

The Billboard



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See Page 12

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APRIL 20, 1957 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Big Role for Music In Oklahoma's Fair

Program to Spotlight Recording Artists, Disk Jockeys for Huge Industry Push

By HERB DOTTE

OKLAHOMA CITY — The music industry and Oklahoma's big coming show, the State's Semi-Centennial Exposition, which is to run 23 days, starting June 14 here at the Oklahoma State Fairgrounds, will walk down the aisle in a marriage calculated to give a promotional lift to the music business and up attendance at the biggest show ever to be staged in the Sooner State.

Disk jockeys from thruout the State and from points as far distant as Denver and New Orleans will be in on the wedding, with a different deejay to twirl platters on the spot each day of the expo.

Recording companies also will be participants. Already, RCA Victor, Columbia, Capitol and Coral have taken exhibit space. Others are expected to join the ranks, expo execs say.

New Tune for Expo

Coral has gone a step further: It has pressed a new tune, "I'll See You in Oklahoma," reminiscent of "Meet Me in St. Louis, Louis," which plugged the 1944 exposition in St. Louis.

Top recording artists also will be in on the show, some as headliners for the grandstand show now being framed, still others for personal appearances.

The expo has wrapped much of its program around music. It will, for instance, offer a specially built Teen Town, a two-acre layout, which will have record shops, snack stands and teen-age clothing exhibits erected around a large dance pavilion. It will be here that the disk jockeys will do their twirling

Sock Hop for Teen-Age Bait

OKLAHOMA CITY — A sock hop which is expected to attract 5,000 teen-agers will be a highlight Monday, April 22, of the dedication of the "Arrows to Atoms" tower, 200-foot high symbol of the 23-day Oklahoma Semi-Centennial to be staged at the Oklahoma State Fairgrounds starting June 14.

The sock hop, which is to be held in the largest building on the fairgrounds, will serve to intro "I'll See You in Oklahoma," a song written by Frank Skinner, and also to plug the exposition's Teen Town.

The "Arrows to Atoms" tower consists of a tall steel shaft, encased in corrugated plastic, topped by an arrow head, 17 feet long and 27 feet wide at the base, with a silhouetted map of Oklahoma close to the summit and with the entire arrow surrounded by the moving symbol of atomic energy.

GRANZ TO WAX 1957 NEWPORT JAZZ FESTIVAL

NEWPORT, R. I. — The entire Newport Jazz Festival this summer will be taped by Norman Granz for his Verve label, and will be issued in a five-LP set in September.

While some of the top names who will appear are under contract to other companies, it is expected that deals will be made to clear these for Granz who "owns" most of the other acts.

In addition to the previously signed Louis Armstrong, Sarah Vaughan, Ella Fitzgerald and Count Basie band, Newport producers Louis Lorillard and George Wein have inked the Dizzy Gillespie big band, Dave Brubeck Quartet, George Shearing Quintet, Roy Eldridge, Gerry Mulligan (possibly with big band), Oscar Peterson Trio, Jo Jones, Turk Murphy band, Stuff Smith and Jack Teagarden.

In playing up the growing international aspects of the jazz scene, the Festival will present pianists Toshiko Akiyoshi (Japan) and Bernard Peiffer (France), accordionist Mat Matthews (Holland), clarinetist Rolf Kuhn (Germany) and seven other reps of as many countries, as yet not committed.

Dates of the Festival are July 4, 5 and 6. The Festival, a non-profit affair, last year took in enough at the box office to erase the 1955 deficit, reported to have been \$8,000, and ended up about \$20,000 in the black.

and where recording artists will make their personal appearances.

Negotiations for names to head the various shows to be held in front of the grandstand are nearing completion. The expo management is aiming its sights here in this connection. To entice one headliner, some of the expo sponsors went so far as to offer a piece of a producing oil well, with the added attraction of depletion allowances, in lieu of cash.

Write "Kissin' Cousins"

Since that offer, the expo sold the rights to present the grandstand show to a group which, in turn, engaged Charlie Meeker, who is in charge of all theater attractions at the State Fair of Texas, Dallas, to sign the talent and frame the shows.

Television will be well represented. "Today" and "Tonight" each already is set to originate from the grounds for a week, and at least one more daily coast-to-coast video show is to be added to the schedule.

The expo is getting strong promotion. Already, about 235,000 advance sale children's tickets have been sold, according to Jimmy Burge, expo manager.

One of the unusual promotional approaches is a letter-writing campaign, inaugurated by Oklahoma City Student Council members, to their "Kissing Cousins." To date, teen-agers have sent out about

(Continued on page 62)

American Popular Music Booming in Overseas Markets

Foreign Recorders & Shops Climb U. S. Tune Bandwagon

By OMER ANDERSON

STUTTGART, Germany — In West Germany the German news-magazine, *Der Spiegel*, did a 15-page cover story on Elvis Presley.

In Britain Pat Boone's recording of "Tutti Frutti" sold half a million platters in three months.

In Belgium American songs have occupied seven or more places on the list of 10 hit tunes for over a year.

Even in France, Bill Haley's records have outsold Edith Piaf's for six months in a row.

American popular music is enjoying an unprecedented boom in nearly every country in Western Europe—and also behind the Iron Curtain. European record companies are doing a big business recording American music; in fact, American music is beginning to overshadow native music over all Western Europe.

Inroads made by American music have become the subject of sociological surveys, newspaper editorials and even church sermons. At the moment, for example, the Lutheran church of Germany is debating the "morality" of American rock and roll. The tentative decision is that the rock and roll of Bill Haley is "moral," but that characterized by Elvis Presley is to be "deplored."

In the larger European disk shops American hit tunes are being stocked within a few weeks of their appearance on U. S. top-tune listings.

The larger European record companies are putting out American hit songs in European versions, the vocals being done by top French or German artists. In France, Claude Goaty is a big seller in "Whatever Will Be, Will Be," a Vogue release, and, in Germany, Caterina Valente has been a runaway best seller in recording of American popular music for the last two years.

U. S. Tunes Bonanza

Having discovered a gold mine in American music, European disk shops are taking over American disk merchandising methods. Records are issued in attractive jackets, disk shops are encouraged to go in for eye-catching displays of their recorded wares, and recording artists are being featured in newspaper and magazine advertising. In France, West Germany, Belgium, Switzerland and Holland, the "music bar," developed around American popular tunes, is to be found in even small towns.

The major European disk companies are increasing the number of their releases of American popular music. A fierce three-way competition is developing around American popular music, pitting, on the one hand, the

(Continued on page 24)

NEWS OF THE WEEK

"Big Record" Likely to Take Over Godfrey Wed. Time . . .

The replacement for Arthur Godfrey's Wednesday night show next season is likely to be "The Big Record," a music-variety show. The time period is 8-9 p.m. on CBS-TV. . . . Page 2

Disk Slump Only Relative; Sales Close to '56 Pace . . .

Despite protestations from numerous dealers, so-called traditional April slump does not appear to reach very deeply. The distributors admit disks are harder to kick off now and sales levels of hits are below those at other periods of the year, the drop in sales is only relative and seems more serious than it is because dealers have been spoiled by record breaking first quarter volume. . . . Page 21

Increased Interest in FM Has Implications for Music-Radio . . .

FM, currently attracting much interest on the part of listeners and investors, has wide implications for the music-record industry. The medium is seen as likely to mean additional exposure for phonograph records, and as likely to figure prominently in the performance payoff for music publishers and writers. . . . Page 22

Tennessee Ernie Ford Signed to Appear at Ohio State Fair . . .

Tennessee Ernie Ford has signed to give 10 performances in five days at the Ohio State Fair, Columbus. Ford show is guaranteed \$60,000 as against 60 per cent of the grandstand receipts. . . . Page 67

Music Ops, Congressmen To Meet at MOA Show . . .

Congressmen will head the speaker list at the annual Music Operators of America convention slated at the Morrison Hotel, Chicago, May 19-21. Also featured will be a round-table discussion between songwriters and operators. Record artists will be part of the entertainment program. . . . Page 86

DEPARTMENTS AND FEATURES

Amusement Games 93	Music Pop Charts—
Aud-Arcna 65	Album Buying Guide . . . 33
Carnival 73	Honor Roll of Hits . . . 39
Circus 70	Best Seller Lists . . . 47
Coming Events 76	Tips on Coming Tops . . . 52
Classified Ads 78	Parks & Pools 58
Coin Machine Market . . . 86	Pines 77
Fairs & Expositions . . . 67	Radio 21
Final Curtain 66	Rinks 56
General Outdoor 62	Routes 56
Letter List 77	Television 2
Merchandise 76	TV Film 15
Music 21	TV, TV Film Reviews . . 20
Music Machines 85	Vending Machines 81

Band Sparks Polish Riot

WARSAW, Poland—The Glenn Miller Orchestra, under the direction of Ray McKinley, literally caused a riot during its recent appearance at the Palace of Culture and Art here last week. Opening night Polish police arrested hundreds of people who tried to force their way into the hall without tickets. About 25 ticket "speculators" were also arrested in the area for later trial.

The band, traveling abroad under the auspices of the U. S. State Department and ANTA, is the first American orchestra to appear behind Poland's Iron Curtain. All six performances here were sold out, with thousands paying to stand in the foyers and lobbies on opening night. In a move to restore order, the Polish Ministry of Information finally had speakers placed outside the hall, so the crowd in the street could hear the band.

DECEMBER 31 DEADLINE

Tele Committee Formed; To Seek New ASCAP Pact

CHICAGO — TV broadcasters set up a 15-man committee Thursday (11) to work out a new music licensing agreement with the American Society of Composers, Authors and Publishers under the pressure of a December 31 expiration of the current contract which contains no clause for automatic renewal.

The action was taken during closing hours of the NARTB convention but, ostensibly, the committee is an independent one representing individually participating telecasters. The NARTB takes no official part in establishing license agreements.

The Station and network execs carefully avoided open airing of their gripes about the current contract or possible approaches to a

new one after Dwight Martin, of WAFB-TV, Baton Rouge, La., and WDAM-TV, Hattiesburg, Miss., who chaired the meeting, clearly hinted that ASCAP observers were present in the open session. They restricted themselves to procedural matters in appointing the committee and planning a voluntary subscription from stations to pay for research and legal fees for the upcoming negotiations.

Seek Reduction
Attending execs, who considered the ASCAP matter one of the critical issues of the convention, seemed to be in clear agreement on only one obvious point: They want to pay ASCAP less money in the future than they're paying now. As for a formula to press in negotiations, none seems to have crystallized, judging from informal conversations before and after the meeting.

Among the suggested approaches are:

(1) Reduction of the present rate of payment for commercial programs, which is 2.05 per cent of a station's net receipts from sale of time and certain services, after

specified deductions are made. A negotiating point here might be the lesser rate charged by BMI, from three-quarters of 1 per cent up to 1.09 per cent, depending on gross receipts.

(2) Leaving the percentage as is, but narrowing the definition of net receipts by increasing the number of permissible deductions, so the resultant payment would be smaller. For example, the current contract includes in the net figure the charges for studio rental, normal number of cameras and other standard charges fixed by rate card. Some station operators would like to see the net concept reduced to time charges only.

(3) Another suggested approach is to pay according to the current percentage formula, but applying the formula only to the income of those programs using ASCAP music. Or looking at it another way, this group would apply an additional deduction, the income of all non-musical programs.

Net Income Squawk
Another area of widespread dissatisfaction was in the manner of *(Continued on page 22)*

\$4 Mil Offered For Indie KCOP

HOLLYWOOD — Increased value of TV franchises was illustrated here last week with offer of \$4 million for indie station KCOP by syndicate headed by Bing Crosby and Kenyon Brown.

The station, presently owned by the Copley Press, was purchased three years ago for 1,325,000. At that time reportedly losing \$250,000, it has, as far as is known, never shown a profit, and has been the tail-end in the seven station Los Angeles market.

Finalization of the deal is expected this week. Under its terms present station manager, Jack Heintz, would retire, and program director Al Flanagan take over the general manager post.

One report has it that the syndicate may be buying the property in anticipation of the approval of toll TV, in which case the channel would be switched to the fee system.

KOMO Offers New '10 Plan'

SEATTLE — KOMO-TV is offering a 60 per cent discount in its new "10 plan" for 13 weeks. The combination of good discounts and high-rated availabilities makes the 10 plan an attractive buy at an average \$256 weekly cost, with a 56-cent cost-per-minute.

The NBC-TV affiliate plan gives advertisers four 20-second, four 15's and two one-minute spots per day.

COME THE FALL

'Record' Up Front As Godfrey's Sub

NEW YORK — "The Big Record" last week became the chief contender for the Wednesday night 8-9 p.m. slot on CBS-TV next season to be vacated by "Arthur Godfrey and His Friends." The nothing final has been decided, the network is very high on the property and will make every effort to convince Godfrey's clients—American Home Products, Kellogg, Bristol-Myers and Pillsbury — that "Record" will do a good job for them.

Godfrey gave up the Wednesday night show (as predicted in *The Billboard*, April 13), citing the pressure of his other broadcasting duties. He will continue with his morning strip and "Talent Scouts," his Monday night stanza.

The withdrawal of Godfrey from his Wednesday night show marks the third important program lost by the network for next season, the other two being the Jackie Gleason show and "I Love Lucy." However, Jackie Gleason and Lucille Ball and Desi Arnez will be seen on CBS next fall on specials.

Godfrey, of course, will prob-

ably continue for many years to come on the network, but this is the first serious cutback he has made since he started his remarkable career. "Godfrey and His Friends" started January, 1949, and has been on continuously since then. Vic Damone will replace the hour Godfrey stanza beginning July 3 and thru the summer.

NBC Week Scores \$8 Mil in Daytime

NEW YORK — The NBC-TV network last week had one of the most successful seven days of selling daytime TV in the history of the network. The web sold seven sponsors an estimated \$8,000,000 worth of daytime TV, if these buys remain firm for a 52-week period. Purchasers are General Foods, Miles Laboratories, Procter & Gamble, Brillo, Ponds, SOS scouring pads and Toni.

Miles bought four alternate quarter hours on Thursdays of "It Could Be You," "Price Is Right," "Truth or Consequences" and "Comedy Time." Sponsorship will begin July 25. Ponds bought four alternate quarter hours on Tuesdays of all the shows mentioned above except "Truth" for which it substituted a quarter hour of "Matinee." Its sponsorship will also be for a summer start.

GF Buys
Beginning sometime in July, General Foods will sponsor four alternate quarter hours of various NBC daytime stanzas. They are "Price Is Right," "It Could Be You," "Truth or Consequences" and "Comedy Time." Brillo has bought two alternate Tuesday quarter hours of "Matinee" and "Modern

Trendex Top Ten TV Web Shows

(April 1-7)

Rank	Program & Network	Rtg.
1.	Bob Hope Show (NBC)	36.4
2.	I Love Lucy (CBS)	36.3
3.	Person to Person (CBS)	35.2
4.	The Perry Como Show (NBC)	33.4
5.	The \$64,000 Question (CBS)	32.4
6.	The Jack Benny Show (CBS)	32.4
7.	You Bet Your Life (NBC)	30.3
8.	The \$64,000 Challenge (CBS)	29.3
9.	The Line-Up (CBS)	28.8
9.	The Red Skelton Show (CBS)	28.8

WLW to Start Local Color

CINCINNATI — The Crosley Broadcasting Corporation will begin local colorcasting at WLW-TV here in June. The first shows to go tint will be Ruth Lyons' "50-50 Club" at noon daily and the Saturday night "Midwestern Hayride," both fed to WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-I, Indianapolis, the new Crosley station opening in September.

Five color cameras are included in the million-dollar budget allotment. Crosley now carries NBC-TV color shows.

Betty Hutton 'Mom' Due for NBC Fall

NEW YORK — NBC-TV is expected to make a place in its fall schedule for "That's My Mom," the Betty Hutton comedy series. Web brass screened the pilot last week and were highly pleased.

The film show, formerly called "Hey, Mom!" was created by Jess Oppenheimer, who helped develop "I Love Lucy."

Mars Weighs Sat. 12 Slot on CBS for Fall

NEW YORK — Mars, Inc., is reportedly buying the Saturday 12-12:30 p.m. time at CBS-TV for a kids' show next fall. The web is seemingly ready to give up on "The Big Top," now in that slot as a sustainer, the former a Sealtest long-term buy.

Romances" for a June start. SOS will take over alternate quarter hours on Wednesdays of "Comedy Time" and "Price Is Right" for summer sponsorship.

Procter & Gamble is expected to buy four alternate quarter hours more, but two have already been contracted for. Among the quarter hours already bought is "It Could Be You" for P.&G.'s Oxvold division, the purchase to begin the week of April 21. The Toni buy is eight alternate quarter hours to run from May 27 thru September 2, the shows not designated.

The buys made this week, plus the purchase of a strip in "Matinee" by Procter & Gamble and another four and a half quarter hours bought in "Tic Tac Dough" by the same client all made within the same month, show the tremendous resurgence of commercial strength in NBC's daytime picture.

Most impressive is the show of commercial interest in the two morning strips, "Price Is Right" and "Tic Tac Dough," which run until 12 noon. Their strength dates from the shift which put "Home" in the preceding hour and allowed the shows to build audiences.

Lever Bros. Buys 'Arrow' Alternate Wk.

NEW YORK — Lever Bros. has bought alternate weeks of "Broken Arrow" on ABC-TV for the summer, replacing General Electric in June. GE has bowed out of the adult Western, leaving alternate weeks open for the fall.

Miles Labs has renewed its half buy of "Arrow" in the Tuesday 9-9:30 p.m. slot with a 52-week contract.

The arrival of Lever Bros. at ABC-TV may be made into a permanent state, with the advertiser mulling a daytime strip (4:30-5 p.m.) for next season. The soap company has meanwhile bought a second summer show, re-runs of "Private Secretary," slotted Tuesdays, 8:30-9 p.m., on CBS-TV.

ABC Readies Return to Day

NEW YORK — A pair of women's shows have been set by ABC-TV for its re-entry into daytime programming next fall. "Glamour Girl," a fashion and beauty stanza starring George Liberace, and "Lucky Lady," the Walt Framer contest show, will be slotted back to back in the 4-5 p.m. time Monday thru Friday.

"Mickey Mouse Club" having been cut to the 5:30-6 p.m. half-hour, the 5-5:30 p.m. slot remains open, with a Lou Costello kids' quiz and various Western adventure films getting serious consideration.

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Offices

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NARTB Code Violation Study

CHICAGO—Ninety per cent of violations of the NARTB television code are committed by only one-fourth of the stations, it was revealed to the NARTB convention by G. Richard Shafto, chairman of the code review board.

This finding, he said, was based on more than 17,000 hours of monitoring by the board. Monitors checked all three networks and more than 100 stations. In 18 major markets, 56 stations were checked for a seven-day period, some checked twice, and others were watched for three-day periods. Reports of monitoring were sent to these stations, he said, so that some have been able to correct themselves to virtually perfect conformance with the code and, in other cases, members have resigned rather than change their ways.

Shafto announced that in the past year the code has been accepted by 16 members of the Alliance of TV Film Producers, responsible for three-fourths of the new films currently being produced for TV.

Fairy Tales as Shore Alternate

NEW YORK—NBC-TV has reportedly decided to alternate the Dinah Shore series of 20 shows and the six featuring Ginger Rogers next fall with two sets of fairy tales in the Sunday 9-10 p.m. time. Five specials to be produced by Fred Coe will be spotted in this hour, while the Henry Jaffe package with Shirley Temple as star-host would have 13 of its stanzas in the slot, with 13 more placed elsewhere.

The rash of musical fables at NBC will also include two specials packaged by Saul Jaffe, set for September 29 and December 25.

Quaker to Try More Exposure

HOLLYWOOD—Quaker Oats is going for double exposure with its "Sergeant Preston of the Yukon" series, having spotbooked the show in 11 Western markets in addition to its CBS-TV sponsorship.

It's believed the first time this is being tried, although "Lone Ranger" presently is seen on two networks (ABC, Thursday night; CBS, Saturday afternoon). Apparently move was made because Quaker Oats is planning an intensified campaign for the next 13 weeks and hasn't been satisfied with the network exposure.

In eight of the markets (San Diego, San Francisco, Portland, Sacramento, Los Angeles, Spokane, Seattle and Phoenix) the ABC affiliate will carry the spotbooked program, consisting of reruns. In the other three (Fresno, Salt Lake City, Santa Barbara) the CBS station will air both shows.

NBC Puts 'Riley' On Open Market

NEW YORK—NBC-TV is putting "Life of Riley" on the open market, starting in June. Gulf Oil, the show's current and long-time sponsor, refused to give the web a summer offer for the package and will bow out permanently.

The show will, most likely, remain in its present 8:30-9 p.m. slot next season.

Mechron Puts Cut-Ins, Feeds On Automation

CHICAGO—One of the new technical developments which most intrigued station execs attending the broadcasters' convention here last week was a device called Mechron, developed by the Mechron division of The San Francisco Chronicle, which operates KRON-TV, San Francisco, and KBAK-TV, Bakersfield, Calif. Harold See, who is president of the Bakersfield outlet and general manager of the San Francisco station, also heads the Mechron division.

Automation

The outstanding feature of the development, which provides completely automatic switching of cameras and feeds, is its elimination of the human factor which too frequently necessitates make-goods, whereby broadcasters have to repeat their commitments to advertisers whose shows or commercials have been bollixed up by mistakes in the split-second switching which is required.

Mechron functions by means of International Business Machine cards which are punched up in advance for a full day's schedule, covering all programs and commercials. The information on the cards includes whether it is a network feed or local, time involved, studio used, whether film live or slide, etc. The cards are stacked in the mechanism prior to opening, and the device takes over, making all switches at intervals as brief as two seconds from web to local, or from studio to studio. It also breaks into feature films at stipulated times, cutting in for film, slide or live commercials. Before such switches, it even warms up

(Continued on page 16)

SOME RELAXATION

Boys Also Live It Up With Good, Clean Fun

By SAM CHASE

CHICAGO—With all the official events on the agenda at the 1957 convention, there was still time for fun. Apart from the usual ways of relaxing at conventions, a few ingenious ones were devised.

Best practical joke of 1957's meet was that pulled on the head of a TV film distribution firm by the star of his hottest show and one of his key lieutenants. They announced that the wife of an important station owner was to visit

Quiet Congeniality Keys 35th Annual NARTB Convention

CHICAGO—The general state of TV station prosperity thruout the nation was reflected in the 35th annual convention of the National Association of Radio and Television Broadcasters which was held here at the Conrad Hilton Hotel last week.

As previously predicted, the convention was one of the quietest in the history of the broadcasters' organization. The conclave was striking for the absence of issues and for the conviviality engendered virtually everywhere.

Prior to the convention, teamwork pitches were made by CBS-TV and ABC-TV to their affiliates which left both Merle Jones, CBS-TV president, and Ollie Treyz, ABC-TV president, wearing fat smiles of satisfaction. Both had evidently been assured of the fullest co-operation.

Talk at the convention itself

centered around three subjects: Reports that the military was considering the recapture of some VHF channels, growing indications that the Federal Communications Commission is about ready to move on toll TV and speculation as to the future of FCC Chairman George McConnaughey whose term ends this June.

Military Demands

At a question-and-answer session Wednesday afternoon Chairman McConnaughey quieted broadcasters' fears about military demands by stating he had heard nothing of them. However, FCC Commissioner Craven, at the same session, stated he had read magazine articles written by top defense officials which indicated a need for additional channels, sometime in the future.

Informed broadcasting executives here did not discount the possibility

of turning over some VHF channels in the distant future to the military and other government groups which might have need for them. But they do not see such a possibility as imminent.

They point to the fact that whatever occurs will of necessity be handled with full regard for the rights of station owners, and, more important, for the public itself which has already made such a tremendous investment in VHF set ownership.

In other words, they maintain, whatever is to be done will be done as a slow transition over a long period. FCC Commissioner Craven also touched on a subject of interest when he pointed out that the future might bring a need for changes in the present spectrum division.

Nothing really new was disclosed by Chairman McConnaughey about toll TV, except that he believed it should have a trial and that it might have to be thrown into the lap of Congress to see whether public utility rules apply. As to the resignation of McConnaughey, the FCC chairman backed away from a direct question by Hal Fellows, NARTB president, indicating that he is not ready to disclose his plans.

A number of other candidates, however, are being groomed for his post in the event he does not return. Among them is Ernest Lee Jahuke, former ABC-TV station relations vice-president. McConnaughey would wind up as a top executive at CBS, Inc., according to some of the more speculative talk heard at the convention.

NARTB FILM PANEL

Co-Operation and Plans Emphasized

CHICAGO—Statesmanlike calls for co-operation and plans for the future flavored this year's NARTB TV film panel discussions. The panel, chaired by KRON-TV's (San Francisco) Harold P. See, attracted a heavy attendance of broadcasters. Other panel members included Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc.; Richard M. Pack, Westinghouse Broadcasting's

programming vice-president; M. J. (Bud) Rifkin, Ziv-TV's sales vice-president, and Campbell Arnoux (WTAB-TV, Norfolk), who also served as chairman of the NARTB Television Board.

Pack's initial remarks spotlighted several areas wherein the TV industry in general and TV film in particular will have to find solutions to present problems or those looming on the horizon. He asked such questions as:

"How can we be more creative in using film?" One way, he said, was in carefully fitting the film program to the desired audience. In treating "the half-hour film show vs. the feature film," Pack stressed that each form of programming is valuable, but that it's up to the station to provide its viewers a properly balanced diet of both.

He pointed to a greater need in making station key execs film minded. This, he said, can be achieved by having films screened before the station's management committee so that each top exec can see what his department can do about making that particular film program more successful.

Recognize Responsibility

He called in the film-makers to recognize their responsibility in advancing the level of TV film production.

(Continued on page 16)

the company's suite and that she not only handled all film buying for the outlet but was hot for this firm's full catalog. On her arrival, all other guests were shooped out and the door locked, to give the film company chief a chance for an all-out pitch.

After 10 minutes of going thru the catalog, show by show, and asking all the right questions about ratings in specific markets, the highly attractive lady asked to be

(Continued on page 15)

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. . . all aimed at making The Billboard still more profitable and interesting for readers and advertisers alike.

*Actually dated April 29. Beginning with this issue, The Billboard will be realistically dated on Mondays, the day that national distribution is accomplished in 40 major marketing areas—rather than Saturdays as heretofore!

*Another Giant Step
in The Billboard's
Continuing Program of
Improved Service to
its 49,498 Weekly
ABC Paid Readers
(and when readers
benefit—so do
advertisers)*

Brandt Hired To Push CBS Daytime TV

NEW YORK—CBS-TV is putting on a special exploitation campaign for its daytime shows, a move apparently motivated by the inroads NBC-TV has been making in daytime this season.

CBS has appointed Bud Brandt Associates to handle the exploitation. This is one of the rare instances of a network's employing an outside public relations outfit. Brandt has hired Dave Gordon, former trade editor of Screen Gems, to handle the account. Gordon will make his office at CBS' program department. Screen Gems does not plan to replace him.

KTVK'S TAKE OFF ON 'SNAKE PIT'

PHOENIX, Ariz.—Station KTVK was turned into a snake pit last Friday (5) when 18 rattlesnakes escaped out of their box during a show called "Animals in Action." Mishap occurred six minutes into the half-hour program featuring "Jungle Jack" Adam.

The jungle realism almost proved too much for the staffers as snakes slithered in all directions. As Adam dashed madly back and forth retrieving coiled rattlers the cameramen stuck to their posts, altho most of the shots were strictly not in the script. One staffer was chased onto a desk, and announcer Bob Corrigan did the commercials from the top of a bed.

By the end of the show 15 of the rattlers had been recaptured, but it was probably the most unrehearsed studio program ever seen on TV.

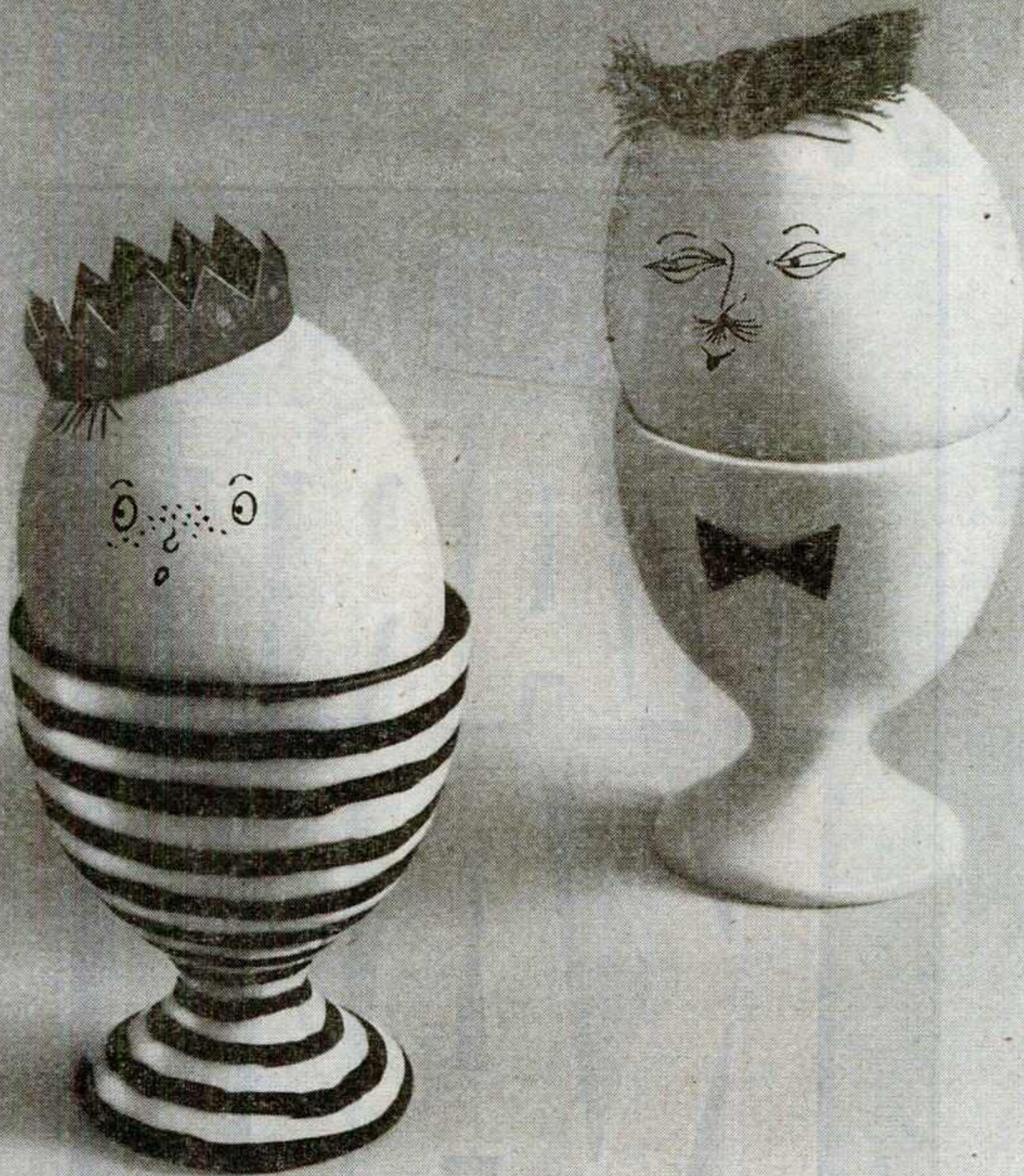
Portrait of the American Family



There's a measure of egghead in most of us. As a nation we seek knowledge. And we make heroes out of our best knowers—like Charles Van Doren.

Now, for the first time, a television network has worked out a way to serve the direct interests of knowledge-seekers. NBC, in cooperation with the Educational Television and Radio Center of Ann Arbor, is televising a live program service expressly for the nation's educational channels. Programs on American literature, music, mathematics, government and world geography are being specially produced—on a scale that would not be possible for individual educational channels.

Jack Gould of *The N. Y. Times* says of this unprecedented development: "A major network and the education world are learning to work in harness... A significant gain."



Dr. Herman Wells, President of the University of Indiana, calls it "one of the boldest and most forward steps yet taken by television on behalf of our schools and colleges." Throughout the year the NBC network schedule is also studded with a wide range of informational, cultural and inspirational programs...like the *Project 20 Events*, *The NBC Opera Company*, *Wide Wide World*, *Meet the Press*, *Frontiers of Faith*, *Youth Wants to Know*, *Mr. Wizard* and *Zoo Parade*.

This type of programming is the result, in large measure, of the advertiser support given NBC for its top-rated daytime line-up and its evening commercial hits.

NBC Television Network

This One



8852-XP4-U90K



DOUBLE-CROSS IN AMSTERDAM!



SUSPENSE IN LONDON!



MYSTERY IN PARIS!



SUPERBLY STAGED
in exciting foreign cities,
seaports and countrysides.

HIGH-TENSION

"The **NEW** Adventures of

MARTIN KANE

starring

WILLIAM GARGAN

to the viewing public he IS Martin Kane!

MARTIN KANE'S CREDO:
**"I WORK WITH
THE POLICE-NOT
AGAINST THEM!"**

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

THRILLS IN COLORFUL FOREIGN COUNTRIES!

ZIV'S NEWEST
AUDIENCE-ATTRACTING
MYSTERY-ADVENTURE
TV SERIES!

FLASH!

ALREADY BOUGHT BY

- ANHEUSER-BUSCH
in 8 markets
 - STROH'S BEER
 - DREWRY'S BEER
 - PROGRESS BEER
 - HUMPTY DUMPTY
STORES
 - OLD GOLD
CIGARETTES
 - ROYAL CUP COFFEE
 - NATIONAL CITY
BANK in Cleveland
 - DUQUESNE BEER
 - SECURITY FEDERAL
Savings and Loan
 - A B C FURNITURE CO.
 - FALSTAFF BEER
 - WHITE WAY LAUNDRY
 - JIM REED CHEVROLET
 - UNITED GAS
 - KROGER
- and stations:
- KERO-TV in Bakersfield
 - WTVY in Dothan
 - KTTV in Los Angeles
 - KPHO-TV in Phoenix
 - KOA-TV in Denver
 - WOR-TV in New York
 - KTNT-TV in Seattle-Tacoma
 - WTVJ in Miami
 - WGN-TV in Chicago
 - WILK-TV in Wilkes Barre
 - KRDO-TV in Colorado Springs
 - KOAT-TV in Albuquerque
 - KOPO-TV in Tucson
 - WNAC-TV in Boston
 - WSOC-TV in Charlotte



**FOR AN
UPSWING
IN SALES**

get TV's most firmly established mystery-adventure hero in an ALL-NEW series. Write, phone or wire for an early audition.

Kaiser, Armstrong May Hike to ABC

NEW YORK—Kaiser Aluminum and Armstrong Cork are strong possibilities for Thursdays, 8-9 p.m., over ABC-TV next season. The impasse between sponsors and NBC-TV, which wants to move the twin drama hours "Circle Theater" and "Aluminum Hour" to a later time Tuesday nights, prompted negotiations with ABC, which over the weekend looked favorable for a move.

The ABC programmers, who had four half-hour shows penciled in for the Thursday hour, have done some fast juggling to accompany the Kaiser-Armstrong arrival, scattering "The Real McCoys," "Casey Jones," "Tim Pan Sally" and "The

Californians" to four other days of the week. Buick, which has bought alternate Fridays at 8:30 p.m., is mulling "The Californians" as its entry.

Reylon has settled on Saturdays, 10-10:30 p.m., as the slot for the Guy Mitchell show, leaving the previously considered time of Friday, 10-10:30 p.m., open for "Man Against Crime," now off the Mennen Company agenda. Mennen has reverted to its original choice, "O.S.S.," for its Thursday, 9:30-10 p.m., buy.

Morris, Reiner For 'Up Front'

NEW YORK—With Sid Caesar's future indefinite, his stalwart sidekicks, Howard Morris and Carl Reiner, have gone ahead on a project of their own, "Up Front." The half-hour situation comedy series, based on the Bill Mauldin Army characters, will have a pilot shot here next week by NBC-TV.

The understanding is that the series would be dropped if the Caesar show were to continue as a weekly entry and consummated if the Caesar troupe was put on a monthly or irregular show basis.

KDKA Helps Save Pitt Symphony Ork

PITTSBURGH — KDKA-TV has embarked on a voluntary campaign to help save the ailing Pittsburgh Symphony Orchestra.

Half of its entire schedule of five-second spots and a one-shot public service program were devoted last week to fund-raising, with results good enough to encourage the Westinghouse station to continue its efforts.

On the same understanding, Pat Carroll and Shirl Conway, distaff regulars on the current Caesar show, are now seeking weekly assignments on new fall programs.

COPS NAB 'COP' IN TV DEBUT

LONDON — There was a sad debut for middle-aged Canadian actor Richard Archer last week. Appearing on screen for only two minutes as a policeman in ABC-TV network presentation of Lister Sinclair's play, "Hilda Morgan," he was spotted by a viewer who immediately phoned the real police. At the end of the show Archer was arrested and charged with obtaining money by false pretenses from the viewer.

TvB Presents Study of Low Video Costs

CHICAGO — The Television Bureau of Advertisers' presentation made to an assembled throng of National Association of Radio and Television Broadcasters here Thursday (11) at its convention offered an array of data to indicate the superiority of TV over other media. A Leo Burnett media study, according to TvB, shows that only daytime radio is a cheaper cost-per-thousand buy in terms of people reached, but its sole selling tool is sound. The radio cost per thousand is 95 cents.

TV, however, during the day, comes in at \$1.05 and during the night at \$1.42 per thousand people reached and offers not only sound but sight and motion as selling tools. The cost per thousand on a full-page black and white woman's service magazine ad is \$6.48, and for a full-page black and white newspaper ad \$10.79.

Other TvB figures showed that 116,000,000 people watch TV each day, as against 103,000,000 who read newspapers. Translated into other terms, this means that each day 90,000,000 total hours are spent with newspapers as against 277,000,000 total hours spent watching TV, 207 per cent more total hours spent with the sight and sound medium.

In time spent viewing versus time spent reading, the young housewife spends four times as much time with TV; the middle-aged housewife, three times as much, and the older housewife, twice as much. As to the growth of TV homes, TvB points out that 7,387,000 new sets were produced during 1956, and that there are now over 39,300,000 TV homes.

Bairds to Film 'Sinbad' Pilot for Puppet Series

NEW YORK — Bil and Cora Baird will film "Sinbad the Sailor" here next week as a pilot for their projected series of half-hour marionette stories. The puppeteers are financing and producing the show themselves.

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

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

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

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

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

By Sponsor Groups:

TOILETRIES, DRUGS AND HOUSEHOLD CLEANSERS

Drug & Remedy Sponsors

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
 1. PHARMACEUTICALS (Twenty-One, NBC).....\$1.41
 2. AMER. HOME PRODS. (Name That Tune, CBS).... 2.10
 3. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 2.30
 4. BRISTOL-MYERS (Playhouse 90, CBS)..... 2.39
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
 1. PHARMACEUTICALS (Twenty-One, NBC).....\$1.65
 2. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 2.51
 3. AMER. HOME PRODS. (Name That Tune, CBS).. 2.69
 4. PHARMACEUTICALS (Amateur Hour, ABC)..... 2.92
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
 1. PHARMACEUTICALS (Twenty-One, NBC).....\$1.30
 2. AMER. HOME PRODS. (Name That Tune, CBS).... 1.92
 3. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.98
 4. BRISTOL-MYERS (Playhouse 90, CBS)..... 2.04
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
 1. AMER. HOME PRODS (Name That Tune, CBS)....\$2.88
 2. CHESEBROUGH-PONDS, AMER. CHICLE ROLAIDS (Jim Bowie, ABC)..... 3.02
 3. BAUER & BLACK (Circus Time, ABC)..... 3.10
 4. MILES (Broken Arrow, ABC)..... 3.19

Household Cleanser & Polish Sponsors

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
 1. GOLD SEAL (Perry Como, NBC).....\$1.98
 2. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.26
 3. PROCTER & GAMBLE (The Line-Up, CBS)..... 2.36
 4. S. C. JOHNSON (Red Skelton, CBS)..... 2.65
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
 1. GOLD SEAL (Perry Como, NBC).....\$2.19
 2. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.54
 3. S. C. JOHNSON (Red Skelton, CBS)..... 2.94
 4. PROCTER & GAMBLE (The Line-Up)..... 3.27
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
 1. GOLD SEAL (Perry Como, NBC).....\$1.56
 2. PROCTER & GAMBLE (The Line-Up, CBS)..... 2.28
 3. COLGATE (Mr. Adams and Eve, CBS)..... 2.40
 4. S. C. JOHNSON (Red Skelton, CBS)..... 2.43
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
 1. GOLD SEAL (Perry Como, NBC).....\$2.35
 2. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.54
 3. PROCTER & GAMBLE (Phil Silvers, CBS)..... 2.92
 4. COLGATE (Mr. Adams and Eve, CBS)..... 3.22

Toiletries & Toilet Goods Sponsors

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
 1. REVLON (\$64,000 Question, CBS).....\$1.90
 2. KLEENEX, NOXZEMA (Perry Como, NBC)..... 1.96
 3. HELENE CURTIS (What's My Line? CBS)..... 1.98
 4. TONI (People Are Funny, NBC)..... 2.10
 5. TONI (You Bet Your Life, NBC)..... 2.17
 6. TONI (Godfrey's Talent Scouts, CBS)..... 2.21
 7. REVLON (\$64,000 Challenge, CBS)..... 2.24
 8. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.26
 9. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 2.30
 10. WILDROOT, JOHNSON (Robin Hood, CBS)..... 2.31
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
 1. GILLETTE (Cavalcade of Sports, NBC).....\$2.02
 2. KLEENEX, NOXZEMA (Perry Como, NBC)..... 2.19
 3. HELENE CURTIS (What's My Line? CBS)..... 2.26
 4. REVLON (\$64,000 Question, CBS)..... 2.30
 5. REVLON (\$64,000 Challenge, CBS)..... 2.32
 6. TONI (You Bet Your Life, NBC)..... 2.44
 7. TONI (People Are Funny, NBC)..... 2.47
 8. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 2.51
 9. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.54
 10. REMINGTON SHAVER (Gunsmoke, CBS)..... 2.60
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
 1. KLEENEX, NOXZEMA (Perry Como, NBC).....\$1.56
 2. HELENE CURTIS (What's My Line? CBS)..... 1.65
 3. REVLON (\$64,000 Question, CBS)..... 1.68
 4. TONI (People Are Funny, NBC)..... 1.85
 5. REVLON (\$64,000 Challenge, CBS)..... 1.86
 6. TONI (You Bet Your Life, NBC)..... 1.92
 7. TONI (Godfrey's Talent Scouts, CBS)..... 1.94
 8. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.98
 9. BRISTOL-MYERS (Playhouse 90, CBS)..... 2.04
 10. COLGATE (The Millionaire, CBS)..... 2.06
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
 1. REVLON (20th Century Fox, CBS).....\$1.58
 2. WILDROOT, JOHNSON (Robin Hood, CBS)..... 1.73
 3. KLEENEX, NOXZEMA (Perry Como, NBC)..... 2.35
 4. COLGATE (Bob Cummings, CBS)..... 2.45
 5. CHESEBROUGH-PONDS (Cheyenne, ABC)..... 2.45
 6. TONI (People Are Funny, NBC)..... 2.47
 7. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.54
 8. COLGATE (My Friend Flicka, CBS)..... 2.75
 9. CHESEBROUGH-PONDS (Jim Bowie, ABC)..... 3.02
 10. PROCTER & GAMBLE (I Love Lucy, CBS)..... 3.04

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Now . . .
**A FRESHER—FASTER—
MORE VALUABLE
BILLBOARD**

beginning with the first issue in May (actually dated Monday, April 29), with
Up to 48 Hours Earlier Delivery!

