CONSOLETTTE" . . .** the answer to any cost-conscious operator's dream!

**REPLACES 4 to 8 WALLBOXES!**  
**SOME DISTRIBUTORSHIPS AVAILABLE**  
Write for Literature and Prices TODAY!

**REX**  
COIN MACHINE DISTRIBUTING CORP.  
821 So. Salina St.      Syracuse 3, N.Y.  
Phone: 2-8255

- ARCADE**
- Mul. LORD'S PRAYER . . . \$335
  - Mul. K. O. CHAMP . . . 325
  - C. C. TWIN HOCKEY . . . 265
  - C. C. STEAM SHOVEL . . . 185
  - Mul. TUNGO . . . 175
  - Wms. SIDEWALK ENGINEER 150
  - C. C. BASKETBALL CHAMP 135
  - C. C. 4-PLAYER DERBY . 145
  - Cap. MIDGET MOVIES . 125
  - Evans SUPER BOMBER . 115
  - TELEQUIZ w/ Film . . . 90
  - Mul. ROCK 'N' ROLL . . . 85
  - Wms. QUARTERBACK . . 85
  - Amuse. BOOMERANG . . 65
- BASEBALL**
- Wms. 6-PL. ALL STAR . \$185
  - C. C. HOME RUN, 6-PL. . 175
  - C. C. SUPER H. R., 6-PL. 185
  - Wms. DELUXE BASEBALL 125
  - Evans BAT-A-SCORE . 105
  - Wms. WORLD SERIES . . 85
  - Sc. BATTING PRACTICE . 75

**"FIRST" IN LONG BOWLERS!**  
CHICAGO COIN'S  
**BOWLING LEAGUE**

★ HANDICAP FEATURE  
★ REAL GUTTERS  
★ MECHANISM IN BACK RACK

11', 8" or 14', 8"

Exclusive Distributors for  
CHICAGO COIN in N. Illinois and Indiana

- SHUFFLES**
- CHICAGO COIN
- \*ALL STAR TEAM . . . \$295
  - BOWLING TEAM . . . 235
  - BONUS SCORE . . . 210
  - \*PLAYTIME . . . 175
  - \*STARLIGHT . . . 135
  - FEATURE . . . 115
  - \*GOLD CUP . . . 95
  - \*Indicates Match Play
- UNITED**
- "300" CONVERSION . . \$250
  - POOL ALLEY . . . 195
  - BANNER . . . 135
  - SPEEDY . . . 135
  - LEADER . . . 115
- KEENEY**
- CHALLENGER . . . \$115
  - BIKINI . . . 95
  - DIAMOND . . . 95
  - CLUB 10-PLAYER . . . 50

- GUNS**  
GENCO
- STATE FAIR . . . \$395
  - RIFLE GALLERY . . . 175
  - SKY GUNNER . . . 125
- EXHIBIT**
- JUNGLE HUNT . . . \$425
  - SHOOTING GALLERY . . 110
  - JET GUN . . . 105
  - DALE GUN . . . 55
  - Un. CARNIVAL . . . 195
  - Keeney SPORTSMAN . . 195
  - See. SHOOT THE BEAR . 145

**SLATE POOL GAMES**

Finest reconditioned late model bumper pool tables with brand-new slate tops installed. 36"x52". Ready for location . . . ONLY \$125 COMPLETE

**FINEST SLATE TOPS**  
Regulation size 32"x48". Rubber-backed billiard cloth. Jumbo Plastic Bumpers . . . . . \$67.50

**WANTED! BINGOS**  
**GOTTLIEB GAMES**  
**ARCADE EQUIPMENT**  
Cash or Trade

Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft

**FIRST COIN MACHINE EXCHANGE, INC.**  
Joe Kline & Wally Finks  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

- 2 1448 ROCK-OLAS,  
Like New ..... \$650.00
- 1 1438 ROCK-OLA ... 395.00
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45 RPM ..... 150.00
- 2 SEEBURG "R"  
with Royal 50c Units 725.00

**COIN MACHINE SERVICE, INC.**

ROCK-OLA DISTRIBUTORS FOR  
NORTHERN CALIFORNIA  
422 Wilson St., Santa Rosa  
CALIFORNIA

Phone Paul Speer  
Santa Rosa 1498  
or write for prices

**Hoosier Pin Law Faces Test**

Continued from page 90

which was signed by Gov. Harold W. Handley, March 13.

Continuation of a policy as established by the last Commission if rigidly enforced would bring virtual doom on the pinball business in the State. Under that decree, operation of a gambling device in a tavern constitutes grounds for the revocation of the liquor license.

The State's anti-gambling law was amended in the legislative session of 1955 to provide that machines with offerings of free replays could not be considered gambling devices. But the session which adjourned March 14 changed all that. Now the law is interpreted to mean that a free game is presumed to be a gain and something of value, and, consequently, the equipment must be categorized as gambling apparatus.

The conference scheduled this week is being called by Nobel

Ellis, new chairman of the Commission, appointed recently by Gov. Harold W. Handley. Talking to newspapermen before the bill reached his desk, Handley characterized the legislation as "silly," but signed it anyway.

Robert Young, Commission prosecutor, who is in charge of proceedings in cases involving suspensions and revocations of licenses, said that he had obtained a copy of the statute for a thoro exploration and would be ready to offer opinions at the meeting this week.

Scarcely two weeks after its effectuation, the law was brought under stern challenge in the Allen County Superior Court of Judge Lloyd S. Hartzler in Fort Wayne Wednesday (27). A temporary restraining order granted to two firms, Hiser Sales Company and Lee Sales Company, prohibits seizure, confiscation or the destruction of their property by law-enforcement agencies. A petition for a permanent injunction will be heard April 19.

Fort Wayne Mayor Robert Meyer heads the list of defendants which includes Prosecutor Glen J.

Beams, Police Chief Mitchell Cleveland, Sheriff Frank Nagel and Safety Board Chairman Frank Buler.

Unreasonable and arbitrary exclusions render the law unconsti-

tutional, the attorneys for the Hiser and Lee companies argued. Officials of the firms said that their decision to sue followed order by Beams to remove free-play machines by April 1.

**CASH IN NOW**

RACK POOL PLAYFIELDS, BUMPERLESS—IMMEDIATE DELIVERY

Regular Size—32"x48" . . . \$24.50 King Size—32"x66" . . . \$34.50

Specify Style

No. 1—Holes away from cushions for rebound play No. 2—Holes close to rails

4-HOLE PLAYFIELDS AT SAME PRICE

FREE: With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS Available in 2 or 3 hole . . . \$22.95

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dz.

Solid mahogany butts; white points with tips. You can't buy better cues.

No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dz.

4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues ours will last twice as long.

No. 3 Grade Cues—Special—Price, \$17.75 per doz.

**BEST BUY FOR THE MONEY**

GENUINE ROTATION POOL BALL SETS—April Special

ARAMITH ROTATION POOL BALL SETS Nos. 1-10, incl., 2 1/4". Per set . . . \$16.95

REGULAR ROTATION POOL BALL SETS. Nos. 1-10, incl., 2 1/4". Per set \$18.50

Rule cards and instruction sheets packed with each set.

Deluxe Cue Balls, 2 1/4", Each \$2.50 | 2 1/4" 10-Ball Racks . . . Each \$1.50

Regular Cue Balls, 2 1/4", Each \$1.95 | Kelly Pool Bottles . . . Each \$1.50

TALLY BALL SETS (Peas), Nos. 1-10, incl. . . . Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need.

Write for Our Special Price-List for Bumper Pool Supplies.

We are as near to you as your telephone or mail box.

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

**MARVEL Billiard Supply Company**  
1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 6-8855

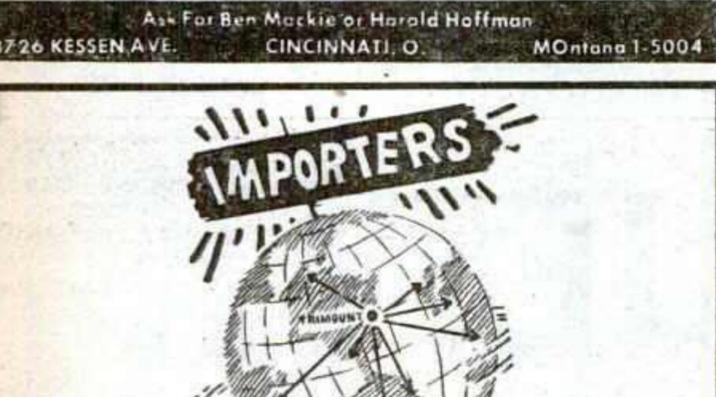


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DISTRIBUTING, INC.