COMING COST PER THOUSAND ANALYSES:

- Next week: The Top 20 for March
- May 4: Food-Beverage & Cigarette-Tobacco Sponsors
- May 11: Automotive-Petroleum & Appliance-Furnishings Sponsors
- May 18: Toiletries, Drugs & Household Cleanser Sponsors

IN THE FIRST

13

DAYS...

THERE WERE

26

TOP TV STATIONS

SIGNED FOR THESE

39

GREAT COLUMBIA FILMS!

"HOLLYWOOD PREMIERE PARADE"

Why this unprecedented demand? Because of stories and stars of this caliber...

Academy Award winner

"YOU CAN'T TAKE IT WITH YOU"

starring James Stewart and Lionel Barrymore

"DEAD RECKONING"

starring Humphrey Bogart

"THE AWFUL TRUTH"

starring Cary Grant and Irene Dunne

and thirty-six other great hits with Hollywood's greatest stars.

If you want to capture the biggest audience in your city, this is *the* outstanding first run feature film package to do the job!

For Details  Contact

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter St.
Empire 3-4096

GE, ABC Take Sides on Issue Of Deintermix

WASHINGTON — The focal question of a large proportion of the deintermixture complaints pouring into the Federal Communications Commission these days is: What is the primary concern of the commission? Is it to provide widest service to the public at any cost—or to provide an effective competitive television service?

The General Electric Company and the American Broadcasting Company took opposite sides on the issue in recent filing of comments on the embattled deintermixture moves. General Electric, protesting removal of its very high WRCB, Schenectady, N. Y., channel, claims service comes first, and the FCC's move "cutting some 475,000 sets" from service violates the intent of the Congress. (G. E. would get ultra high Channel 47.) ABC, filing an agreement with the FCC's all-UHF proposal for Evansville, Ind., says the agency is obliged to allocate "so as to permit the development of an effective competitive TV service," which will in the long run mean more stations, more opportunity for local business and wider service all around.

GE Scoffing

General Electric, in a bitter filing Friday (5) at the commission, scoffed at the promise of a hearing on the deletion of its Channel 6 in Schenectady. The offer is a "post-mortem inquest," says G. E., since there won't be any Channel 6 available when hearings are held—it will be in New Haven, Conn. G. E. says the FCC's new standard of putting all stations in the New York tri-city area "on an equal competitive footing" violates the primary pledge to "provide at least one TV service to all parts of the U. S."

To add insult to injury, says G. E., the commission took a reverse position in leaving very high channels in UHF areas in Hartford, Conn., and Madison, Wis. Such action is "arbitrary, capricious and fallacious," says G. E.

WABC Yanks 2 Adventures For Cartoons

NEW YORK — WABC-TV is pulling two more adventure shows in favor of cartoons this week, giving the station a total of 20 half-hours of local cartoon programming. In addition, WABC carries the ABC-TV "Mickey Mouse Club," which features cartoons, five hours a week.

"Oswald Rabbit," a Guild Films package, goes into the 6-6:30 p.m. slot Tuesdays and Thursdays, replacing "Wild Bill Hickok" and "Superman," because, according to a station spokesman, the previous switches from adventure and drama stanzas to cartoons have made ratings jump while lowering costs for advertisers.

Last month, WABC restored the 7:30-8 a.m. time to the air with the "Early Bird Cartoon" strip and dropped "Drama of Life" in the 9-9:30 a.m. periods for another cartoon collection.

'Frontier Doctor' Sold To P&G by KLZ-TV

DENVER — "Frontier Doctor," the film package starring Rex Allen, has been sold by KLZ-TV to Procter & Gamble for local showing. The time slot has not been definitely settled, pending reshuffling of time schedules later this month.

'College' Kinescoped By NBC; to Go Daytime

HOLLYWOOD — "College of Musical Knowledge," being revived by NBC-TV for a daytime strip stanza, was kinescoped here on Friday (12). Dennis Day stars as the host-emcee.

Program is not being aimed for any specific slot in the sked as yet, but may become the replacement for Tennessee Ernie, who wants to concentrate on his nighttime program next season.

ABC-TV Has \$13,000,000 Left to Spend

NEW YORK — ABC-TV has \$13,000,000 left from the \$65,000,000 it gained last November in floating a new loan. The web has in these four months paid off its \$37,000,000 debt and spent \$15,-

000,000 on programming for 1957 and 1958. The remainder will be divided between further new programming and an expansion of creative network services, such as the opening of a story department.

These figures are apart from the \$15,000,000 earmarked a year ago for color. With the web scheduled to go tint in September, 1958, first monies have been allocated to color equipment in all owned and operated stations. On May 16 ABC will dedicate its new Chicago headquarters, in which WBKB has been rehoused for easy conversion to color.

Whitehall, Lever For Hiatus Slot?

NEW YORK—American Home Products, for its Whitehall division, and Lever Bros. may take over the Saturday 9:30-10 p.m. slot on CBS-TV early this summer, in anticipation of their co-sponsorship of "Have Gun, Will Travel" next fall.

The summer entry would probably be a group of "Schlitz Playhouse" reruns.

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:

NEWS, COMMENT AND SPORTS
ADVENTURE, MYSTERY, WESTERNS

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

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News, Comment & Sports Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. PERSON TO PERSON (Amer. Oil, Time, CBS)....\$2.24
2. CAVALCADE OF SPORTS (Gillette, Toni, NBC)... 2.38
3. MEET THE PRESS (Johns-Manville, NBC)..... 2.86
4. AIR POWER (Prudential, CBS)..... 3.05
5. DOUG EDWARDS NEWS (Amer. Home Prods., CBS) 3.09
6. NBC NEWS (Amer. Can, Time, Miles, Remington, Quaker, NBC)..... 4.08
7. RED BARBER (State Farm, NBC)..... 4.58
8. JOHN DALY NEWS (General Cigar, ABC)..... 4.68
9. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 4.86
10. SEE IT NOW (Pan American, CBS).....13.08

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CAVALCADE OF SPORTS (Gillette, Toni, NBC)....\$ 2.02
2. MEET THE PRESS (Johns-Manville, NBC)..... 2.60
3. AIR POWER (Prudential, CBS)..... 2.88
4. PERSON TO PERSON (Amer. Oil, Time, CBS)... 3.12
5. DOUG EDWARDS NEWS (Amer. Home Prods., CBS)..... 3.65
6. RED BARBER (State Farm, NBC)..... 3.77
7. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 4.39
8. NBC NEWS (Amer. Can, Time, Inc., Miles, Remington, Quaker, NBC)..... 4.83
9. JOHN DALY NEWS (General Cigar, ABC)..... 6.25
10. SEE IT NOW (Pan American, CBS).....13.13

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. PERSON TO PERSON (Amer. Oil, Time, CBS)....\$ 1.93
2. MEET THE PRESS (Johns-Manville, NBC)..... 2.89
3. DOUG EDWARDS NEWS (Amer. Home Prods., CBS)..... 3.18
4. CAVALCADE OF SPORTS (Gillette, Toni, NBC)... 3.32
5. AIR POWER (Prudential, CBS)..... 4.02
6. NBC NEWS (Amer. Can, Time, Miles, Remington, Quaker, NBC)..... 4.20
7. JOHN DALY NEWS (General Cigar, ABC)..... 4.68
8. RED BARBER (State Farm, NBC)..... 6.95
9. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 7.53
10. SEE IT NOW (Pan American, CBS).....13.77

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. AIR POWER (Prudential, CBS).....\$ 3.41
2. PERSON TO PERSON (Amer. Oil, Time, CBS).... 9.64
3. DOUG EDWARDS NEWS (Amer. Home Prods., CBS)..... 10.44
4. CAVALCADE OF SPORTS (Gillette, Toni, NBC) 11.30
5. NBC NEWS (Amer. Can, Time, Miles, Remington, Quaker, NBC)..... 13.79
6. JOHN DALY NEWS (General Cigar, ABC)..... 14.05
7. JOHNS-MANVILLE (Meet the Press, NBC)..... 18.19
8. RED BARBER (State Farm, NBC)..... 24.71
9. SEE IT NOW (Pan American, CBS)..... 35.31
10. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)..... 52.67

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Adventure, Mystery & Western Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. LONE RANGER (General Mills, Swift, ABC).....\$2.19
2. LASSIE (Campbell, CBS)..... 2.20
3. WYATT EARP (Procter & Gamble, General Mills, ABC)..... 2.26
4. ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 2.30
5. ROBIN HOOD (Wildroot, Johnson, CBS)..... 2.31
6. THE LINE-UP (Brown & Williamson, Procter & Gamble, CBS)..... 2.36
7. GUNSMOKE (Liggett & Myers, Remington Shaver, CBS)..... 2.51
8. BROKEN ARROW (Miles, General Electric, ABC)... 2.68
9. ZANE GREY (Ford, General Foods, CBS)..... 2.70
10. RIN-TIN-TIN (National Biscuit Co., ABC)..... 2.77

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Bristol-Myers, CBS).....\$2.51
2. WYATT EARP (Procter & Gamble, General Mills, ABC)..... 2.54
3. GUNSMOKE (Liggett & Myers, Remington Shaver, CBS)..... 2.60
4. LASSIE (Campbell, CBS)..... 3.00
5. BROKEN ARROW (Miles, General Electric, ABC)... 3.01
6. ZANE GREY (Ford, General Foods, CBS)..... 3.18
7. THE LINEUP (Brown & Williamson, Procter & Gamble, CBS)..... 3.27
8. DRAGNET (Schick, Liggett & Myers, NBC)..... 3.31
9. BOLD JOURNEY (Ralston, ABC)..... 3.42
10. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 3.59

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Bristol-Myers, CBS).....\$1.98
2. THE LINE-UP (Brown & Williamson, Procter & Gamble, CBS)..... 2.28
3. LASSIE (Campbell, CBS)..... 2.30
4. GUNSMOKE (Liggett & Myers, Remington Shaver, CBS)..... 2.53
5. DRAGNET (Schick, Liggett & Myers, NBC)..... 2.60
6. WYATT EARP (Procter & Gamble, General Mills, ABC)..... 2.70
7. ZANE GREY (Ford, General Foods, CBS)..... 2.92
8. BROKEN ARROW (Miles, General Electric, ABC)... 3.01
9. WEST POINT (Bon-Ami, General Foods, CBS).... 3.22
10. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 3.24

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. LASSIE (Campbell, CBS).....\$1.47
2. LONE RANGER (General Mills, Swift, ABC)..... 1.62
3. ROBIN HOOD (Wildroot, Johnson, CBS)..... 1.73
4. RIN-TIN-TIN (National Biscuit, ABC)..... 1.80
5. THE BUCCANEERS (Sylvania, CBS)..... 2.30
6. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)..... 2.45
7. WYATT EARP (Procter & Gamble, General Mills, ABC)..... 2.54
8. ROY ROGERS (General Foods, NBC)..... 2.72
9. CIRCUS BOY (Reynolds, NBC)..... 2.73
10. MY FRIEND FLICKA (Colgate, CBS)..... 2.75

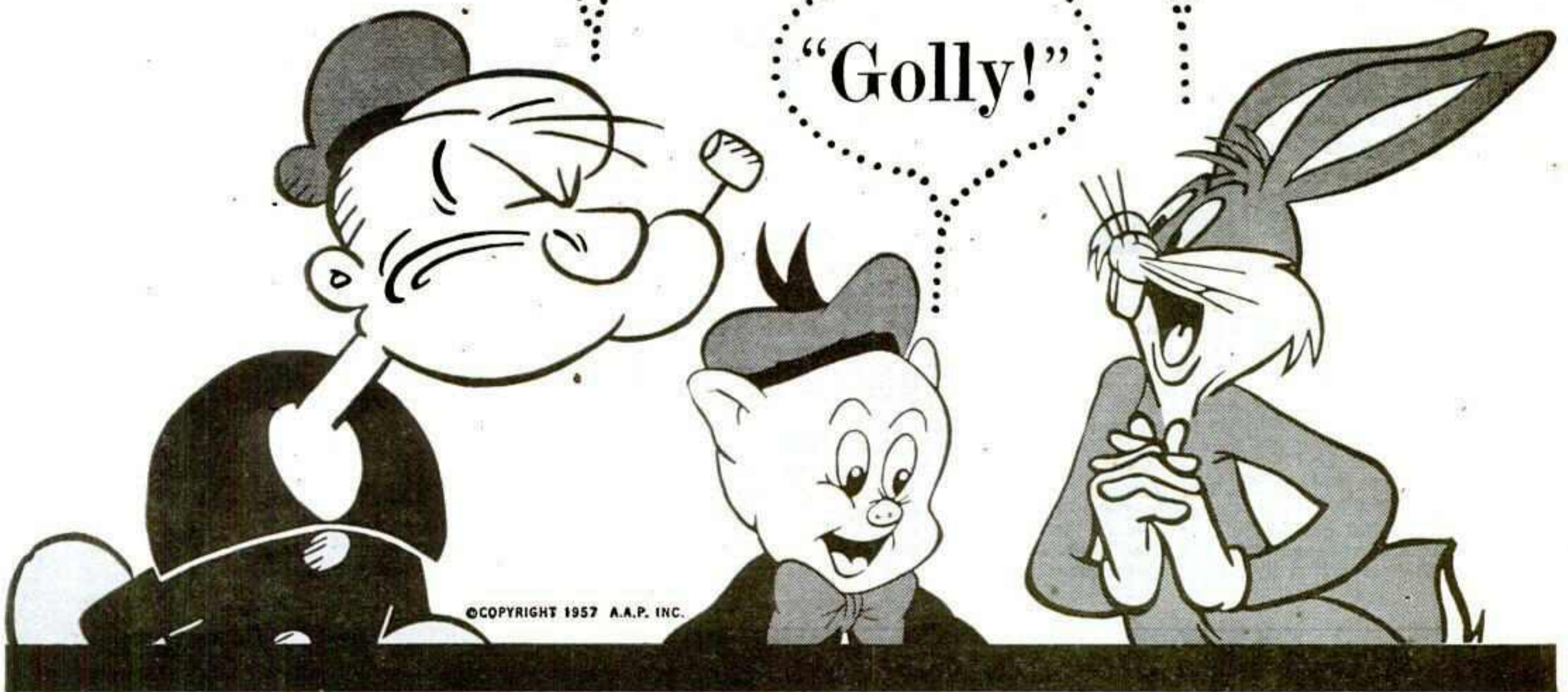
COMING COST PER THOUSAND ANALYSES:

- Next week: The Top 20 for March
- May 4: Quiz and Comedy-Variety-Music Shows
- May 11: Dramas and Situation Comedies
- May 18: News-Commentary and Adventure-Mystery-Western Shows

“I yam glad—
Flav-R-Straws
is betting on
a sure thing”

“Naturally,
Doc!”

“Golly!”



“Wherever they run, if they’re Popeye or Warner Bros. cartoons distributed by A.A.P., that’s all we have to know.” That’s the sentiment expressed by Flav-R-Straws and its agency, Ruthrauff & Ryan, when they placed a firm order for 3 participations a week, for 52 weeks, in the A.A.P. cartoon series in 25 markets in which they’re still available.

This unprecedented display of confidence is based on Flav-R-Straws’ success in the forty-odd markets now on the air in which they are already advertising their product. In these markets, Popeye and Warner Bros. cartoons have won great faith with their high ratings. When you want results that give you this kind of assurance, write or phone

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New York City Murray Hill 6-2323

CHICAGO: 75 E. Wacker Dr., DEarborn 2-4040

DALLAS: 1511 Bryan St., RIVerside 7-8553

LOS ANGELES: 9110 Sunset Blvd., CRestview 6-5886

Adult, Info Movies May One Day Eclipse Hoss Operas

Great New Audience Keys Theme For Fourth Film Assembly Sessions

It has been estimated that 20,000,000 persons each week see free, public service films on television or in community, 16-mm. screenings, compared with a weekly attendance of 50,000,000 at commercial motion picture theaters. It is an ever growing audience. An official of the Film Council of America recently expressed the expectation that even as Americans now spend more on concerts than on baseball, so too the audience for adult, informative films will some day eclipse the horse and soap-opera audience.

With the underlying theme of this great new audience for the documentary or special purpose film, the Fourth Annual American Film Assembly will convene next week, April 22-26, at the Statler Hotel in New York.

The highlight of the assembly is the Golden Reel Film Festival, which will find some 1,200 jurors screening an astounding total of 258 entries for the Golden Reel Awards in each of 23 categories. However, the workshops and critiques that are open to the 3,000 producers, distributors, buyers and users of non-theatrical films (the public is invited too) should help to accomplish more than the mere making of awards. Its purpose is to focus attention on the role of the 16-mm. film in American life, to advance its uses as a powerful educational and informational tool and to encourage—thru purposeful competition—a growth in the standards of 16-mm. motion picture production and utilization.

Film Societies

Meeting in conjunction with the assembly is the American Federation of Film Societies, composed of 24,000 local chapters, representing some 28,000,000 members. A competition for 35-mm. sound slide-films will also be held.

Founded in September, 1947, the Film Council of America this fall will mark its 10th anniversary as a non-profit, educational organization. The FCA, seeking to make America audio-visual minded, works with producers, sponsors, distributors, members of local film societies and councils and community film program planners.

The founder and first president was C. R. Reagan. First executive director was Thurman White. By

the spring of 1949, there were 127 film councils thruout the country. Today there are close to 500. In 1950, the Carnegie Corporation granted \$16,000 for three years to get the organization on its feet. Then the Fund for Adult Education in 1952 gave the first of seven grants, and Dr. Paul Wagner became the paid president. The FAE discontinued its grant last year. Paul Wagner resigned in September, and H. A. Tollefson, assistant

The annual assembly provides a meeting place for people in all phases of film activity. Thruout the year, the FCA gathers film data, publishes a newspaper, film guides, books and pamphlets, promotes film distribution thru community preview centers, and does public relations for the medium thru a national citizens committee, submitting entries in foreign film festivals, stimulating public service and educational TV and the like.



Chicago Sessions

Last year, at the Morrison Hotel in Chicago, 963 guests participated in 147 workshop sessions, saw 279 films, 62 slidefilms, heard 35 speakers, made 22 Golden Reel Awards to films in varying fields; 338 jurors voted for the winners, an average of 15 jurors per category.

This year, the New York Film Council, headed by Warren Sturgis of Sturgis-Grant Productions, is host to the conclave. The principal speaker at the general luncheon,

Tuesday (23), 12:30 p.m. in the Georgian Room, is Thorold Dickinson, chief of film services of the United Nations Department of Public Information. Dickinson, whose film project "Out" is the story of the Hungarian exodus, was appointed last October.

The dinner, where the awards will be announced takes place Thursday evening (25), in the Grand Ballroom.

The breakdown of films to be screened at the festival is as follows:

1. City and Government (11 films).
2. Education (11 films).
3. Jr. and Sr. High School Science (15 films).
4. Jr. and Sr. High School Academic (15 films).
5. Pre-School thru Intermediate (17 films).
6. Safety (9 films).
7. Recreation (12 films).
8. Business (14 films).
9. Economics (5 films).
10. Industrial Processes (16 films).
11. Industrial Training (5 films).
12. Institutional Promotion (15 films).
13. Natural Resources (14 films).
14. Sales Promotion (16 films).
15. Avant-Garde and Experimental (9 films).
16. Fiction Features (4 films).
17. Human Relations (10 films).
18. International Understanding (12 films).
19. Literary, Musical, Theatrical Arts (15 films).
20. Religion and Ethics (11 films).
21. Visual Arts (9 films).
22. Health for Laymen (13 films).
23. Medical Science for Professionals (not set).

Altho the primary attendance will be made up of producers, sponsors, distributors and users of 16-mm. informational motion pictures and slidefilms, the assembly is open to the public. Educators, students and other interested people are encouraged to attend. Registration fee is \$4 for the week or \$1.50 by the day. The luncheon is \$4.50 and the Banquet is \$10. Registration entitles one to visit all screenings and workshops.

Second for New York

This is the second time that the assembly will convene in New York. In 1954 it won this New York Times editorial: "People who serve this system work largely in inconspicuous roles, remote from the glamor and spotlight. They exchange information, analyze strength and weaknesses of what they make and select the best. Much of the 16-mm. industry is centered in New York City, and it is therefore appropriate that the convention should be assembled here."

FCA SETS AGENDA FOR FOURTH FILM ASSEMBLY

The Film Council of America's Fourth Annual Film Assembly will take place at the Statler Hotel here next week. A major part of the convention will be the Golden Reel Festival which selects the outstanding informational films of the year in 23 different subject categories.

The public is invited to attend. The registration fee is \$4. The agenda is as follows:

MONDAY, APRIL 22

10 a.m.: Registration and Exhibits—continued each day, Education Workshop

2 p.m. and 7 p.m.: Section 1, Education

Juror Briefing Sessions, Competitive Screenings

TUESDAY, APRIL 23

10 a.m.: Education Critiques, Industrial Workshop

12:30 p.m.: General Luncheon—Georgian Room (\$4.50)

Speaker: Thorold Dickinson, chief of film services, U.N., Dept. of Public Information

2 and 7 p.m.: Section 2, Industry

Juror Briefing Sessions, Competitive Screenings
Sound Slidefilm Screenings

WEDNESDAY, APRIL 24

10 a.m.: Industrial Critiques and Cultural Workshop

2 and 7 p.m.: Section 3, Cultural; Section 4, Medicine

Juror Briefing Sessions, Competitive Screenings
Sound Slidefilm Screenings

THURSDAY, APRIL 25

10 a.m.: FCA Membership Meeting, Cultural Critiques

2 p.m.: General Meeting—Informal panel discussion of "Industry's Role in Sponsoring Educational Films"

7 p.m. Golden Reel Banquet (\$10)—Reception for Winners

FRIDAY, APRIL 26

10 a.m.: Exhibits, Open Meeting and Screening of Sound Slidefilm Winners

2 p.m.: Screening of Golden Reel Winners

Formulae Devised By Distributors Estimate Audience

How does a sponsor estimate the number of viewers he reaches by TV airing of his public relations film?

The chief distributors of free films use arbitrary formulas, which have apparently been accepted by the sponsors.

Sterling-Movies U. S. A. figures that in Class A time 30 per cent of the sets in any market are in use. It divides this by the number of sets in the market, taking into account UHF conversion rate. It then multiplies the quotient by 2.5 viewers per set.

Modern Teleservice assumes 38 per cent sets-in-use in Class A time and 2.3 viewers per set. Modern also divides by the number of stations in the market.

For lesser time periods, each of these distributors has a scaled-down rule of thumb. For Class B time, Modern assumes 18 per cent sets-in-use and 1.6 viewers per set, while Sterling assumes 20 per cent sets in use and 2 viewers per set.

Association Films is now work-

ing out a new formula of its own which is expected to be along the line of these other two.

The number of bookings the distributor can get in a given time is largely dependent on the number of prints it has. For one sponsor Sterling had 100 prints of a film, and in a crash campaign it racked up 212 airings in one month, 81 of them in Class A time.



TOLLEFSON

PREXY TOLLEFSON GREETES ATTENDEES AT ASSEMBLY

By H. A. TOLLEFSON
President, Film Council of America

"The New York Film Council and the board of directors and staff of the Film Council of America wish to extend a most cordial welcome to all of you who will be attending the Fourth American Film Assembly and Golden Reel Film Festival.

"This annual event, which focuses national attention on the 16-mm. film and on the sound slidefilm, has features which appeal to the joiner and non-joiner alike. The general sessions, the workshop discussions and the film screenings followed by critiques are all planned to develop and illumine the role of 16-mm. films and sound slidefilms in American society. Whether you take part in the Assembly as a film user, film maker, film educator or film critic you will find here companions, materials and ideas to enrich your life and outlook."

Another Giant Step
in The Billboard's
Continuing Program of
Improved Service to
its 49,498 Weekly
ABC Paid Readers
(and when readers
benefit—so do
advertisers)

Beginning With the First Issue in May*
The Billboard Will Be Delivered

UP TO 48 HOURS EARLIER!

This is the result of new, improved, high-speed mechanical equipment coupled with a re-scheduling of editorial and advertising deadlines to bring readers . . .

—Fresher Newsier News —Faster, More Valuable Buying Services —Newer, Earlier Advertised Offerings

. . . all aimed at making The Billboard still more profitable and interesting for readers and advertisers alike.

*Actually dated April 20. Beginning with this issue, The Billboard will be realistically dated on Mondays, the day that national distribution is accomplished in 40 major marketing areas—rather than Saturdays as heretofore!

Dickinson of UN to Address Convention

Thorold Dickinson, chief of film services of the United Nations Department of Public Information and one of the world's outstanding documentary film producers, will deliver the principal address at the general luncheon of the American Film Assembly on Tuesday (23) in New York's Statler Hotel.

"The World Is Our Public" will be the title of Dickinson's talk, which will make the point that no one film is applicable or has meaning for the whole world. With an aim of increasing the impact of the UN visually, particularly for the Westernized public, Dickinson will take the stand that his primary target is the "awkward adult" who may not be accepting or adjusting to the UN as a world force, either thru disillusionment with earlier attempts at a worldwide organization or thru a lack of information. "Children who have grown up with the UN not only accept it as a part of their lives, but look to it with hope and respect," he will affirm.

Since his appointment to the UN post last October, Dickinson has been taking stock of his long and short term challenges. Some of his conclusions: First, he'll be able to function better by setting up world-wide liaison with cameramen and directors than by depending upon a stock film library that goes out of date too quickly in our fast-changing world. Secondly, because he's limited to an annual appropriation of only \$150,000, he plans to educate other UN commissions to the wonderful uses of film and thereby obtain their financial assistance for film production. Thirdly, he's going to put the wealth of film he has on hand to practical use by editing it into program form, with a possible "UN Hour" of varied film in the offing for both

theatrical and non-theatrical distribution.

The success of Dickinson's first UN production, filmed within 35 days of his appointment, testifies to his qualification for the development of program fare. Entitled "Out," it is a documentary of the recent Hungarian exodus. There are several hundred prints of the 25-minute documentary already in world-wide distribution. Among its prime exposures is a showcase on TV's "Omnibus" program.



DICKINSON

Dickinson's previous record is extensive. A veteran of over 30 years of film making, he is a past president of the British Film Academy, the Cheltenham Film Society, and other important British film organizations. He has directed features and short subjects in Britain and all over the world, and climaxed his theatrical efforts in 1955 by completing the moving film on Israel, entitled "Hill 24 Doesn't Answer."

GROWING SINCE 1952

Industrials Get Big TV Exposure With Animation, Viewer Appeal

In the fall of 1952 a 10-minute animated film was televised for the first time on a public service program. Four and a half years and 1,284 telecasts later, "How to Catch a Cold," sponsored by Kimberly-Clark, manufacturers of Kleenex, has been seen by more than 100,000,000 men, women and children.

Produced by Walt Disney Productions, "How to Catch a Cold" is possibly one of the most widely seen films ever made by the Disney studio, topping even his cartoon features. Not only is it the most televised public service film ever made, it is now establishing itself as the most widely shown film in schools, industrial plants, clubs and other community organizations. To date, 193,529 non-theatrical showings—and it's gaining in popularity and use. The results for 1956 topped any previous year! And 1957 looks to break this record.

Are there any conclusions to be drawn from this success story? Obviously, animation is a factor. Cartoons televise excellently; they have audience appeal and stick-to-it-ness—few tune-outs. Secondly, the subject matter is of compelling interest. More people have colds than any other malady. And three, the name Disney means "box office."

But there are other information

promotional films in two basic lengths. A five-minute film to be incorporated in existing women's programs and a 13½-minute film to allow time for local commercial tie-ins. Occasionally, a script would go along with the shorter film so that the telecaster might do her own narration.

Hartley's final decision was to control the distribution of its films itself and report directly to the sponsor on their use. In this way it offered the sponsor a complete package all under one roof, guaranteeing a specific number of television plays for each film.

The relative low cost of this production distribution package made it possible for small companies to enter the television film field and provided an additional outlet for companies with large advertising programs. Color prints of these TV films were made available for sales training and retail showings, thereby increasing their usefulness.

films that have had success stories the viewer more than just "filler," distributed by Association Films, is "A Matter of Time," a 13½-minute research film on heart disease, its causes and possible cures. Now in its third year of circulation, it has played 1,037 times on public service segments, to well over 100,000,000 men, women and children. Reason? Again, the health theme and the stations' sense of responsibility to their viewers. Another factor is National Heart Month.

Every February since 1955, Association Films has promoted the film heavily to stations and community groups as "the" heart film. For the sponsor, the Institute of Life Insurance, this has paid off in audiences—and lives saved—because the film makes a poignant plea for moderation in business and pleasure.

Another Institute of Life Insurance film that has made a very good accounting for itself is "American Portrait." Among the first public service films ever programmed, it has told some 67,000,000 persons about American salesmanship, enterprise and security (thru life insurance, of course). Produced in 1939, it features an "unknown" whose name now means box office, Alan Ladd. It has racked up 946 TV showings and 22,455 screenings in clubs, high schools, and other community places.

Golden Circle

Other "golden circle" favorites are: Firestone's classic public service documentary, "Liberia—Africa's Only Republic" (833 telecasts, 49,222 community shows, over 60,000,000 audience); "For Some Must Watch" (another Institute of Life Insurance winner with 868 telecasts, 21,569 community showings and an audience of over 65,000,000), and National Biscuit Company's Bil Baird marionette film, "The King Who Came to Breakfast," now in its seventh year, with 814 telecasts, and 67,754 community screenings to more than 68,000,000 children and adults.

What does it take for a film to get on TV—over and over again? Association Films thinks the biggest consideration from the station's standpoint is the amount of audience interest in the film. If the film has interest-holding qualities (and all those cited above do), technical acceptability and offers

the viewer more than just "filler," the film will be in heavy and continuing TV demand, even in the face of newer competing films. Realistically, however, sponsors must keep in mind that available public service time is tightening up due to increased sales, the influx of features that sap a minimum of one hour and up to two hours (or more) time and the ever-increasing numbers of films that are offered for free sustaining use.

Sponsored Films

But we know, from everyday experience, that good sponsored films make their own time, so to speak. Cases in point are some of the 1957 "Golden Reel" nominees. "Bananas, Si Señor?" and "The Living Circle" (both produced by John Sutherland for United Fruit) have been on TV 451 times in less than 10 months, a creditable station response, to say the least. The new Firestone documentaries on Liberia, "African Rhythms" and "A Changing Liberia," are off and running and destined for big audiences. Another Sutherland picture, "Your Safety First" (for the Automobile Manufacturers' Association), has had the biggest initial station response of any film in the past few months. (Ingredients: Animation, science-fiction format, useful information.)

We look, too, to big things from "Monganga," another Golden Reel nominee, already televised twice on NBC-TV ("March of Medicine") and now being offered free to local stations. Shaping up as big time is "New England Portrait" (91 telecasts in six months), a fine color documentary in depth, featuring Parker Fennelly and picked as a potential winner in the "Institutional Promotion" category of the film festival.

AF Survey

A station survey that Association Films took a few months ago revealed nothing too conclusive about station preferences in running time, subject matter, or type of treatment. It would seem that a film should fall within the standard half-hour or quarter-hour segments (12 to 14 minutes and 26 to 29 minutes) for easy programming. However, so-called odd-length films, four and a half, five, six, 10 minutes, are in demand also for integration into live shows or use back-to-back with other films.

With more than 90 stations now able to program color film, many sponsored films will be given a chromatic re-birth in the months and years ahead, providing the color quality is acceptable to TV requirements.

The recent advances in Eastman Color, Kodachrome 5269, Ansco, the new Technicolor and other processes offer sponsors a really colorful future, if and when color sets start to move in appreciable numbers.

TV Revolution a Happy One For Industrial Producers

Television has caused a revolution—and a very happy revolution—in the lives of industrial film producers. Everyone knows what has happened to those companies which put their major effort into TV commercials — a whole new business grossing millions every year. Not so many know about those film producers who took a different tack.

Hartley Productions decided early to make a specialty of the business sponsored public service film. This decision entailed a change in basic thinking. The old-type industrial film tended to be largely technical and broad in scope. It was concerned mainly with machines rather than with people. Most of all, company plugs were laid on with a heavy hand.

Hartley realized that most unsold time would be found during daylight hours, therefore a predominantly feminine audience. The films then would cover those subjects of greatest interest to women—decoration, homemaking and the like.

Hartley decided too on a very personal approach. A mistress of ceremonies would speak directly to her audience on a woman-to-woman basis. The films would have, in essence, the spontaneity and immediacy of a live program. They would be kept light and informal, entertaining as well as educational.

Since the films would be viewed on a small screen, it was apparent that we should use as many close-ups as possible in telling our story. The story line itself would be simple and easy to follow with the primary emphasis on budgeting and plenty of do-it-yourself ideas.

There was to be no direct selling, of course. The sponsor's identification would appear in the end titles and his products would be a natural part of the film's action. In fact, the story line itself would take its cue from the product, actually providing more time for product display and demonstration than would be possible in most commercials.

It was decided to create these

Poll Pinpoints Amount and Reasons For Films' Acceptance, Rejection

To get some valid information on the use that TV stations make of free information films, Modern Teleservice retained an independent research agency, John T. Fosdick Associates of New York, to survey the stations—without mentioning Modern's name. A total of 232 stations co-operated.

The Fosdick study confirmed that almost all stations make use of sponsored films, or at least 98 per cent of those responding reported "some use." Of those, 72 per cent claimed they used them on a "regular basis."

The average station, according to the Fosdick study, programs 4.9 hours of free films per week, ranging from less than a quarter hour to more than 30 hours. VHF stations averaged 4.4 hours per week. UHF stations averaged 6.2 hours of free film.

The stations prefer the films to fit quarter-hour and half-hour time slots. Quarter-hour films were pre-

ferred by 29 per cent of the stations surveyed. Half-hour films, by 24 per cent. Another 34 per cent said that quarter-hour and half-hour were equally satisfactory.

Shorts Favorites

But shorter films, three to five minutes, also find a high rate of utility. Against the total of 87 per cent that prefer quarter-hour and/or half-hour running time, 74 per cent of the respondents said they can integrate shorter films into their local sports, women's and farm shows.

The average station rejects 15 per cent of the free films it receives. And 8 per cent of the respondents said they return without airing more than 50 per cent of the films they receive.

The chief reason stations gave Fosdick for rejecting sponsored films was too much commercial content. The other reasons for rejection, in order of most mentions,

were: Time pre-empted, didn't have any use for it during the booking period, poor print quality, running time, poor program material, later arrival, poor production quality and "print sent without request."

What's Wanted

What do stations want by way of information films? Here are some of the things they told Fosdick: "Prefer films that tell a definite story."

"Free films get low ratings when they refuse to allow colorful verbiage in their narration or interesting, dynamic shots in their video."

"I think that a more mature approach to the concept of some of these would make them more effective."

"Not enough good story work or direction on most. The occasional good one is by comparison a four-star feature."

"The entertainment approach is preferred."

Coming Soon
NEWER, EARLIER
ADVERTISED OFFERINGS
 for Billboard's 49,498
Weekly ABC Paid
Readers
 beginning with the first issue in May (actually dated Monday, April 29) when Billboard gets delivered to readers...
UP TO 48 HOURS EARLIER

Views at the 1957 NARTB Convention



James Shaw, Ziv TV Midwest manager in national sales; Louis Wolfson, WTVJ, Miami; Jack Gregory, Ziv TV Eastern syndication sales manager, and Dick Thiriot, of KSL-TV, Salt Lake City, at the NARTB cocktail party hosted by the TV film companies.



Two video nabobs, left, Frederic W. Ziv, board chairman of Ziv TV Programs, with Richard A. (Dick) Moore, president of KTTV, Los Angeles.



Michael M. (Mickey) Sillerman, left, executive vice-president, Television Program of America, with Jerome R. (Tad) Reeves, general manager of KDKA-TV, Pittsburgh.



Pete Schloss, who'll shortly put WIIC, Pittsburgh, on the air (left), yaks it up with Dick Moore, KTTV, Los Angeles; Jerry Hyams, Screen Gems syndication sales head, and Lloyd Cutler, Washington broadcasting attorney.



John Hart, who plays Hawkeye in TP's newest release, "Hawkeye and the Last of the Mohicans," tries to yank arrows out of the heads of Jack Lawrence (left) and Ike Herbert, both of MacFarland, Aveyard & Company, Chicago. The "head-piercing arrows" dealt out by station reps, the Bolling Company, were the hit gimmick of the 1957 NARTB Convention.



Friendly competitors at the TV Film Program Group party for the NARTB. (L. to r.) Hardie Frieberg, Eastern sales vice-president for Television Programs of America; Ralph Cohn, v.-p. and general manager of Screen Gems, and Louis Wolfson, WTVJ, Miami, a good customer of both outfits.



Neil Edwards, WMAL-TV sales manager, Washington (right), listens intently to Bob Marcato, ABC-TV Film Eastern sales manager.



Herman Rush (left), sales v.-p. of Official Films, and Jerry Liddiard, Eastern division manager of Guild Films, whose firms were among the sponsors of the film distributors' cocktail party.



Dick Pack (left), program vice-president of Westinghouse Broadcasting Company, looks as tho he's writing an order (heaven forbid) for Art Gross, assistant to the president, Guild Films, during the film industry cocktail party salute to the NARTB.



Mr. and Mrs. Ted Weber—he's general sales manager of WGN-TV, Chicago—hold a quick huddle with W. Robert Rich (right), general sales manager for Associated Artists Productions.



Betty Dixon and John Haldi, program director of WBNS-TV, Columbus (center and right), study an exhibit with Lou Friedland, v.-p. for station sales of MCA-TV, during last week's NARTB convention in Chicago.



Vance Eckersley, v.-p. and general manager (left); Doug Holcomb, promotion director; Mrs. Eckersley, Mrs. Holcomb and Mary Megargee, all of WDAU-TV, Scranton, Pa., and Donald Klauber, manager of station and national sales for Associated Artists Productions. On April 1 WDAU-TV became the new call letters of WCBI-TV and upped its power to one million watts.



J. Michael Baisch, general manager, WREX-TV, Rockford, Ill. (center), learns about the new George Jessel TV film show from Jessel (right) and Harold Goldman, vice-president for sales, National Telefilm Associates, producers of the series.

Refinements to Be Included in Ampex Recorder

CHICAGO — Ampex will include several important refinements in its manufactured video-tape recorders. Final improvements are the result of observing 13 prototype machines in daily use for the past five months in five separate markets. Phil Gundy, Ampex vice-president, pointed with pride to the fact that "not a single frame" has been lost by the recorders during this period, but the test runs have shown Ampex engineers how their product can be bettered.

Improvements include automatic editing facilities to assure cutting on the synch pulse. While the prototype video-tapes can be edited, picture disturbance results whenever cuts aren't on the synch pulse. The automatic feature will keep edited tape in frame at all time assuring users freedom from picture roll or tear-out.

Other innovations will allow interchangeable use of tapes from one machine to another, thus permitting syndication of tapes. Another device will allow dubbing of the soundtrack without affecting the picture. Hence, flubs in speech could be corrected, or foreign language tracks will be possible with little trouble.