BIG TIME ..... \$225.00 GAYTIME ..... \$175.00  
GAYETY ..... 90.00 PIXIE ..... 195.00  
BANNER ..... \$125.00

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America's foremost exporters of  
Reconditioned coin-operated  
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- All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned.
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NEW PARTS INFORMATION FOLDER NOW AVAILABLE  
—SEND FOR YOUR COPY—

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

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IN NEW ENGLAND  
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**WOW!** **A CIRCUS**  
of THRILLING ACTION!

GENCO'S NEW  
**CIRCUS**  
RIFLE GALLERY  
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Only GENCO . . .  
the LEADER in Gun Games  
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**SENSATIONAL NEW  
TARGET ACTIONS!**

NEW... Mysterious  
**CRAZYBALL**  
Defies Gravity . . . Rolls across the back wall  
of game . . . drops when hit!

NEW... "SAD SAM"  
COMICAL "SAD SAM"  
Automatic Reversing HOBO FIGURE... Stops  
and Turns When Hit—Only one of its  
Kind without Electric Eye!

Realistic "SHATTER"  
CLAY PIPE  
TARGETS!

Swinging  
GORILLA  
TARGET!

MATCH AND REGULAR  
PLEXI-GLASS GUN REST LIGHTS UP LIKE  
NEON—ATTRACTS PLAYERS

**GENCO** MFG. & SALES CO. 2621 N. ASHLAND AVE.  
CHICAGO 14, ILL.

WE REPEAT:

# WE WANT

- GOTTLIB PINS
- BALLY BINGOS
- DRIVEMOBILE WITH PROJECTOR

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY  
 1473 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
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 Branch: 819 821 Lackawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally In E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

## Marlboro Wins Prize for Ads

NEW YORK—The Tide Magazine leadership panel has selected the Marlboro cigarette advertisements as the best consumer print campaign for 1956.

Marlboro was the only cigarette cited in 19 selections made by the 1,100-man Tide panel.

## New Ideas

Continued from page 84

In order to make the best income possible. However, with larger number of selections, and most important, with regular conversations with the owner about music, the operator can accomplish two things: He can keep the owner best informed on what's best to program, and even if the owner does like something the operator feels won't make money, he still has more room for it on a 200-selection unit in order to please the owner.

All operators have reported that simply visiting their locations more frequently, urging them to put some selling effort into getting people to play juke boxes have produced substantial increases in play. This practice, in many instances, has resulted in increased business for the location owner, making everybody happier.

Where juke box operators operate amusement games, they are encouraging location owners to sponsor contests and point competition on shuffle bowlers and five-ball machines.

Some locations have even organized neighborhood shuffle bowling teams which compete on certain night, similar to league competition in full-size bowling alleys. The winners are often awarded trophies and prizes just as in league bowling meets.

## Ravreby Pleads

Continued from page 90

eter showed the number of miles traveled by a car.

### Favorably Impressed

Ravreby pointed out that the machines were legal in most communities in the State and asked that the committee not confuse pinball machines with gaming devices for which the federal government charged a fee of \$250. The committee members seemed to be favorably impressed by the information supplied by Ravreby.

Some clue to the fate of the bill will be known perhaps within a week. The committee either will reject the bill as having no purpose or else will report it out to the floor of the House. It will then be brought to the floor of the Senate.

Also representing the industry at the hearing was Irwin Margold, general manager of Trimount Automatic Sales Corporation.

## Gottlieb Bows

Continued from page 90

hit, the targets spin, turning up a new point value.

Targets are hit and score is made when players shoot balls from button-operated flipper buttons located at bottom of playfield. Two ball-holes flank the target unit.

Lighted ball holes score indicated target value plus 100 points. Roll-overs score 10, 30 and 50 points when hit, and red and green pop bumpers light alternately for scores.