In addition to promising delivery for 116 machines to buyers in the U. S., Gundy said Ampex has accepted orders from broadcasters in England, France, Germany, Italy, Australia and Japan. The reason for undertaking delivery abroad when the factory is backlogged for more than a year's domestic orders is to establish standardization of video-tape equipment around the world. This, Gundy felt, will save Ampex headaches in the future when video-tape equipment might be built under different engineering specifications in other lands.

During the NARTB convention, Gundy disclosed that Neal K. McNaughton was named manager of the newly formed professional products division. This arm of the Ampex operations will handle marketing and engineering of commercial tape recording products including the video-tape recorder. McNaughton had been manager of market planning for the Commercial Electronics Division of Radio Corporation of America and has served as NARTB director of engineering. He reports to his Redwood City (Calif.) post May 1.

Gundy also disclosed formation of Ampex Audio, Inc., which will handle Ampex products for non-professional use, selling and renting Ampex equipment at the retail level. Gundy becomes president of that firm while still retaining his vice-president's post in the parent company.

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

Offices in principal cities throughout the United States

MCA-TV Film Division

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

Live It Up at NARTB Meet

• Continued from page 3

excused. When she emerged from the powder room only a couple of minutes later, she had discarded every vestige of raiment. She plumped herself back on the couch next to the flabbergasted film man and blithely said, "Please go on, Mr. Blank, I find this most interesting." We tactfully draw the curtain at this point.

Arrows Too

The most successful gimmick was the arrow headpiece distributed by the Bolling Company, station reps, which give the illusion of an arrow completely piercing the head of the wearer. A Californian seen wearing one announced his intention of startling the natives at home by driving down Sunset Boulevard in an open convertible, wearing his arrow, suitably abetted with a touch of ketchup. The arrow bit was tied in with Bolling's slogan "Aim Higher."

Luckiest attendee was Tommy Dukehart, popular exec from WAAM, Baltimore, who won the Dodge given away in the drawing sponsored by RCA Thesaurus. The winning number? Natch, 711.

Of all the party invitations, the one which got the most chuckles was that put out by Saul Turrell, head of Sterling TV, which said the invitation was being extended "due to the fact that we have some food left over from last year's party to which we have added a few odds and ends from the AAP, Inc., spread and which we hope to supplement further with a few choice tidbits from the distributors' party by the time you arrive."

Gag Fails

Each year there is at least one good gag dreamed up that doesn't come off. This year was no exception. The idea was that of Maurice Beck, major domo of "Texas Rasslin'." Beck recently discovered a youthful behemoth in Dallas, yclept Billy Calhoun, who weighs in at 563 pounds. Since the lad only recently turned 20, Beck, looking ahead to when the boy reaches full growth, tagged him "Hillbilly Calhoun," had him grow a mountain-style beard, decked him out in blue denims and Army brogans, and had him booked on

CHEERING UP SPONSORS

TV Stars' Personal Tours Boost Sales; Witness J. Howard Trips

CHICAGO — Sponsors get the most direct impression of the effectiveness of their programs when their stars visit the local markets and work hand-in-hand with the salesmen on consumer and trade relations. Indeed, the personal appearance tour is one of the greatest

values of syndicated film sponsorship. A personable Hollywood star, working as spokesman for an advertiser, can be a very tangible sales wedge for him.

Many sponsors don't seem to be aware of this. But many others are taking ever greater advantage

of the personal appeal of their program's personalities.

One of the latter is Wilson & Company, meat packing, which sponsor's MCA-TV's "Dr. Hudson's Secret Journal" in about 30 markets.

John Howard, star of the show, and his wife, Eva, are now on their fourth tour for Wilson. The current trip will take them thru Iowa, Michigan, Oklahoma and Texas during April.

Tour Report

An inter-office report on Howard's third tour for Wilson, a two-week trip thru the South last February, indicates the very real value of personal appearances.

According to the Wilson executive who accompanied the tour, "In some cases we opened new accounts as a result of John Howard's visit. In other cases his visit was directly responsible for the sale of a great deal of product, going as high as three carloads of Bakerite in Tampa. In every case," his report continues, "we feel sure that his visit improved our trade relations a great deal."

In Birmingham, Wilson sold an order to the hotel at which it threw its dinner for the local grocers. Several of the buyers told the Wilson exec that the steaks served at the dinner were the best they'd ever tasted. The local Wilson salesman who was new to the firm had a chance to meet the trade "on a pretty high level." He promptly sold the hotel at which they held their dinner. Another Wilson salesman sold a carload of Ideal Dog Food to a customer attending their dinner. Howard made appearances at four supermarkets, attracting large crowds. "We ran out of pictures for John to autograph, but he stayed on the job, signing everything that was handy, including Wilson products."

In Tampa, they had 120 people at their dinner, including representatives of all chain, independent and co-op buying groups, city officials and purchasing agents. At

(Continued on page 16)

'PROGRAM SERVICE'

Weaver to Cover All Selling Areas

NEW YORK — The advertiser selling to a special segment of the public will be able to reach them via television at an appropriate price if Pat Weaver has his way. That seemed to be the basic commercial aim of the plan the former NBC chieftain outlined to the press last week.

Weaver calls his planned operation "Program Service." It's not a network, and it's not a packaging operation, altho it has elements of each. Weaver's PS will create programs and will distribute them. It will distribute them via film or cable. It will place them on as many stations as the sponsor requires, or it will sell them to as many stations as it can for re-sale by the stations.

Weaver expects that the stations that will take his shows will be

mainly the indies in the 15 major markets that have at least four stations. But he also expects to do business with network affiliates.

Wide Area

"I shall be working in the whole area between national spot and national networks. Neither of these two instruments answers all the problems of the advertiser."

According to Weaver's outline, his "Program Service" will be able to deliver specific audiences at realistic prices, because it will not be encumbered with facilities commitments.

"I can put an inexpensive but successful daytime show like 'Ding Dong School' back on the air over 14 major markets, reaching 40 per cent of all TV sets, for \$25,000 gross for five half hours. Its NBC price last summer sold out, 10 quarter-hours, on the 55 basic stations, cost over \$160,000." He added, "Other good shows, when time costs are lowered by two-thirds and only major markets are used, will return."

Aside from its commercial aims, Weaver's plan was spiked with the Weaver idealism he has expressed many times over the years. He charged that the networks were neglecting the "light viewer" because, with their heavy facilities overhead, they had to compete for the mass audience, the big ratings.

the minor league circuit. The plan was to fly the lad to Chicago and have him trail the diminutive Beck all over the convention in full garb, distributing handbills which shout the glory of "Texas Rasslin'!" Unfortunately for Beck, the airline refused to permit the grappler aboard, not only on safety grounds, but because it was unable on such short notice to take out the arm between the two seats he'd have to occupy.

Next year, L. A.

DO YOU REALLY WANT TO BUY A PLUM?

A BILLION DOLLAR PLUM . . .

WREX-TV



HERE IS FRUIT FOR THOUGHT:

- 276,600 TV sets . . . serving over a million people
- Only VHF station covering this billion dollar market
- Well outside the range of either Chicago or Milwaukee television signals (90 air miles)
- Only VHF station feeding top CBS and ABC network shows to this fruitful market
- Combined rural and industrial following . . . ideal for test campaigns.
- **YES, THERE'S REAL SALES POTENTIAL IN REX-LAND**

CBS ABC AFFILIATIONS

WREX-TV channel 13
ROCKFORD, ILLINOIS
J. M. Baisch, General Mgr.

represented by
H-R TELEVISION, INC.



M-G-M Trade Busy Despite Justice Suit

CHICAGO—The suit instituted by the Department of Justice charging MGM-TV with block booking its TV features evidently is believed to be of little substance by the trade. The MGM-TV suites here were notable for the heavy traffic of station executives interested in acquiring the features.

MGM-TV's reaction to the suit is the statement from Dick Harper, general sales manager: "We have not violated the antitrust laws in the slightest degree. We are continuing our sales policy and will sell under any condition to suit any markets." Harper points out that MGM-TV never intended to sell only the full library of features to stations. Those stations which bought it requested the full library, according to the sales executives.

Harper declared that he blue-printed two other sales plans which were to be ready for the National Association of Radio and Television Broadcasters' convention. Stations can buy one of two packages of 350 pictures, each leased for between three to four years, and for unlimited runs, or one of three groups of 100 features under a two-year license for three runs.

Within these three basic selling plans (the other being the purchase of the full library for seven years for unlimited use), all sorts of variations are possible and have been worked out, Harper said.

Automation By Mechron

Continued from page 3

projectors for the necessary number of seconds prior to airing.

In terms of manpower, one man is needed to ride surveillance on the operation. The result is a much more efficient and economic use of manpower with far fewer hazards of error. A smaller version of the machine has been in use at KBAK-TV for some time, and has more than paid for itself in elimination of make-goods.

Up for Orders

While Mechron announced no specific plans for marketing the devices, it's understood that it is willing to discuss orders for either model. No delivery time has been established, but perhaps six months would be required for the larger model. The smaller version works from pre-set dial settings rather than IBM cards. The cards used in the larger version can also be used to prepare billing, network and FCC reports, etc., since they carry complete commercial information on them as well.

He pointed to the recent purchase by WNDU-TV of 650 features from MGM-TV. He also stated that a station buying the package of 350 may substitute pictures in the other group of 350, if they are of the same quality.

Every picture in the MGM-TV library has a price, depending on its quality, the stars, its age and other factors. The purchase of the full library brings a discount of 50 per cent, of the 350-package a discount of 37½ per cent and of the 100-picture package a 25 per cent discount. Those stations which buy the full library must also buy a library of prints unless they wish to be serviced by MGM-TV for which there is an additional charge. The servicing charge is already included in the price of the smaller packages. WKBT-TV, Miami, bought the MGM-TV package at the convention.

LOCAL DOUGH

KHJ Spends 30G to Plug O. Henry Pix

HOLLYWOOD — KHJ-TV's \$30,000 exploitation of this week's local debut of "O. Henry Playhouse" marks a growing trend among independent stations to duplicate big-scale publicity efforts of the networks. Hollywood's competitive seven-channel market has always stimulated station publicists toward new gimmicks, but this season has seen the emancipation of checkbooks.

In line with its red carpet treatment of "Whirlybirds" last month, KHJ has planned lavish dinners and parties for the press, a "gala premiere" of the O. Henry show before a live audience, numerous outdoor stunts and giveaways and heavy newspaper and magazine advertising.

Most significant is the station's \$20,000 investment in filmed spots for on-the-air promotion. It produced these spots, starring Thomas Mitchell, thru the facilities of Gross-Krasne, distributor of the O. Henry series, strictly for a fortnight's use. This kind of promotional support only recently was a syndicator's dream.

The publicity spiral will continue upward in tight markets, according to KHJ brass, with premieres getting more and more lavish hoopla borrowed from circus and movie openings.

Co-Operation, Plans Stressed

Continued from page 3

programming. To date, Pack said, the only improvements have come from the engineering and manufacturing side of TV. Live dramatic programs are still far more provocative and exciting than filmed shows, and Pack pointed to this as a challenge to film producers to elevate their products' writing and quality in general. The feature film producers must also eye tomorrow's TV problems, he said, asking what will they do for an encore?

Panelist Ralph Cohn (Screen Gems) told broadcasters that the only way to get "better film programming is to create better film markets." Cohn said there's not enough playing time in single or double-station markets and even in three-station markets. When syndicators lack sufficient good playing time they lose revenue which in turn leaves its mark on the quality of film programming. Given good playing time, the film suppliers will gladly provide talent and the risk capital.

As an example of this, Cohn pointed to the "Ford Theater" which, Cohn said, proved financially successful as a series produced for network sale. Screen Gems, he said, decided to produce a series of equal quality for syndication ("Celebrity Playhouse"), and "despite all efforts, we're still trying to recoup the negative cost." Such experiences, Cohn said, creates the feeling among producers that "if you're going to make a show for syndication hold cost down as much as possible."

Ziv-TV's Bud Rifkin lauded the existing co-operative spirit in some instances between all factors involved in successfully airing a TV film series and called for a greater mutual understanding of problems between producers, syndicators and broadcasters.

Questions at conclusion of the panel discussion were at a minimum.

Cheering 'Em Up

Continued from page 16

the dinner the Kwik-Chek stores placed an order for three carloads of Bakerite. The next morning the Wilson salesman received calls from five different food buyers to thank him and place orders.

In addition to these tangible results, the tour resulted in tremendous radio, TV and newspaper publicity, all attributed by the

Wilson exec to Howard's appearance. He estimated that Howard signed about 4,000 autographs in the two weeks, and "he was very helpful in supplying the commercial touch whenever it was called for."

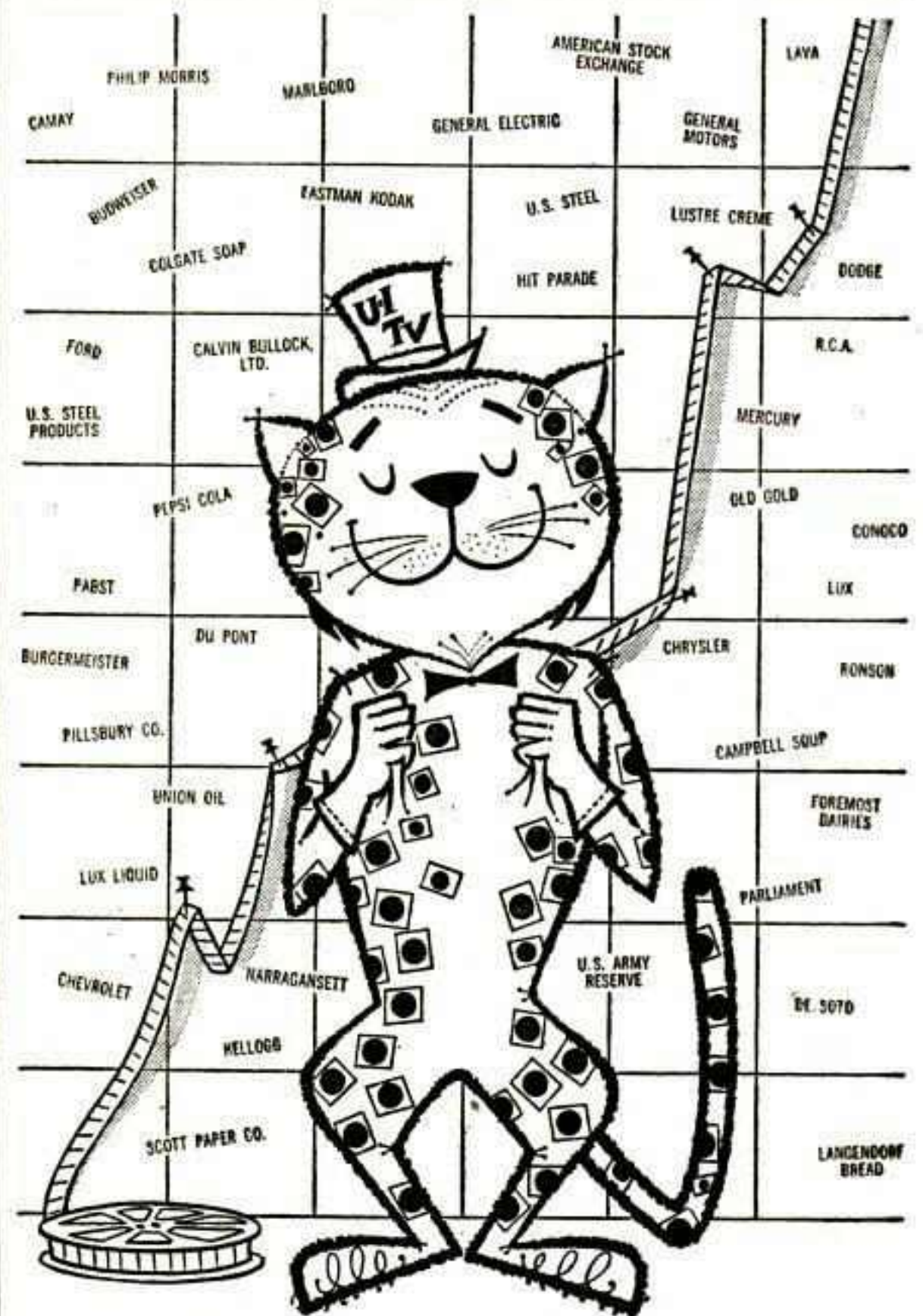
COMMERCIAL CUES

THOSE THEY LOVE BEST

The American Research Bureau has found that in December and January Piel's commercials again held sway as No. 1 favorite in the nation. In fact, in almost a year Piel's has bowed only once to another, that in October to Gillette. New favorites showed up in the January list—L&M, Camels, Kraft, Pamper and Revlon. Otherwise, 16 December favorites continued for January. The order for January ran as follows: Piel's, Ipana, Hamms, Winston, Dodge, Ford, Gillette, Alka-Seltzer, Jell-O, Rheingold, General Electric, Maypo, L&M, Camels, Snowdrift, Kraft, Pamper, Revlon, Lucky Strike, Gulf and Plymouth. This is the first time since ARB has been taking this diary survey that Gulf, which is using a cartoon of William Bendix, has appeared on the favorites list.

ID's

MGM-TV is continuing apace with its commercial work. It is wrapping up blurbs for Knickerbocker, it has signed Standard Oil of Indiana for six animated spots and is talking to Schlitz. . . . The Pfeiffer's Beer "The Waiter" commercial produced by Robert Lawrence Productions has caused such favorable response that the sponsor's agency, Maxon, plans to advertise it in newspapers. The soft-sell comedy blurb recently got a big hand at the Film Producers' Association workshop. . . . Terrytoons is near completion of \$300,000 modernization plans for enlarging its New Rochelle, N. Y., plant. Terrytoons is expanding its staff as well as facilities. . . . Ursula Halloran & Associates has been retained by General Mills as publicity and public relations counsel for a new campaign thru the Tatham-Laird Agency. . . . McCann-Erickson has placed its first order in a Nabisco Sugar Wafer campaign with David Piel Associates. . . . Filmways has wrapped up a new Ford series thru J. Walter Thompson.



Our record is spotty... and we're proud of it!

Sure we're proud! For over 10 years, clients have been telling us we make the best TV commercials in the whole wide world...they say there's no substitute for experience!

We take our pride in stride. After all, we do have the facilities of an entire movie-making city behind us—plus a complete staff that's skilled in the very special requirements of television.

For high professional quality, for technical excellence and the most on the screen for your dollar, check with Universal-International.

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.



another reason why KOA-TV is DENVER'S DOMINANT STATION!

Major Studio

MOVIES WEEKLY

with Live Hosts...

CHOICE TIMES
CHOICE AVAILABILITIES
call
NBC SPOT SALES...or
BILL MacCRYSTALL
KOA-TV Gen. Sales Mgr.

4 MOST IN DENVER KOA-TV NBC



Pic Syndicators Enjoy Successful Convention

CHICAGO — Generally speaking, the 35th convention of the National Association of Radio and Television Broadcasters here in Chicago was the most successful one attended by the distributors, both of syndicated and feature film.

On the sales level the activity was in features with strong selling achievements being racked up by AAP, Inc., National Telefilm Associates, Screen Gems and MGM-TV, which initiated talks with two important station groups.

But it was on the level of acceptance by the broadcasting industry that the most important gains were made. Aside from the well-attended film panel held on Monday (8), the distributors seem to have gained a stature within the industry.

The reason for the new status, according to trade sources is the evolution that has taken place within the film distribution business. This evolution has seen the growth of several firms to a position of power and the demise of many smaller firms which found they could no longer compete for product.

Midways Gone

The convention, in a sense, also reflected these changes. Gone from the fifth floor was much of the midway flavor and concentration on undraped females. The one exception was the NTA display, which strove for a carnival flavor. Its three-man ragtime jazz combo and hotdogs from Nathan's

WABC Film Tops Rivals

NEW YORK — WABC-TV scored a rating victory over all other evening movies here Monday (8) with an 8.1, according to a special Trendex study, for its "Night Show." WCBS-TV scored a 6.9 for "The Late Show," WOR-TV scored a 2.3 for its "Million Dollar Movie" and WATV got 1.7 for "Command Performance."

The victory of the ABC-TV flagship station is noteworthy in the light of its cost-per-minute to advertisers, which at \$225 is the lowest of the four stations carrying feature films each night. The other minute charges are: WCBS, \$1,250; WOR, \$320; WATV, \$300.

WABC's win came with "The Awful Truth," second in the Columbia picture package bought from Screen Gems. The station permits single spot buys, while the other three require a week-long minimum buy.

M&A Sells 'Wilson' to 5 Marts; Total Now 40

HOLLYWOOD — "Byline—Steve Wilson," package of latest 39 half-hour "Big Town" reruns, has now been sold in 40 markets by M & A Alexander. Sales last week were to KTLA, Los Angeles; KRDO, Colorado Springs, Colo.; KRSD, Jefferson City, Mo.; KRBC, Abilene, Tex., and KBTB, Corpus Christi, Tex.

Mulls Durocher Series

NEW YORK — NBC-TV is mulling a situation comedy series starring Leo Durocher and Laraine Day. Alex Gottlieb has developed the husband-wife film show, with decision on a pilot to be made this week.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

of Coney Island were, however, more acceptable by virtue of the lack of competition.

Other outstanding exhibits were those offered by AAP which featured a caricaturist and the MGM-TV display which used girls attractively dressed in the costumes of some of the MGM-TV pictures, trailers of which were shown.

The other displays were simple and closer to the hospitality suites used by station representatives and networks.

WATV May Soon Change Ownership

NEW YORK — WATV, the seventh station in this market, may be changing hands in the near future, according to reports last week.

The station, which operates on Channel 13, is owned principally by members of the Rosenhaus and Pollack families, which are understood to be related by marriage. According to the reports, a dispute has arisen between the two factions about the operating policy of the station, and the Rosenhaus faction, which actually owns the greater share, has decided to sell out to the others.

WATV, an indie, went into a strong first-run feature film policy this season with the purchase of both 20th Century-Fox packages from National Telefilm Associates.

The rumor of the sellout was unconfirmed as of last week.

'Grief' Scores Sixth Regional

NEW YORK — Narragansett Brewing last week became the sixth regional advertiser to sponsor Guild Films' "Captain David Grief." It bought the seafaring show, for five New England markets: Boston and Springfield, Mass.; Portland and Bangor, Me., and Burlington, Vt.

Four of the six regionals on "Grief" are beers, the other three being Stroh, Pearl and Utica Club. The other two are oils, Standard Oil of California and D-X Sunray.

"Grief" is now sold in about 130 markets, and is already on the air in about 80. Narragansett's agency is Cunningham & Walsh.

ARB'S TOP 10 FILMS IN 15 KEY MARKETS

By Program Type for February

All ratings listed were in ARB's Top 10 for film series in the markets shown

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.
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MYSTERY SERIES

CITY DETECTIVE—MCA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
MR. DISTRICT ATTORNEY—ZIV	17.9	—	—	12.5	—	—	—	—	14.9	—	—	—	13.4	—	—
BADGE 14—NBC	—	—	—	—	—	—	—	—	—	—	—	—	14.7	—	—
MAN BEHIND THE BADGE—MCA	26.4	—	—	—	13.9	—	—	—	—	—	—	—	—	—	—
MAN CALLED X—ZIV	—	—	—	—	17.8	—	—	—	—	—	—	—	—	—	—

DRAMA SERIES

STUDIO 57—MCA	—	22.7	20.4	13.5	—	—	—	—	—	14.8	—	—	12.1	—	—
SAN FRANCISCO BEAT—CBS	—	—	—	12.9	—	—	—	—	16.8	—	—	14.8	—	—	—
DR. HUDSON'S SECRET JOURNAL—MCA	—	—	—	11.9	19.8	—	—	—	—	—	—	—	—	—	—
CELEBRITY PLAYHOUSE—SCREEN GEM'S	—	—	—	—	—	—	—	—	—	—	—	—	—	—	15.6
DR. CRISTIAN—ZIV	—	—	—	—	—	—	15.3	—	—	—	—	—	—	—	—
PUBLIC DEFENDER—INTERSTATE	—	20.2	—	—	—	—	19.4	—	—	—	—	—	—	—	—
STAGE 7—TPA	—	—	—	—	—	—	—	—	—	11.5	—	—	—	—	—

ADVENTURE SERIES

SHEENA OF THE JUNGLE—ABC	—	—	—	—	—	18.0	—	—	—	—	8.4	—	—	—	—
WHIRLYBIRDS—CBS	—	—	—	—	—	—	—	—	—	—	13.4	—	—	—	—
SOLDIERS OF FORTUNE—MCA	16.2	22.0	—	—	—	24.4	21.1	19.1	—	—	8.5	20.5	—	25.1	18.7
SCIENCE FICTION THEATRE—ZIV	20.4	21.5	—	—	—	17.9	—	—	15.7	—	12.8	16.4	19.3	—	14.9
STATE TROOPER—MCA	21.9	—	21.5	15.5	—	—	—	—	—	17.5	—	—	—	—	—
HIGHWAY PATROL—ZIV	23.8	—	23.0	14.0	17.5	29.7	31.1	28.5	14.1	—	16.6	23.4	26.1	37.6	21.9
I SEARCH FOR ADVENTURE—BAGNALL	—	—	—	—	—	—	—	—	16.6	16.9	—	—	—	31.6	32.7
WATERFRONT—MCA	—	21.4	31.6	—	—	—	—	—	—	—	—	23.7	19.3	—	—
CRUNCH AND DES—NBC	—	—	—	—	—	18.5	—	—	—	—	—	—	—	—	—
JUNGLE JIM—SCREEN GEM'S	—	—	—	—	—	—	—	—	—	—	—	—	—	—	17.1
SUPERMAN—FLAMINGO	23.8	27.2	23.0	14.8	16.5	—	15.2	18.1	—	10.6	—	19.9	—	24.3	16.5
I LED THREE LIVES—ZIV	—	—	24.3	—	—	—	—	—	—	—	—	—	—	—	—
CHINA SMITH—NTA	—	—	—	—	—	—	15.9	—	—	—	—	—	—	—	—
LONG JOHN SILVER—CBS	—	—	—	—	—	—	—	—	—	—	—	—	—	23.4	—
COUNT OF MONTE CRISTO—TPA	—	—	23.5	—	—	—	—	—	—	—	—	—	—	—	—
RAMAR OF THE JUNGLE—TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	17.5

WESTERN SERIES

SHERIFF OF COCHISE—NTA	—	—	23.5	13.8	18.3	23.0	28.5	17.3	—	12.3	—	—	20.9	30.5	—
FRONTIER—NBC	—	—	17.3	—	—	20.5	—	—	15.4	—	—	—	—	26.6	—
ANNIE OAKLEY—CBS	14.5	25.6	22.6	12.3	15.7	19.5	—	18.7	12.7	13.7	—	21.8	—	—	16.6
BRAVE EAGLE—CBS	—	—	—	—	—	—	—	20.8	13.0	—	—	—	—	—	16.3
KIT CARSON—MCA	—	—	—	—	—	17.7	—	—	—	—	—	—	—	—	—
RANGE RIDER—CBS	—	—	—	—	—	22.3	—	—	—	—	—	—	—	—	—
BUFFALO BILL JR.—CBS	15.6	—	—	—	—	—	—	18.5	—	—	14.1	—	—	—	14.9
WILD BILL HICKOK—FLAMINGO	—	22.7	—	—	15.5	—	—	—	—	18.0	—	14.4	—	23.7	15.3
DEATH VALLEY DAYS—PACIFIC-BORAX	—	20.7	—	—	—	—	30.3	19.1	—	—	9.5	14.0	—	—	—
HOPALONG CASSIDY—NBC	—	—	—	—	—	—	14.3	—	—	—	—	—	—	—	—
FRONTIER DOCTOR—HOLLYWOOD-TV	—	—	—	—	—	—	17.6	25.4	—	—	—	—	—	—	—
LAST OF THE MOHICANS—TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	23.7	—
CISCO KID—ZIV	—	25.4	—	—	23.5	—	—	—	—	—	—	—	—	—	—

COMEDY SERIES

LIFE OF RILEY—NBC	—	—	—	12.3	—	—	—	—	21.6	10.2	—	—	19.0	35.3	—
AMOS 'N' ANDY—CBS	16.5	—	—	—	—	—	—	18.4	—	—	—	14.3	—	—	—
ABBOTT & COSTELLO—MCA	—	—	—	—	—	—	—	—	—	—	9.4	—	—	—	—
GREAT GILDERSLEEVE—NBC	—	—	—	15.1	—	—	—	—	—	—	—	—	—	—	—

Hitting the right note with Northern California's young mothers



As a public service program in years past, Marian Rowe's ADVENTURE SCHOOL reaped such national honors as the Ohio State and McCall awards. Now as a commercial, participating program, ADVENTURE SCHOOL is the highest rated* local, live production in San Francisco television!

The program's unique and vital appeal to moppets and their mothers is currently winning new sales for such top accounts as Bosco, Helene Curtis, Continental Baking, Montgomery Ward, and Lever Bros. Ask Lou Simon, KPIX Sales Manager or your Katz man.

KPIX 5 / San Francisco
Westinghouse Broadcasting Co.

*ARB Cost-per-thousand homes: \$1.55, open rate; \$.85 max. disc.

PULSE LOCAL RATINGS FOR FEBRUARY

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

AVAILABLE!

AGENCY AFFILIATION IN THE WEST

A fast-firing, talent-loaded ad agency... COMPLETELY organized to service... to hold... to boost...

YOUR BILLING as your SUBORDINATE AGENCY

Reference Clues

Billing... \$1,538,000 in 1956. More in '57.

Location... SECOND TO NONE... in SATURATION... offices and reps in Seattle, Portland, Richland, Stockton, Salt Lake City, Fort Worth, San Diego, Long Beach, Phoenix and LOS ANGELES...

BOX #A188

The Billboard 6000 Sunset Blvd. Hollywood 28, Calif.

TV GUESTARS

- Ed Sullivan Show April 28
Ray Bolger Show May 9

BILL HALEY and His COMETS

Now Arranging Limited 1-NITE TOUR Comm. MAY 11

JOLLY JOYCE Theatrical Agency

Philadelphia: 1001 Chestnut Street Phone: WALnut 2-4677
New York: Hotel President (2nd Fl.) Plaza 7-1786 & Circle 6-8800



One reason why advertisers in THE BILLBOARD get all they pay for.

PHOENIX, ARIZ.

4 TV STATIONS—131,900 TV HOMES
Population—505,000 (46th in U. S.)
Buying Income—\$705,500,000 (52d)
Retail Sales—\$525,567,000 (51st)
Food Sales—\$119,684,000 (50th)
Drug Sales—\$104,208,000 (40th)
Automotive—\$19,707,000 (52d)
Above figures include following counties: Maricopa

TOP NETWORK SHOWS

- 1. Ed Sullivan, KOOL, Su. 37.0
2. Groncho Marx, KVAR, Th. 35.5
3. Perry Como, KVAR, S. 32.8
4. Boxing, KVAR, F. 30.3
5. I Love Lucy, KOOL, M. 30.2
6. \$64,000 Question, KOOL, T. 29.2
6. What's My Line? KOOL, Su. 29.2
8. Do You Trust Your Wife? KOOL, T. 29.0
9. \$64,000 Challenge, KOOL, Su. 27.7
10. Your Hit Parade, KVAR, S. 27.2

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KTVK, M-F. 22.7
2. Famous Playhouse, KVAR, T, W, F. 20.1
3. It's Wallace, KPHO, M-F. 14.0
4. Trailtime, KPHO, M-F. 12.5
5. Headlines, Misc., KPHO, M-F. 12.1
6. Love of Life, KOOL, M-F. 12.0
7. Valiant Lady, KOOL, M-F. 12.0
8. Jack Owens, Misc., KPHO, M-F. 11.7
9. Queen for a Day, KOOL, M-F. 11.6
10. Bob Crosby, KOOL, M-F. 11.4

TOP FEATURE FILMS

- Once Weekly
1. Arizona Premiere, KTVK, Su. 9:00-10:30 15.6
2. Saturday Matinee, KOOL, S. 2:30-3:30 11.9
3. Movie Parade, KPHO, S. 7:00-8:30 11.7
4. Academy Theater, KVAR, Th. 10:00-11:30 11.4
5. Sunday Morning Movie, KOOL, Su. 10:30-12:00 7.3
5. Double Western, KTVK, S. 1:30-3:30 7.3

- Multi-Weekly
1. Million 5 Movie, KOOL, M-Su. 10:45-12 mid. 9.7
2. Movietime, KPHO, M-F. 10:30-12 mid. 9.6
3. Afternoon Movietime, KPHO, M-Su. 2:00-4:00 7.4
4. Ladies' Matinee, KOOL, M-F. 3:00-4:00 7.2
4. Theater After Dark, KTVK, M-F. 10:30-12 mid. 7.2

TOP SYNDICATED FILMS

- 1. Badge 714 (NBC), KVAR, W. 9:00 25.5
2. Susie (TPA), KOOL, M. 7:30 23.9
3. Sheriff of Cochise (NTA), KOOL, T. 9:00 23.3
4. Highway Patrol (Ziv), KPHO, T. 9:30 21.3
5. I Search for Adventure (Bagnall), KOOL, F. 7:30 20.5
6. Front Page Detective (Consolidated), KOOL, S. 9:30 20.3
7. Code Three (ABC), KOOL, S. 9:00 20.0
8. Superman (Flamingo), KOOL, T. 7:00 19.7
8. Men of Annapolis (Ziv), KOOL, F. 9:30 19.7
10. Dr. Christian (Ziv), M. 9:30 19.2
11. Mr. District Attorney (Ziv), KVAR 18.3
12. State Trooper (MCA), KOOL, M. 9:00 18.2
12. Frontier (NBC), KVAR, M. 9:00 18.2
14. Federal Men (MCA), KVAR, F. 9:00 17.9
15. Science Fiction Theater (Ziv), KPHO, M. 8:30 17.7
16. Man Called X (Ziv), KVAR, S. 9:00 17.4

SAN DIEGO

3 TV STATIONS—227,500 TV HOMES
Population—826,200 (19th in U. S.)
Buying Income—\$1,551,950,000 (20th)
Retail Sales—\$882,813,000 (26th)
Food Sales—\$199,062,000 (25th)
Drug Sales—\$26,708,000 (29th)
Automotive—\$182,503,000 (25th)
Above figures include following counties: San Diego

TOP NETWORK SHOWS

- 1. Ed Sullivan, KFMB, Su. 45.7
2. Phil Silvers, KFMB, T. 40.7
3. G. E. Theater, KFMB, Su. 38.4
4. Lassie, KFMB, Su. 38.3
5. Private Secretary, KFMB, Su. 37.4
6. Alfred Hitchcock, KFMB, Su. 36.4
7. What's My Line? KFMB, Su. 36.2
8. I Love Lucy, KFMB, M. 35.0
9. Robert Cummings, KFMB, Th. 33.4
10. Boxing, KFMB, W. 32.1

TOP MULTI-WEEKLY SHOWS

- 1. This Day '57, KFMB, M-F. 25.7
2. Popeye Cartoons, KFSD, M-F. 18.0
3. Gene Autry, KFSD, T, Th. 15.0
4. Big Movie, KFSD, M-W. 14.9
5. Roy Rogers, KFSD, M, W, F. 14.7
6. Johnny Downs Express, KFSD, M-F. 14.1
7. Queen for a Day, KFSD, M-F. 13.0
8. Early Show, KFMB, M-F. 12.8
9. Mickey Mouse Club, XETV, M-F. 12.6
10. NBC News, Misc., KFSD, M-F. 11.9
10. Pantry Playhouse, KFSD, M-F. 11.9

TOP FEATURE FILMS

- Once Weekly
1. Million 5 Movie, KFMB, S. 3:00-4:30 16.2
2. Saturday Night Movie, KFSD, S. 11:00-12:00 mid. 11.4
3. Saturday Matinee Theater, KFSD, F. 10:00-12:00 mid. 10.9
4. Movie Spectacular, KFSD, F. 10:00-12:00 mid. 10.8
5. Matinee Theater, XETV, Su. 3:00-4:00 10.5

- Multi-Weekly
1. Big Movie, KFSD, N-W. 6:00-7:00 13.7
2. Early Show, KFMB, M-F. 4:30-6:00 12.9
3. Late Show, KFMB, F-S. 10:30-12:00 mid. 12.4
4. Pantry Playhouse, KFSD, M-F. 2:0-3:00 12.0
5. Cover Girl Movie, XETV, M-F. 11:15-12:00 mid. 7.0

TOP SYNDICATED FILMS

- 1. Superman (Flamingo), KFMB, M. 7:00 28.2
2. Code 3 (ABC), KFMB, W. 9:30 24.2
3. Last of the Mohicans (TPA), KFMB, W. 6:30 23.5
4. Star Performance (Official), KFMB, Th. 7:00 22.5
5. Annie Oakley (CBS), KFMB, M. 6:00 22.0
6. Sheriff of Cochise (NTA), KFMB, S. 9:30 21.2
7. Dr. Hudson's Secret Journal (MCA), KFMB, F. 7:00 19.3
8. Highway Patrol (Ziv), XETV, F. 9:30 19.2
9. Buffalo Bill Jr. (CBS), KFMB, T. 6:00 18.7
10. Popeye (Assoc. Artists), KFSD, M-F. 5:45 18.0
11. Wild Bill Hickok (Flamingo), KFMB, Th. 6:00 17.3
12. Sheena, Queen of the Jungle (ABC), KFSD, T. 6:00 16.3
13. Death Valley Days (Pacific Borax), KFMB, T. 10:00 16.0
14. Mr. District Attorney (Ziv), XETV, Th. 6:30 15.5
14. Science Fiction Theater (Ziv), XETV, F. 8:30 15.5
16. The Unexpected (Ziv), KFSD, W. 10:30 15.4

MIAMI

4 TV STATIONS—211,300 TV HOMES
Population—743,700 (25th in U. S.)
Buying Income—\$1,386,015,000 (22d)
Retail Sales—\$1,133,071,000 (20th)
Food Sales—\$234,589,000 (19th)
Drug Sales—\$39,813,000 (19th)
Automotive—\$230,577,000 (19th)
Above figures include following counties: Dade

TOP NETWORK SHOWS

- 1. Ed Sullivan, WTVJ, Su. 39.7
2. Playhouse 90, WTVJ, Th. 37.2
3. \$64,000 Question, WTVJ, T. 36.2
4. Climax! WTVJ, Th. 36.1
5. Lassie, WTVJ, Su. 34.9
6. Phil Silvers, WTVJ, T. 34.5
7. Arthur Godfrey, WTVJ, W. 34.1
8. West Point, WTVJ, F. 33.7
9. Mr. Adams 'n' Eve, WTVJ, F. 33.5
9. Private Secretary, WTVJ, Su. 33.5

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WTVJ, M-F. 23.9
2. Renick Reporting (6:30), WTVJ, M-F. 23.7
3. Popeye Playhouse, WTVJ, M-F. 23.4
4. Jack-Sports, Weather, WTVJ, M-F. 18.5
5. Majors Bandwagon, WCKT, M-F. 17.8
6. News Weather (11 p.m.), WTVJ, M-F. 15.7
7. Headlines-Harrison (6:30), WCKT, M-F. 15.1
8. Weather, Sports (6:45 p.m.), WCKT, M-F. 14.9
9. Arthur Godfrey, WTVJ, M-F. 14.7
9. Eddie Fisher, WCKT, W-F. 14.7

TOP FEATURE FILMS

- Once Weekly
1. Saturday Morning Western, WTVJ, S. 8:00-9:00 a.m. 15.5
2. Sunday Feature, WTVJ, Su. 2:00-3:30 12.0
3. Sunday Playhouse, WCKT, Su. 11:15-12 mid. 6.6
4. Movierama, WCKT, S. 11:00-12 mid. 6.3
5. Starlite Theater, WITV, Su. 6:00-7:00 2.9

- Multi-Weekly
1. 4 Star Feature, WTVJ, M-Su. 11:30-12 mid. 10.2
2. Movie Go Round, WTVJ, M-F. 9:00-10:00 a.m. 9.2
3. Theater 23, WGRS, M-F. Su. 7:00-8:00 5.5
4. Double A Theater, WITV, F. S. 11:30-12 mid. 5.4
5. Biscayne Theater, WCKT, M-F. 1:00-2:00 4.5

TOP SYNDICATED FILMS

- 1. Superman (Flamingo), WTVJ, F. 7:00 30.5
2. Science Fiction Theater (Ziv), WTVJ, T. 7:30 30.3
3. Crunch and Des (NBC), WTVJ, W. 7:30 29.0
4. Wild Bill Hickok (Flamingo), WTVJ, M. 7:00 28.0
4. Whirlybird (CBS), WTVJ, Th. 7:30 28.0
6. Man Called X (Ziv), WTVJ, M. 9:30 26.0
7. Popeye (Assoc. Artists), WTVJ, M-F. 5:00 24.5
8. Liberace (Guild), WTVJ, Th. 7:00 23.4
9. Highway Patrol (Ziv), WTVJ, T. 10:30 21.9
10. Buffalo Bill Jr. (CBS), WTVJ, S. 9:00 a.m. 21.7
11. Captain Midnight (Screen Gems), WTVJ, S. 9:30 20.7
12. Soldiers of Fortune (MCA), WCKT, T. 7:00 18.0
13. Code Three (ABC), WTVJ, S. 10:30 17.9
14. Annie Oakley (CBS), WTVJ, S. 5:00 17.5
15. Badge 714 (NBC), WCKT, W. 7:00 17.2

KANSAS CITY, MO.

3 TV STATIONS—273,700 TV HOMES
Population—955,500 (18th in U. S.)
Buying Income—\$1,849,781,000 (17th)
Retail Sales—\$1,360,225,000 (15th)
Food Sales—\$247,120,000 (18th)
Drug Sales—\$65,660,000 (13th)
Automotive—\$253,048,000 (17th)
Above figures include following counties: Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.

TOP NETWORK SHOWS

- 1. Ed Sullivan, KCMO, Su. 46.8
2. Alfred Hitchcock, KCMO, Su. 41.5
3. G. E. Theater, KCMO, Su. 40.9
4. I Love Lucy, KCMO, M. 40.2
5. \$64,000 Question, KCMO, T. 35.0
6. Red Skelton, KCMO, T. 34.5
7. What's My Line? KCMO, Su. 34.2
8. \$64,000 Challenge, KCMO, Su. 33.7
9. Gunsmoke, KCMO, S. 33.2
10. Person to Person, KCMO, F. 32.9

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KMBC, M-F. 18.7
2. Five Star M-G-M Theater, KCMO, M, W. 14.3
3. Art Linkletter, KCMO, M-F. 13.4
3. Queen for a Day, WDAF, M-F. 13.4
3. Studio Five, WDAF, M-F. 13.4
6. 10:00 News, Sports, WMBC, M-F. 13.3
7. 9:30 Theater, WDAF, T, W. 13.1
8. Our Miss Brooks, KCMO, M-F. 12.8
9. Three Star News, Weather (6 p.m.), KCMO, M-F. 12.7
10. Premiere Theater, KMBC, Th, F. 12.3

TOP FEATURE FILMS

- Once Weekly
1. Gold Award Theater, KCMO, F. 10:30-12 mid. 23.7
2. Gold Theater, KCMO, S. 2:00-3:00 19.4
3. Masterpiece Movie, KMBC, Su. 10:30-12 mid. 7.3
4. Circle Movie Time, KMBC, S. 3:00-4:00 6.7
5. Stay Home Movie, KMBC, S. 11:00-12 mid. 4.7

- Multi-Weekly
1. Million 5 Movie, KCMO, S. Su. 10:00-12 mid. 23.6
2. Five Star Theater, KCMO, M, W, Su. 10:30-12 mid. 14.0
3. Studio 5, KCMO, T, Th. 11:00-12 mid. 13.5
4. Premiere Theater, KMBC, Th. F. 10:15-11:30 12.2
5. Early Show, KCMO, M-F. 4:00-5:00 11.7

TOP SYNDICATED FILMS

- 1. Stage Seven (TPA), KCMO, F. 10:00 28.2
2. Studio 57 (MCA), KCMO, T. 9:30 28.0
3. Frontier (NBC), KCMO, S. 9:30 27.2
4. Frontier Doctor (Hollywood TV), KCMO, T. 10:00 23.1
5. Wild Bill Hickok (Flamingo), KMBC, Th. 6:00 22.9
6. Highway Patrol (Ziv), KMBC, W. 7:30 20.7
7. Icky King (Nabisco), KMBC, W. 6:00 19.9
8. Soldiers of Fortune (MCA), KCMO, Su. 5:30 19.5
9. Susie (TPA), KMBC, M. 9:30 18.9
10. Annie Oakley (CBS), KMBC, F. 6:00 18.2
11. Superman (Flamingo), KMBC, T. 6:00 17.9
12. Fabian of Scotland Yard (CBS), KCMO, Th. 10:00 17.4
13. Star Performance (Official), WDAF, S. 7:00 16.9

KTWO Sets UMP Western Regional Net

CASPER, Wyo. — KTWO-TV on Channel 2 here has formed a regional network thru this area. It will be known as the Rocky Mountain Tele-Station Network. The web now has five affiliates signed up in Wyoming and South Dakota, all VHF stations.

The web plans to build facilities to make off-the-air pick-ups from Denver.

KTWO-TV is owned by Harriscope, a small film distributor. Burt Harris is president, and Bob Berger, head of another small distributor, Standard Television, is executive vice-president.

RESTLESS PEOPLE

By CHARLOTTE SUMMERS

Robert H. Teter, executive assistant to President Donald H. McGannon of the Westinghouse Broadcasting Company, is moving to Peters, Griffin, Woodward on May 1 as vice-president and director of radio for the station rep firm. Also at Westinghouse, Harold C. Lund, vice-president of the Pittsburgh area, has been appointed to the board of directors. Reggie Schuebel, vice-president, Norman, Craig & Kummel, has resigned to join Guild, Bascom & Bonfigli as director of network relations. Miss Schuebel will operate out of the agency's New York office.

Lester S. Tobias will replace Robert Kronenberg, Western di-

vision manager of AAP's sales office in Los Angeles, who has resigned. Producer Ted Collins has signed Gregg Garrison to direct and Andre Baruch to announce the "Kate Smith Hour" on ABC-TV, Sunday (28). Sydney Rubin, director of CBS Television Enterprises, has left for the West Coast to lend a hand to Zippy the Chimp's personal appearance tour and for conferences with West Coast executives.

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RCA Testing New Single, Album Set-Up

NEW YORK—RCA Victor is currently testing the reorganization of singles and album functions, setting up separate sales direction in the label's three company-owned branches in Los Angeles, Detroit and Chicago.

In Los Angeles, firm has added Dave Pierce, who will direct singles sales and promotion. Latter chore will be shared with Dorothy Vance, while record department Manager Arthur DePaul will be charged with the responsibility for albums.

Donald McDonald, formerly manager of the record department in RCA's Detroit branch, has been named to handle pop singles, while salesman Bob Yankie will be in charge of albums. In Chicago, the branch has added three singles salesmen while the other staff continues on albums. Different set-up in each of the three branches was used to test the success of each method.

Disneyland's 'Cinderella' Bargain Deal

NEW YORK — Disneyland Records this month is hyping its various "Cinderella" packages via a bargain package deal to dealers.

Disney's "Cinderella," of course, is the Walt Disney cartoon film version, which recently has been revived, and has no connection with the recent Rodgers-Hammerstein TV version.

Music from the original film sound track is contained in one \$4.98 LP. Music from "Cinderella" played by Camarata and ork is on one side of another \$4.98 disk, backed by the same maestro playing music from "Bambi." Then there is a \$2.98 10-inch LP with the "Cinderella" story narrated by "Jimmy Cricket," and the same thing in a two-pocket EP at the same price. A single 89 cent 45 r.p.m. disk contains "Bibbity Bobbity Boo" and the "Work Song."

Dealers may buy the above in bargain units containing two of each 12-inch LP, five of the 10-inch, two of the double EP, and five of the single—list price total (Continued on page 28)

New Bill Would End Juke Box Exemptions

WASHINGTON — A brand-new bill to end exemption of juke boxes from payment of performance royalties was introduced last week in the Senate (12) by Chairman O'Mahoney (D., Wyo.) of the Subcommittee on Patents, Trademarks and Copyrights. While the present bill is substantially the same as the famous old Kilgore Bill (S 590) which would have swept aside all juke exemption, the current bill would relieve a tavern owner from performance royalties provided he is not the owner of the juke box, nor has primary control over the machine.

DOT, PARA EXECS CONCLUDE SALE

HOLLYWOOD — The sale of Dot Records to Paramount Pictures was formally consummated last week (12), with papers inked by Randy Wood, president of the diskery, and Barney Balaban, film company topper.

Official status of Dot as a Paramount subsidiary was acknowledged by Wood in New York. He is due to return to his headquarters this week, following recording sessions with Marlene Dietrich, the Fontane Sisters and Jim Lowe.

Imperial Sets Mayer to Head East Operation

HOLLYWOOD—Imperial Records will open its first New York office on May 1, with label President Lew Chudd last week naming Jay Mayer to head up the firm's Eastern operation.

Mayer, who formerly helmed his own personal management firm and the Montclare Music Eastern offices, will handle East Coast exploitation for the Imperial line as well as working with the label's distributors. In addition, he will take an active role in the Imperial music publishing companies.

Chudd also disclosed that he is currently finalizing plans to buy property along Vine Street here to house home offices for the company.

Mercury Maps Step-Up In International Market

CHICAGO—Mercury brass, at a meeting here last week, crystallized several projects with a view toward stepping up the firm's activity in the international market. The meeting — which followed shortly after Mercury's conferences with its overseas affiliates at Amsterdam recently (The Billboard March 23), resulted in decisions to step up recording activity, to add a.&r. personnel, and to create a public relations office with particular references to the overseas market.

Dealers Sing April Blues Tho Slow-Up Is Relative

Uncle Sam, Lent Take Temporary Sales Toll, But Future Is Solid

By REN GREVATT

NEW YORK—Is the pace of the record business slowing? Much talk in the trade has centered on this question in the past few weeks. Dealers, traditionally conservative as they are, have reportedly been singing those "empty store" blues overtime. Yet, according to a spot check of dealers and distributors, analysis of sales shows that whatever slow-up has been felt is strictly relative.

If business is quiet, and most agree that comparatively it is, then it's due to an unfortunate com-

bination of traditional reasons, according to distributor spokesmen. For one thing, April is the month when Uncle Sam takes his annual bite. The fact is, however, that for many people, this means little, since their taxes are collected every week in the year via payroll deductions. The tax matter, nevertheless, creates a conservative frame of mind in most buyers, which reflects itself sometimes rather heavily at the retail level.

Lent, too, is always a slowing factor for retail tradesmen and Lent this year occupies much of

April. Easter falls just a week after income tax day and this, too, say spokesmen, normally has a withering effect on record sales. This is because the buying public is thinking largely about the cash they have to lay out for new Easter outfits, which absorbs much of the loot that might otherwise be spent for disks. Easter disk sales, if any, come at the very last minute before the holidays as gifts.

Singles Sales Down

For all these reasons, distributors say, a disk hit at the moment may have considerably less sales than a hit in the same relative chart position at other times of the year. They acknowledge, too, that right now it's more difficult to kick off a hit. Most serious reduction in current sales is in the singles field, according to the latest reports. This is because, as one distributor put it, the kids, who are the biggest buyers of singles, are the first to feel the bite on the income, via cuts in allowances, and more difficulty in getting temporary "pin money" jobs.

Distributors checked declared (Continued on page 28)

Capitol Terminates 5-Year Cetra Pact

Liquidating Inventory; Move Seen as Step Toward Addition of EMI Material

HOLLYWOOD—After an association of five years, Capitol Records last week severed its agreement with Cetra Records and immediately set about the process of liquidating its branch and factory inventory.

Capitol's Cetra line is being sold in job-lot quantities to dealers thru-

out the country at cut-rate prices. A number of Capitol branches are known to have already completed the clearing of its Cetra stock, with a portion of the merchandise going to rack jobbers and discounters.

The Cetra catalog, originally known as Cetra-Soria, includes 46 operas in addition to oratorios, instrumental works and operatic and concert recitals by leading Italian singers. The library at one time represented the world's largest opera catalog. Original pact with Capitol was made effective April 1, 1953, and was concluded between representatives of the Italian diskery Cetra; Dario-Soria, then head of American Cetra, Raxor Corporation and Soria Sales, and Glenn E. Wallich, president of Capitol Transaction reputedly involved in excess of \$1 million at the time it was made.

The end of Capitol's association with Cetra gave support to trade conjecture that Capitol's classical (Continued on page 28)

Police Check Theft of 700 Disks in L.A.

HOLLYWOOD — Los Angeles police are currently investigating the recent theft of approximately 700 records from a local pressing plant in an effort to nip any further such thievery in the bud.

Labels involved in the theft were Mercury, Roulette, ABC-Paramount and Cadence. The chain of events that eventually led to the discovery that a theft had been committed read like a page from Philo Vance. A number of hit recordings on the aforementioned labels were discovered on racks operated by Monroe Goodman in San Francisco, with the disks selling at a reported price of 49 cents. The records, among them "Party (Continued on page 28)

WHO WILL PACT LA BANKHEAD?

HOLLYWOOD—The old Tommy Dorsey-Pied Piper standard, "I'll Take Tallulah," could read "Who'll Get Tallulah" this week. Vet actress is known to have her pen poised on a new diskery tie-up, tho just who will finally land Miss Bankhead appears to be a mystery.

Lew Chudd, Imperial Records topper, has made a bid for her services, according to the William Morris Agency, tho the actress failed to ink an Imperial pact after doing a stint on the CBS "Shower of Stars" here last week.

Miss Bankhead last appeared on a number of special material platters for Columbia Records.

Cosnat Reorgs Sales Set-Up In 4 Outlets

NEW YORK—Cosnat Distributing Corporation has reorganized the sales forces in four of its five outlets. According to Jerry Blaine, Cosnat mahoff, salesmen in the New York home office as well as in the Newark, Philadelphia and Cleveland branches, have been split up into teams to sharpen the competitive spirit.

In each case, lines handled by the outlets will be split evenly, with each group headed by one of the leading lines. Sales teams will strive to outdo each other and will compete for various awards and bonuses under the incentive plan now in the works. To further juice up sales, Blaine said, all sales teams will have a promotion man assigned, whose job will be to develop special dealer merchandising and promotion ideas.

'SENTIMENTAL' CUT FOR AGES

NEW YORK—Jack Mills, of Mills Music, granted one of his most unusual licenses last week. It was to the H. K. Memorials, Inc., tombstone manufacturers.

Latter firm needed Mills' permission to use several bars of "Gettin' Sentimental Over You" on Tommy Dorsey's tombstone.

In addition to the music and the usual statistics, Dorsey's memorial will have a full-size replica of the late maestro's trombone carved out of the stone. The entire structure, which will be installed at the Kensico Cemetery, Valhalla, N. Y., is to be 10 feet wide and four feet high. It will cost \$5,000.



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DECCA RECORDS

GROUNDWELL IN FM

Music-Recording Biz Sees Importance in Resurgence

By JOEL FRIEDMAN

HOLLYWOOD—FM, once the infant stepchild of radio, is currently attracting widespread interest on the part of both listeners and investors, and in the opinion of many will one day rival AM radio, if not entirely replace it.

The FM groundswell has wide implications for the music-record industry, for if FM achieves any substantial increase in either audience or commercial billing, it will subsequently be reflected as another means of exposure for phonograph records, and likewise figure prominently in the performance payoff for music publishers and writers.

Local FM operators, those in the disk business who have cast a watchful eye on the fledgling industry, and spokesman for the Federal Communications Commission here, attribute two basic reasons for the current interest in FM: (1)

High fidelity has made an indelible impression upon countless thousands of persons, resulting in the belief that the only true "hi-fi radio" exists in FM broadcasting. (2) The recent change in FCC regulations allowing FM broadcasters to get additional revenue by piping music (functional music) into bars, hotels, supermarkets, etc.

A. A. Crawford, owner-operator of FM Station KCBH, Beverly Hills, Calif., firmly believes that the popularity of FM is on the rise and likewise points to high fidelity as being primarily responsible for the new audience. Crawford opined that FM will in the next two decades take the place of AM radio. "We are maintaining strict pro-

gramming standards," said Crawford, declaring his station only recently cut out all one-minute spot commercials and set a maximum limit of four breaks in any one-hour period.

FM Standards Set

A committee of FM operators recently met in Los Angeles to discuss broadcast standards and agreed to guard against practices common in AM radio today, i.e., double and triple spotting.

With a great majority of the radio audience on wheels today, FM is also apparently attracting car radio listeners. Grundig and Telefunken both recently introduced an FM automobile radio, while reports persist that Motorola, (Continued on page 28)

Period Sets 6th 'Bargain Demonstrator'

NEW YORK—Another bargain "demonstrator" the sixth one for the label, will be issued this month by Bill Avar's Period Records. The disk will be a coupling of the two Chopin piano concerti, recorded in Stuttgart, Germany, and featuring the pianist Branka Muslin, winner of the 1951 Rome Award.

Other Period releases coming up in the near future include works cut in Italy under the baton of Newell Jenkins, former maestro with Haydn Society. Among the works are a set of early Martini Symphonies, another grouping a previously unrecorded Boccherini Cello Concerto, and Symphony in C with the Cambini Symphonie Concertante. A third disk groups (Continued on page 26)

Dorsey Estate to Sell Music Firms

NEW YORK—The music firms owned by the late Tommy Dorsey were put on the block last week by his estate. The firms are Embassy Music Corporation affiliated with Broadcast Music, Inc., and Dorsey Bros. Music, Inc., affiliated with American Society of Composers, Authors and Publishers.

These same firms reportedly had been on the block for several years, and the late maestro several times came close to selling, but in each instance he backed out at the last minute. Embassy receives a guarantee of \$20,000 a year from BMI, and Dorsey Bros. gets between \$4,000 and \$5,000 from ASCAP.

Majority of the strong copyrights are in Embassy—such items as "There, I've Said It Again," "There Are Such Things," "This Love of Mine," "Oh Look at Me Now" and "Opus 1." "I Should Care" is in Dorsey Bros.

Also available are 64 unreleased T. Dorsey masters, which he cut on his own and had not assigned to any label. These were cut in the last couple of years.

Several months before his death, Dorsey carried on serious talks with several major record companies regarding the entire disk and publishing package. These included Columbia, Mercury and Decca. In one instance, a price of \$300,000 nearly clinched it. However, among the deterrents in the (Continued on page 26)

LP Mkt. to Majors, Indies Top Singles

NEW YORK—Although the indie labels now dominate the best-selling singles charts, they have made relatively scant headway in the album market. Fourteen of the top 15 best selling pop albums this week were sliced by the "big four"—Victor, Columbia, Decca, and Capitol.

Kapp Records—with Roger Williams' "Song of the Fabulous Fifties"—has the only indie package on the best selling pop album chart this week, while the albums most played by disk jockeys doesn't include even one indie LP on its list. On the retail album chart, Capitol has six LP's, Victor, three; Decca, three, and Columbia, two. The order reversed on the jockey album chart, with Columbia walking off with five LP listings, Capitol, three and Victor two.

In contrast to the major's overwhelming dominance of the pop album charts, a study of this week's best selling pop singles chart shows that 14 out of the top 25 disks were cut by indie labels, with Dot alone accounting for five platters. Victor leads the majors with four platters on the singles chart—two by Belafonte. Columbia and Capitol have two each; Coral, one, and Mercury, two.

Indie or major tho, the charts—

both singles and album—continue on an anti-canary kick. Only the show albums feature thrushes on the LP chart, while the singles list is completely male, with the exception of the lone fem member of the Platters.

Pay Hike Cues Halt of BMU Strike Threat

LONDON—The shadow of the musicians' strike which has been hanging over the record industry since the Musicians' Union made its demand for higher pay at recording sessions last year, has finally been lifted. In talks which have been taking place over the last four months between the MU and the leading gramophone companies agreement has been reached on a 50 per cent increase per session for all pop recordings. This works out at an extra \$5.60 per play for a full session and \$4.20 for a half session. Rates for classical and symphonic recordings were not a point of issue and remain as before.

DRAFT BUDDY BUT NOT WAX

NEW YORK — Buddy "Party Doll" Knox was called to active duty as a lieutenant in the U. S. Army last week, and the announcement was accompanied by a frantic round of special disk sessions by Roulette.

The label's artist and repertoire chiefs Hugo Peretti and Luigi Creatore cut more than 20 sides with Knox "to insure Buddy's recording career while he is on active duty." The sides will be issued as singles and in albums during Knox's term of service, presently estimated at six months.

Victor Albums U-Stress on L-A, Calypso

NEW YORK — RCA Victor's International disk departments is lining up a new program for the summer and fall which calls for increased emphasis on Latin-American and calypso albums.

Last week Johnny Camacho, artist and repertoire chief for that department returned from a six-week visit to California and Mexico, during which he signed several new artists and recorded several complete LP's.

Among the artists signed were warbler Herb Jeffries, orkster Belmonte, calypso thrush Lady "T." (Continued on page 26)

NEWS REVIEW

Solons to Plug ASCAP Cleffing

NEW YORK — Irving Caesar's new record will be plugged by a priceless group of deejay promotion men—the U. S. Senate and House of Representatives. The songwriter has set to music the "Pledge of Allegiance to the Flag," and waxings of the new version will be presented to radio and TV stations across the country this month by members of the Senate and House.

The new "Pledge" was written by Caesar at the request of Representative Louie C. Raubaut of Michigan, who read a statement on the disk into the Congressional Record last Wednesday (10). His statement noted that the American (Continued on page 26)

Decca Preems New Talent

NEW YORK — Decca Records has unveiled two new talents in the current release crop. First is Norman Kaye, who until now has been heard as one of the trio with his sister, Mary Kaye. His first solo releases are "Blue Jean Betty" and "Snake Charmer."

Warner Mack, 22-year-old singer from Nashville, has been added to the pop roster. His first release, "Is It Wrong?" and "Baby Squeeze Me," will be out shortly.

TV Group to Seek New ASCAP Pact

• Continued from page 2

computing the net income figure which, according to many of the execs, requires a station to keep what amounts to a special set of books for ASCAP. For example, agency commission is deductible, but only if actually paid; sales commissions are deductible at the rate of 15 per cent, regardless of the rate actually paid or whether or not it's paid at all; if the rate card lists the required use of one camera, its cost is not deductible, but if the show actually uses two or more cameras, cost of extra ones can be deducted from the net. Cost and bother of this special book-keeping, broadcasters complained, is a major headache.

Proponents of a reduced percentage of payment are expected to argue, when negotiations get under way, that the present formula was devised in the formative days of commercial TV, 1949 to

1954. The percentage was pegged to lower gross incomes, and that against today's maturing station grosses, the percentage is out of line. Against this argument, however, the song industry can be expected to counter with the claim that the song product is today of greater commercial value because of increased TV audience and that other sources of writer-publisher income are drying up, emphasizing the importance of sustenance by air play.

Early Meeting Seen

These are the problems to be mullied by the 15-man committee which is expected to call its first full-dress meeting before May 1. It is an interim committee, pending election of a permanent one by all stations who subscribe to the cost of its operation. Members of the interim committee will be automatic nominees for the 15-man permanent committee, but any of them might be replaced by a write-in candidate who gets more votes, not a likely eventuality.

The interim members are, in addition to Martin: Roger W. Clipp, Triangle Publications, Philadelphia; Edward G. Thoms, WKJG-TV, Fort Wayne, Ind.; John E. McCoy, Storer Broadcasting Co., Miami; Nathan Lord, WAVE-TV, Louisville; John T. Murphy, Crosley Broadcasting Co., Cincinnati; Irving R. Rosenhaus, WATV, Newark, N. J.; Frank Fitzsimmons, North Dakota Broadcasting Co., Bismarck; Hamilton Shea, WSWA-TV, Harrisonburg, Va.; Charles Britt, WLOS-TV, Asheville, N. C.; Clair McCullough, Steiman Stations, Lancaster, Pa.; Omar Elder, secretary and assistant general counsel, ABC; Sam Cooke Diggs, WCBS-TV, New York; Lloyd E. Yoder, WRCV-TV, Philadelphia, and Elisha Goldfarb, RKO Telradio, Inc., New York.

Members were appointed by Martin, after authority to do so was voted by the meeting.

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RCA VICTOR
RADIO CORPORATION OF AMERICA



WAX ACROSS THE SEA

U. S. Pop Tunes Boom An Overseas Disk Bonanza

• Continued from page 1

European record industry against the European pressing plants of American firms and, on the other hand, the various European firms against each other. For example, three French disk producers have issued "Whatever Will Be, Will Be," with the vocal, of course, by competing artists.

Hot Competition

So hot is the competition becoming in American music that at least two West German firms, Polydor and Odeon are assigning permanent representatives to the United States to advise their firms on American popular music trends and off-beat disk possibilities. The Germans have done extremely well in pushing a number of American tunes, principally country and western, one of which, an Odeon recording of "Smoky" with the Rodgers Duo, is No. 4 on the German top 10 tunes for March.

In England and France the record companies are undertaking large sales promotion drives to tie in with visits by Americans like Bill Haley.

Fan clubs are another gimmick being picked up by European disk firms to promote record sales, particularly sales of American popular music. England has a Bill Haley club, Germany an Elvis Presley club and France a Sidney Bechet club.

The disk industries of four countries—Germany, France, England and Belgium—report a year-by-year increase, since 1952, in sales of recorded American music. Percentage-wise, the figures are:

	1952	1953	1954	1955	1956
Britain	52	56	63	67	72
Germany	27	31	34	39	41
France	21	24	23	26	29
Belgium	65	67	71	76	83

The stranger factor in European record sales is that there is virtually no large interchange of music among European countries in terms of record production, aside from that involving American music.

To illustrate, French music enjoys little or no vogue in Germany, in terms of disk sales, and the French do not take to German music. And there is relatively little purely British music recorded for disk sales in either Germany or France.

The percentage of American music sales is, therefore, in relation to the sales of recorded indigenous—or national—music.

This suggests perhaps the most remarkable fact about the popularity of American music in Europe—its universality of appeal. There seems to be some common denominator about American music that cuts across national boundary lines as does the music of no single European nation or language area.

The hot competition to sell American music on the European market involves almost every European disk company and most of the major American companies. European companies recording American pop music include London, Philips, Polydor, Coral, Telfunken, Heliodor, Electrola Vogue Durium, Pathe, V. S. M., Festival, C.I.D., Odeon and Vega.

Three principal languages are involved: English, German and French. German-language recordings can also be supplied to Austria and German-language Switzerland. French-language disks go to Belgium and the French section of Switzerland.

English Language Demand

This points up another curious development. Disk companies find that there seems to be an increasing demand for American pop disks in English. Many European music fans claim the lyrics suffer in translation, and this includes

countless Europeans whose only knowledge of English is thru American music.

Country by country, this is the general reaction toward American pop music and American music in general:

BRITAIN:

Liberace arrives in London and three platoons of mounted police must be called out to save him from rapturously admiring throngs. Bandleader Bill Haley gets a hero's welcome—front-page news in every London newspaper. The Sunday Graphic signed up Haley to do a series of spread articles.

British Succumb

One after another, American pop music entertainers are being hustled across the Atlantic to Britain where, in a short time, many become better known and more noisily admired than in the United States.

American "culture," as exemplified by pop music, has taken the British by storm—everything from folk songs (called "skiffle" by the British) to rock and roll, which produces the same grand-scale riots in staid Britain that is done at home.

GERMANY:

The German admiration for American pop music is considerably more restrained than that in Britain. But, given the language barrier and the traditional German "kultur" emphasis of the Germans, the impact scored by American pop music on the natives is perhaps more remarkable than that registered in Britain.

Every large city has its "hot jazz clubs," Berlin, Munich and Frankfurt in particular. American rock-and-roll dress and patois are closely aped by German teenagers, and a German beauty, Suzanne Ericksen (Miss Germany of 1953) has even founded a fashion house—Suzanne Ericksen's Teen-Age Fashions—based on the American pop music craze.

Curiously, Germany (and German-language Switzerland) has embraced American country and western music. Standard American music also gets a good play in Germany, particularly the music of George Gershwin.

Aside from President Eisenhower, the three most widely known Americans in Germany at the moment are Elvis Presley, Benny Goodman and Louis Armstrong, whose tour of Germany several years ago produced riots in Berlin and Hamburg.

The demand for American jazz has now become so great in East Germany that Communist authorities recently permitted 40 dancing instructors to gather in Leipzig to receive instruction in new Western dance steps. Instead of "decadent capitalistic" music, it has been rechristened in Communist propaganda as "the folk music of the American Negro."

FRANCE:

In France, American pop music has the strongest competition, from French music, in any country in Western Europe, Italy excepted.

Nonetheless, the impact of American music is evident thruout the French music field, and total sales of American music jumped last year to nearly five million disks, a gain of nearly one million over 1956.

BENELUX:

American pop music dominates in the Benelux countries, which, culturally, tend to be closer to Britain than to either France or Germany, despite the fact that French is spoken in most of Belgium. There are few Belgians or Dutch composers. Moreover, in

Holland, English is the country's second language.

OTHER COUNTRIES:

Switzerland is next to Germany in its attraction to American pop music, but competition is heavy from French and Italian music, owing to the peculiar language construction of the country.

Austria is behind France in the popularity of American music, owing to these factors: talented Austrian composers; the country's geographic position as a cultural crossroads between Western Europe and the Balkans, but remote from American influence, and Austrian poverty, which discourages the sale of imported records.

Italy is a special case. The Italians have not taken to American pop music to any marked extent despite Italy's close ties to other Western European countries. The main reason appears to be Italian creativeness plus the Latin temperament. The Italians, to be brief, are so musical that there is little or no void into which American pop music can flow and become established. American music does not appeal to the Latin taste, at least not in Italy, to the same extent it does in other Western European countries.

Leyden to Cut C-C LP Series

NEW YORK—Bandleader Norman Leyden has signed an exclusive contract with the Crowell-Collier Record Club. He will cut a series of LP's for C-C, with an album of Broadway show tunes scheduled as his first release.

C-C plans to build Leyden as "the Kostelanetz of the label," and will feature him prominently in its fall promotion drive. Leyden currently is musical director on the Arthur Godfrey radio and TV shows, "The \$64,000 Question," and "The \$64,000 Challenge," thereby promising C-C strong video exposure.

TOUR SPENDING CENSURED

House Group Would Slash Ambassador Jazz Coin

WASHINGTON — In spite of Presidential, congressional and world-wide praise for the accomplishments of last year's tours by Ambassador Jazz, a House Appropriations Subcommittee report proposes to starve him out of existence. Both Democrats and Republicans in the group followed thru on a wild-eyed economy bender led by Chairman John J. Rooney. The Subcommittee proposes to slash \$7.6 million out of the President's International Exchange Program to showcase American performing talent on tours for State Department, at Trade Fairs, and at the 1958 Gala Brussel's International Exhibit.

Eisenhower had requested a total of \$20 million for this goodwill promotion, with \$11 million of it tabbed to out-dazzle the Russian investment in Brussels. U. S. National Pavilion Theater and Exhibit will lose \$4.5 million of the proposed budget. The only jazz emissary to remain unscathed is the two-hour pops and jazz program over the voice of America, which will also have a more substantial base for transmission to the Near East. If present cuts stand, the Trade Fair Program will drop by \$2.3 million, and the Talent

See ASCAP Hearings Celler Must Agenda

By MILDRED HALL

WASHINGTON — It is the "unanimous view" of the House Small Business Distribution Subcommittee that recent communications from Chairman Celler (D., N. Y.) of the House Antitrust Subcommittee have committed him to an investigation of ASCAP's distribution and voting set-up. Queried by Billboard as to the possibility of hearings this session, Representative Celler said that "these were matters of committee jurisdiction, and could not be discussed at this time."

Failing "future hearings and a report" by the Celler group, "specifically" covering the matters small business wants probed, distribution Chairman James Roosevelt (D., Calif.) and his Subcommittee feel that the question of "duplication" by the two committees would no longer exist, "and we should proceed with these matters." In the latter event, Roosevelt reportedly would feel entitled to call hearings for ASCAP's dissident small music publishers and composers. Hearings could be called during the summer months, if the close of the session brought no action by the Celler group.

Letter Exchange

These developments came to light during an exchange of letters between Celler and Roosevelt (April 2, April 9), settling the question of which group had jurisdiction over the ASCAP problem (The Billboard, April 13). Roosevelt revealed last week (10) that the Celler letter had promised investigation of the ASCAP matters during the Antitrust Subcommittee's "examination into various antitrust decrees," programmed for this year. "It is planned that this investigation will . . . include specifically matters outlined in numbered paragraphs 1, 2 and 3 of your April letter," Celler wrote.

These paragraphs in the Roosevelt letter went specifically to complaints by ASCAP dissidents and read:

"1—Composers and publishers who are members of ASCAP allege they are unable to obtain from

ASCAP a truly representative or complete monitoring of their music played on radio and TV stations with which ASCAP has entered into royalty agreements. Their complaints in this respect are two-fold: First, that the monitor sampling is insufficient upon which to base accurate money returns, and second, that the system used for counting performances is inaccurate and deprives them of correct records upon which royalty returns should be based.

"2—The weighted vote in favor of composers of many 'hit' tunes gives that person, in the opinion of the complainants, a disproportionate voice in association affairs, and deprives the complainants of fair representation on the board of directors which, in turn, makes the rules in regard to royalty distribution.

"3—The complainants further state that under the decisions of the court, the consent decree, and the policy of the Department of Justice, they find it impossible to make separate and personal court appearances to present their grievances."

Lowe Platter Free TV Ride For Moe Gale

NEW YORK—When Dot artist Jim Lowe kicks off his new platter on NBC-TV's soap opera series "Modern Romances" April 22, publisher Moe Gale will get a free video ride for his Sheldon Music tune "Four Walls."

The Lowe TV appearance was originally set to plug two Trinity Music tunes — "Talking to the Blues" and "Who Do You Think You're Gonna Fool" — with Lowe singing both songs at least once on all five segs of the daily soap opera. Trinity introduced Betty Johnson's Bally hit "I Dreamed" on "Modern Romances" a few months ago under similar promotional circumstances and Dot prexy, Randy Wood, had agreed to go along with the stunt for Lowe.

However, when Jim Reeves' country and western waxing of "Four Walls" started to break out, Wood had Lowe cover the tune for the pop filed in a rush session here last week. Consequently, "Modern Romances" packagers Stark and Layton yanked "Who Do You Think You're Gonna Fool" and wrote "Four Walls" into the script. Lowe will play an acting role in the five-day drama, tagged "Talking to the Blues," and both tunes will be spotlighted frequently, altho the promotion was set up strictly by Trinity prexy Joe Csida. Nobody loses, however, since Csida also manages Lowe.

million asked, to about \$106 million.

The Congressmen went along with the idea of sending three all-time musical greats, "Annie Get Your Gun," "Carousel," and "Guys and Dolls" to the Brussel's Fair. However, during hearings, they screamed down the idea of State Department giveaway of tickets to American talent performances abroad, apparently under the impression that the Goodmans and Satchmos were being sent more for profit than good will.

"Fiscal irresponsibility," was the charge against the International Exchange Program by the Rooney report, which still has a way to go before the slashes are made final by the legislators on both sides of the house.

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ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

There was a time not so long ago when a glance at the best selling charts would reveal multi-exposure of a single artist as quite commonplace. The trend was probably started by the Platters, but Domino, Presley, Belafonte and most recently, Tab Hunter, all know what it feels like to have more than one record on the chart at the same time. Now the trend has switched to tunes. In a recent week four different songs broke into the pop best seller list with at least two versions apiece.

Let those who may tout the death of rock and roll look at the record. Three of the four songs have country-rockabilly roots. The Buddy Knox version of "Party Doll" moved out rapidly into the top

rung of the charts, but it was followed closely by the Steve Lawrence wax of the same tune. Charlie Gracie's original Cameo disk of "Butterfly" got the big initial impetus, but this too was quickly followed onto the charts with the Andy Williams version, the latter of which has now passed Gracie's into the top charmed circle. Sonny James' Capitol disking of "Young Love," rode the charts for a number of weeks, but Tab Hunter made a smash entry into the disk derby with the same tune, a version which also moved ahead of the original. The fourth tune to make it twice on the charts is the calypso, "Marianne," with Terry Gilkyson on Columbia and the Hilltoppers on Dot both represented on the chart for nine weeks.

No longer can dealers automatically pull one version of a tune from the shelf when a customer asks for a disk by song. But what's more important is the fact that the opportunity is better now to make the grade with a record despite heavy competition on the same tune. Still another interesting aspect of the situation is the fact that no longer can a major cover an offbeat label and automatically kill it. More often than not, it's been the original disk on a small indie label that gets off first and stays way up there while the cover, though making the chart, languishes further down.

It's no secret that a certain Deluxe record, which we believe must have been cut by that swinging disk man, Freddie Mendelsson, just about gassed The Billboard reviewing staff right out of its hallowed chambers this week. The disk of "What Can I Do" and "Hear My Plea" contains two stupendous performances by one Ronnie Elbert. There was considerable doubt as to the singer's gender until along came the line, "I want to be your lover man." Though this proved something, there was still some truth to one of the many comments, to wit: "There's a message for everyone in that voice."

"Rang Tang Ding Dang, I Am a Japanese Sandman" is a red-hot disk property, according to Hy Siegel, Apollo mahoff. The disk is by the Cellos (with a soft "c"). Siegel reports that he wanted to use the title "Japanese Sandman," but because of a certain ASCAP copyright of some fame, BMI refused to license such a title. "We added a few crazy words in front of the original title," says Siegel, "and we've got a smash." One Jersey distributor, normally a top outlet for the label, allowed several weeks to ride by without an order. Seems the distrib was waiting for a demand or "Rang Tang Ding Dang." "How about 'Japanese Sandman?'" asked Siegel. "Oh, that," said the voice at the other end, "they're breaking down my doors for that, and I didn't know where to get it."

New disk and a solid one, bringing action for the Coasters, is "Young Blood," a tune that has been in storage for about eight years. It's the cleffing of Doc Pomus, erstwhile Flatbush blues cat, who did some of the first r.&b. radio commercials. Lon gago he submitted a demo disk to Herb Abramson, of Atco Records, who resisted two previous temptations to bring it out. Timing must have been right because the disk, title of

Victor Albums

Continued from page 22

and the Versatones—also a calypso group. Jeffries will begin with a calypso album which will include eight of the songs he sings in the "Calypso Joe." Camacho also intends to cut singles with the one-time Ellington vocalist.

Belmonte, who is managed by Ivan Mogull, until recently was pacted to Columbia.

On the Coast, Camacho recorded an album "Latin Satin" with orkster Perez Prado, and one called "Duke Ellington and Me" with the Mexican pianist Eddie Cano. In Mexico he taped a mood set with Arrengel and ork, entitled "29 Strings and Then Some."

On April 23, Camacho, this time accompanied by international disk sales manager John Davidson, will take off for Chicago, where he will record the Louie Bashell Slovenian polka band, then will return to the Coast to cut 60 more sides. These will include another set with Prado, one with the Manny Lopez ork, and one with Mexican maestro Luis Arcaez, who will fly into Los Angeles for the sessions.

The department has curtailed polka wax somewhat, tho recently Camacho completed a set of "Merry Polka" with the Six Fat Dutchmen.

News Review

Continued from page 22

Society of Composers, Authors and Publishers had underwritten the cost of cutting and pressing the record and was presenting 24,500 copies of the platter (individually wrapped for mailing) to the House and Senate — 50 copies to each Representative and 25 copies to each Senator. The tune is now the property of the U. S. Congress.

The record, which will also be distributed to "educational and other institutions with broadcasting facilities," stacks up as an excellent stock programming item for station libraries, in that it can be scheduled in observation of holidays—July 4, Flag Day, etc. — political events, civic affairs, and at sign-on and sign-off time. Its value to schools, of course, is obvious.

The disk spotlights two versions of the song—a rousing, rendition by the U. S. Air Force Band (featuring the Singing Sergeants and Master Sergeant Ivan Genuchi as tenor soloist) on one side, and a more formal version by the U. S. Marine Band on the flip.

June Bundy.

'Demonstrator'

Continued from page 22

three Vivaldi piccolo concerti with another for two mandolins and orchestra.

The company also is doing more recording in the States. Latest cut here are Gabrieli's Sacrae Symphony, with the New York Brass Ensemble, and the Schubert "Trout" Quintet, with the Galimer Quartet and Istvan Nazas, pianist.

In a lighter vein, Period has cut two sets with the Lucerne (Switzerland) Festival Ork under Ernest Falk. These are a group entitled "Chopiniana," consisting of orchestrated piano pieces, and "Italian Souvenirs." Indie producer Leonard Feather has completed a new jazz disk for the label featuring a group of Count Basie sidemen under the leadership of trumpeter Thad Jones. Title will be "Mad Thad."

Avar plans to take off for Europe the first week of May to extend his foreign distribution.

which is Brooklynese for "young chick," is moving solidly in a number of territories.

'NO WINNER'

Deejay Has All Fool's Day Luck

CINCINNATI — Tom Clay, disk jockey on WSAI here, stood to lose a quick \$5,000 on April Fool's Day. At 10:45 p.m. he played "You'd Be So Easy to Love," by the Key Men, new coral vocal group. He announced an offer of \$5 to each of the first five phone callers who could identify the group. Nobody did.

Next he offered \$100 from his own pocket for the first right answer. No winners. Next, the ante was raised to \$500, then to \$1,000 and at 11:30, still with no winner, the figure was raised to \$2,000. With circuits completely jammed, the final offer of \$5,000 was made. By this time the jitters had set in. Last caller, came close by guessing the outfit as the Satisfiers, another Coral group, but Clay's luck held out. The gimmick didn't backfire and Coral got the benefit of a solid Cincy send-off for the new crew.

Dick Bock, Pacific Prez, To Europe

HOLLYWOOD — Dick Bock, president of Pacific Jazz Records, leaves for a one-month tour of Europe this week to supervise a series of projects tied in with the label's upcoming album product.

Bock starts his overseas trek in England where he will follow the Gerry Mulligan Quartet on its 18-day tour, supervising the recording and photography, the latter to be included as part of a scheduled Pacific Jazz album.

At the completion of the Mulligan tour, Bock will fly to Frankfurt, Germany, to record a package with Gary Crosby, featuring Bud Shank and Bob Cooper. Bock will use Frankfurt's Sudwestfunk Radio studios and sidemen from Germany's Kurt Edelhagen orchestra.