The game is equipped with a National slug rejector. It has twin coin chutes available for 5 or 10-cent combined with quarter play. Backglass, decorated with a Miss Universe figure, provides four-digit scores for up to four players.

## MECHANIC WANTED

Experienced in games and shuffle alleys. Excellent pay . . . steady inside work. Many plus benefits.

WRITE TO BOX 884  
 The Billboard  
 188 W. Randolph St.,  
 Chicago 1, Ill.

## ARCADE—GUNS

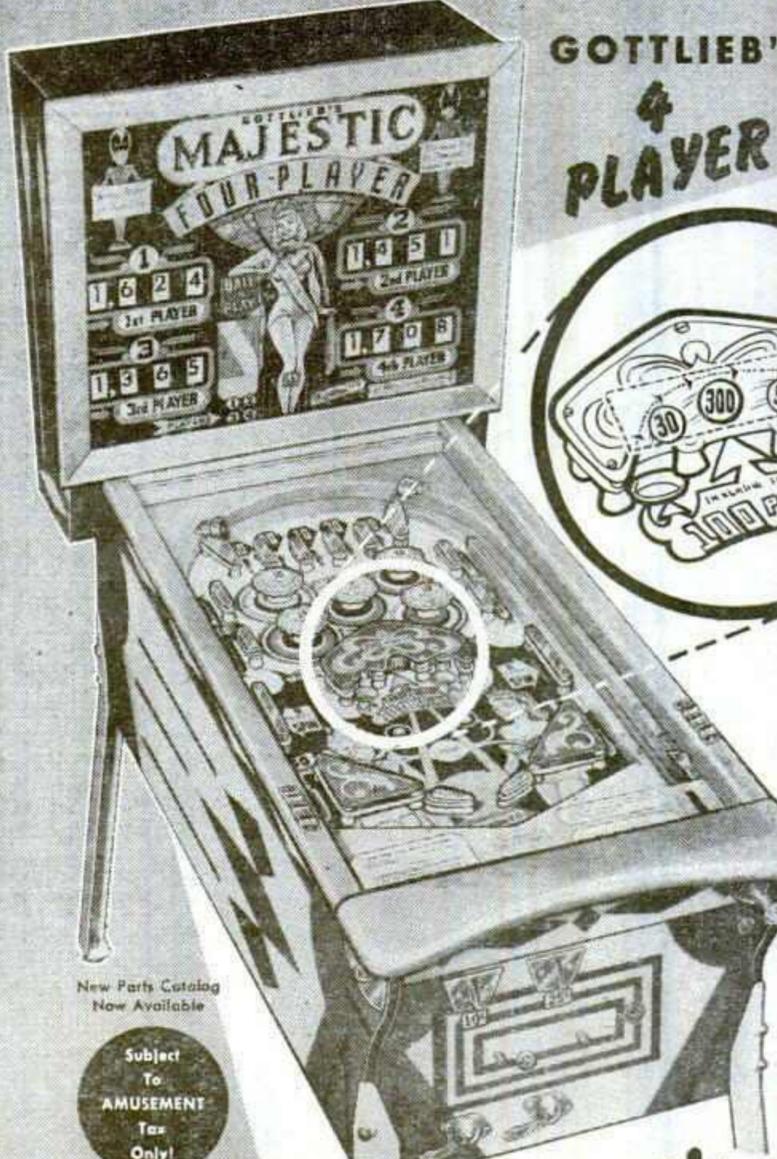
Genco DAVY CROCKETT (New) Write	
Genco STATE FAIR . . . . .	\$375.00
Genco BIG TOP . . . . .	295.00
Genco SKY ROCKET . . . . .	275.00
Genco RIFLE GALLERY . . . . .	175.00
Genco SKY GUNNER . . . . .	110.00
Genco HI FLY BASEBALL . . . . .	295.00
Genco CHAMPION	
BASEBALL . . . . .	275.00
Williams SAFARI . . . . .	275.00
Williams POLAR HUNT . . . . .	275.00
Keeney SPORTSMAN . . . . .	195.00
United CARNIVAL . . . . .	175.00
Exhibit SHOOTING GALLERY . . . . .	110.00
Chi Coin STEAM SHOVEL (New) . . . . .	275.00
Chi Coin SUPER HOME RUN BASEBALL . . . . .	150.00
Mutoscope K. O. FITER . . . . .	295.00

Coin Machine Exchange  
 858 No. High St. - Columbus 8, OHIO  
 Tel: AXminster 4-3529

GIVE TO DAMON RUNYON  
 CANCER FUND

when answering ads . . .