Itinerary will also include Italy, France and the Scandinavian countries, with Bock scheduled to confer with Pacific Jazz distributors there. Tho no deal has as yet been made, plans for recording a number of top European jazz artists for domestic release thru Pacific Jazz are in the offing.

Brunswick Inks 3 New Distributions

NEW YORK—Three new distributions have been named to handle the newly reactivated Brunswick Record label. The Coral subsidiary will be handled by Recordit Distributor: in St. Louis; by Flemington Distributors in Kansas City, Mo., and by Record Distributors in Pittsburgh. These bring to 29 the total of Brunswick distribution offices.

Aberbachs Greet Ronny Jay Max

NEW YORK — Mr. and Mrs. Julian Aberbach became parents last week of a son, Ronny Jay Max. It's their first child. Father, with his brother Jean Aberbach, owns Hill & Range Songs, Russ Jungnickel, Alamo Music and numerous affiliated publishing firms. Aberbach's first employer in the States, after his arrival here from Vienna before the war, was Max Dreyfus, head of the Chappell combine.

Dorsey Estate

Continued from page 22

deal was the reluctance of diskeries to stimulate any new anti-trust actions.

Bids for the catalogs are being received by Dorsey's accounting firm, Braunstein and Chernin, who intend to sell them either separately or together. Bids are being kept open for 60 days.

Originally, Tommy Dorsey owned the Dorsey Bros. firm in partnership with his brother Jimmy, but subsequently he acquired the latter's interest.

Jimmy, who has been ill since his brother died several months ago, came into his own again this week, when his recording of "So Rare," on the Fraternity label, jumped into the Billboard's Best Selling Charts. It's the first chart record for either of the brothers in many years.

BUTTERFLY

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

GONE

recorded by
Ferlin Husky—Capitol Records
Dallas Music Co., Inc.

TOO MUCH

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

ALL SHOOK UP

recorded by
Elvis Presley—Victor
Shallmar Music Corp. and
Elvis Presley Music, Inc.
HILL AND RANGE SONGS, INC.

From the M-G-M CinemaScope Production
TEN THOUSAND BEDROOMS

ONLY TRUST YOUR HEART

LEO FEIST, INC.

"HITS" From THE "HOUSE OF BOURNE"

- | | |
|---------------------|--|
| DAVID SEVILLE..... | "THE DONKEY and THE SCHOOLBOY" (LIBERTY 55055) |
| EYDIE GORME..... | "I'LL TAKE ROMANCE" (ABC Paramount 9780) |
| TONY BENNETT..... | "ONE KISS AWAY FROM HEAVEN" (COLUMBIA 40849) |
| KITTY KALLEN..... | "STAR BRIGHT" (DECCA 30267) |
| JULIUS LA ROSA..... | "MAN TO MAN" (RCA VICTOR 6878) |
- BOURNE, INC.—ABC MUSIC CORP.
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ATTENTION

watch for

FACE IN THE CROWD & MAMA GUITAR

REMICK MUSIC CORP.

WANT TO HELP COMPANY GO PLACES

Been covering nation for independent label. Selling on the distributor level nationally. Handling salesmen, correlating action between distributor and his local D.J.'s. Honest, industrious, sober, seek position with future. Please write: BOX A187, c/o Billboard, 6000 Sunset Blvd., Room 103, Hollywood 28, Calif.

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HIT
LITTLE DARLIN'
Recorded by
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(Come On Home)
Sensationally recorded by
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on Coral
● **THE ENCHANTERS**
on Coral
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Bobby John—Victor
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VALE FAITH

Jerry has just pressed one of the smoothest discs we've heard in a long time. There's no telling how far this one will go, so hop on the gravy train while it's still in sight!

For You, My Love b/w
Don't You Know
Me Anymore
Jerry Vale with
Percy Faith
4-40880



CHERRY FAITH-CONNIFF

Don's rich baritone blends with Percy Faith's distinctive orchestral styling in a terrific new ballad you'll be seeing all over the charts! Flip side features Ray Conniff backing Don in a sweet and simple song with tremendous appeal. Watch for plenty of action on both sides!

April Age
Don Cherry with
Percy Faith b/w
Mr. Teardrop
Don Cherry with
Ray Conniff
4-40885



LUBOFF

The Norman Luboff Choir here delivers two of the best from their forthcoming great album, "Calypso Holiday" (CL 1000). Lead side is a gospel hymn of the islands sung in a Calypso rhythm, an acutely expressive rendition of a song with tremendous emotional impact. Look for a real bonanza as these sides hit the charts!

Water b/w
The Proposal
from the album
"Calypso Holiday"
(CL 1000)
The Norman Luboff Choir
4-40886



PRICE

Ray won top country honors last year with his "Crazy Arms" and this latest entry looks due for the same treatment. A C&W ballad geared to clip off the top of the charts for months to come, it will see heavy action in the "pop" columns too!

I'll Be There b/w
Please Don't Leave Me
Ray Price
4-40889-c

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

COLUMBIA RECORDS

A DIVISION OF CBS
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JOYCE HAHN



SINGING STAR OF CANADA'S
"TV HIT PARADE"

GONNA FIND ME A BLUEBIRD

(FAST RISING ON THE COUNTRY CHARTS)

AND

A GREAT SONG WRITTEN BY
MARTY ROBBINS

I SAW YOU I SAW YOU

#1318



cadence

RECORDS INC., 40 EAST 49th St., NEW YORK CITY

Importance of Surge in FM

• Continued from page 22

largest of the automobile radio manufacturers, will debut an FM auto radio in July.

FM interest is by no means confined to the United States, according to Crawford, with the British Broadcasting System starting the switch to FM broadcasting last year, the complete change to take place over a period of six years.

At the present time, FM does not enjoy the co-operative or promotional efforts given to AM radio by the disk industry. Few FM broadcasters receive records on a carte blanche basis, tho a good many subscribe to the major diskery popular and classical library services. The great diversity of recorded repertoire, considered off-beat by the Tin Pan Alley music business, finds great reception on FM. A sample programming schedule of Station KELE-FM, Phoenix, Ariz., includes pipe organ music, "The Genius of Toscanini," "Eavesdropping on Sounds," the Tony Schwartz recording on folkways, "Great Pianists," "Jean Sibelius," "Playboy of the Western World," etc.

The FCC reported a total of 546 FM licensees as of January, 1957. The Western area has had a great increase in requests for FM station allocations according to the FCC, while there hasn't been a single licensee on the Coast to turn in his license in the past five years.

Capital-Cetra

• Continued from page 21

catalog will shortly be bolstered by material from its parent company, Electric & Musical Industries. There's little doubt that EMI has arrived at a decision with respect to the disposition of the firm's HMV line, inasmuch as the RCA Victor-HMV pact expired recently. Whether or not Angel Records, another EMI subsidiary and also headed by Dario Soria, and/or Capitol Records will get the valued repertoire remains to be seen.

Unconfirmed reports circulated in the trade last week that Mercury Records was interested in the Cetra catalog, with Mercury President Irving Green supposedly in contact with Cetra representatives abroad.

Cetra label was originally introduced to the United States in 1946 when Sorio imported the line. The success of the label enabled them to start domestic pressing here in 1948 with Cetra the first independent label to release an opera, "La Forza Del Destino," to the U. S. market. At one time 31 operas in the firm's catalog were not available on any other label.

At best, Capitol's success with Cetra was spotty during their five-year marriage. Pact was highlighted by the long debated court battle between Capitol and discounter Sam Goody, involving the right to undersell the fair-traded Cetra line. The New York Supreme Court enjoined Goody from cutting Cetra prices in 1953.

Mercury Maps

• Continued from page 21

publicity department of Music Corporation of America, has been retained by the label to head up a press department which will give chief attention to the overseas news outlets.

Present at the Chicago meeting were Mercury topper Irving Green, veepee Art Talmadge, sales chief Morrie Price, treasurer Irwin Steinberg, classical a.&r. chief Wilma Cozart, Eastern pop a.&r. topper Bob Shad and others.

Shad late last week left for Hollywood for an extensive sessions of recording with artists Patti Page, Sarah Vaughan, Billy Eckstine and others.

The increase in FM interest appears to be valid when measured against the relatively new high-fidelity industry. It augers well for the disk business and the many subsidiary interests who have a vital stake in music.

Dealer Blues

• Continued from page 21

that there was little change at this time in the normal dealer credit pattern. "The regular delinquents are a little worse than usual," one reported, "but the others are paying their bills." The same spokesman averred that any let-down in volume, no matter how little, looks drastic to a dealer when he has just experienced one of the best first quarters in his history. "And even now," he added, "Sales are very close to those during the same period last year.

One of the dealers checked said his business was holding up as well as could be expected. "My only problem," he said, "is inventory. I can't possibly handle all the stuff that's being put out on LP's today so I've tried to cut out complete parts of certain catalogs which don't move." This was particularly true with certain classical and jazz lines, he added.

Profit Pace Problem

Another problem facing every dealer now, he said was how to make profits keep pace with the current good sales volume. "I have to sell at a discount to compete, but I'm still paying the same price to distributors," he said. This dealer felt that if there was ever a general industry cut on LP's, he would actually make a better profit than with the higher list, because he would again be able to operate on the normal 38 per cent markup. On present discount practices, a dealer's markup slides far below 38 per cent as little as 15 per cent.

Despite the confused profit picture and normal slight seasonal declines, distributors and dealers indicate faith in a continuing high sales level and a 1957 summer close to levels of 1956.

Police Check

• Continued from page 21

Doll" by Buddy Knox on Roulette, and "Butterfly" by Andy Williams on Cadence, were traced to a local pressing plant and it was subsequently learned that Goodman had purchased a job lot from a distress merchandising firm run here by Mike Solomon and Sid Taback.

Taback alleges that he bought a load of records from an individual with whom he had no previous contact, and that he has no knowledge of the source of supply.

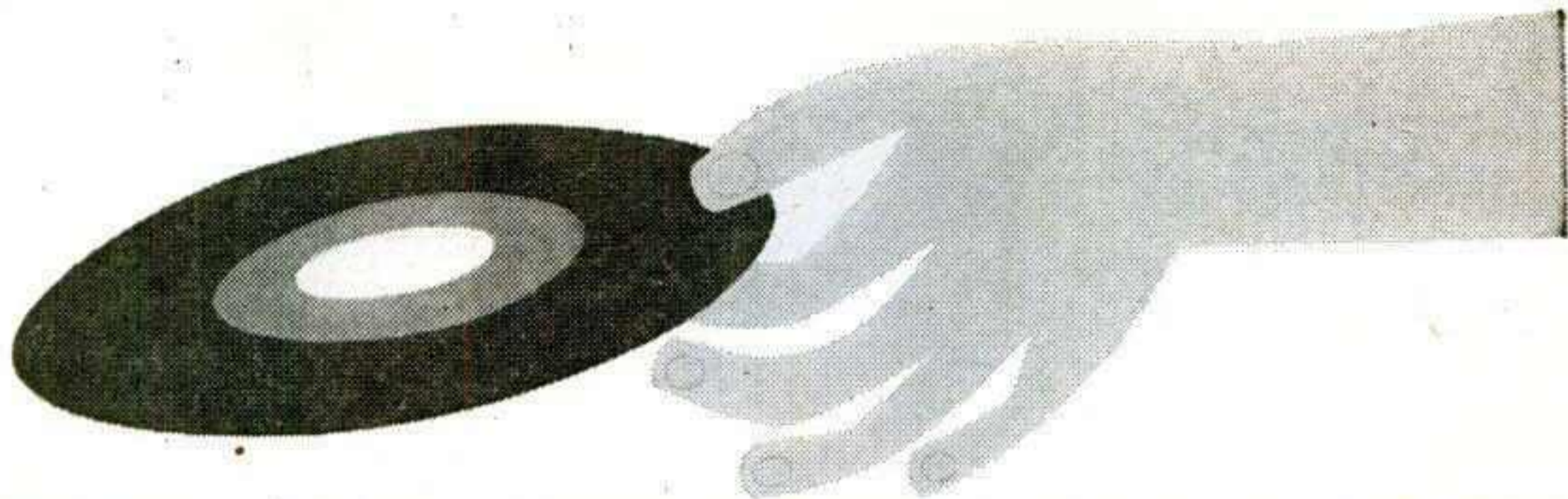
Those involved in the cloak and dagger story readily admit that while there isn't a large amount of money involved, the situation does seriously affect their business reputations and that strong steps have been taken in co-operation with the Los Angeles police to prevent any further occurrence.

Disneyland

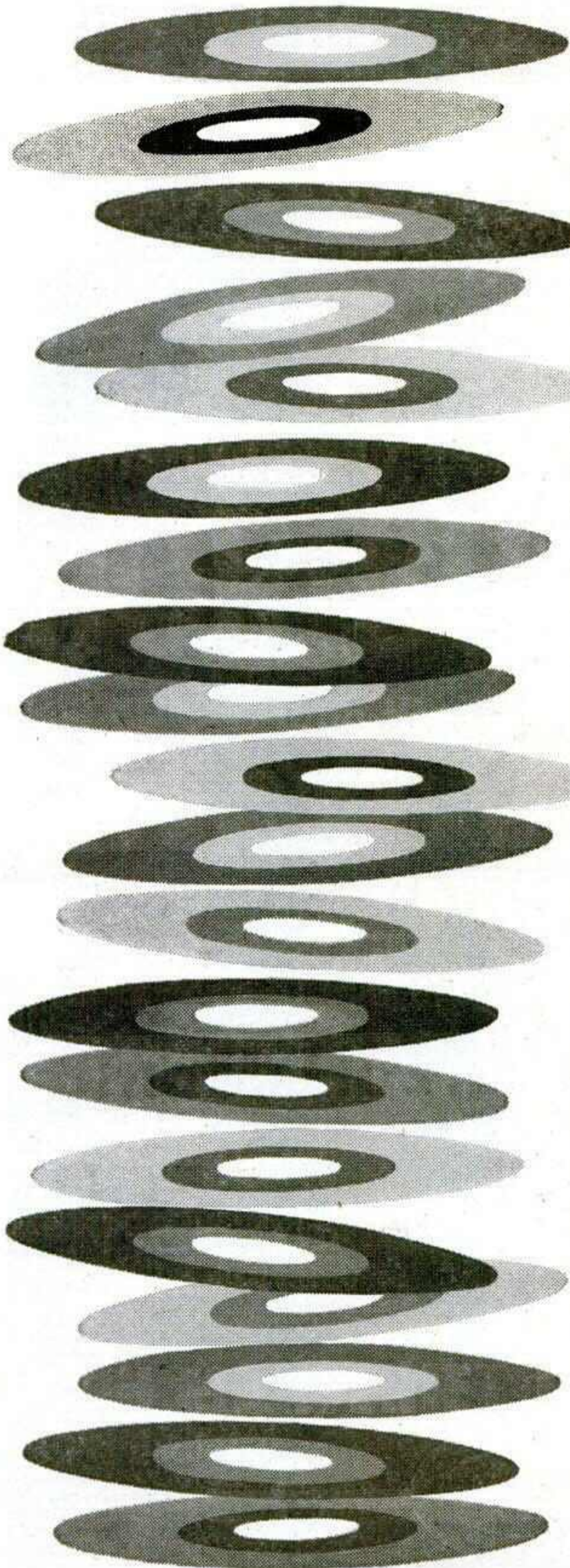
• Continued from page 21

\$45.23, regular dealer price \$28.06—sold on this special plan for a total of \$25. In some territories, including Metropolitan New York, the local distrib is also throwing in an extra 10 per cent discount.

Disneyland also is putting a special push on its new artist, Darlene Gillespie, a 16-year-old thrush from the Mickey Mouse Club Show. The company this week is releasing the thrush on an LP, three EP's, and on three single disks. Latter consist of hit tune covers.



GROWING UP FAST...WITH CUSTOMERS OF ALL AGES!



SENSATIONAL NEW HIT SINGLES:

VARETTA DILLARD

LEAVE A HAPPY FOOL ALONE /
PRAY FOR ME MOTHER 47/20-6869

EDDIE FISHER

TONIGHT MY HEART WILL BE CRYING /
BLUES FOR ME 47/20-6849

JULIUS LA ROSA

MAMA GUITAR /
MAN TO MAN 47/20-6878

JAYE P. MORGAN AND EDDY ARNOLD

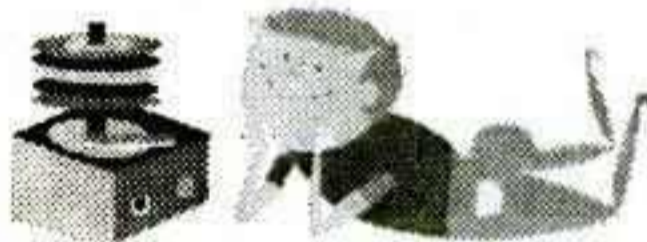
DO YOU LOVE ME / ONE 47/20-6842

LOU MONTE

CALYPSO ITALIANO /
SOMEONE ELSE IS TAKING YOU HOME 47/20-6848

JUNE VALLI

STRICTLY SENTIMENTAL /
WILL YOU LOVE ME STILL 47/20-6852



**TERRIFIC
NEW 49¢* CHILDREN'S
RECORDS:**

DOROTHY OLSEN: THE ANIMAL FAIR /
I KNOW AN OLD LADY...WBV/BY-55

JAMES STEWART: WINNIE THE POOH AND TIGGER /
PARTS I AND II...WBV/BY-51

PAUL WING: THE UGLY DUCKLING /
THREE BILLY GOATS GRUFF...WBV/BY-53

VAUGHN MONROE: WRINGLE WRANGLE /
WESTWARD HO, THE WAGONS...WBV/BY-58

*SUGGESTED RETAIL PRICE



RCA VICTOR
RADIO CORPORATION OF AMERICA



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Small Town With A Price Problem

- Allentown dealers face up to an ugly discount problem
- Price war forces cost cuts and increased services

By RALPH FREAS

ALLENTOWN, Pa. — Speedy's Record Shop in the downtown shopping area is sweating out a discount situation that shows little signs of clearing up in the near future. How does it happen that a shop away from the large metropolitan markets finds itself in this position? What can the store do to meet the situation? These are a few of the questions put to Angelo Papaccioli, owner and manager of the disk shop, by The Billboard.

How Discounting Spread

The price war began last October. During the fall, it wasn't too bad. Business was good and better than good, in fact. The price-cutting went almost unnoticed. Now, there is no holiday season to take the edge off. Every record sold at below list hurts.

The price-cutting began with the Eastern Light Company, a local appliance outlet. Not primarily a disk outlet, Eastern Light was probably hoping to stir up some traffic with a special disk promotion. They offered LP's at 20 per cent off. Hess Brothers'

Department Store didn't intend to be left at the post and they too cut price on all records, advertising them at fancy prices in the newspapers and in large signs in their windows. They even cut price on singles, offering them at 65 cents. Hess Brothers, like Eastern Light, has no special stake in the record business. They don't rely on disk sales for heavy grosses.

Music Store Stands Pat

Titlow's, a big music outlet on Hamilton Street, stood pat on their list prices. A complete music shop, Titlow's does a heavy business in instruments, sheet music and has studios in the store. Their traffic leans heavily to the music student and disk sales are an adjunct to this business.

That is not to say that disk sales are neglected. In fact, the shop probably has a broader variety of music on records than any other in town. A customer recently came in to buy two complete operas on the Angel label. The store had them in stock but, when the price — \$26.00 — was quoted, the customer asked for



Above: Speedy's relies heavily on intelligent inventorying and ordering. Here, Marjorie Arndt, buyer, checks over the stock with Capitol salesman, Carl Sylvester, from the Scranton office.

a discount. The clerk said no discounts were allowed and the customer left to buy from one of the price-cut outlets. But he was back again that same day. The other stores didn't have the works he wanted. He bought them from Titlow's and paid full price.

Speedy's Problem

Speedy's is strictly a record and phonograph outlet. He hasn't the advantages of Titlow's music student traffic and he can't maintain the indifference shown by Hess Brothers and Eastern Light to the disk business. He has to make some price concessions—at least until these other discounters start doing business in a more rational manner.

Meanwhile Angelo shaves costs and increases services to keep his clientele happy and buying from him. His attractive wife Audrey, who helps him in the shop every day after her housework is done, makes regular trips to Philadelphia calling on the distributors there to pick up fast-moving hits. This system gives Speedy's a definite edge over the competition and proves that the name of the shop was not a random choice.

'How Long' Stunt Promotes Radios

For decades, retailers have been using the old "guess how many jelly beans there are in the jar" promotion. The fact that we still see this traffic gimmick attests to its pulling power. It's easy to set up, it costs very little and, most important of all, it captures public attention.

There are many variations to this attention-getter. Most recently, it has been used successfully in the transistor radio field. Here's how it was used by a Kansas City dealer to promote transistor radio sales.

Big Factor Is Battery Life

Battery life is a big factor in the sale of a transistor portable. The additional price of the transistor compared to the cost of a regular battery portable can be justified in savings on batteries. Since the transistor set uses less current, batteries do not have to be replaced as often.

One dealer in Kansas City traded on this factor with a "guess how long the battery will run" gimmick. He put a transistor

radio in the window and invited passersby to guess at the longevity of the battery. The set was run constantly and the sound piped outside the store to demonstrate its quality. A running tabulation was kept to show the public how long it had already run. The figure was displayed prominently in the window.

The Kansas City promotion ran for almost two months. Figure it out. Before the transistor radio's batteries gave out, 1,200 hours had elapsed. Running night and day, 24 hours a day, the set played for 1,200 hours. Divided by 24, this figures out to 50 days, or almost two months.

The public, needless to say, was fascinated by a unit that could run for that period without an outside power source. The longer the set ran, the greater was their interest. As nothing else could, it hammered home the idea that the transistor set is inexpensive to run and requires less attention than a tube-equipped set.

NEW PRODUCTS

FIDELITONE DEBUTS "LUBRI-STAT" SPRAY

Permo, Inc., manufacturers of Fidelitone needles and accessories, announces an important addition to their line. It is Fidelitone's "Lubri-Stat Record Spray." The spray will be packed 12 cans to the display carton. Spray cans have a six-ounce capacity.

Bill Anton, the Fidelitone Sales VP, points out that the new spray will coat record grooves to reduce friction and prevent record and needle wear. It also eliminates build-up of static electricity which creates annoying pops and crackles.

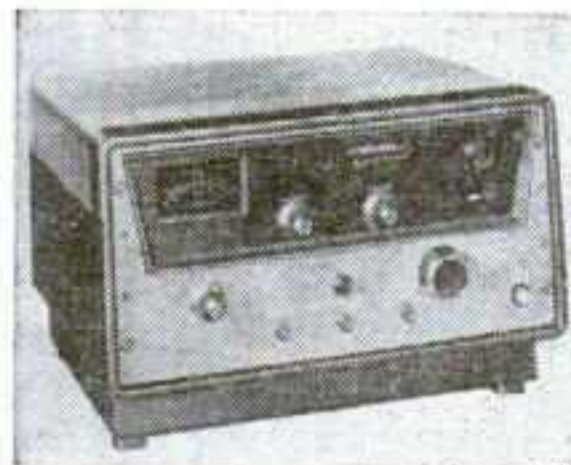
Fidelitone tests proved the records treated with Lubri-Stat



showed no deterioration of sound quality after 400 plays. Untreated records, on the other hand, showed fuzziness of tone after a similar number of plays.

HALLICRAFTERS HAS NEW AMPLIFIER

Hallcrafters announces a new linear kilowatt amplifier, the HT-33. This is the first such unit to use ceramic power tubes for higher performance and extra



safety under overload conditions. Additional features include full metering of important circuits, coverage of the 80, 40, 20, 15, 11-10 meter amateur bands, a built-in power supply, and filtering of all control leads.

NEW ANTENNA FEATURE FOR MOTOROLA RADIOS

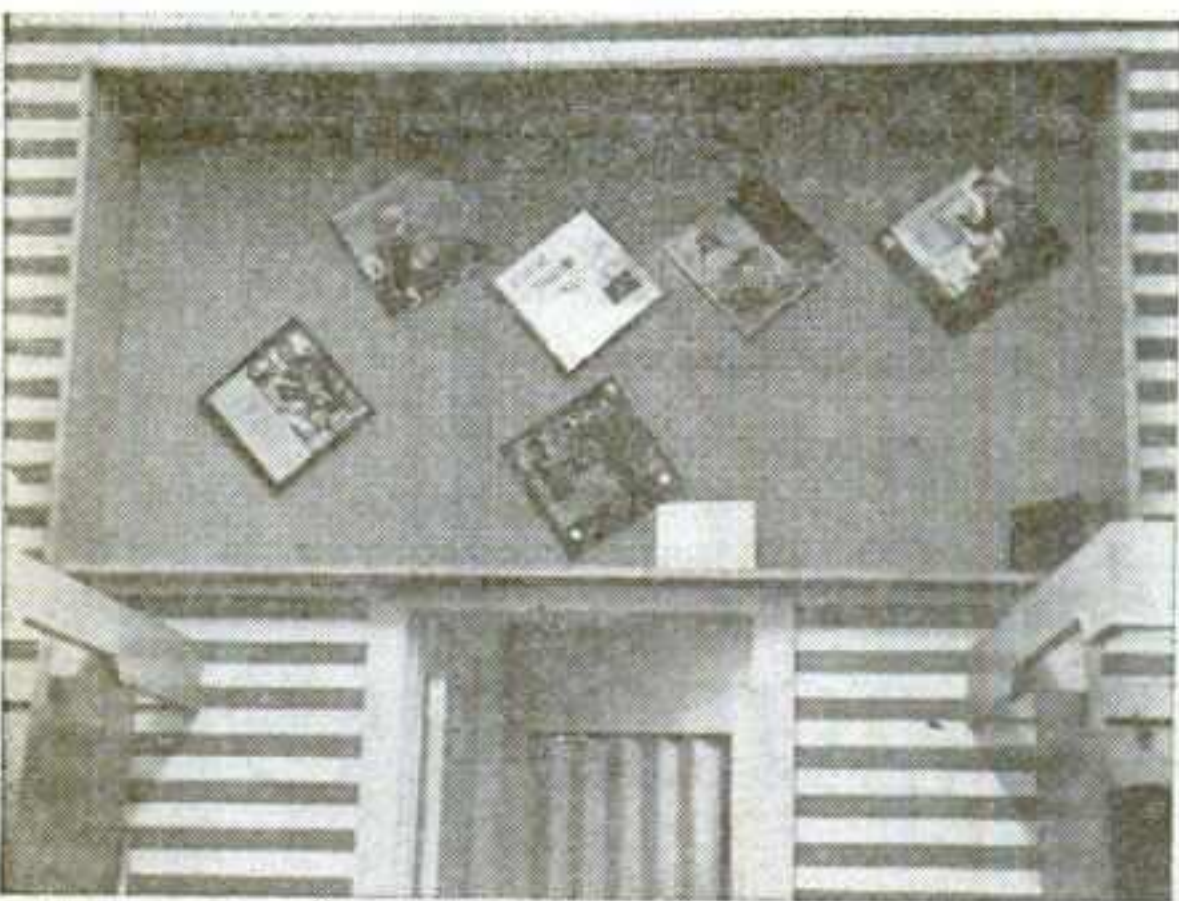
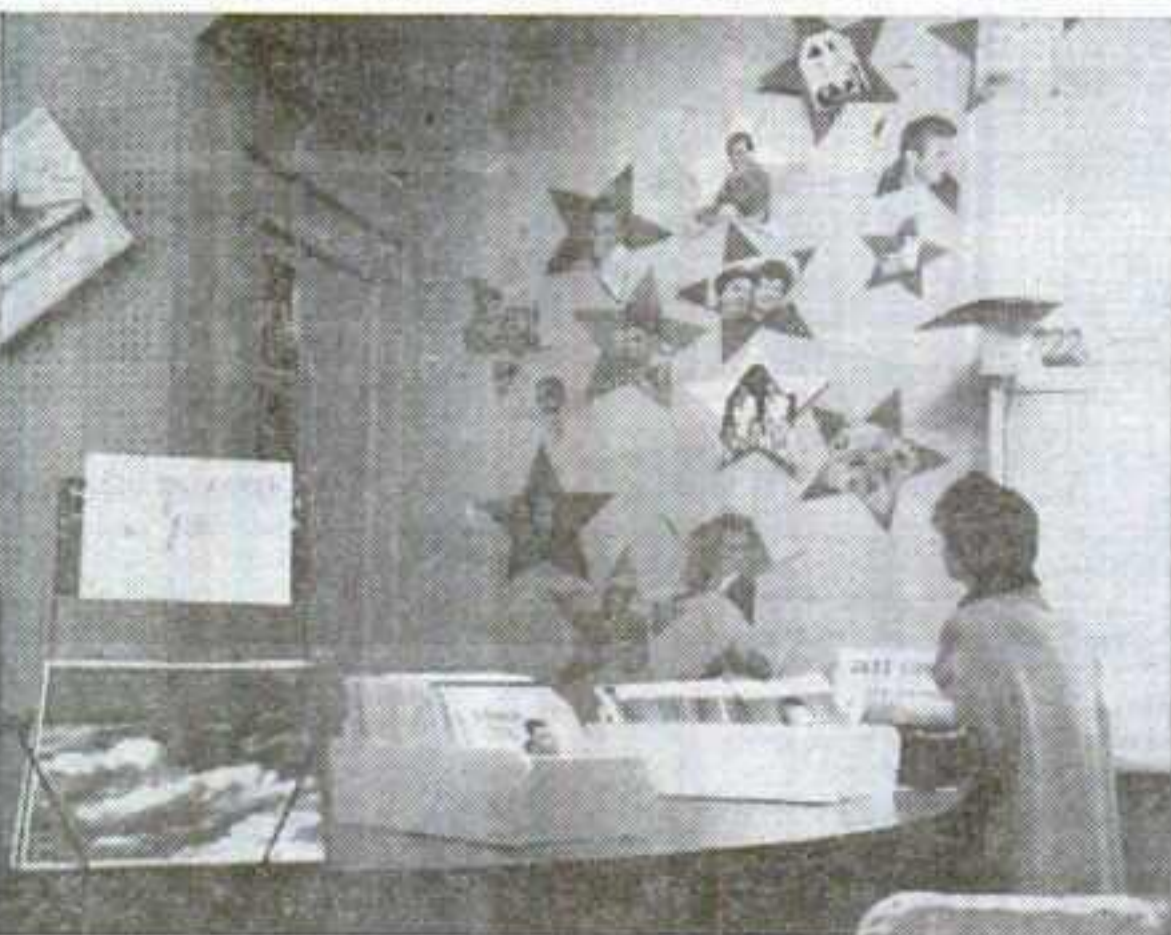
Motorola has increased the power of its portable radio antennas. The move is in keeping with a long-time Motorola policy of having its portable antennas two to four times more powerful than others in use, according to "Kip" Anger, the firm's sales manager.

An added induction coil, the roto-coil, in the Roto-Tenna handle antenna, is credited with the improved reception of low-end stations. The added coil provides exact tracking of the input circuit and provides greater sensitivity for stations in the 55 to 100 kilocycle range. An oversize ferrite rod still serves as the main antenna system.

Right: Overall view of store shows intelligent use of available space. LP's occupy browsers in center. Left-hand wall has singles browsers. Along the right-hand wall—not seen in photo—Speedy's displays bigger accessories (carrying cases, racks, etc.), radios and portable phonos. Check-out counter in left foreground arcs around to left-hand wall. Stools are provided for customers waiting for check-out.

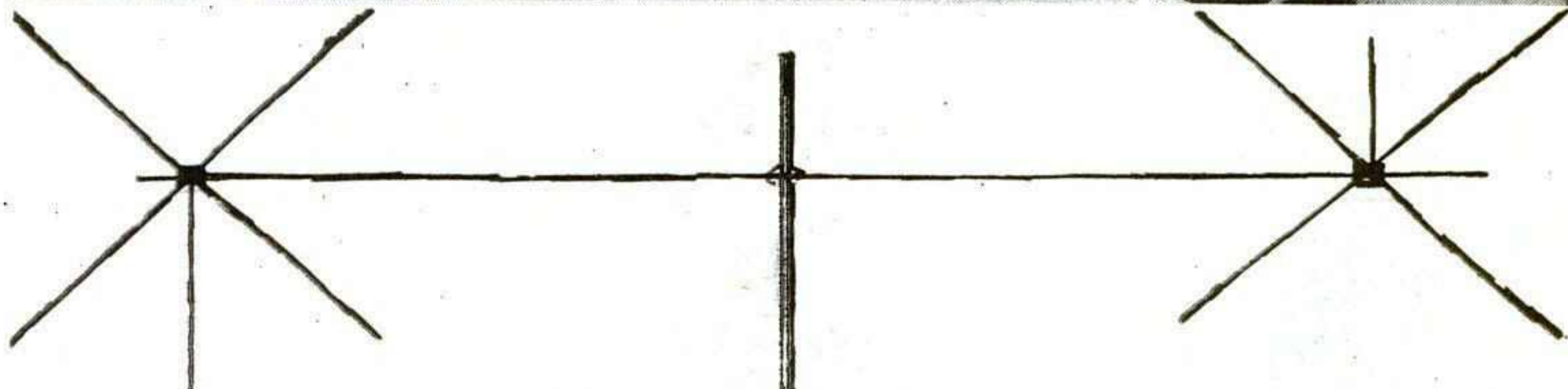
Below: Shadow-box display highlights certain new releases. This display has pegboard backing to facilitate quick changes and arrangement of records. It is mounted on the wall above the door leading to two hi-fi listening rooms in the rear of store. Note how display stands out against bold candy-stripe wallpaper.

Below, right: Record artists get star billing on Speedy's wall. On the inside end of the check-out counter teen-agers can audition records on the 45 demonstrator there. They also take time to check the stars in Speedy's firmament and pick their favorites from that glittering display.



"TENNESSEE" ERNIE FORD

orchestra conducted by JACK FASCINATO



as introduced on network TV by Ernie

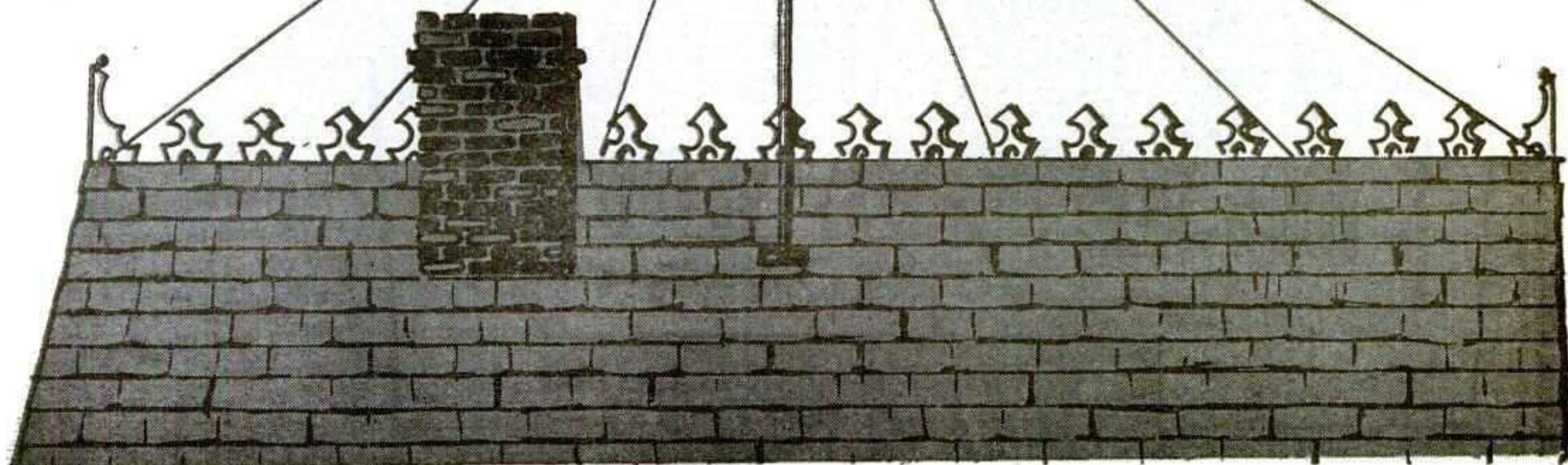
from his best-selling album "LUSTY LAND"

THE THEME FROM THE
PARAMOUNT MOTION PICTURE

THE LONELY MAN

FALSE HEARTED GIRL

Record No. 3700



VIK'S CHART BOUND TOP SELLERS

MICKEY
and
SYLVIA

**THERE OUGHTA BE
A LAW
DEAREST**

x/4x—0267

**JACKIE
JOCKO**

**HAUNTED LOVER
THE PRODIGAL SON**

x/4x—0266

**THE
CORONADOS**

**MY BEAUTIFUL
DREAM
NO, NO BLUES**

x/4x—0265

**JACK
DUPREE**

**JUST LIKE
A WOMAN**

x/4x—0260

TO CECIL STEEN
our Boston Distributor, we
at VIK wish to extend our
best wishes for success on
the opening of your new
Building and Distribution
Supermarket

vik records
A Product of Radio Corporation of America

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. HYMNS—Tennessee Ernie Ford.....Capitol T 756
4. AN EVENING WITH BELAFONTE....RCA Victor LPM 1402
5. OKLAHOMA!—Sound Track.....Capitol SAO 595
6. THE KING AND I—Sound Track.....Capitol W 740
7. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
8. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
9. ELVIS—Elvis Presley.....RCA Victor LPM 1382
10. CLOSE TO YOU—Frank Sinatra.....Capitol T 789
11. AROUND THE WORLD IN 80 DAYS.....Decca DL 9046
12. SONGS OF THE FABULOUS FIFTIES—.....
Roger Williams.....Kapp KXL 5000
13. JERRY LEWIS JUST SINGS.....Decca DL 8410
14. FOUR FRESHMEN AND FIVE TRUMPETS.....Capitol T 763
15. SUDDENLY IT'S THE HI-LO'S.....Columbia CL 952

• 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. The Platters, Vol. II.....The Platters
Mercury MG 20126
2. Day by Day.....Doris Day
Columbia CL 942
3. Rock, Pretty Baby.....Sound Track
Decca DL 8429
4. Casa Loma in Hi-Fi.....Glen Gray
Capitol W 747
5. Pat Boone.....Pat Boone
Dot DLP 3012
6. Skins!.....Les Baxter
Capitol T 774

• Most Played by Jockeys

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

1. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
2. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
3. CLOSE TO YOU—Frank Sinatra.....Capitol W 789
4. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's....Columbia CL 952
5. DAY BY DAY—Doris Day.....Columbia CL 942
6. TONY—Tony Bennett.....Columbia CL 938
7. ROCKIN'—Frankie Laine.....Columbia CL 975
8. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
9. AN EVENING WITH HARRY BELAFONTE—
Harry Belafonte.....Victor LPM 1402
10. CASA LOMA IN HI FI—Glen Gray.....Capitol W 747

• Spotlight on Sound

VIENNESE NIGHT AT THE "PROMS" (1-12)—The Halle Orchestra, Sir John Barbirolli, Cond. Mercury MG 50124.

In a sense, high-fidelity is an extravagance of sound. The Highs are higher. The Lows are lower. And the whole sound spectrum is fuller and brighter. By the same token, the Viennese waltz in the Strauss tradition can be termed an extravagance of music. Its rhythmic beat is outsize. Its melodies are lush and full-blown. Its dynamics run the gamut. It is fitting, therefore, that the two should join and this music be recorded with hi-fi benefits. This Mercury record is a good example of what we mean.

• Review Spotlight on . . .

EP Album

SIL, YOU'RE CRAZY! (1-EP)—Mercury EP-1-3349
GO SIL, GO! (1-EP)—Mercury EP-1-3348
THE BAND WITH THE BEAT (1-EP)—All By
Sil Austin Ork. Mercury EP-1-3347
Sil Austin's rock and roll instrumental single "Slow Walk" was a best seller, and this group of three rockin' instrumental EP's should chalk up powerful sales action on the young set level and plenty of juke and jockey play. With the exception of two selections, the tunes are new and they all pack a solid danceable beat, with standout work by Austin on tenor sax and equally fine contributions on guitar and organ. commercial of the trio, with a sultry "One Plus Two Is Nine" and the swiny "Fine Brown Frame" particularly spin-worthy. The set of three is loaded with teen-age appeal both pop and r.&b.

Folk Album

CALYPSO CARNIVAL (1-12)—The Duke of Iron. RCA Victor LPM 1386
The veteran Trinidadian Duke of Iron restores calypso to its pristine-state, distinct from pops, folk songs, work songs and random Latin styles. The Duke's personality is projected with improvisation and humor to the fore, as he sings "Duke of Calypso," an uninhibited testimonial to himself; "Vitalogy," likely material for a Danny Kaye patter song; the amusingly ghoul-ish "Bartender Harry" and a report on the "Calypsonian Invasion." Album notes are written in calypso rhythm and rhyme. Striking cover art lends itself to display which should attract the mass market as well as buyers nostalgic for the days when calypso was avant-garde.

Novelty Album

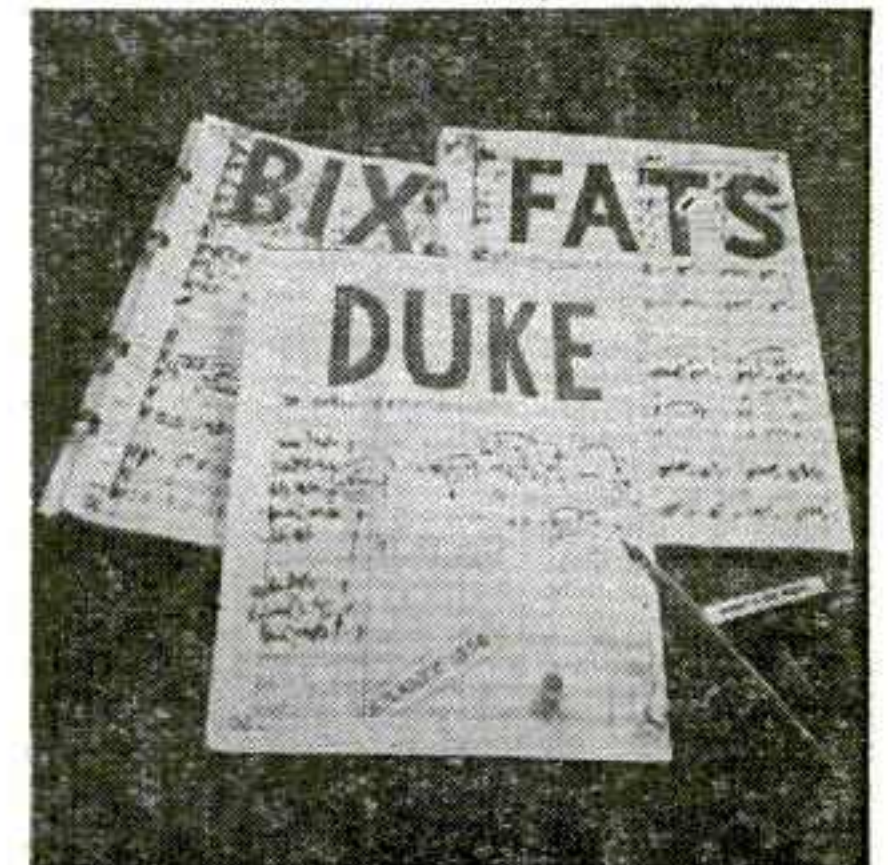
LOUIE'S LOVE SONGS (1-12) — Lou Carter Golden Crest CR 3010
Here's one of the funniest disks since Abe Burrows was turning out his brand of comedy songs. Carter, ex-Soft Winds Trio pianist, and writer of "I Told You I Love You, Now Get Out," enacts a cab driver with a big soul, who writes love songs, with takeoffs on melodic

cliches, and some hilarious lyric ideas — "I Caught a Cold in My Heart," "I Got a Rose Between My Toes (From Walking Barefoot Thru the Hothouse to You)," etc. There are 12 of 'em, with Carter singing to handsome ork backing, and jocks can have a field day. Try the above-mentioned, or "April in Peoria."

Polka Album

DANCE NIGHT WITH (WHOOPEE) JOHN WILFAHRT AND HIS ORCHESTRA (1-12) —Decca DL 8430
Veteran polka maestro Wilfahrt has another sales-winner to his credit in this package of lively, prancing polka wax, augmented with a few old-time waltzes, and schottisches. Terpse selections include such sure-fire oldies as "Helena Polka," and "Beer and Pretzel Polka" latter with an exuberant vocal chorus. A sock item for the market.

— Album Cover of the Week —



BIX-DUKE-FATS, Atlantic 1250. Casually set against a desk-like background of vivid green, the manuscripts seem real enough to touch. The cover is done in excellent taste and will look well as part of any display. It will be tough to pass this by without a second or third glance. Cover design by Derujinsky.

• Reviews and Ratings of New Albums

Popular

CRESCENT CITY88
Paul Weston Ork (1-12")
Columbia CL 977
Columbia's \$2.98 Buy-of-the Month is a provocative package of unusual material for jockeys. Weston paints a musical portrait of New Orleans, utilizing both folk tunes and original themes. Colorful wax spotlights a variety of off-beat instruments—harpichord, tambourines, calliopes, etc.—and offers some fine jazz segs, along with the folk items. The album doesn't have the sock commercial appeal of Weston's straight jazz packages, but should chalk up sizable sales returns in its specialized area.

TENNESSEE ERNIE FORD FAVORITES85
(1-12")
Capitol T 841
A collection of Tennessee Ernie's outstanding singles, including "Sixteen Tons," "First Born," "Watermelon Song," etc. Material ranges from pop to folk to sacred, 10 tunes in all, and each of them reflecting the fine engineering and glossy surfacing for which the label is noted. This is solid merchandise.

A BAND IS BORN!83
Billy May Band (1-12")
Capitol T 349
The album is an expansion of an earlier 10-inch release. New tunes are "All of Me," "My Silent Love," "Lulu's Back in Town," and "If I Had You." Package is an ideal item for deejays, and dealers can expect many buys from dance fans who favor the distinctive May Style.

ROUND THE WORLD WITH LES BAXTER79
Les Baxter Ork (1-12")
Capitol T 780
A pot-pourri of international favorites
(Continued on page 34)

Classical

TCHAIKOVSKY: SYMPHONY NO. 6 IN E MINOR "PATHETIQUE" (1-12") —L'Orchestre De La Suisse Romande; Ernest Ansermet, Cond. London LL 163383
Highlight of London's April Ansermet promotion. Altho one of the most frequently recorded works in the repertory, only the Monteux, Ormandy and much older Toscanini versions offer competition. Many listeners will welcome the absence of breast-beating in the present reading by the Swiss maestro who relies on the already emotionally surcharged content of the music. Splendid sound.

ERNEST ANSERMET (1-12") L'Orchestre De La Suisse Romande; Ernest Ansermet, Cond. London MS 481
A "Special Anniversary" record available at \$1.98 to purchasers of any of this month's three new Ansermet releases. Most of the selections are culled from earlier 10-inch disks featuring such popular repertory as Debussy's "Afternoon of a Faun," St-Saen's "Danse Macabre," Prokofiev's "Love for Three Oranges," etc. This tie-in twist on the sampler pattern should be exploited by dealers, not only for the present offering but for follow-up sales. Possible obstacle is customers' conditioning to samplers without "tie-ins."

BARTOK: CONCERTO FOR ORCHESTRA (1-12")—L'Orchestre De La Suisse Romande; Ernest Ansermet, Cond. London LL 163280
An outstanding addition to the already remarkable discography this work has attracted in a few years. For clarity, definition of instruments and refinement Ansermet's version will be difficult to surpass. Bartok's most accessible score makes its appeal here without benefit of excessive histrionics. Dealers who demonstrate the beginning of the last movement will attract the hi-fi enthusiasts and
(Continued on page 35)

Jazz

WEST OF THE MOON88
Lee Wiley (1-12")
RCA Victor LPM 1408
Miss Wiley sounds just about as fine as she has ever been on this \$2.98 "Save-On-Records" special for May. The wonderful misty huskiness is there on well-seasoned tunes like "You're a Sweetheart," "I Left My Sugar Standing in the Rain," "Keepin' Out of Mischief Now," etc. Ralph Burns handles three types of ork backings in tasty style. Jocks will find a lot of classy programming material here and the cover, the contents and the bargain aspects of the package should make it a good counter piece as well.

BASS HIT!78
Ray Brown (1-12")
Verve MGV 8022
This package has long been overdue, and as bassist Ray Brown's first "solo" effort, it's a gasser. An example of the great diversity of which the bass is capable. Backed by a swinging band helmed by Marty Paich, who also penned the arrangements, the contrast achieved between Brown's solo work and that of some of the sidemen is admirable. "Alone Together" is a superb demo track.

THE JAZZ WORKSHOP77
Hal McKusick (1-12")
RCA Victor LPM 1366
Still another McKusick LP, but this one holds special interest via its specially-commissioned original vehicles—same being more truly "original" than most of those filling albums these days. George Russell, Gil Evans, J. Giuffre, J. Mandel, M. Albam and Al Cohn, writers represented, evidently saved some of their best work for the alto-leader, his quartet (Galbraith, Hinton, O. Johnson), Quintet (A. Farmer
(Continued on page 35)

Reviews and Ratings of New Popular Albums

Continued from page 33

In glittering performances, lush arrangements lend new charm to such well-known recent favorites as "Poor People of Paris." The programming allows attractive variety of rhythms. Good standard pop fare.

MORE LEROY

ANDERSON FAVORITES78
Richard Ellasser, Organ (1-12")
M-G-M E 3505

As the title implies, this disk is a sequel to an earlier M-G-M waxing of the composer's favorite works.

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Dealers can take their cue from popularity of the earlier release. Demonstrate the "Sandpaper Ballet" (beginning of side one) with its catchy melody and soft shoe effects or the perennial favorite, "A Trumpeter's Lullaby." Disk has massive organ sound.

THE SMART SET78
Nat Brandwynne Ork (1-12")
Vik LX 1078

This dance set LP is aptly titled since Brandwynne has played the Empire Room of the Waldorf for the past 20 years, and has built a steady following among East Side nitery patrons. He offers a bright, danceable group of instrumental selections fox trot, Latin-American, etc.—in his usual light society band style. A solid sales bet for big city terpers.

A NIGHT IN ACAPULCO77
Mario Ruiz Armenol Ork (1-12")
RCA Victor LPM 1292

The "David Rose of Mexico," and one of RCA Mexicana's top record artists, Armenol plays a subtle brand of Latin music, strongly flavored with lush, U. S. instrumental stylings. A language-lesson EP, "How to Get Along in Spanish," is packaged with this LP, thus making it an unusually commercial package for the pop market, and offering tie-up ideas to dealers (travel displays, local foreign language schools, etc.). Handsome cover is another display plus. Selections include "Duerme" ("Time Was"), "Yours," and "I'll See You Again."

THE SPIRIT OF ST. LOUIS76
Sound Track (1-12")
RCA Victor LPM 1472

This pic sound track of the Franz Waxman score is not likely to enjoy a long independent life. In connection with the film, however, it can amass good sales. Work is actually a tone poem chronicling Lindbergh's flight, from construction of the "Spirit of St. Louis," thru the solitary hours across the Atlantic, to the triumphal landing at Le Bourget. Literal effects, and devices like typical Irish theme when Ireland is reached, will help listeners follow the musical narrative, cover depicting James Stewart as Lindbergh, with his plane, identifies the disk with the film.

CHASING SHADOWS75
Jackie Davis, Organ (1-12")
Capitol T 815

Davis' second album for the label sparkles with superior musicianship

and mastery of the Hammond organ. Here he gives highly individual treatment to a dozen romantic melodies, backed with excellent rhythm from Irving Ashby on guitar, and Shelly Manne on drums. The sound is top-flight throat and some of the organist's effects highly ear-intriguing. Demonstrate "Blue Orchids" or "Fable of the Rose" to the connoisseurs. Cover, carrying out this theme, is provocative.

ONE NIGHT IN VENICE75
Armando Ork (1-12")
RCA Victor LPM 1278

These are the songs that one hears in Venetian bistros, restaurants or in the gondola when the ear-jockey gives vent to a vocal enthusiasm. Probably, such music is never heard in Venice so elaborately scored as this, but whether it's authentic or not, it passes very well as dinner music. Plenty of the accordion and mandolin sounds with lush orking and high female voices making for even more color. Extra LP attached offers a private Italian lesson—an attention-getting gimmick. Jockeys should take note of this, as should dealers, also.

ONE NIGHT IN MONTE CARLO75
Guy Luypaerts Ork (1-12")
RCA Victor LPM 1304

A package of mood music, recorded in Europe by Guy Luypaerts, and taking as its thematic area glamorous Monte Carlo of the carefree 1920's. Tunes are a combination of American, Continental and local selections, as "There's a Danger in Your Eyes," "Carnavalesca" and "Bistro." A pleasant package, but the competition in this category is fierce, and dealers in ordering should be guided accordingly. The liner notes by Richard Joseph are unusually interesting and well-written. Also includes a 45 r.p.m. disk with French lesson, gratis.

DREAMY HANS74
Hans Somer, Piano (1-12")
RCA Victor LPM 1359

This is typical, good cocktail lounge piano. Standard tunes are played with attractive runs and full chords, requiring only half an ear to be enjoyed. Gimmick-free background material like this is not an everyday affair. For that reason this is recommended for jockey mood segs and for the many buyers who no doubt ask for and seldom can get this kind of fare. A very displayable cover. Dealers should give it a whirl.

THE MOODS OF LONDON73
Phillip Green Ork (1-12")
Capitol T 10059

British maestro's first Capitol LP grooving, while strictly in the pattern of the current plethora of lush mood music, packs a lot of promise. Set comprises a dozen top-flight arrangements of great British favorites, culled from over three decades. Such items as "Berkeley Square," "Some

Day I'll Find You," "Dinner for One, Please James," "Limehouse Blues," etc., are given romantic, slow delivery. Jocks could well give this exposure, and spark it even in a glutted market.

YOU AND I AND THE MUSIC72
Joseph Gershenson Ork (1-12")
Decca DL 8455

Solid standards get languorous terp treatments which are arranged for equally pleasant listening. Tempos and material are gauged to middle-agers with memories of soft-light stepping sessions. Lovely melodies include "All the Things You Are," "Dancing in the Dark," "Body and Soul," etc. Demonstrate any one of them.

SOLO SESSION71
Ken Errair (1-12")
Capitol T 807

Errair, one of the Four Freshmen, breaks out on his own in this collection. The voice has a musicianly touch, with a good feel for lyrics and expression, but it's difficult to see the lad soaring to the top immediately. There's much competition and in spite of Errair's doubling as singer and trumpeter only moderate sales can be contemplated. Excellent Kenton-styled backstopping on this disk by Pete Rupolo assists Errair in tunes like "What a Difference a Day Made," "Black Coffee," "Here Lies Love," etc. Caution recommended here.

VOICES OF VENUS69
Otto Cesana Chorus and Sextet (1-12")
Columbia CL 971

Original music and lyrics by Cesana are designed to present a sort of impressionistic story of unrequited love. Result is a fairly bland confection with little contrast thruout disk. Whether this is an advantage or a hazard depends on use to which disk is put. Many of the mood-music crowd will like this, especially buyers of Cesana's earlier package, "Ecstasy." Tricky cover photo conveys the prevailing idea.

ORCHESTRA SUITE FROM "MY FAIR LADY"68
The London Festival Symphony; Cyril Ornadel, Cond (1-12")
Liberty LRP 3033

A more serious orchestration of the score, with some of the sparkle and humor of the music lost in the dramatic presentation. Because the show continues to pack 'em in, it will attract some interest. However, a previous and lighter instrumental LP continues to run a very poor second to the original cast album. Arriving so late, the chances for this package to become a top seller are doubtful. The cover is clever and original.

SONGS FROM THE HEART OF TONI MERRILL65
(1-12")
Rama RLP 5004

Miss Merrill, an attractive 18-year-old, sings a parcel of ballads—Standards and new material—and displays a voice with a youthful, fresh quality. No rock and roll. Backing is simple and tasteful, with extensive use of harmonica. "As You Desire Me," "There I Go," "None But the Lonely Heart" are included. Cautious ordering is indicated.

THE THREE CHUCKLES63
(1-12")
VIK LX 1067

This is simply straight, un gimmicked trio singing of popular standard tunes with a strong accent on a solo voice backed by the other Chuckles. As dreamy, dance music, it's certainly worthwhile but there's little distinction harmonically, or from the standpoint of musical imagination. Tune samples would include "As Time Goes By," "I Only Have Eyes for You," etc. In the current derby of LP's of all varieties this could have a tough time showing up.

THE HAWAIIAN ROOM MELODIES FOR DANCING FROM THE ENCHANTED ISLANDS62
Hawaiian Room Ork (1-12")
M-G-M E 3498

As the liner notes say, "American principles of orchestration have been applied," which just about robs this album of any authentic island flavor. True, it's danceable, easy-going stuff, but those who like Hawaiian fare will probably want something much closer to the real thing. Mark this down as a doubtful item.

Polka

IT'S POLKA NIGHT82
Frankie Yankovic and his Yanks (1-12")
Columbia CL 974

The noted polka maestro has cut a dozen numbers most often requested at his personal appearances, including "Oh, Marie," "Lic-Tock Polka," "Ohio Polka"—and a couple of waltzes for variation. Among dealers in the Midwest, this package will be strong standard material, and Yankovic is enough of a name to ensure a moderate sale in other parts of the country too. A happy disk, fine for dance parties.

THE POLKA HABAT80
Eddie Habat Ork and Sokach-Habat Ork (1-12") Decca DL 8443

Accordionist Habat plays and occasionally sings and shouts along with his band on a half dozen selections here—about equally divided between polkas and waltzes. Another six are offered by the Sokach-Habat ork. The recording job is crisp and clean and the music is comparable to the best in the field. An exceptionally cute caricature cover of a couple dancing makes it an unusually displayable piece. There has been a rash of similar releases of late.

Children's

A FIRST RECORD FOR CHILDREN85
Dotty Evans, Tom Glazer, Robin Morgan (1-12")
Columbia CL 680

Delightful illustrations on both sides of the jacket, plus the always appealing title, will sell this easily to parents of two and three-year-olds. Most of the material has been out on singles, but increased interest in these longer-playing "baby-sitter" disks will give them new counter life. The Glazer tracks are especially good. "Jump a Jingles" and the two train collections—"To Steepland" and "To Toyland." Strong and steady.

Band

PIPES AND DRUMS OF THE 48TH HIGHLANDERS OF CANADA74
Dewar, Pipe Major; W. P. Elms, Drum Major (1-12") Columbia CL 972

Striking color shot of piper in full Highland regalia leaves no doubt as to the content of this expanded version of an earlier 10-inch release. Sound is more than adequate. This set can be recommended for the long haul, may be expected to appeal to the wide audience that brought soaring sales for the Scots Guards, etc. Sound enthusiasts will respond to the contrasting timbres of the nasal pipes and deep drums.

(Continued on page 36)

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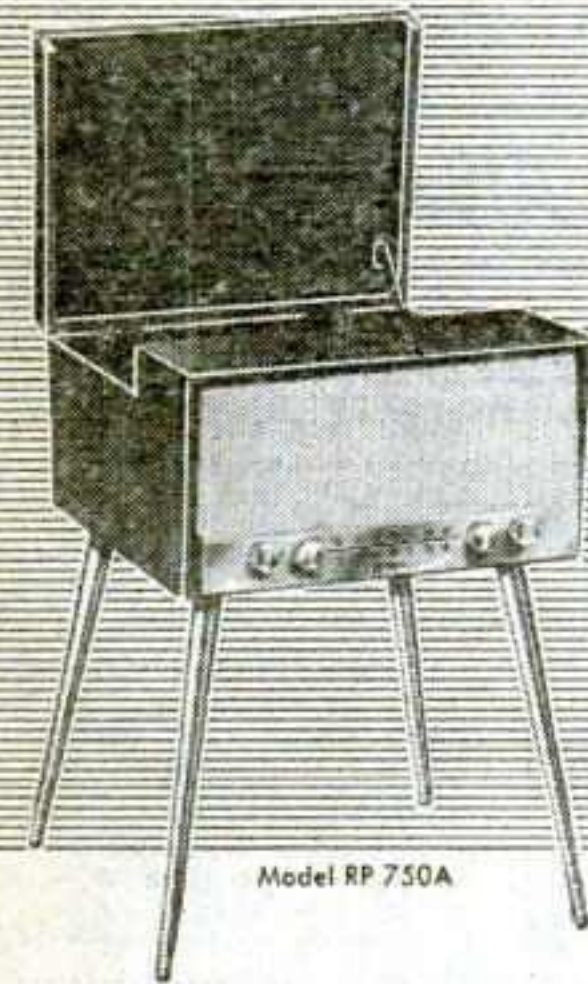
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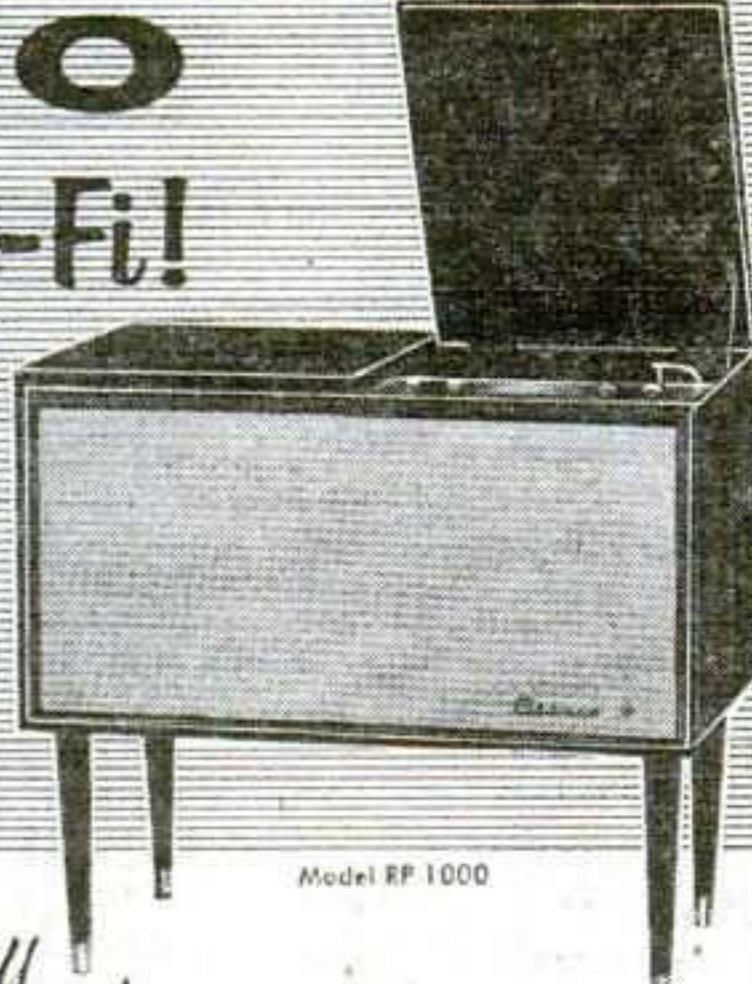
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• Reviews and Ratings of New Classical Albums

• Continued from page 33

many classical buyers—the connoisseurs will need no introduction. It's part of London's Ansermet "deal."

VERDI: UN BALLO IN MASCHERA (3-12)—La Scala Opera Stars, Orchestra and Chorus; Antonino Votto, Cond. Cond. Angel 3557 B-C 80
Maria Callas is the potent name here, altho Di Stefano, Gobbi and Barbieri will help box-office. This is not primarily a soprano's vehicle, however, with few pyrotechnics to enrapture the Callas partisans. Gobbi delivers perhaps the most musically performance. Votto's is a well-integrated reading in proper style. Good sales can be expected from the legion of Callas admirers and from opera lovers who may not own the Toscanini version.

DVORAK: 'CELLO CONCERTO; FAURE: ELEGIE FOR CELLO AND ORCHESTRA (1-12)—Janos Starker, Cello; Philharmonia Orchestra; Walter Susskind, Cond. Angel 35417 79
Young Starker is establishing himself as one of the real giants of the cello, and this can be demonstrated quickly by playing the start of side two on this well-recorded disk. These performances rate with the very best and may be recommended without hesitation. The works are rich, romantic and easy to take. Some dealers can turn this into one of their big sellers with just a little effort.

MOZART: REQUIEM MASS IN D MINOR (K. 626) (1-12)—Elsie Morrison, Soprano; Monica Sinclair, Contralto; Alexander Young, Tenor; Marian Nowakowski; Bass; The BBC Chorus; Leslie Woodgate, Cond.; Royal Philharmonic Orchestra; Sir Thomas Beecham, Cond. Columbia ML 5168 78
It may seem odd that Columbia should issue another Requiem so soon after the Walter-Simoneau-Tourel-Warfield version, but a first hearing of this one provides the answer. First, the recording is much better, free of the other's distorting echo. The interpretation is purer, less theatrical and more spiritually satisfying. The vocal ensembles—from duets to full chorus—are better balanced and beautifully sung. Altho the market has been reduced by the Walter, this will sell steadily in the future as the preferred version.

FAURE: THREE SUITES FOR ORCHESTRA (1-12)—Paris Opera Comique Orchestra. Tzipine Cond. Angel 35311 77
This French lyricist is finding an increasingly wide following among collectors who welcome a change from the bombast and wide dynamics of his Romantic contemporaries. Of the three Faure works, the "Pelleas" is available in many versions, "Dolly" in only one and the "Masques and Bergamasques" is a "first." Excellent sounding disk. Place the needle anywhere to demonstrate.

SUITE MUSIC BY RIZET (1-12)—Bamberg Symphony; Marcel Couraud, Cond. Vox 10-230 75
Disk includes the "L'Arlesienne Suites 1 and 2" and "Carmen Suite." The performances are spirited, the sound is excellent and the album cover will attract. Competition on the "Carmen" includes such big name draws as Toscanini and Beecham.

BRAHMS: PIANO CONCERTO NO. 2, B FLAT MAJOR, OP. 83 (1-12)—Friedrich Wuehrer, Piano; Pro Musica Orchestra, Stuttgart; Walther Davison, Cond. Vox PL 9790 75
Wuehrer and Davison will provide a surprise to cognoscenti with the grandeur of their reading of this massive, almost unwieldy work which, when properly performed, is an eminently satisfying romantic concerto. For years, the public has been spoiled by the old Toscanini-Horowitz version, and while Wuehrer lacks the latter's technique, his up-to-date recording is highly acceptable. The names are virtually unknown, so this will have to be pushed, and it's worth the effort.

ROUSSEL: SYMPHONY NO. 3 IN G MINOR, OP. 42; SYMPHONY NO. 4 IN A MAJOR, OP. 53 (1-12)—L'Orchestre De La Suisse Romande; Ernest Ansermet Cond. London LL 1495 72
Modern French works by a master craftsman still relatively little known in U. S. concert halls or even on records. These brilliant works, sometimes energetically propulsive, sometimes lyrically ruminative, are not for everyone, since the composer offers more finesse than melody. First-rate recording should appeal to admirers of Ansermet's way with moderns.

BOCCHERINI QUINTETS, VOL. I & II (2-12)—Quintetto Boccherini, Angel 45066, 45067 71
Chamber-music lovers will go for these first-recordings of the Boccherini's string quintet, performed by a group expressly devoted to his work. Clean performances and realistic sound enhance their appeal. These disks are issued in Angel's "Library Series" at a compromise price. Dealers who demonstrate the "German Dance" in Album I and the thrice-familiar "Minuet in A Major" in Album II may lure some buyers who have created a minor boom for the somewhat weightier recordings by the Virtuosi di Roma and I Musici.

MOZART: "POSTHORN" SERENADE AND NO. 9, D MAJOR, K. 320; "SERENATA NOTTURNA" SERENADE NO. 6, D MAJOR, K-239 (1-12)—Pro Musica Orchestra, Stuttgart, Edouard van Remoortel, Cond. Vox 9890 70
Completely adequate performances of two charming Mozart works. Demonstrate sonorities, sweet melodic line and expressiveness. One could wish for a little more tension and sharpness on the side one "Posthorn," however. Engineering is okay.

STRAUSS: SONATA FOR CELLO AND PIANO IN F MAJOR, OP. 6; BRAHMS: SONATA FOR CELLO AND PIANO IN E MINOR, OP. 38 (1-12)—Joseph Schuster, Cello; Friedrich Wuehrer, Piano, Vox PL 9910 68
The Strauss, on which there is virtually a clear field, is the one to show, since it also gets the strongest performance—a question mainly of temperament and acoustical balances. Wuehrer doesn't match Schuster's big sound and sweep on the Brahms. It's the fine cellist's first Vox disk, and his first disk in a long time. He's one of the good ones, but the package has limited strength in the market.

SIBELIUS: VIOLIN CONCERTO IN D MINOR, OP. 47; GLAZOUNOV: OP. 82 (1-16)—Bronislaw Gimpel, Violin; Pro Musica Orchestra; Stuttgart; Hakan Von Elchwald, Cond. Pantheon PL 16030 65
The soloist is matter-of-fact and the orchestral assistance is heavy-handed. Engineering is fair. Okay for beginning collectors especially at the \$2.98 tag. The lyricism of the Glazounov work lends itself to demonstration more than the Sibelius.

EXCERPTS FROM VERDI: REQUIEM (DIES IRAE); VERDI: OTELLO (ACT ONE); HANDEL: SAUL (FINAL CHORUS); BOITO: MEFISTOFFLE (PROLOGUE) (1-12)—Urania UR-X 103 60
(Continued on page 36)

• Reviews and Ratings of New Jazz Albums

• Continued from page 33

added) and Octet, Russell's "Lydian Lullaby" and Evans' "Blues for Pablo" are especially intriguing. Sell as an attempt at something different.

RANDY WESTON: TRIO AND SOLO (1-12) 75
Riverside RLP 12-227
The trio numbers which constitute six of the 10 bands here originally appeared on a 10-inch LP. The new material is a solo version of Weston in four exceptionally interesting bands. There are tonal excursions here into new and unexplored territory. Very salable jazz fare for jocks and dealers.

SWING'S THE THING (1-12) 74
Illinois Jacquet (1-12")
Verve MG V 8023
Gusto galore here for the go-go fans, with a romping brand of swing that never lets down. Accompanied by some excellent sidemen: Roy Eldridge, trumpet; Jimmy Jones, piano; Ray Brown, bass; Herb Ellis, guitar, and Jo Jones on drums, the package moves from the very start. "Have You Met Miss Jones" is the best of the lot and shows the group to excellent advantage.

GOT'CHA (1-12) 73
Mel Lewis Septet (1-12")
San Francisco Jazz Records JR 2
Kenton drummer, Mel Lewis, surrounded by fellow Kentonites—Pepper Adams, Richie Kamuca, Jerry Coker, Ed Leddy, etc., in a most competent outing. Set essays coolish, modern Basie feeling in arrangements by Lennie Niehaus, Bill Perkins, Coker, Adams and Marabuto that are lean and warmly melodic, for the most part, with much space for the soloists. Could be sold to the modern jazz enthusiast. Try "In a Mellow-tone" as demo band... Pepper Adams emerges as a jazz soloist to be watched.

DIXIELAND JAMBOREE (1-12) 72
Santo Pecora and his Dixieland Band; Lulu Watters and his Yerba Buena Jazz Band (1-12")
VERVE MG V 1008
This package should make traditional

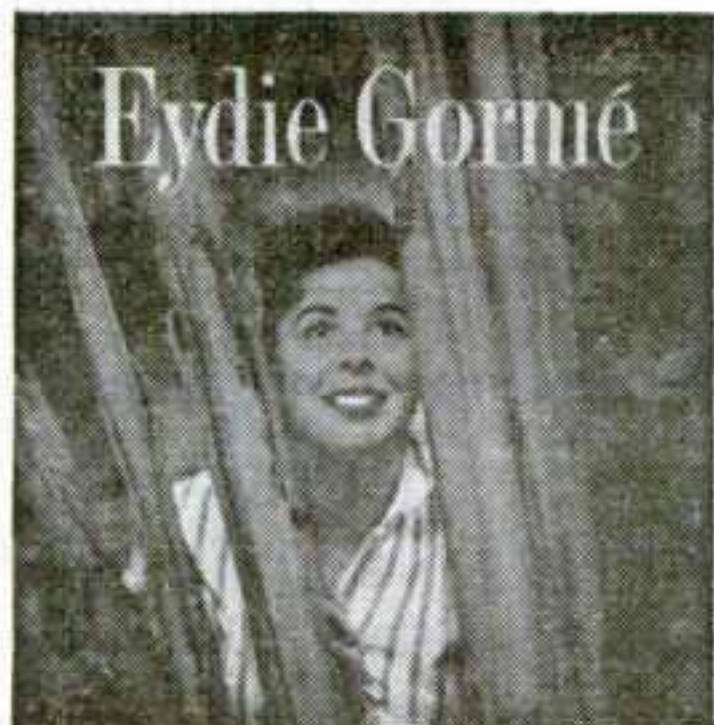
jazz fans happy, for two conceptions of Dixie can be compared, New Orleans and "revivalist." There are many old chestnuts to be enjoyed: "Muskrat Ramble," "High Society," "Mahogany Hall Stomp," etc. For the bargain conscious, there are 17 tracks in this album, but the old collection could have been even more valuable, if there were fewer tracks and more room for improvisation. Personal on liner would add appeal.

DIXIELAND FESTIVAL, VOL IV: DIXIELAND MARDI GRAS (1-12) 69
Santos and his Tailgaters (1-12")
VIK LX 1081
This is the latest in a VIK Dixieland series recently recorded in New Orleans. It features tailgate trombonist Santo Pecora, member of the famous New Orleans Rhythm Kings in days gone by, and the group he is currently working with at New Orleans' Famous Door. Emphasis here is not as strongly in the basic Dixie repertoire as earlier volumes in this series. Set offers typical Dixie ensemble excitement and heated solos, but lacks the distinction to give package strength to outdistance the many similar albums already on market.

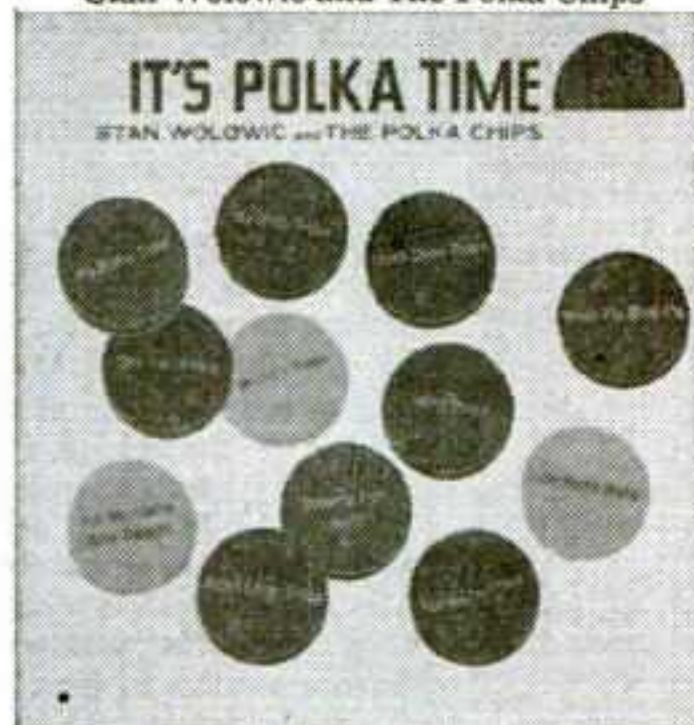
A NIGHT IN NEW ORLEANS (1-12) 68
Lizzie Miles and Sharkey's Kings of Dixieland (1-12")
Capitol T 792
An attraction of the French Quarter
(Continued on page 36)

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150 EYDIE GORME



151 IT'S POLKA TIME—Stan Wolowic and The Polka Chips



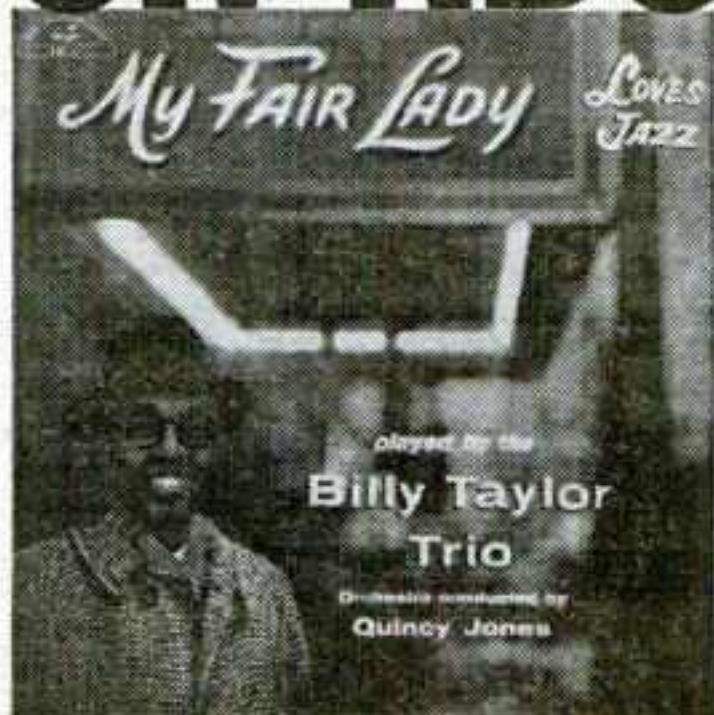
156 THE TALBOT BROS. OF BERMUDA Calypsos



160 MARTHA DAVIS AND SPOUSE



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MY FAIR LADY LOVES JAZZ—Billy Taylor Trio—Orchestra conducted by Quincy Jones

Distributed in Canada by Spartan of Canada, Ltd.

• Reviews and Ratings of New Popular Albums

• Continued from page 34

Sacred

GIVE US THIS DAY77
Joni James (1-12")
M-G-M E 3528

The thrush brings deeply sincere projection to a dozen great songs of spiritual inspiration. If some have received more compelling treatment in other versions, it is due as much to unimaginative instrumental backing as to fault of the singer. Her admirers will react handsomely to hearing her "Ave Maria," "The Lord's Prayer," "You'll Never Walk Alone," etc. While considerably off the beat of previous James albums, set can do business as a solid companion piece.

Folk

SWINGIN' CALYPSOS83
Lord Flea and his Calypsonians (1-12")
Capitol T 842

Good commercial calypso by a group that has clicked in such rooms as The Dunes in Las Vegas, The Eden Roc in Miami and Jamaica Room in New York. This is their disk debut and it's a good entry for the calypso counter. Instrumentalists, the banjo in particular, registers well.

CALYPSO76
The Fabulous McClevery's (1-12")
VERVE MG V 2034

An especially delightful package of authentic calypso music, with a num-

ber of melodies that haven't as yet been exposed. The McClevery sound is easy on the ears, with the addition of the sax to the group adding new flavor. Despite the rash of calypso material on the market, this deserves dealers' attention.

BARROOM BALLADS75
Ed McCurdy (1-12")
Riverside RLP 12-807

This is one of a notable group by McCurdy on various labels. These ballads, some sung with guitar accompaniment and others recited without music, reflect the aura of the spittoon bedecked barroom behind the swinging doors. Selections include "The Face on the Barroom Floor," "The Letter Edged in Black," "My Darling Clementine," etc. In its league, it's a solid package but it's strictly for collectors.

ITALIANO74
Joe Dolny Ork (1-12")

ERA 20009—This collection of Italian tunes, i.e., "Sorrento," "Isle of Capri," "Vieni Su," etc., is somewhat better than the run of the mill international product. The arrangements show talent and imagination, with the unusual ork complement a fine choice. Vibes, flute and xylophone are featured and the sound derived from this is certain to satisfy any audiophile.

WANDERING GYPSIES72

Mischa Michaeloff and His Symphonic Gypsies (1-12")
RCA Victor LPM 1381

This package is a good one of its kind, but, of course, faces heavy competition within its category. The blue seltzer bottle set has been heavily bombarded with these throbbing melodies, but perhaps the emotional message is such that some of the buyers will always go for a new disk. Mischa really pours on the schmaltz, and on a glossy surface yet. Material includes "Tango Viennoise," "Bessarabian Folk Songs," "Trepak Russe," etc.

BALALAIKA SERENADE69
The Jugoslavian National Orchestra "Tamburita" (1-12")
Decca DL 8363

A natural for dealers in areas of heavy Slavic population. The disk also holds interest for collectors of other national origin. The balalaika sound hits the ear with a pleasing, different ring and the performance by the Jugoslavian ork is a rousing one.

CALYPSO62
Russell Daville (1-12")
Monarch LP 602

There is almost a drawing-room calypso quality to this collection which has the distinction of a French West Indian slant. Martinique-born artist gives the set an accent-free, well-voiced delivery that would benefit from a little more spontaneity and gusto. "Prosperity" is an unexpectedly sincere tribute to the Yankee dollar that the U. S. Information Service could appropriate as propaganda. Might draw some sales if sheltered from the calypso avalanche.

Miscellaneous

MUSIC FOR BRASS72
The Brass Ensemble of the Jazz and Classical Music Society; Dimitri Mitropoulos and Gunther Schuller, Conductors (1-12")
Columbia CL 941

A manifestation of the movement for co-operative promotion of modern serious and jazz composers, set provides interesting music which, however, requires a listener's intense application. Schuller's Symphony for Brass and Percussion, conducted by Mitropoulos, is non-jazz. Brass works by J. J. Johnson, John Lewis and Jimmy Giuffre—all jazzmen—show a high degree of creativity, and also carry some good improvised bits by Miles Davis, Johnson and Joe Wilder. Audience may be hard to reach, and probably will be recruited mainly from modern jazz buyers.

Rhythm & Blues

THE GREATEST ROCK AND ROLL...85
Various Artists (1-12")
Atlantic 8001

Rock and roll devotees will grab for this one. In fact, it might also convert those who think there's something not quite respectable about r.&r. Here on one disk is the scatty humor of Ray Charles' ("Hallelujah, I Love Her So" and "Mary Ann"), Ruth Brown's hearty sensuality ("Smooth Operator" and "I Want to Do More"), the gutty enthusiasm of Laverne Baker ("Jim Dandy" and "I Can't Love You Enough"), Joe Turner's uptempo emotionalism ("The Chicken and the Hawk" and "Corrine Corrina") and the bouncy sweetness of the Clovers ("From the Bottom of My Heart"). Chuck Willis, Clyde McPhatter, the Drifters and Ivory Joe Hunter also lend their talents. With 14 items in all, this is a real buy.