Say You Saw It in The Billboard



New Parts Catalog Now Available

Subject To AMUSEMENT Tax Only!

Amusement Pinballs  
as American as Baseball and Hot Dogs!

GOTTLIEB'S  
4 PLAYER

# MAJESTIC

Introducing...

## NEW ROTO-TARGETS

15 Colorful Rotating Targets with Scoring Values From 30 to 300 Points Challenge the Skill of All Players.

- Red and Green Pop Bumpers Lite Alternately for High Score.
- Holes Score Indicated Target Value plus 100 Points When Lit.
- Rollovers Score 10, 30 and 50 Points for High Score.
- Super-Powered Flippers Fire Ball Up Field at Roto-Targets.

D. Gottlieb & Co.

1140-50 N. Kostner Avenue  
Chicago 51, Illinois

Something New always Draws the Play!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



**NOW DELIVERING**

★ **BALLY A. B. C. BOWLING LANES—14 & 11 ft.**

★ **ROCK-OLA PHONOS—50, 120 & 200 Selection**

Call or write us for the best prices on thoroughly reconditioned, late-model, phonos, pinballs and games.

**CALDERON DISTRIBUTING, INC.**

450 Massachusetts Avenue Phone: MEIrose 4-8468 Indianapolis, Indiana

**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**

**SUPERIOR SALES CO.**

7855 Stony Island Ave. Chicago Bayport 1-1616

when answering ads . . .  
Say You Saw It in The Billboard

### Badger Ops Mull Dime

• Continued from page 84

Reports were given covering the progress of dime play thruout the State. They revealed a sharp increase in dime play installation in the past few months. According to Pierce, the most recent survey of association members indicated that at least 50 per cent of their music equipment was presently operating on a dime play level. Most of them are set at a straight dime price.

Also pointed up, was the fact that a check of receipts revealed that on most dime play machines, even where the chutes were set at one for a dime and five plays for a quarter, at least half of the coins taken in are dimes. "This is definite proof that the public has no objections to dime play. We have to work harder to sell the idea to location owners and our operators," said Pierce.

A communication from George Miller, president of the Music Operators of America (MOA), was read at the meeting. It covered the latest ASCAP moves in its drive for performance payments from the juke box industry, and the Internal Revenue Department's plan to get together with representatives of the industry to establish specific depreciation schedules on new equipment. Both these matters, said Pierce, would be further discussed and acted upon at the forthcoming MOA meeting in Chicago in May.

In attendance were Mrs. Lillian Williams, Bailey's Harbor; Harry Daul, Norman Boettcher, Cliff Bookmeier and Jerry Davidson, all of Green Bay; Elmer Schmidt, Hilbert; Pierce and Dick Wraight, Brodhead; Ed Dowe, Beaver Dam; Mr. and Mrs. Clem Weinand, Menasha; Val Andreas and Ben Ludewig, Oshkosh; Paul Jacobs, Katherine Malick and George Fix, all of Stevens Point; Russ Daugherty, Wisconsin Rapids, and Harry Jacobs Jr. and Woody Johnson, Milwaukee. Herb Tonnell, Cigarette Service, Appleton, was the host operator for the session.

The next meeting of the Wisconsin Music Merchants' Association is scheduled for Monday, April 8, in Sheboygan. No time or site has been set as yet. Host operator for that day will be John Jesinski, Sheboygan.

**Cleveland Coin Machine Exchange, Inc.**

Valley Manufacturing Distributors  
2029 Prospect Ave. Cleveland, Ohio  
Tel. 1-6715  
Write for prices.

**Valley**

**Now Delivering 6-POCKET POOLS**

The Tables of "Cadillac Quality"

... built to insure years of profitable operating!

15th YEAR OF QUALITY PRODUCTS

Write, Wire, Phone for Details Today!