Semi-Classical

VIENNESE NIGHT AT THE "PROMS"80
Sir John Barbirolli/Halle Orchestra (1-12")
Mercury MG 50124

Splendor of sound will sell this collection of waltzes, marches, polkas and overtures by Johann Strauss Jr. The entire hi-fi arsenal of cymbals, brass, triangles, etc., attacks the established repertory. The "Annen Polka" and "Radetsky March" can promote audio equipment as well as the record itself. Attractive cover emphasizes a romantic dance motif. However, some discriminating purchasers may prefer one of the more authentically styled versions. Incidentally, the composer remains anonymous on both jacket and record label, and title listing on the cover is in irritating disagreement with the actual sequence of selections.

HOLLYWOOD—The success of his two television shows, both of which were recently renewed thru the summer of 1958, has prompted maestro Lawrence Welk to reactivate his Champagne Music Publishing Company.

Firm, affiliated with ASCAP, will headquarter here, with Max Lutz as professional manager. Other branch offices are expected to be opened in the future.

Jazz

• Continued from page 35

of New Orleans for over two decades, Miss Miles' earthy, bluesy-shouting style bears relation to the late Bessie Smith. Trumpeter Sharkey Bonano, another N. O. vet, and his band accompany and play on their own in a competent manner. Appeal to the Dixie connoisseur is limited for lack of real meaty solos and definitive ensemble tension, drive and dexterity. For Miss Miles and typically fine Capitol sound, however, the album is worth perusal.

NEW JAZZ FROM THE OLD WORLD56
European Jazz Quartet (1-12")
Pulse 3001

Frankly, there's no market for this package. Four German musicians use the MJQ as their model, but they fall far short in their execution. They aren't helped much by the mediocre sound. Dealers can skip it.

Classical

• Continued from page 35

This is a curious instance of a sampler's being offered at a premium, instead of at a substantially reduced price. The contents are all choral selections extracted from earlier sets and presented on red vinyl in a "Professional Engineering" series. Results are loud, rather coarse and lacking in distinction.

DUKAS: VARIATIONS, INTERLUDE AND FINALE ON A THEME BY RAMEAU; FRANCK: PRELUDE, CHORALE, AND FUGUE (1-12")—Leonore Engdahl, Piano, M-G-M E 3421

Students of piano literature may be curious to sample this first recording of the Dukas work, but enthusiasm will not overcome the sales inertia that the reverse side could encounter, with formidable competition from Rubinstein and others. The Dukas selection is "The Sorcerer's Apprentice." The Franck piece receives a warm but rhythmically unstable performance.

TUITION FUND

Teen-Agers To Sponsor Scholarship

BOSTON—The Teen-Age Jazz Club of Boston recently became the first organization of its kind in the U. S. to establish its own scholarship fund. Creation of a \$500 fund was announced by WHDH disk jockey, John McLellan, jazz authority and founder of the club.

The fund will be at the Berklee School of Music here, for one year and will go into operation this fall. Nearly 1,000 boys and girls in Massachusetts are members of TJC. The newly created scholarship will help a deserving young musician to further studies in jazz.

Money for the fund was raised partly at a recent lecture-concert, "A Living History of Jazz" sponsored by the club. The remainder of the \$500 was made up from club dues.

Only two years old, the club has grown rapidly and is being imitated in other parts of the country. Membership is open to anyone under 21. Meetings are held monthly at Storyville. Admission is 80 cents. Members publish their own newspaper.

'Matinee' Uses Cap's Library

HOLLYWOOD—NBC's "Matinee Theater" became the first live television user of the Capitol Records' cue library last week, with the negotiation of an agreement between Eddie Truman, music director of the show, and Capitol.

The Capitol services library had hitherto been released only for television film. "Matinee Theater" is reputed to be the largest user of music in live television, utilizing in excess of 11,000 cues in the past two years it has been on the air.

'Mangoes' Disk Cues Sheet Sales

NEW YORK—Despite declining sheet sales, pubber Redd Evans is doing fine. His tune "Mangoes," out only a few weeks in this country via the Rosemary Clooney Columbia disk, has already reached 100,000 sheet copy sales in the United States. The song has also been a strong sheet and disk seller in Britain.

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Modern Jazz Quartet: Fontessa (1231)

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To

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Ed Sullivan**

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JUKE BOX OPERATORS
FOR THEIR HELP IN PUTTING ...**

"FIRST DATE, FIRST KISS, FIRST LOVE"

b/w "Speak to Me"

Record 3674

... On The National Charts



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending April 10

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Butterfly By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: Andy Williams, Cadence 1308; C. Gracie, Cameo 105. RECORDS AVAILABLE: B. Allen, Eldorado, 505; B. Carroll, Bally 1028; B. Williams, Coral 61795.	1	9	6. Marianne 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	11
2. All Shook Up By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6870. RECORD AVAILABLE: D. Hill, Aladdin 3359.	6	3	7. Young Love By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) BEST SELLING RECORD: T. Hunter, Dot 15533. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022; S. James, Cap 3602.	5	16
3. Round and Round By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solek, Dana 2121.	3	7	8. Why Baby Why? By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.	9	5
4. Party Doll By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORDS: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.	2	8	9. Gone By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: F. Husky, Cap 3628. RECORDS AVAILABLE: B. Wayne, Mercury 71070; J. Weber, Col 40852.	10	6
5. Little Darlin' By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	7	5	10. I'm Walkin' By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORD: F. Domino, Imperial 5428.	8	6

Second Ten

11. Come Go With Me 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.	15	6	16. Mama Look-A Booboo By Lord Melody—Published by Duchess Music (BMI) BEST SELLING RECORD: H. Belafonte, Vic 20-6830. RECORDS AVAILABLE: King Flash, Col 40866; R. Mitchum, Cap 3672.	20	3
12. Teen-Age Crush By Audrey Allison-Joe Allison—Published by Central Songs, Inc. (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.	11	9	17. Banana Boat Song By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarrriers, Glory 249. RECORDS AVAILABLE: Buchanan & Goodman, Luniserve 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.	16	17
13. Almost Paradise 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.	12	7	18. Don't Forbid Me By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.	12	17
14. Ninety-Nine Ways By Charlie Gracie—Published by Mayland Music (BMI) BEST SELLING RECORD: T. Hunter, Dot 15548. RECORD AVAILABLE: C. Gracie, Cameo 105.	18	4	19. Who Needs You? By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.	19	9
15. Chantez Chantez By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792. RECORD AVAILABLE: G. Wisniewski, Dana 2120.	17	5	20. Banana Boat (Day-0) By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6771.	22	14

Third Ten

21. Sittin' in the Balcony By Johnny Dee—Published by Bentley Music (BMI) RECORDS AVAILABLE: J. Dee, Colonial 430; D. Cornell, Coral 61811; E. Cochran, Liberty 55056.	24	4	25. Rock-A-Billy By W. Harris-Deane—Published by Oxford (ASCAP) RECORD AVAILABLE—G. Mitchell, Col 40877.	-	1
22. I'm Stiekin' With You By Bowen-Knox—Published by Jackie (BMI) RECORDS AVAILABLE: J. Bowen, Roulette 4001; Roy Brown, Imperial 5427; Fontane Sisters, Dot 15555.	23	6	25. So Rare By Jerry Herst-Jack Sparpe—Published by Robbins (ASCAP) RECORD AVAILABLE: J. Dorsey, Fraternity 755.	-	1
22. Walkin' After Midnight By Don Hecht-Alan Block—Published by Four Star (BMI) RECORDS AVAILABLE: P. Cline, Dec 30221; E. Dean, Sage 231; O. Williams, King 6115; L. Howard, Accent 1044.	21	6	28. Cinco Robles By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) RECORDS AVAILABLE: R. Arms, Era 1026; D. Elliot, RPM 483; L. Paut & M. Ford, Cap 3612; L. Welk, Coral 61765.	25	13
24. Too Much By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6800.	14	13	28. Do I Love You By Richard Rodgers—Published by Williamson (ASCAP) RECORDS AVAILABLE: V. Damone, Col 40858; S. Feller, ABC-Paramount 9795; T. Martin, Vic 20-6868.	-	1
25. I'm Sorry By Buck Ram-Tintwun-W. White—Published by Algonquin (BMI) RECORD AVAILABLE: Platters, Mercury 71032.	-	1	30. Pledge of Love By Redd—Published by Lin (BMI) RECORDS AVAILABLE: K. Copeland, Imperial 5432; D. Contino, Mercury 71079; J. Janis, ABC-Paramount 9800; Penguins, Atlantic 1132; M. Torok, Dec 30230.	29	2

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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.

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record no. 3710



• Best Sellers in Stores

For survey week ending April 10

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	Title	Label
1		3	ALL SHOOK UP (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
2		6	LITTLE DARLIN' (BMI)—Diamonds Faithful and True (BMI)—Mercury 71060	
3		7	ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
4		8	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
5		8	COME GO WITH ME (BMI)—D. Vikings How Can I Find True Love? (BMI)—Dot 15538	
6		5	GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	
7		5	WHY, BABY, WHY? (BMI)—P. Boone I'M WAITING JUST FOR YOU (BMI)—Dot 15545	
8		8	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
9		7	I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
10		9	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
11		4	MAMA LOOK-A BOOBOO (BMI)—H. Belafonte Don't Ever Love Me (ASCAP)—Vic 20-6830	
12		6	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
13		9	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
14		2	I'M SORRY (BMI)—Platters HE'S MINE (BMI)—Mercury 71032	
15		4	NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	
16		7	I'M STICKIN' WITH YOU (BMI)—J. Bowen Ever-Lovin' Fingers (BMI)—Roulette 1001	
17		1	SCHOOL DAY (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	
18		10	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
19		1	ROCK-A-BILLY (ASCAP)—G. Mitchell Hoot Owl (ASCAP)—Col 40877	
20		1	SO RARE (ASCAP)—J. Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	
21		14	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
22		13	BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
23		2	ALMOST PARADISE (BMI)—R. Williams For the First Time (ASCAP)—Kapp 175	
24		4	SITTIN' IN THE BALCONY (BMI)—E. Cochran Dark Lonely Street (BMI)—Liberty 55056	
25		10	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	

• Most Played in Juke Boxes

For survey week ending April 10

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	Title	Label
1		8	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
2		7	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
3		5	ROUND AND ROUND (BMI)—P. Como Mi Casa Su Casa (ASCAP)—Vic 20-6815	
4		2	ALL SHOOK UP (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
5		5	I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
6		4	LITTLE DARLIN' (BMI)—Diamonds Faithful and True (BMI)—Mercury 71060	
7		7	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
8		4	WHY, BABY, WHY? (BMI)—P. Boone I'm Waiting Just for You (BMI)—Dot 15545	
9		13	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
10		9	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
11		8	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
12		9	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
13		3	GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	
14		6	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
15		6	WALKIN' AFTER MIDNIGHT (BMI)—P. Cline Poor Man's Roses (BMI)—Dec 30221	
16		13	YOUNG LOVE (BMI)—S. James You're the Reason I'm in Love (BMI)—Cap 3602	
17		15	DON'T FORBID ME (BMI)—P. Boone Anastasia (ASCAP)—Dot 15521	
18		2	MAMA LOOK-A BOOBOO (BMI)—H. Belafonte Don't Ever Love Me (ASCAP)—Vic 20-6830	
19		11	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800	
20		2	NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	

• 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	Title
1		8	Marianne (Montclare)
2		6	Round and Round (Rush)
3		6	Butterfly (Mayland-Presley)
4		5	Chantez Chantez (Cromwell)
5		5	Almost Paradise (Peer)
6		13	Young Love (Lowery)
7		2	Why, Baby, Why? (Winneton)
8		14	Banana Boat Song (E. B. Marks-Bryden)
9		1	All Shook Up (Shalimar-Presley)
10		5	Who Needs You (Korwin)
11		1	Ninety-Nine Ways (Mayland)
12		1	Do I Love You? (Williamson)
13		10	Elenco Robles (Warman)
14		4	Party Doll (Jacie)
15		2	Teen-Age Crush (Central Songs)
16		1	Wind in the Willow (Broadcast)

• Most Played by Jockeys

For survey week ending April 10

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	Title	Label
1		8	ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
2		2	ALL SHOOK UP (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
3		7	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
4		4	LITTLE DARLIN' (BMI)—Diamonds Faithful and True (BMI)—Mercury 71060	
5		7	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
6		6	GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	
7		6	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
8		5	I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
9		5	WHY, BABY, WHY? (BMI)—P. Boone I'm Waiting Just for You (BMI)—Dot 15545	
10		8	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
11		3	COME GO WITH ME (BMI)—D. Vikings How Can I Find True Love (BMI)—Dot 15538	
12		14	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
13		8	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
14		11	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
15		4	NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	
16		2	MAMA LOOK-A BOOBOO (BMI)—H. Belafonte Don't Ever Love Me (ASCAP)—Vic 20-6830	
17		11	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
18		16	YOUNG LOVE (BMI)—S. James You're the Reason I'm in Love (BMI)—Cap 3602	
19		4	CHANTEZ-CHANTEZ (ASCAP)—D. Shore Honkytonk Heart (BMI)—Vic 20-6792	
20		3	I'M STICKING WITH YOU (BMI)—J. Bowen Ever-Lovin' Fingers (BMI)—Roulette 4001	
21		1	LOVE IS A GOLDEN RING (BMI)—F. Laine There's Not a Moment to Spare (ASCAP)—Col 40856	
22		1	SITTIN' IN THE BALCONY (BMI)—E. Cochran Dark Lonely Street (BMI)—Liberty 55056	
23		1	MANGOS (ASCAP)—R. Clooney Independent (ASCAP)—Col 40835	
24		10	WHO NEEDS YOU? (ASCAP)—Four Lads It's So Easy to Forget (BMI)—Col 40811	
25		1	FIRST DATE, FIRST KISS, FIRST LOVE (BMI)—S. James Speak to Me (BMI)—Cap 3674	

A New Recording Company

55 West 42nd Street, New York City, phone LO. 5-4276

VIP

presents:  a new voice

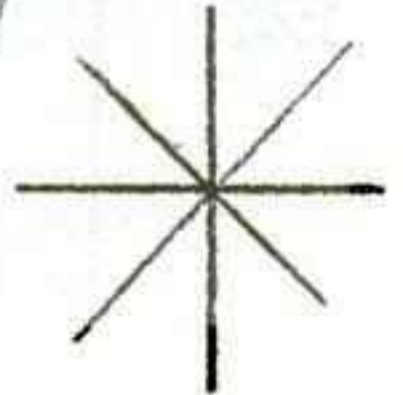
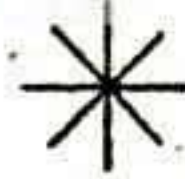
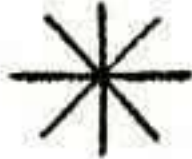
ViViienne



Haunted Heart

b/w

From This Moment On



**POP
GOES YOUR
C&W STAR!**

RED FOLEY
and BETTY FOLEY



COME A LITTLE CLOSER : **ONE LIFE TWO LOVES**

(and Three Broken Hearts)

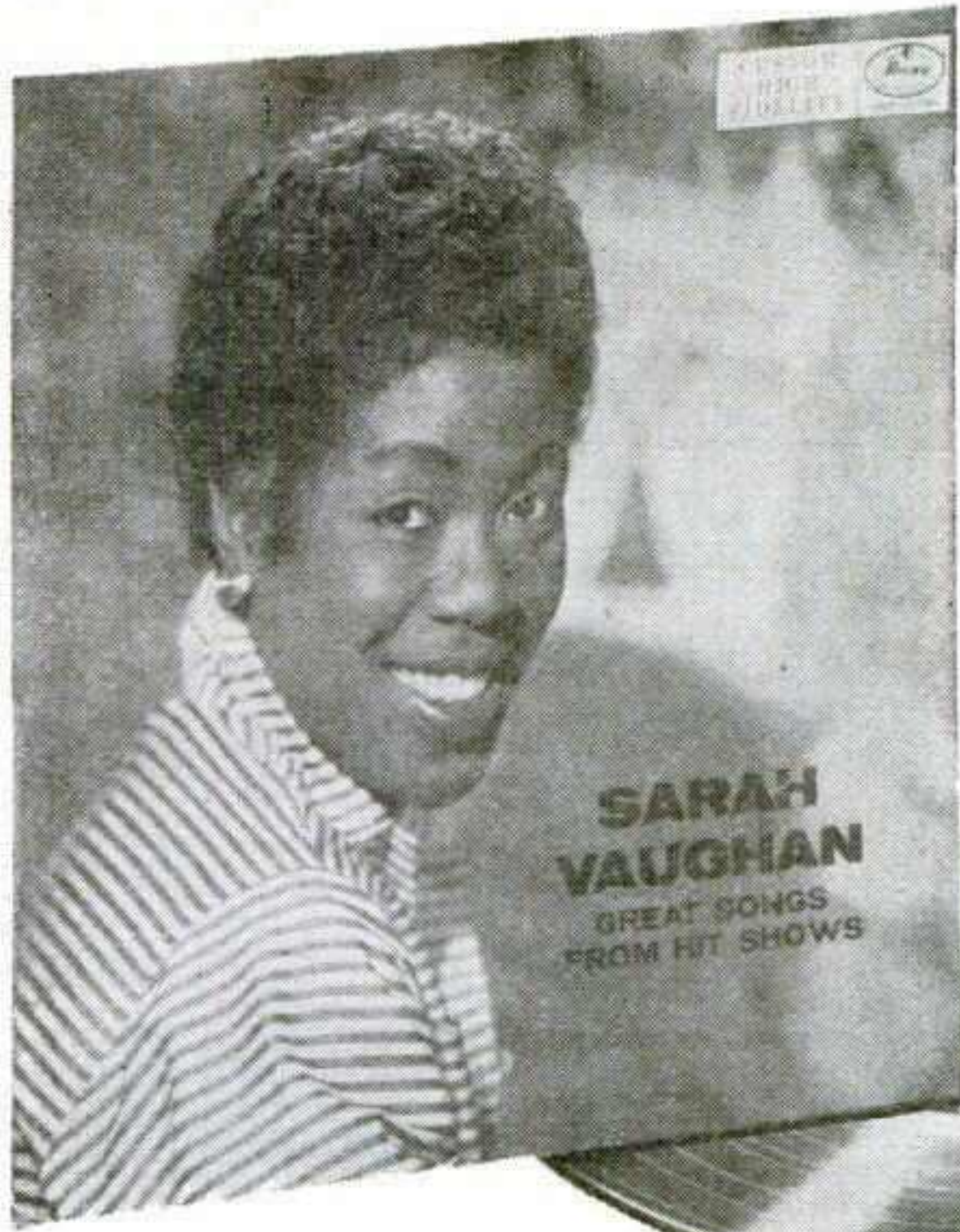
DECCA 30249 9-30249



A NEW WORLD OF SOUND



From Her Current Long Play Album...



GREAT SONGS
FROM
HIT SHOWS

MGP-2-100



Mercury Proudly Releases As A HIT Single...

"POOR BUTTERFLY"

Magnificently Presented By

SARAH VAUGHAN

coupled with

"APRIL GIVE ME ONE MORE DAY"

MERCURY 71085

2 Smash Hits... Coming Up Fast!

"SHISH
KEBAB"

coupled with

"BOP A DOO-BOP A DOO"

RALPH MARGERIE

MERCURY 71092

"I NEED YOUR
LOVIN"

coupled with

"BORN TO SING THE BLUES"

CONWAY TWITTY

MERCURY 71086



• Territorial Best Sellers

For survey week ending April 10

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

Atlanta

1. All Shook Up, E. Presley, Vic.
2. Butterfly, A. Williams, Cdc.
3. Gone, F. Husky, Cap.
4. Marianne, T. Gilkyson, Col.
5. Why, Baby, Why? P. Boone, Dot
6. Round and Round, P. Como, Vic.
7. Party Doll, S. Lawrence, Dot
8. Banana Boat (Day-O), H. Belafonte, Vic.
9. Little Darlin', Diamonds, Mer.
10. Ballerina, N. (King) Cole, Cap.

Baltimore

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Party Doll, B. Knox, Rit.
4. Come Go With Me, D. Vikings, Dot
5. Mama Look-A Booboo H. Belafonte, Vic.
6. Butterfly, C. Gracie, Cam.
7. Round and Round, P. Como, Vic.
8. Gone, F. Husky, Cap.
9. I'm Walkin', F. Domino, Imp.
10. Fools Fall in Love, Dripters, Atl.

Boston

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Come Go With Me, D. Vikings, Dot
4. Round and Round, P. Como, Vic.
5. Party Doll, B. Knox, Rit.
6. School Day, C. Berry, Chs.
7. Almost Paradise, R. Williams, Kap
8. Rock-A-Billy, G. Mitchell, Col.
9. Butterfly, C. Gracie, Cam.
10. Calypso Melody, D. Rose, M-G-M

Buffalo

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. Little Darlin', Diamonds, Mer.
4. Marianne, Hilltoppers, Dot
5. Young Love, T. Hunter, Dot
6. Butterfly, C. Gracie, Cam.
7. Pamela Throws a Party J. Reisman, Vic.
8. Banana Boat (Day-O), H. Belafonte, Vic.
9. Almost Paradise, R. Williams, Kap.
10. Party Doll, S. Lawrence, Cor.

Chicago

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

Cincinnati

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. Butterfly, A. Williams, Cdc.
5. Come Go With Me, D. Vikings, Dot
6. Ninety-Nine Ways, T. Hunter, Dot
7. I'm Walkin', F. Domino, Imp.
8. Why, Baby, Why? P. Boone, Dot
9. Marianne, T. Gilkyson, Col.
10. Party Doll, S. Lawrence, Cor.

Cleveland

1. All Shook Up, E. Presley, Vic.
2. Round and Round, P. Como, Vic.
3. Little Darlin', Diamonds, Mer.
4. Gone, F. Husky, Cap.
5. Party Doll, S. Lawrence, Cor.
6. School Day, C. Berry, Chs.
7. Butterfly, C. Gracie, Cam.
8. Marianne, T. Gilkyson, Col.
9. Teen-Age Crush, T. Sands, Cap.
10. Wonderful Wonderful, J. Mathis, Col.

Dallas-Fort Worth

1. I'm Walkin', F. Domino, Imp.
2. All Shook Up, E. Presley, Vic.
3. Till, P. Faith, Col.
4. Party Doll, B. Knox, Rit.
5. He's Mine, Platters, Mer.
6. Butterfly, C. Gracie, Cam.
7. Ninety-Nine Ways, T. Hunter, Dot
8. Little Darlin', Diamonds, Mer.
9. School Day, C. Berry, Chs.
10. Banana Boat (Day-O), S. Freberg, Cap.

Denver

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Butterfly, A. Williams, Cdc.
4. Party Doll, B. Knox, Rit.
5. Come Go With Me, D. Vikings, Dot
6. Round and Round, P. Como, Vic.
7. He's Mine, Platters, Mer.
8. I'm Stickin' With You, J. Bowen, Rit.

Detroit

1. All Shook Up, E. Presley, Vic.
2. Come Go With Me, D. Vikings, Dot
3. Little Darlin', Diamonds, Mer.
4. Why, Baby, Why? P. Boone, Dot
5. So Rare, J. Dorsey, Fty.
6. School Day, C. Berry, Chs.
7. Mama Look-A Booboo H. Belafonte, Vic.
8. Round and Round, P. Como, Vic.
9. Gone, F. Husky, Cap.
10. Butterfly, A. Williams, Cdc.

Kansas City

1. All Shook Up, E. Presley, Vic.
2. Round and Round, P. Como, Vic.
3. I'm Walkin', F. Domino, Imp.
4. Gone, F. Husky, Cap.
5. Party Doll, B. Knox, Rit.
6. Why, Baby, Why? P. Boone, Dot
7. Little Darlin', Diamonds, Mer.
8. Ninety-Nine Ways, T. Hunter, Dot
9. Party Doll, S. Lawrence, Cor.
10. Teen-Age Crush, T. Sands, Cap.

Los Angeles

1. Come Go With Me, D. Vikings, Dot
2. All Shook Up, E. Presley, Vic.
3. Butterfly, A. Williams, Cdc.
4. I'm Walkin', F. Domino, Imp.
5. Mama Look-A Booboo H. Belafonte, Vic.
6. Party Doll, B. Knox, Rit.
7. Round and Round, P. Como, Vic.
8. Teen-Age Crush, T. Sands, Cap.
9. Why, Baby, Why? P. Boone, Dot
10. Little Darlin', Diamonds, Mer.

Milwaukee

1. Little Darlin', Diamonds, Mer.
2. Round and Round, P. Como, Vic.
3. Butterfly, A. Williams, Cdc.
4. Gone, F. Husky, Cap.
5. All Shook Up, E. Presley, Vic.
6. Pledge of Love, D. Contino, Mer.
7. Come Go With Me, D. Vikings, Dot
8. Mama Look-A Booboo H. Belafonte, Vic.
9. Why, Baby, Why? P. Boone, Dot
10. One Step at a Time, B. Lee, Dec.

Minneapolis-St. Paul

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Gone, F. Husky, Cap.
4. Come Go With Me, D. Vikings, Dot
5. Round and Round, P. Como, Vic.
6. Peace in the Valley, E. Presley, Vic.
7. Sittin' in the Balcony, E. Cochran, Lbt.
8. Party Doll, S. Lawrence, Cor.
9. He's Mine, Platters, Mer.
10. Why, Baby, Why? P. Boone, Dot

New Orleans

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. I'm Walkin', F. Domino, Imp.
4. Round and Round, P. Como, Vic.
5. Wall, E. Rodgers, Col.
6. Send Me Some Lovin' Little Richard, Spe.
7. Teen-Age Crush, T. Sands, Cap.
8. C. C. Rider, C. Willis, Atl.
9. First Date, First Kiss, First Love S. James, Cap.
10. Lucille, Little Richard, Spe.

New York

1. Mama Look-A Booboo H. Belafonte, Vic.
2. Round and Round, P. Como, Vic.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Marianne, T. Gilkyson, Col.
5. Little Darlin', Diamonds, Mer.
6. Butterfly, C. Gracie, Cam.
7. All Shook Up, E. Presley, Vic.
8. Too Much, E. Presley, Vic.
9. Young Love, S. James, Cap.
10. Party Doll, B. Knox, Rit.

Philadelphia

1. Young Love, T. Hunter, Dot
2. Party Doll, B. Knox, Rit.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Too Much, E. Presley, Vic.
5. All Shook Up, E. Presley, Vic.
6. Almost Paradise, L. Stein, Uni.
7. Round and Round, P. Como, Vic.
8. Mama Look-A Booboo H. Belafonte, Vic.
9. Marianne, Hilltoppers, Dot

Pittsburgh

1. All Shook Up, E. Presley, Vic.
2. So Rare, J. Dorsey, Fty.
3. Little Darlin', Diamonds, Mer.
4. School Day, C. Berry, Chs.
5. Round and Round, P. Como, Vic.
6. Mangos, R. Clooney, Col.
7. Rock-A-Billy, G. Mitchell, Col.
8. Love Is a Golden Ring, F. Laine, Col.
9. Marianne, Hilltoppers, Dot
10. Mama Look-A Booboo H. Belafonte, Vic.

St. Louis

1. All Shook Up, E. Presley, Vic.
2. Round and Round, P. Como, Vic.
3. So Rare, J. Dorsey, Fty.
4. Come Go With Me, D. Vikings, Dot
5. Why, Baby, Why? P. Boone, Dot
6. Butterfly, C. Gracie, Cam.
7. Party Doll, B. Knox, Rit.
8. Pledge of Love, K. Copeland, Imp.
9. Mama Look-A Booboo H. Belafonte, Vic.
10. Sittin' in the Balcony, E. Cochran, Lbt.

San Francisco

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Party Doll, B. Knox, Rit.
4. I'm Walkin', F. Domino, Imp.
5. Butterfly, A. Williams, Cdc.
6. Come Go With Me, D. Vikings, Dot
7. Mama Look-A Booboo H. Belafonte, Vic.
8. Round and Round, P. Como, Vic.
9. Marianne, T. Gilkyson, Col.
10. Butterfly, C. Gracie, Cam.

Seattle

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

Toronto

1. Round and Round, P. Como, Vic.
2. All Shook Up, E. Presley, Vic.
3. Butterfly, A. Williams, Cdc.
4. Little Darlin', Diamonds, Mer.
5. Why, Baby, Why? P. Boone, Dot
6. Party Doll, S. Lawrence, Cor.

joni james

ONLY TRUST YOUR HEART

(From the MGM picture)

and **I NEED YOU SO**

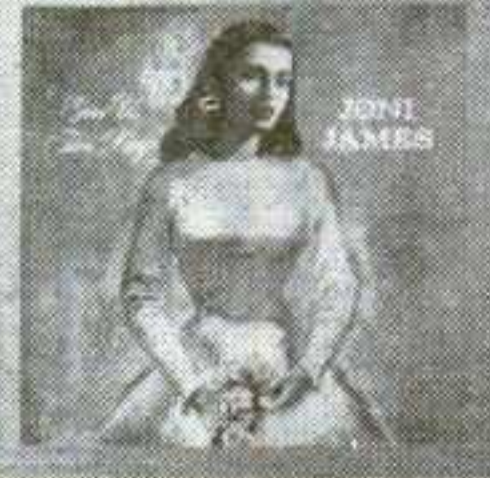
K12450
MGM 12450

JONI JAMES GIVE US THIS DAY

SONGS OF INSPIRATION

E3528

X1389—X1390—X1391



DAVID ROSE

and his orchestra

HI Fiddles

E3481

DAVID ROSE

and his orchestra

HI Fiddles

david rose

& His Orch.

CALYPSO MELODY

K12430 • MGM 12430

CHUCK ALAIMO

QUARTET

LEAP FROG

K12449 • MGM 12449

MARVIN RAINWATER

GONNA FIND ME A BLUEBIRD

K12412 • MGM 12412

DICK HYMAN

and

SAM (THE MAN) TAYLOR

DRUMMER BOY BLUES

and

LOOK UP

K12441 • MGM 12441

ART MOONEY

& His Orch. & Chorus

MAMA GUITAR

and

A FACE IN THE CROWD

(Both from Warner Bros. film)
K12461 • MGM 12461

LEROY HOLMES

& His Orch. & Chorus

SOUVENIR D'ITALIE

Vocal by **ANGELA DRAKE**

and

WARM AND TENDER

(From the MGM Pictures release "Lizzie")
K12460 • MGM 12460

CONNIE FRANCIS

NO OTHER ONE

K12440 • MGM 12440

DON MEEHAN

FAR AWAY LOOK IN YOUR EYES

and

THE MAN IN THE PHONE BOOTH

(Hello Baby)

K12459 • MGM 12459

DEAN JONES

YOUNG AND IN LOVE

and

THE GYPSY IN MY SOUL

K12462 • MGM 12462

M-G-M Records

PREP

TRADE MARK

Proudly presents

**MARTHA
LOU
HARP**



A distinctively different voice
with 2 HITS Backed Up!

**ONE IS A
LONELY
NUMBER**

from the Allied Artists Picture—"LET'S BE HAPPY"
(Miller Music Corp. (ASCAP))

**I'M NO
STRANGER
TO THE BLUES**

(Essex Music, Inc. (ASCAP))

Prep #103

PREP

RECORDS, INC.

1730 BROADWAY • NEW YORK 19, N.Y.



Already a hit!

Vera Lynn

DON'T CRY MY LOVE



(The Faithful Hussar)

1729

New Release

The Beverley Sisters



DOODLE DOO DOO

B/W

BLOW THE WIND SOUTHERLY

1731

A real sleeper

Edmundo Ros

YOU'LL NEVER KNOW

B/W

The Sunny Side of the Street

1716

New Release

Frank Chacksfield

LULLABY OF THE LEAVES

(Featuring Bobby Pratt on trumpet)

B/W Temptation 1725



New Release

Cyril Stapleton

ROCK FIDDLE ROCK

B/W

The Red Balloon

1728



LONDON RECORDS, INC. 539 W. 25 St., New York 1, N. Y.

THE TOP 100

For survey week ending April 10

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

Pos.	Song, Artist, Label	Last Week
1.	ALL SHOOK UP, E. Presley, Victor	6
1.	ROUND AND ROUND, P. Como, Victor	3
3.	LITTLE DARLIN', Diamonds, Mercury	4
4.	PARTY DOLL, B. Knox, Roulette	2
5.	BUTTERFLY, A. Williams, Cadence	1
6.	I'M WALKIN', F. Domino, Imperial	5
7.	BUTTERFLY, C. Gracie, Cameo	9
8.	GONE, F. Husky, Capitol	11
8.	WHY, BABY, WHY? P. Boone, Dot	11
10.	PARTY DOLL, S. Lawrence, Coral	13
11.	TEEN-AGE CRUSH, T. Sands, Capitol	9
12.	COME GO WITH ME, D. Vikings, Dot	17
13.	YOUNG LOVE, T. Hunter, Dot	6
14.	MARIANNE, T. Gilkyson, Columbia	8
15.	MAMA LOOK-A BOOBOO, H. Belafonte, Victor	19
16.	NINETY-NINE WAYS, T. Hunter, Dot	16
17.	MARIANNE, Hilltoppers, Dot	14
18.	I'M STICKIN' WITH YOU, J. Bowen, Roulette	22
19.	SITTIN' IN THE BALCONY, E. Cochran, Liberty	24
20.	BANANA BOAT (DAY-O), H. Belafonte, Victor	21
21.	YOUNG LOVE, S. James, Capitol	20
22.	ROCK-A-BILLY, G. Mitchell, Columbia	34
22.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	22
24.	DON'T FORBID ME, P. Boone, Dot	15
25.	I'M SORRY, Platters, Mercury	28
26.	WHO NEEDS YOU, Four Lads, Columbia	25
27.	CHANTEZ CHANTEZ, Dinah Shore, Victor	31
28.	TOO MUCH, E. Presley, Victor	18
29.	POOR MAN'S ROSES, P. Page, Mercury	35
30.	ALMOST PARADISE, R. Williams, Kapp	31
31.	LUCILLE, Little Richard, Specialty	31
32.	PLEDGE OF LOVE, K. Copeland, Imperial	41
33.	LOVE IS A GOLDEN RING, F. Laine, Columbia	51
33.	SCHOOL DAY, C. Berry, Chess	46
35.	LOVE IS STRANGE, Mickey & Sylvia, Groove	26
36.	JUST BECAUSE, L. Price, ABC-Paramount	29
36.	SO RARE, I. Dorsey, Fraternity	36
38.	I'M WAITING JUST FOR YOU, P. Boone, Dot	33
39.	FIRST DATE, FIRST KISS, FIRST LOVE, S. James, Capitol	49
40.	MANGOS, R. Clooney, Columbia	40
41.	LITTLE DARLIN', Gladiolas, Excello	47
42.	ALMOST PARADISE, L. Stein, Unique	39
43.	EMPTY ARMS, T. Brewer, Coral	79
44.	HE'S MINE, Platters, Mercury	48
45.	BANANA BOAT (DAY-O), S. Freberg, Capitol	63
46.	TRICKY, R. Marterie, Mercury	38
46.	WONDERFUL WONDERFUL, J. Mathis, Columbia	59
48.	WHITE SPORT COAT, M. Robbins, Columbia	59
49.	PEACE IN THE VALLEY, E. Presley, Victor	58
50.	PLEDGE OF LOVE, D. Contino, Mercury	—
51.	EMPTY ARMS, I. J. Hunter, Atlantic	92
52.	BANANA BOAT SONG, Tarriers, Glory	30
53.	DARK MOON, G. Storm, Dot	—
54.	AFTER SCHOOL, R. Starr, Dale	55
55.	BALLERINA, N. (King) Cole, Capitol	62
55.	SITTIN' IN THE BALCONY, J. Dee, Colonial	44
57.	ONLY ONE LOVE, G. Hamilton IV, ABC-Paramount	43
58.	BAHAMA MAMA, Four Aces, Decca	53
58.	DARK MOON, B. Guitar, Dot	68
60.	BAD BOY, Jive Bombers, Savoy	80
61.	CALYPSO MELODY, D. Rose, M-G-M	42
62.	MOONLIGHT GAMBLER, F. Laine, Columbia	56
62.	PUM-PA-LUM, S. Lawrence, Coral	85
64.	THERE OUGHTA BE A LAW, Mickey & Sylvia, Groove	—
65.	SEND ME SOME LOVIN', Little Richard, Specialty	54
66.	WALL, E. Rodgers, Columbia	—
67.	JIM DANDY, L. Baker, Atlantic	45
68.	JAMIE BOY, K. Starr, Victor	—
69.	LET THERE BE YOU, Five Keys, Capitol	97
70.	CAN I STEAL A LITTLE LOVE? F. Sinatra, Capitol	65
71.	FORTY CUPS OF COFFEE, B. Haley, Decca	70
72.	LUCKY LIPS, Ruth Brown, Atlantic	49
73.	THAT'S WHEN YOUR HEARTACHES BEGIN, E. Presley, Victor	59
74.	ONE STEP AT A TIME, B. Lee, Decca	52
75.	WALL, P. Page, Mercury	75
76.	PARTY DOLL, W. Manone, Decca	64
77.	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	65
78.	PLEDGE OF LOVE, M. Torok, Decca	72
78.	TRUE LOVE GONE, B. Madigan, M-G-M	—
80.	BUTTERFLY, B. Carroll, Bally	68
81.	YES, TONIGHT JOSEPHINE, J. Ray, Columbia	—
82.	MI CASA SU CASA, P. Como, Victor	76
83.	TWELVE O'CLOCK TONIGHT, Doris Day, Columbia	—
84.	TO BE WITH YOU, Highlights, Bally	—
85.	TILL, P. Faith, Columbia	90
85.	WRITTEN ON THE WIND, Four Aces, Decca	—
87.	LET IT BE ME, J. Corey, Columbia	—
88.	I MISS YOU SO, C. Connor, Atlantic	86
89.	MARIANNE, B. Ives, Decca	—
90.	EVER-LOVIN' FINGERS, J. Bowen, Roulette	99
91.	DO I LOVE YOU? V. Damone, Columbia	93
91.	RING-A-DING-A-DING, T. Sands, Capitol	—
91.	DON'T EVER LOVE ME, H. Belafonte, Victor	—
94.	RAM-BUNK-SHUSH, B. Doggett, King	—
94.	WIND IN THE WILLOW, J. Stafford, Columbia	—
96.	TONIGHT MY HEART WILL BE CRYING, E. Fisher, Victor	—
97.	DO I LOVE YOU? T. Martin, Victor	—
98.	C. C. RIDER, C. Willis, Atlantic	—
98.	PRETEND, T. Smith, United	—
100.	BANANA BOAT SONG, Fontane Sisters, Dot	74
100.	TOWER'S TROT, D. Jacobs, Coral	—
100.	YOU ARE MY FIRST LOVE, N. (King) Cole, Capitol	—

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.



APRIL RELEASE



DICK JACOBS

ROCK-A-BILLY | THE TWO GAL | PENNY PIPER



9-61824

The Billboard, April 13, 1957.

Review Spotlight on...

TINA ROBIN...Coral 61822...
MY MAMMY... (Bourne, ASCAP)
I HAVE A HEART... (Vernon, ASCAP)

This chick just pulled down a load of loot on the late TV entry known as "Name That Tune," and she shows a disk talent here that may bring her a lot more. Gal has a fresh, groovy, swinging style that shows up fine here on an old Joilson standard and a teen-type ballad. Gal can go places with solid diskings like this.

TINA ROBIN

MY MAMMY | I HAVE A HEART



9-61822



FRANK YORK

FRENCH DRESSING

MEOW

9-61800



ALAN FREED

SENTIMENTAL | STOP, LOOK JOURNEY | & RUN

9-61818

ROBERTO

THE SEA | IF I ONLY HAD YOU

9-61820



A GREAT ALBUM BY A GREAT NEW GROUP!

THE VOCAL SOUNDS OF THE KEY MEN

with

LARRY SONN

57112

AND HIS
ORCHESTRA



The Billboard,
April 6, 1957.

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.