**VALLEY MFG. CO.**

333 Morton Ave., Bay City, Mich. TWinbrook 5-8587

**HERE IS TREMENDOUS EARNING POWER!**

**IT SURELY IS A REAL BEAUTY!**

# Keeney's TRUE SCORE 6-PLAYER BOWLER

**Check THESE FEATURES:**

- "Bowl 300 this Game" lites up at selected intervals on upper left of back-glass. May lite up in 5th or 7th frame at option of operator. Pulls heavy play!
- When 300 is bowled—"Perfect Score" lites up at upper right of backglass.

**FAST ACTION!**

**Operators:** Keeney's True-Score Bowler has 6 different adjustments on strikes controlled by a Knob. Operator can adjust game for easier strikes as required by individual locations.

**FAST BALL RETURN—NO WAITING!**

**National Slug Rejector**

**SEE YOUR KEENEY DISTRIBUTOR!**

**J. H. Keeney & CO. INC.**

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

**FORMICA PLAYFIELD**

14 Feet Long. Three easy-to-move sections

**Install KEENEY'S TRUE-SCORE**

**THE BOWLER THAT EARNS MORE!**

DELUXE PLASTIC LITE-UP REELS

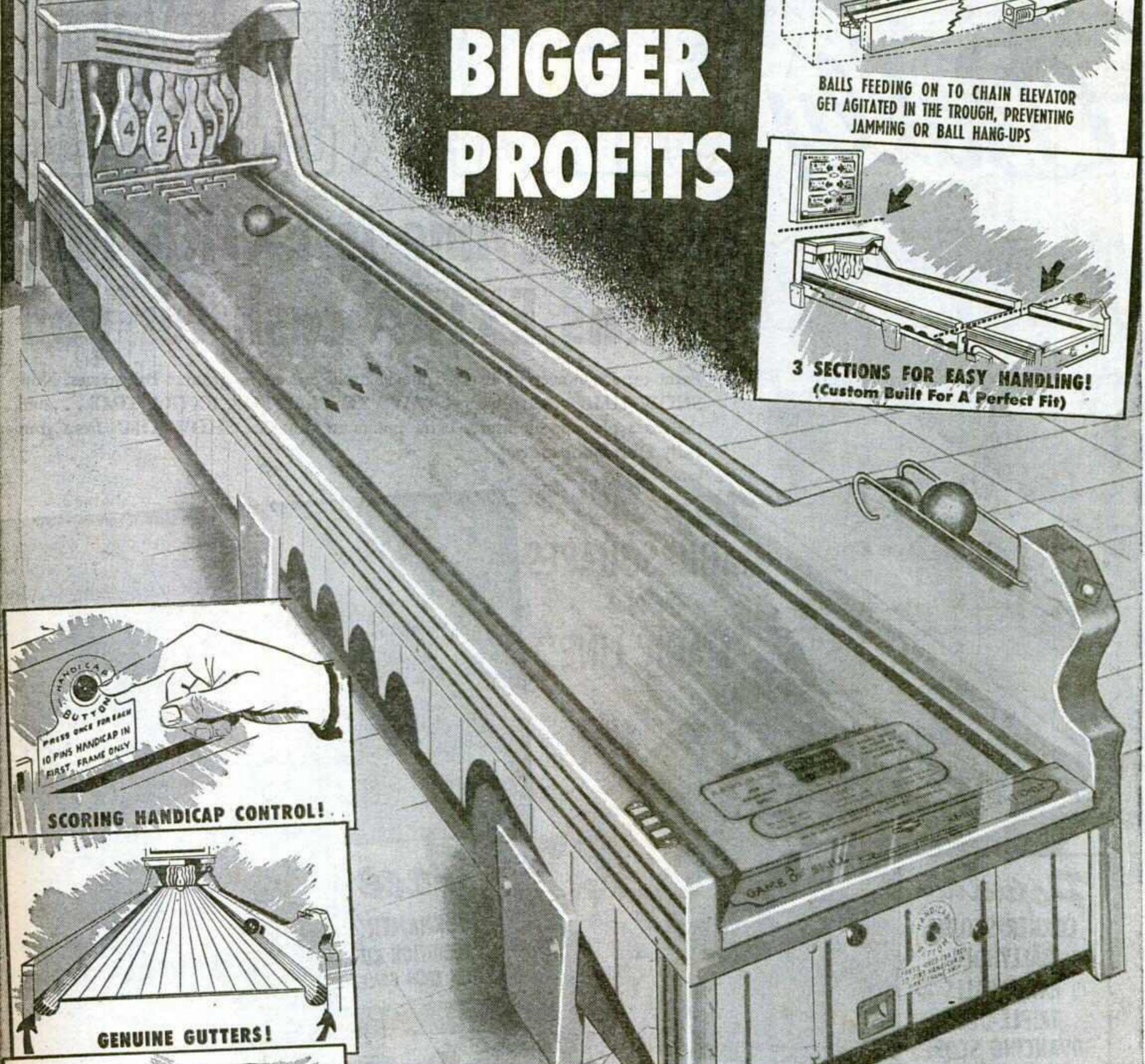
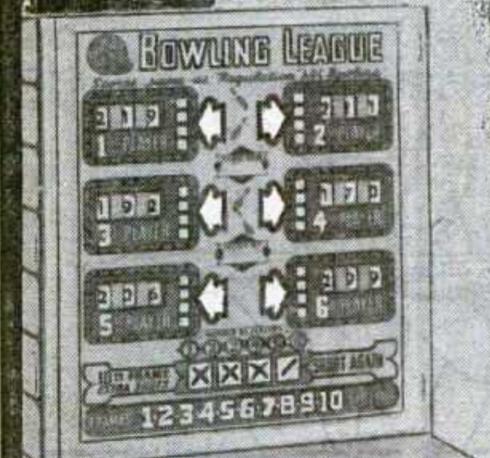
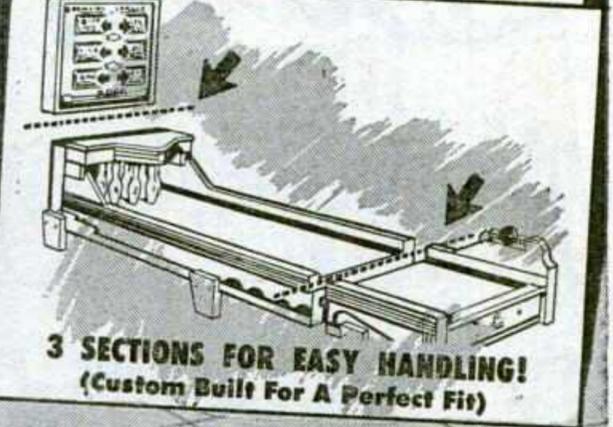
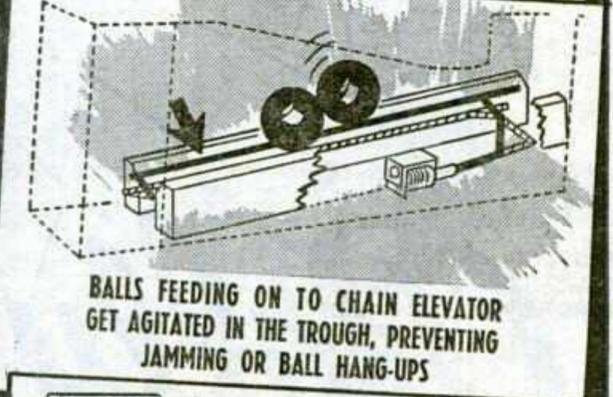
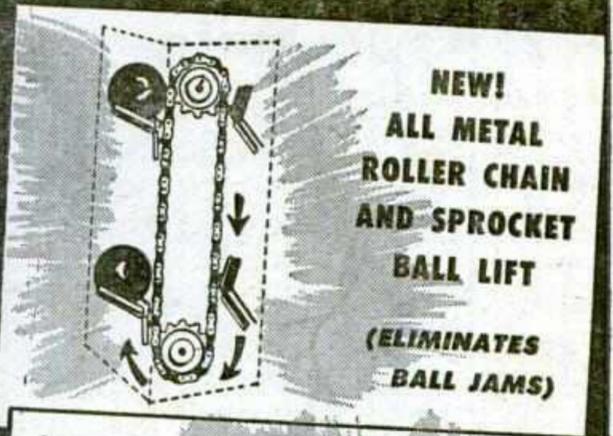
HANDSOME MIRRORED BACK GLASS

"BOWL 300 SCORE THIS GAME" FEATURE

chicago coin's

# BOWLING LEAGUE EXTRAS

Bring YOU  
**BIGGER PROFITS**



Your Choice Of 2 Size Cabinets! • **14 ft. 8" LONG** • 29 Inches Wide  
**12 ft. LONG** • 18 Inches High

Ball Return Rack Operates The Same As Regulation Bowling!	• Ball Return Button Easily Accessible! • Automatic Regulation Scoring! • 3 Inch Hard Rubber Balls! • Equipped With National Slug Rejector!
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*Biggest hit in years!*

*Bally*

# SHOW-TIME

## EXTRA time is EXTRA fun, earns EXTRA cash for you

Extra earning-power of Extra Time is profit-proved in greatest Ballygames. Now SHOW-TIME gives players 4 WAYS TO PLAY FOR EXTRA TIME . . . and the extra play-appeal insures extra profits to you. Get SHOW-TIME from your Bally Distributor today.



*New Style*  
**MAGIC SQUARES**  
*plus*  
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*Popular*  
CORNER SCORES  
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EXTRA BALLS  
TRIPLE-DECK  
ADVANCING SCORES



*Free*  
TOURNAMENT  
PROMOTION KIT  
WITH EACH GAME

# ABC Bowling Lanes

OFFICIAL BOWLING with 3 in. rubber balls, ABC BOWLING LANES is today's top money-maker. Get ABC BOWLING LANES busy for you now and be set for the biggest profit year you ever enjoyed.



**ORDER FROM YOUR BALLY DISTRIBUTOR**  
BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago

# A Sure Cure for Sick Locations



## SEE **BOWLING ALLEY**

AT YOUR UNITED DISTRIBUTOR

*Today!*

SECTIONS  
PULL APART  
HERE

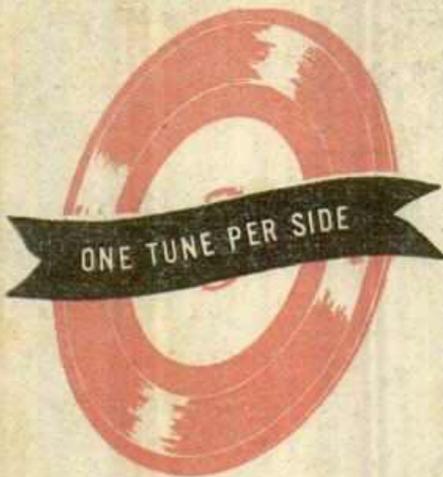
AVAILABLE IN  
14 FT. AND 11 FT. LENGTHS

14 FT. MODEL CAN BE SEPARATED  
INTO 8 FT. AND 6 FT. SECTIONS  
FOR EASY INSTALLATION  
AND HANDLING

# UNITED

MANUFACTURING COMPANY • 3401 NORTH CALIFORNIA AVENUE • CHICAGO 18, ILLINOIS

**program singles  
at one price...**



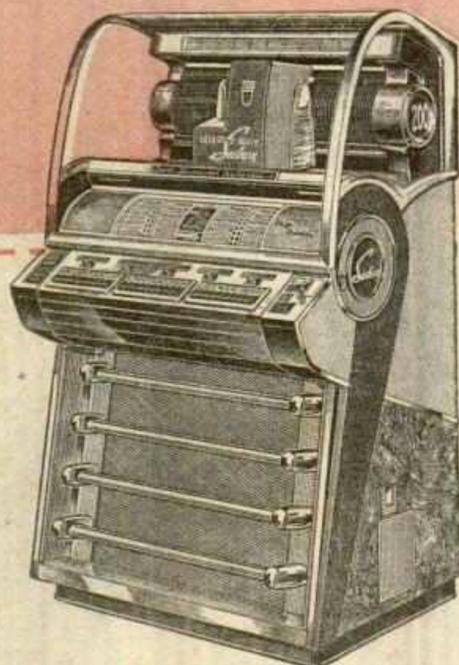
**program E. P. albums  
at a proportionately  
higher price...**



**program both types of records  
properly and profitably...**

**with the SEEBURG V-200**

THE WORLD'S FIRST DUAL MUSIC SYSTEM



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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
**J. P. SEEBURG**  
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