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

YOU GOT TO GET UP EARLY IN THE MORNING
b/w **LOVE LIFE AND MONEY**

THE "5" ROYALES
TEARS OF JOY
b/w
THIRTY SECOND LOVER
King 5032

JAMES BROWN
and the FAMOUS FLAMES
GONNA TRY
b/w
CAN'T BE THE SAME
FEDERAL 12292

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

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

EARL BOSTIC
Temptation
b/w
September Song
King 5041

HERB LANCE
Drifting Water
b/w
Close Your Eyes
DeLuxe 6124

ROY MILTON
I'm Grateful
b/w
Succotash
King 5035

DONNIE ELBERT
What Can I Do
b/w
Hear My Plea
DeLuxe 6125

EARL (CONNELLY) KING
Walking Slowly
b/w
Nothin'
King 5038

LARRY HARVEY
When Love Becomes a Burden
b/w
High Wind
King 5036

CHARLIE FEATHERS
WHEN YOU DECIDE KING 5022

KING - FEDERAL - DELUXE RECORDS

Tunes With Greatest Radio-TV Audience

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

Radio

- A Face in the Crowd (R) (F)—Remick—ASCAP
- A Little Loneliness (R)—Sunbeam—BMI
- A Poor Man's Roses (R)—Shapiro-Bernstein—ASCAP
- Almost Paradise (R)—Peer International—BMI
- Butterfly (R)—Mayland-Presley—BMI
- Calypso Melody (R)—Cromwell—ASCAP
- Chantez-Chantez (R)—Chantez—ASCAP
- Do I Love You (Because You're Beautiful)?—Williamson—ASCAP
- Gone (R)—Hill & Range—BMI
- Hotta Chocallotta (R)—Speir—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- In My Own Little Corner (R)—Williamson—ASCAP
- It Looks Like Love (R)—Paramount—ASCAP
- Mama Guitar (R) (F)—Remick—ASCAP
- Mama Look-A Boo Boo—Duchess (BMI)
- Mangos (R)—Redd Evans—ASCAP
- Marianne (R)—Montclare—BMI
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Only Trust Your Heart (R) (F)—Feist—ASCAP
- Round and Round (R)—Rush—BMI
- Seven Days in Barcelona (R)—Britton—BMI
- So Long My Love (R)—Shaw—ASCAP
- That's Where I Shine (R)—Remick—ASCAP
- Twelve O'Clock Tonight (R)—Daniels—ASCAP
- Warm and Tender (R)—Famous—ASCAP
- Wave to Me My Lady (R)—Frank—ASCAP
- Who Needs You? (R)—Korwin—ASCAP
- Why Baby Why? (R)—Winneton—BMI
- Wind in the Willow (R)—Broadcast—BMI
- Young Love (R)—Lowery—BMI

Television

- Butterfly (R)—Mayland-Presley—BMI
- Cantez-Chantez (R)—Chantez—ASCAP
- Do I Love You (Because You're Beautiful)?—Williamson—ASCAP
- Empty Arms (R)—Ivory—BMI
- Goin' Steady (R)—Central Songs—BMI
- Gone (R)—Hill & Range—BMI
- He Knows (R)—Spina—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I'm Stickin' With You (R)—Jackie—BMI
- I'm Walkin' (R)—Reeves—BMI
- Kid Stuff (R)—Gil—BMI
- Little Darlin' (R)—Excellorec—BMI
- Love Is a Child (R)—Peter Maurice—ASCAP
- Love Is a Feeling (R)—E. H. Morris—ASCAP
- Mambo, Tango, Samba, Calypso, Rhumba, Blues (R)—Carole—ASCAP
- Mangos (R)—Redd Evans—ASCAP
- Marianne (R)—Montclare—BMI
- Party Doll (R)—Jackie—BMI
- Ring-A-Ding Ding (R)—Dominion—BMI
- Round and Round (R)—Rush—BMI
- The Ship That Never Sailed (R)—Thunderbird—BMI
- Teenage Crush (R)—Central Songs—BMI
- Ten Little Trees (R)—Rayven—ASCAP
- Too Much (R)—Southern Belle—Presley—BMI
- Walkin' After Midnight (R)—Four Star—BMI
- Who Needs You (R)—Korwin—ASCAP
- Why Baby Why? (R)—Winneton—BMI
- Wide Wide World Theme (R)—Bregman, Vocco & Conn—ASCAP
- Wonderful Wonderful (R)—E. B. Marks—BMI
- Wingle Wrangle (R) (F)—Disney—ASCAP
- Written on the Wind (R) (F)—Northern—ASCAP
- You Are My First Love (R)—Rex—BMI
- Young Love (R)—Lowery—BMI

Best Selling Sheet Music in Britain

(For week ending April 6)

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

- Young Love—Cromwell (Lowery)
- Singing the Blues—Frank (Acuff-Rose)
- Don't Forbid Me—Campbell Connely (Roosevelt)
- The Banana Boat Song—Morris (E. B. Marks-Bryden)
- Knee Deep in the Blues—Leeds (Acuff-Rose)
- True Love—Chappell (Buxton Hill)
- Heart—Frank (Frank)
- The Wisdom of a Fool—Leeds (Planetary)
- Adoration Waltz—Bron (Sovereign)
- I Dreamed—Duchess (Trinity)
- Friendly Persuasion—Robbins (Feist)
- The Garden of Eden—Duchess (Republic)
- You, Me and Us—John-Fields (Roncom)
- Don't You Rock Me Daddy-O—Essex (Hollis)
- Marianne—Montclare (Montclare)
- Look Homeward, Angel—Kassner (Greta)
- All—Bron
- St. Therese of the Roses—Dash (Dennis)
- By You, By You, By You—Cinephonic (Trinity)
- Autumn Concerto—Macmelodies (Symphony)

Best Selling Pop Records in Britain

(For week ending April 6)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. CUMBERLAND GAP—Lonnie Donegan (Pye-Nixa)	6
2. BANANA BOAT—Harry Belafonte (HMV)	3
3. YOUNG LOVE—Tab Hunter (London)	1
4. DON'T FORBID ME—Pat Boone (London)	2
5. LONG TALL SALLY—Little Richard (London)	4
6. KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	5
7. LOOK HOMEWARD ANGEL—Johnnie Ray (Philips)	11
8. THE GIRL CAN'T HELP IT—Little Richard (London)	10
9. DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	7
10. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	8
11. SINGING THE BLUES—Guy Mitchell (Philips)	9
12. SHE'S GOT IT—Little Richard (London)	15
13. YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	14
14. CUMBERLAND GAP—The Vipers (Parlophone)	15
15. I'M NOT A JUVENILE DELINQUENT—Teen-Agers (Columbia)	—
16. HEART—Max Bygraves (HMV)	18
17. 99 WAYS—Tab Hunter (London)	—
18. BANANA BOAT SONG—Shirley Bassey (Philips)	12
19. FRIENDLY PERSUASION—Pat Boone (London)	13
20. CRY ME A RIVER—Julie London (London)	—

M-G-M Rushes 'Night' LP

NEW YORK—M-G-M Records is rushing out the sound track album for the M-G-M picture "This Could Be the Night." Package and film feature Ray Anthony and his ork, Julie Wilson and Neile Adams. Flick will feature such standards and former pop hits as "I Got It Bad and That Ain't Good," "Blue Moon," "I'm Gonna Live Till I Die," "The Tender Trap," "Just You, Just Me," "Taking a Chance on Love," "I've Got You Under My Skin," and "When the Saints Go Marching In."

Anthony appears on the album via permission from Capitol Records and Miss Wilson appears thru courtesy of Vik Records.

'GAP' MAKES A FLASHY DEBUT

NEW YORK — Number one item on the British Hit Parade is "Cumberland Gap," the Ludlow Music tune, cut by Lonny Donegan and released abroad by Pye-Nixa. With regard to initial take-off, this disk is regarded as the fastest-moving British wax within memory. Donegan sang the song over BBC two weeks prior to the release of the disk, with the result that an advance sale of 92,000 was racked up. Altho released only several weeks ago, a British sale of over 200,000 has already been achieved. Last week, Mercury released here.

Donegan is currently touring with the Globe Trotters, exhibition basketball group.

SPOTLIGHT PICK OF THE WEEK IN BILLBOARD!

Recommended for POP or R&B

"ALL OF ME"

b/w

"I DON'T WANT TO CRY"

Savoy 1512

BIG MAYBELLE

UP THE LIST IT GOES!
CALYPSO ROCK HIT

"PRETTY GIRL"

(Yea—Yea—Yea)

Savoy 1511

NAPPY BROWN

STAYING UP THERE!

The ONE and ONLY

"BAD BOY"

Savoy 1508

THE JIVE BOMBERS

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FALSE HEARTED GIRL

Tenn. Ernie Ford
Capitol

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Life Story of One of the*

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. . . *The 45 EP*

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**"THAT'S LOVE"
"TOO LATE"**

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GENE AUSTIN STORY"**

EPA-4057



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RADIO CORPORATION OF AMERICA



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Star of ABC-TV's

"The Adventures of Ozzie and Harriet"

sings

"I'm Walkin'"

as sung to coast to coast TV audience in recent episode of the family series

B/W

"TEENAGER'S ROMANCE"

orchestra conducted by BARNEY KESSEL

V-10047 • V10047X45

NEW RECORDS

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

VOX JOX

By JUNE BUNDY

GIMMIX: One of the most promotion-conscious stations in the Midwest is WDCY, Minneapolis, which surprised its listeners April 1 by having its deejays exchange shows but pretend to be the jock regularly on duty, utilize pet phrases, etc. Jack Thayer took over the early show for Bill Bennett. Don Loughane took over for Don Kelly. Bennett replaced Thayer, and Kelly subbed for Loughane. Puzzled listeners called to ask: "What gives?" The WDCY operator answered "April Fool" Meanwhile WDCY jock Kelly recently emceed a "record first" at the Colosseum Roller Rink in St. Paul via a jam session on roller skates sponsored by the Consolidated Record Clubs of St. Paul.

Still in the April fool groove, Lou Barile, WIBX, Utica, N. Y., asked his listeners to submit their "most embarrassing or most unforgettable April fool's joke" and reports "good response" from his audience on the gimmick. . . . "Little Georgie" Hack, WBOC, Salisbury, Md., is now emceeding three weekly record hops and is anxious to line up record artists as guests. . . . Dick Summer, WCPO-TV, Cincinnati, is running a six-hour afternoon "TV Dance Party" and would like to "correspond with other jockeys who are running similar shows in hopes of spreading some ideas around." The Summer show, which emanates from the Cincinnati Coca-Cola plant, plays host to about 400 teen-agers every Saturday.

CROSBY CHAMPION: John Elwood, WIBM, Jackson, Mich., has registered a strong protest against the Academy Award for the best movie song of 1946, both on the air and in a letter to Academy prexy, George Seaton. Elwood, who features a "Crosby Cavalcade" show, was so sure that "True Love" would be the winner that he scheduled a special show written around Academy winning songs introduced by Bing Crosby and spotlighting "True Love." Even tho the song didn't win, he ran the show as scheduled, along with a "few personal comments regarding the Academy."

Cecile Bost is celebrating eight years in radio—three at WIRC, Hickory, N. C., this month. . . . Bill O'Brien, WHYY, Montgomery, Ala., spotlights a weekly "give-away" plan to help keep teen-agers "well entertained over the weekend and off the streets. Every Friday, with the co-operation of local business owners, he hands out free

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

APRIL 19, 1947

1. Heartaches
2. Anniversary Song
3. Linda
4. Managua, Nicaragua
5. How Are Things in Glocca Morra?
6. Guilty
7. Mam'selle
9. My Adobe Hacienda
10. It's a Good Day

APRIL 20, 1952

1. Wheel of Fortune
2. Blue Tango
3. Blacksmith Blues
4. Ant Time
5. Cry
6. A Guy Is a Guy
7. Tell Me Why
8. Please, Mr. Sun
9. Little White Cloud That Cried
10. Slow Poke

theater tickets, cokes, miniature golf game passes, etc. . . . Alan Field, WMLV, Millville, N. J., treks to New York City every couple of weeks to cut tape-interviews with record artists, since it's difficult to snag many big name wax stars in his vicinity.

Bob Klose, WKWK, Wheeling, W. Va., is sending out his weekly news letter in the form of a copy proof sheet—a clever new idea. . . . Bob Hardewick, KDYL, Salt Lake City, writes that his show "is probably the only radio show today that gives trading stamps for listening!" . . . Mike Heuer and Tommy Burns, of KMA, Shenandoah, Ia., are looking for record artists to cut telephone-tape interviews for their shows. The phone calls are on KMA.

CHANGE OF THEME:

Dick Clark, formerly program director of KTEM, Temple, Tex., has joined WMFJ, Daytona Beach, Fla., in the same capacity. . . . Jack Murch has left WTKO, Ithaca, N. Y., to take over morning show on WTLB, Utica, N. Y. . . . Jim French, KING, is featuring a new "Homemaker's Hit Parade" feature on his show "King's Open House. Housewives send in lists of their 10 favorite songs each week, and French spins 'em on that seg of his program. . . . Scott Avery, formerly with WNIX, Springfield, Vt., has joined WLFH, Little Falls, N. Y., as deejay staff announcer and news director.

Al Meltzer's "Record Room," WHEN, Syracuse, N. Y., celebrated its first anniversary on the air this month. The jock is now booked for record hops straight thru June. . . . Tom Higgins is doing a new Thursday afternoon show, "Teen-Age Dance," from the local chapter hall of the Fraternal Order of the Eagles. . . . Bill Shannon has joined KONO, San Antonio, Tex. . . . New record librarian at WHKK, Akron, is Rog Carter, who also spins 'em from 6 p.m. to sign-off time.

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.

- Elkhardt, Ind.
"Why Baby Why," Pat Boone, Dot
- Johnstown, Pa.
"Mama Look-a Booboo," Harry Belafonte, RCA Victor
- St. Paul, Minn.
"Gone," Ferlin Husky, Capitol
- Oklahoma City
"Marianne," Terry Gilkyson, Columbia
- Springfield, Mo.
"Butterfly," Andy Williams, Cadence
- Salt Lake City
"Almost Paradise," Roger Williams, Kapp
- Houghton, Mich.
"Round and Round," Perry Como
- Madison, Wis.
"Love Is a Golden Ring," Frankie Laine, Columbia
- Spokane
"Party Doll," Buddy Knox, Roulette
- Baton Rouge, La.
"Wonderful, Wonderful," Johnny Mathis, Columbia

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b/w "BABALU"

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by PHYLLIS BRANCH

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THE ORIGINAL!

PLEDGE OF LOVE

by

KEN COPELAND

#5432

Imperial Records

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THE PICK UP

b/w

MARKET PLACE

ETTA JAMES

Mod. 1016

Modern RECORDS

9317 W. Washington Blvd., Culver City, Calif.

Sensational!

The Original!

"SEVEN DAYS

IN BARCELONA"

HENRI DE PARI

Unique #394



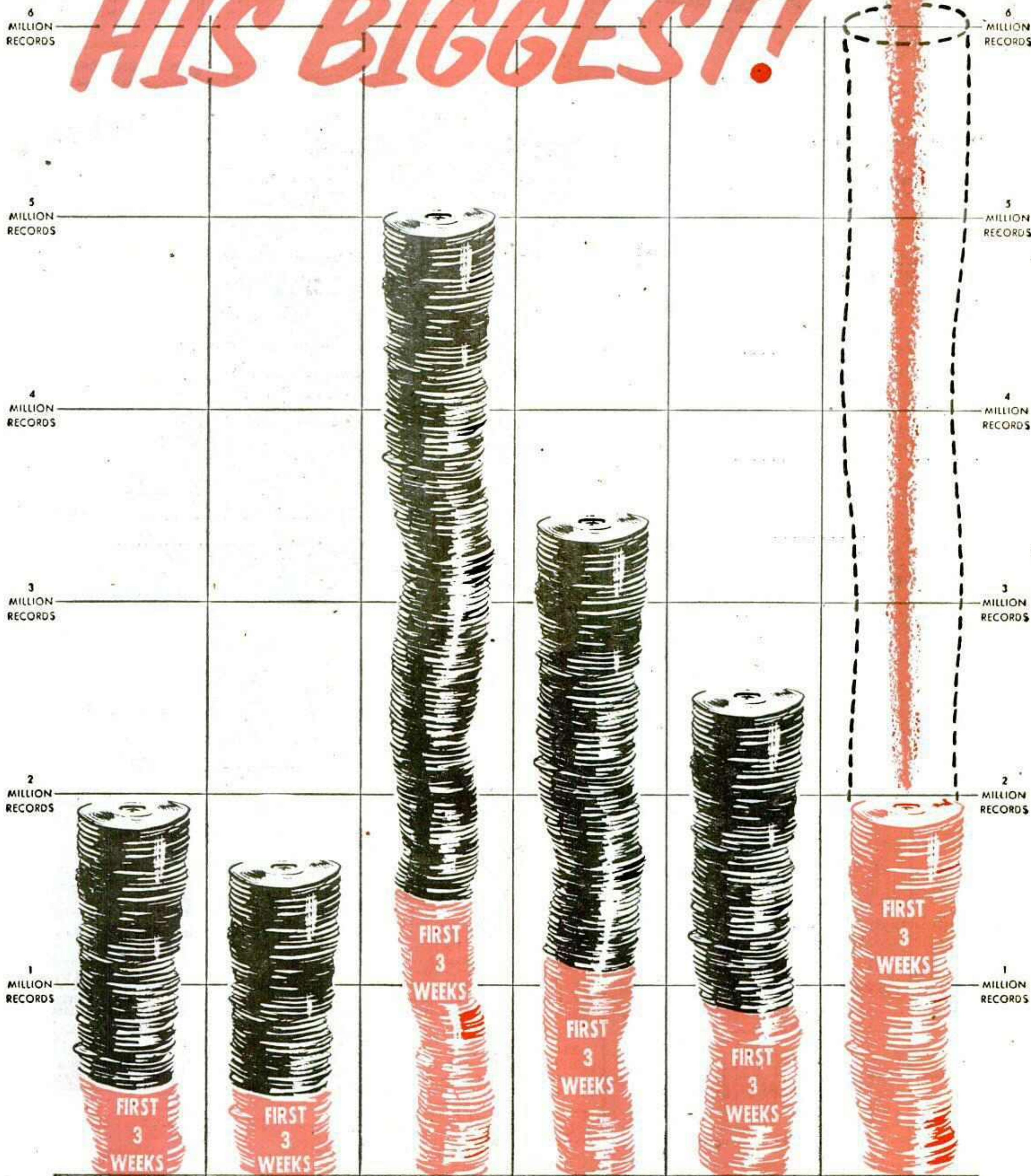
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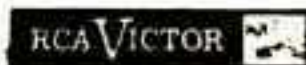
I WANT YOU, I NEED YOU, I LOVE YOU

DON'T BE CRUEL & HOUND DOG

LOVE ME TENDER

TOO MUCH

ALL SHOOK UP



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. ***Peace in the Valley** **Elvis Presley**
RCA Victor EPA 45045
2. **Just Because** **Lloyd Price**
(BMI) ABC-Paramount 9792
3. **Love Is a Golden Ring** **Frankie Laine**
(BMI) Columbia 40865
4. **First Date, First Kiss, First Love**
. **Sonny James**
(BMI) Capitol 3674
5. **Pledge of Love** **Ken Copeland**
(BMI) Imperial 5432
6. **Day-O Banana Boat Song** **Stan Freberg**
(ASCAP) Capitol 3687
7. **A White Sport Coat** **Marty Robbins**
(BMI) Columbia 40864
8. **Chantez-Chantez** **Dinah Shore**
(ASCAP) RCA Victor 6792
9. **Afer School** **Randy Starr**
(BMI) Dale 100
10. **Empty Arms** **Ivory Joe Hunter**
(BMI) Atlantic 1128

* (Not available as a pop single. Available on RCA Victor EPA-45054)

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.

DAY'O BANANA BOAT SONG (Ardmore, ASCAP)—Stan Freberg—Capitol 3687—The master mimic is headed for the charts again with his most recent take-off. The side is big in all areas and deejays obviously love it. Flip of the record is "Tele-Vee-Shun" (Ardmore, ASCAP). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

POP RECORDS

JIM LOWE Dot **FOUR WALLS**
(Sheldon, BMI)

TALKING TO THE BLUES (Trinity, BMI)
Jim Lowe, whose "Green Door" is still very active, follows with a strong pairing that can click both ways. The "Four Walls" side is an impressive cover of the tune waxed originally by Jim Reeves and also out by Dorothy Collins. Tho Reeves is off to a fast start, this can latch on to plenty of the gravy, too. Flip side is a novel and highly effective pop blues job which is stylish enough to move up, too.

"TENNESSEE" ERNIE FORD Capitol 3700 **FALSE-HEARTED GIRL**
(American, BMI)

Tho Ernie has not been consistent, chart-wise, since "16 Tons," this side has all the magic of a wonderfully slick arrangement with a big band coming in instrument by instrument, to back a top chanting job. Strong offbeat appeal is coupled with a great performance. Has a "cash money" look. Flip is "The Lonely Man" (Famous, ASCAP), a strong ballad.

GEORGIE SHAW Decca 30284 **CITY OF TEARS**
(Shapiro-Bernstein, ASCAP)

SUDDENLY (THE MEETING) (Roosevelt, BMI)
These are the two strongest sides Shaw has turned out. "City of Tears" is a swinging rocker that gets a belting job in tough, guttural tones. Heavy rock and roll flavor makes for a charged-up coupling with the driving rhythm ballad on the flip. Classy arrangements in both cases. Topside has a slight edge but both can move.

JOYCE HAHN Cadence 1318 **I SAW YOU, I SAW YOU**
(Acuff-Rose, BMI)

The pint-sized Canadian chick, a former Billboard Talent Spotlight, comes thru here with a classy, and moving country-tinged ballad. Cal sings with warmth and conviction and the above-average tune won't hurt a bit. She figures to make a dent and this can well be the side that does it. Flip is "Gonna Find Me a Bluebird" (Acuff-Rose, BMI), cover of the Marion Rainwater country hit.

SONGS

TONY MARTIN RCA Victor 6888 **LOOK AT 'ER**
(Valyr, ASCAP)

TOMMY LEONETTI (Roosevelt, BMI)
RALPH YOUNG Epic 9206
Here is the tune which can easily be the big hit of the forthcoming legit musical, "New Girl in Town," which stars Gwen Verdon and Thelma Ritter. Show already shapes as a long Broadway tenant and this song rates as close to the top of the attractive Bob Merrill score. Records now available rate in the order above, with Martin projecting himself solidly to the front. Leonetti scores well too on his initial Vik outing. Flips are as follows: Tony Martin, "Mail, Mail, There Ain't No Mail," a rhythmic relative of "16 Tons" (Joy, ASCAP); Tommy Leonetti, "The Other Man," an impressive rocker which packs plenty of power itself, in fact, could be the top side for him (Moon Mist, BMI); Ralph Young: "Big Hand, Little Hand," another cousin of "Sixteen Tons" (Mayfair, ASCAP).

POP DISK JOCKEY PROGRAMMING

CHARLES McDEVITT Chic 1008 **FREIGHT TRAIN**

This can be a solid conversation piece for jocks. Skiffle groups are big in England and tho action with them here has been sporadic, this is one of two important skiffle releases of the week. This has some fine driving train sounds with authentic folk flavor and a very interesting vocal by a chick named Nancy Wiskey. Lots of kicks here.

Reviews and Ratings

DON CORNELL

A Face in the Crowd 89

CORAL 61819—Strictly as a disk performance, this is the strongest version to date of the title tune from the forthcoming Kazan-Schulberg pic. If the picture scores, it has to be big, tho it may have to battle Andy Griffith's film version. (Remick, ASCAP)

Mama Guitar 84

The same applies here. Cornell gives this rockabilly tune from the flick its most substantial whirl yet. (Remick, ASCAP)

COZY MORELY

I Love My Girl 88

ABC-PARAMOUNT 9811—A sock performance on this bought'n master, rockabilly is the style, with stronger pop than country accent, and also some r.&b. appeal. Can be a big one with the teen set. (Debmar, ASCAP)

Why Don't You Fall in Love? 82

Morely and group belt out another rock blues with fine backing. Strong coupling, with more obvious strength on flip. (Debmar, ASCAP)

ANDY GRIFFITH

A Face in the Crowd 88

CAPITOL 3705—Griffith sells a straight vocal on a bluesy theme with surprising vocal quality and style. Both these sides are from Griffith's new movie, "A Face in the Crowd." If film clicks this could be a sleeper, but right now other versions have a head start. (Remick, ASCAP)

Mama Guitar 80

Strong rendition by Griffith on a solid country-styled ditty from the same movie. Flip, tho, is better showcase for the comedian's new role as straight vocalist. (Remick, ASCAP)

JOE THERRIEN, JR

AND HIS ROCKETS

Hey Baby! Let's Go Downtown 85

BRUNSWICK 55055—Blues, belted out with the authentic back-shack sound. Chanter has a good touch for the genre, and the guitar captures the right feeling. (Roosevelt-Acme, BMI)

Come Back to Me Darling 81

Another with country flavor—and also a folk quality. The vocal has solid backing, with harmonicas and a chorus contributing interesting effects. (Roosevelt-Acme, BMI)

(Continued on page 54)



PARADE of BEST SELLERS

- 15538—Come Go With Me
How Can I Find True Love — The Dell-Vikings
- 15558—Dark Moon—A Little Too Late — Gale Storm
- 15550—Dark Moon—Big Mike — Bonnie Guifar
- 15545—Why, Baby, Why?
I'm Waiting Just for You — Pat Boone
- 15548—Don't Get Around Much Anymore
Ninety-Nine Ways — Tab Hunter
- 15556—The Glory of Love—Darling Dear — Sanford Clark
- 15560—I'm Serious—I Love My Girl — The Hilltoppers
- 15561—Honky Tonk Song—The Pocket Book Song — LeRoy VanDyke
- 15551—Isabella—I Don't Like It — Roy Tan
- 15554—Can't Live With You (Can't Live Without You)
Baby's Comin' Home — Connie Conway
- 15521—Don't Forbid Me—Anastasia — Pat Boone
- 15533—Young Love—Red Sails in the Sunset — Tab Hunter
- 15546—The Ship That Never Sailed
Song of the Nairobi Trio — Billy Vaughn
- 15547—(Remember Me) I'm the One Who Loves You
Dancing to the Rock and Rolla — Fontane Sisters

NEW RELEASES

- 15557—My Love Song for You—Somebody Help Me — The Casuals
- 15559—Blue Echo—Calypso Melody — Danny Welton
- 15562—Dear to Me—Beer Barrel Polka — Milton Rogers
- 15563—Guitar Man—Come What May — Al Casey
- 15564—Make Up Your Mind—Here Am I — Jimmy Spellman
- 15565—King's Rock—Hello Aloha — Johnny Maddox
- 15566—Heart of My Heart—That Old Gang of Mine
Just Because — The Happy Jesters
- 15567—It's Nothing to Me—I'm Low, Low, Low — Loy Clingman
- 15568—Sentimental Dreamer—All Day Long — Lloyd Nelson

BEST SELLING ALBUMS

- | | |
|--|--|
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• Reviews of New Pop Records

• Continued from page 52

DOROTHY COLLINS
Four Walls85
CORAL 61828—Jim Reeves' original version is taking off, and the Jim Lowe looks to follow suit. While Miss Collins may take third money, this still could be sizable. It's a very appealing rendition. (Sheldon, BMI)

Big Dreams (From Little Teens Grow)80
Aimed straight at teen-agers, this wistful, hopeful, somewhat lovesick ballad is intensely sung. Backing is in the current rock and roll style, with a sound like brushes on a tambourine. Good coupling. (Famous, ASCAP)

BEVERLY SISTERS
Doodle Doo Doo84
LONDON 1731—This is the oldie, of course, and the Sisters lend to the lyrics that British quality of high good taste. A good coupling. (Feist, ASCAP)

Blow the Wind Southerly83
A pretty side. Tune has a folk quality, and the Sisters chant it with charm. Jocks looking for something with a classy touch have it here. Fine follow-up to "Greensleeves." (Burlington, ASCAP)

BILL HAYES
On the Outside (Lookin' In)82
ABC-PARAMOUNT 9809—Here's a bright, energetic rockabilly job by Hayes. Has noise, ukelele rhythm and a big sound with chorus backing up. A sharp singing stint which is bound to grab sales and spins. (Greta, BMI)

Ramshackle Daddy78
Here's a fast-moving blues job by Hayes with an eight-to-the-bar beat. It's a swinger, a tax on Hayes' wind, but it has a bright quality that can sell. Could be retail noise here, too. (Ampeco, ASCAP)

DICK JACOBS ORK
Rock-a-Billy Gal82
CORAL 61824—Despite its title, a very smart blues side, with a highly sophisticated arrangement by Jacobs. Latter, in dramatic style, highlights the appeal of the rockabilly. Unusual programming for jocks. (Criterion, ASCAP)

The Two-Penny Piper76
A pretty melody, with a haunting quality. Jacob's arrangement is outstanding in taste, and makes use of a chorus. A quality side which jocks will appreciate. (Sequence, ASCAP)

JERI RENE
With This Pen80
POINT 11—Sweetly simple piping on a moving ballad with good lyrics. This one has something. (Reis, BMI)

Go 'Way! Joe69
Okay thrashing stint on lively calypso, but flip is side to watch. (Kassner, ASCAP)

BILL DARNELL
The Fork of the Road79
JUBILEE 5269 — A powerful folk-flavored song with a strong beat is warbled by Darnell with strength and conviction. This one could happen. (Navajo, BMI)

Mississippi Shoe-Shine Rag77
A swifty, show-wise vocal on an infectious rhythm tune with a solid beat. Both sides rate deejay attention. (Bennell, BMI)

RICHARD HAYES
The Power of Prayer78
DECCA 30285—Great advice on a high plane, administered by Hayes. A moving production complete with chorus and bells. Jocks will play this one and it's a worthy juke and retail platter as well. (Winneton, BMI)

And So Am I74
This has touches of the "Ave Maria." Hayes wraps up the philosophical lyrics in professional style. Another big production. Flip may have more immediate pop appeal but this can attract plays, too. (Carlyle, ASCAP)

JIMMY SWEENEY
Tica Boo78
CHIC 1007—A Latin-flavored item with imaginative narrative lyrics. Enough catchy meat in here to intrigue many jocks and buyers. It's different and should be considered. (Copar, BMI)

Bongo Olay67
Latin flavor is stronger on this side, and the appeal is strictly rhythmic. Less red meat than flip. (Acuff-Rose, BMI)

DAVE LOWE
So Young77
LIBERTY BELL 9015—Artist makes a nice debut with a medium tempo blues. Unusual minor harmony backing by the chorus is quite effective. This could be a dangerous side. (Renda-Desert Palms, BMI)

A Tramp77
Blues lament about a gal who wasn't true. The singer is assisted by some fine gut-bucket guitar. If given a chance, either side could happen. (Renda-Desert Palms, BMI)

MARTHA LOU HARP
I'm No Stranger77
PREP 103—Gal shows a strong vocal resemblance to Kay Starr on this heavily belted side. It's a good tune and the side, with a solid male

backup group, rates action. Worth watching.

One Is a Lonely Number76
A melancholy ballad gets a strong reading with big production effects. Jocks may sell this one.

ALAN DALE AND LAWRENCE WELK ORK
Teresa77
CORAL 61817—Teresa sounds like Linda's twin sister. The Welk-Dale combination gives her an appealing turn, and fans of both artists insure a healthy fling. (Sherwin, ASCAP)

All I Have Is a Love Song76
Vic Mizzy and Jack Yellen clefted this lovely ballad. Jocks can dress up their shows nicely with this romantic production. (Olman, ASCAP)

CARMEN MacRAE
How Many Stars Have to Shine77
DECCA 32074—A nice, liting love song handsomely sung by Miss MacRae. Marimba work with the ork lends interest to the backup. This will be the side to get the jock spins. (Knollwood, ASCAP)

It's Like Gettin' a Donkey to Gallop70
Best description here is that it's a cute tune. It's not, however, the best type of material for the gal. Smart backing adds some interest but fans will like the flip. (Bregman, Vocco & Conn, ASCAP)

DELLA REESE
How Can You Not Believe76
JUBILEE 5278—A moving Lincoln Chase theme with a sacred lyric-line is wrapped up in a strong, expressive vocal treatment by Miss Reese. Should get spins. (Music of Today, BMI)

How About74
The gal puts over a rowdy rhythm tune with top-notch showmanship and brassy drive. Spin-able wax for both pop and r.&b. jocks. (Famous, ASCAP)

ROBERTO ORK
The Sea76
CORAL 61820—A fine mood piece. This instrumental really does paint a tone picture of the sea, and there's nothing phony about it. Even the crying of the sea gulls sounds completely legit. Excellent for jocks.

If Only I Had You73
A pretty instrumental. Melody is the kind that stays with you, and it's done with lush strings. Nice for the jocks. (Mellin, BMI)

CARL MADURI
A Girl in Her Teens76
MERCURY 71084—Here's an extremely echo-laden portrait of a chick, sung in good commercial style by one of the label's salesmen. Good talent and a good dishing job which could move with exposure. (Sarab, ASCAP)

How Do I Love You73
A 1957 paraphrase of Elizabeth Barrett Browning's poem of the same title. More impressive chanting which also has the strength to pull some action. (Modern, BMI)

CAROLE HARMON
Boy in My Dreams75
URANIA 1002—Young thrush triple-tracks a most appealing ballad. A very pleasant side that could do business if fully promoted. (Color-tune, BMI)

Morning Blues74
Another cute triple-tracker, this time a bright blues. Little gal has real talent. Teen appeal is strong. (Color-tune, BMI)

RONNIE PEARSON
I'm Old Enough
(To Love You Now)75
HERALD 500—A poignant ballad with strong appeal to teen-agers is handed a "Young Love"-type arrangement and an expressive reading by Pearson. Fine jockey wax. (Angel, BMI)

Hot Shot74
Pearson sells with plenty of savvy on this drivin' rockabilly rhythm side. (Angel, BMI)

DICK KALLMAN
Young and in Love75
LIBERTY 55063 — Kallman warbles with conviction on a gentle ballad with good teen-bait lyrics. However, there are several other versions of the tune around, which may cut down on exposure. (Hill & Range, BMI)

I Cry to the Moon73
The lad belts across a rockin' rhythm tune with verve and showmanship, while backing is in an infectious rock and roll groove. However, jockey action will probably be stronger on flip. (Larrabee, BMI)

BOB RITTERBUSH
Raindrop78
DECCA 30286—Rhumba beat backs this rock and roller. Ritterbush belts it neatly an' it builds some excitement, with the help of Sid Bass' orking. For the teens. (Meridian, BMI)

Tomorrow Night68
Ritterbush shows a rather weepy bari that's not overly appealing on this blues-ballad. (Bourne, ASCAP)

(Continued on page 55)

• **Reviews of New Pop Records**

• *Continued from page 54*

**ALAN FREED
ROCK AND ROLL BAND**
Stomp! Look and Run! . . . 74
CORAL 61818 — Very smart, hip rhythm tune and good group vocal make this a strong jock entry. The rock and roll beat is present, but not the all-important thing here. Will appeal to many who liked the Blue Stars' offerings. (Raphael, ASCAP)

Sentimental Journey . . . 73
Moody, moving, danceable version of the staple, with vocal group. Neat rock and roll beat sets it off, tho it's unlikely to make anyone forget Les Brown and Doris Day. (E. H. Morris, ASCAP)

CYRIL STAPLETON ORK
The Red Balloon . . . 74
LONDON 1728 — An ear-tickling instrumental with a bright tropical rhythm and an interesting-sounding flute or whistle solo. Deejay opener.
Rock Fiddle Rock . . . 73
Similar idea to the new Maltby "Rockin' Fiddle," without lyrics, but the sound is stronger on this one. Idea still likely to have more value as deejay novelty than as retail seller. (Zodiac, BMI)

THE TEMPOS
The Kingdom of Love . . . 74
KAPP 178 — A good vocal group handles this impressive tune with both "sell" and class. Good sales can result from deejay exposure. (Rush, BMI)
That's What You Do to Me . . . 73
A pretty ballad also chanted with quality. Also merits spins. (Pine-Lawn, BMI)

RICHARD MALTBY ORK
The Check Apron Ball . . . 74
VIK 0271 — A charming, liting instrumental from the forthcoming "New Girl in Town." Maltby's orking is delightful. (Valyr, ASCAP)
Rockin' Fiddle . . . 72
Rock and roll for fiddles with explanatory lyrics. A cute conversation piece for deejays. Smart side. (Maltby, ASCAP)

CHARLIE APPLEWHITE
Love Affair . . . 74
RKO UNIQUE 392 — Warmly sincere reading on a pretty ballad with good teen-appeal lyrics. Moderate spin potential. (Martin, BMI)
You Can't Escape the Blues . . . 65
The ex-Milton Berle protegee sings an unexciting blues with sincerity, but little emotion. (Avis, BMI)

ARMENIAN JAZZ SEXTET
Harem Dance . . . 74
KAPP 181 — Instrumental is a swingin' original weirdy. Jocks should have a ball with it, and it could have a fair sale. The beat is there. (Cherio, BMI)
Pretty Girl . . . 60
Another weird Oriental jamfest, this time with Armenian vocal. Could stir some freak action. (Cherio, BMI)

GEORGE CATES ORK
The Strange One . . . 74
CORAL 61814 — An imposing orking of the theme from pic of same name. Has a strong beat and fairly retentive line. Sales depend on strength of flick. (Horizon, ASCAP)
Jocko's Theme . . . 67
This two-melody counterpoint fabrication has one theme that rocks. It's also from "The Strange One," but it's no "Picnic-Moonlow" combination. (Horizon, ASCAP)

RALPH MARGERIE ORK
Bon a Doo-Bop a Doo . . . 73
MERCURY 71092 — Strictly a juke box and jockey jumper here but in that class it's solid, swineing, danceable fare. Kids should like this one. (Judy, ASCAP)
Shish-Kebab . . . 60
This side has a far-out East Indian snake charmer quality which seems like strictly an oddity. Pop support should go with the flip. (Pure, BMI)

THE STYLERS
Breaker of Hearts . . . 72
JUBILEE 5279 — A smartly styled cover job on the poignant theme. The boys warble with feeling and sincerity. Good jockey wax. (Tee Pee, ASCAP)
Miracle in Milan . . . 72
Another good jockey side. Smooth, tasteful group vocalizing on a tender ballad. (Peer Intl., BMI)

**DICK WILSON
AND JIMMY CARROLL**
Bimbi! Run . . . 72
COLUMBIA 40894 — Wilson warbles with delightful showmanship and charm on a pleasing folk-flavored theme, reminiscent of Belafonte material. Interesting wax for jocks. (E. B. Marks, BMI)
One Small Voice . . . 70
A quality vocal by Wilson on a solemnly paced ballad with a sacred-lyric message. Wilson shows up to better advantage on flip. (E. B. Marks, BMI)

DANNY LAMEGO
The Other Man . . . 72
JOSIE 816 — Presley-like effort on a nicely backed rock and roller. Lament tells the story of a jilted lover, who wishes he was the other man. Nice stuff here that could catch on. Tommy Leonetti has also recorded the song. (Moon Mist, BMI)
No-No . . . 63
Singer does well on a mild up-beat tune. Delivery is clipped and breathy. Side is pleasant and listenable, but not top grade. (Moon Mist, BMI)

PHYLLIS BRANCH
Calyso Fever . . . 72
TUXEDO 919 — Phyllis Branch starts this side with a wild, gimmicked quality—and the side maintains interest, building in sound and gradually fading. A smartly made side which should get play (Ford, BMI)
Babalu . . . 66
The great standard sung with considerable flash, but also with some artificiality. (Peer, Intl., BMI)

THE DREAMERS
Since You've Been Gone . . . 72
FLIP 319 — One of the waitigest chicks around, leads the gal group thru this slow, insistent triplet-backed ballad. Strong pleasing quality in evidence. Jocks may expose this crew. (Limax, BMI)
Do Not Forget . . . 65
A slow, slow ballad with a dedicated feeling. Gal group is sometimes flat and always fervent on this wailer. With a little work this could be a strong group. (Limax, BMI)

NELLIE LUTCHER
Hurry on Down . . . 71
IMPERIAL 5436 — A new version of the canary's raucous old hit. She sells it with her usual sock stylized manner. Jocks are bound to spin for conversational purposes as well as lively programming. (Criterion, ASCAP)
I Never Get Tired . . . 68
The thrush puts plenty of showmanship into a swiny rhythm-novelty (her own tune) but flip will probably rate more attention. (Atlantic, ASCAP)

OCIE SMITH
Bad Man of Missouri . . . 71
CADENCE 1312 — Tune has been around, but Smith gives it a sock performance for the young rock and roll set. Merits spins. (Roosevelt, BMI)
If You Don't Love Me . . . 64
Good job, good material, but the pulses are missing. (Acuff-Rose, BMI)

(Continued on page 56)

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COLUMBIA RECORDS

Reviews of New Pop Records

Continued from page 55

TODD RANDALL
With This Pen 71
JOSIE 814—Another version of an effective ballad, also cut by Jerrl Rene on Point. This one's a rock and roll treatment, with a sincere vocal job by Randall. (Reis, BMI)
Letters 60
Lyrics are also in postal groove, but tune is rather banal and performance not up to flip. (Reis, BMI)

TONI ARDEN
My Empty Heart 70
DECCA 30291 — So-so ballad with rhythm backing gets an appealing rendition by the talented thrush. Material perhaps overly dramatic to click. (Montauk, BMI)
Like a Baby 68
Capable presentation of a blues theme. As with flip, the styling is rather hi-toned. The Chordettes and Vikki Nelson have also recorded the song. (Abbott, BMI)

EDITH ADAMS
If You Don't Love Me 70
RKO UNIQUE 393 — The popular TV-musical comedy queen sings pleasantly, albeit a trifle too legit, on a pretty ballad with lush backing. Sales potential is moderate. (Peter Maurice, ASCAP)
He Don't Wanna Be Kissed 68
Enthusiastic thrashing on an okay rhythm-novelty with a catchy Slavic-styled rhythm thread. The gal's spouse, comic Ernie Kovacs, is one of the writers on the tune. (Audubon, ASCAP)

ED TOWNSEND
Love Never Dies 70
ALADDIN 3373 — A hand-clapping blues in upbeat tempo. Chorus repeats the lyric behind Townsend and gives the side a revival flavor. Generates a fair amount of excitement but the market offers a load of competition. (Fairway-Aladdin, BMI)
Every Night 66
A rock and roll singer. Good danceable beat but material is nothing new. Flip has a better chance. (Fairway, BMI)

HERB LANCE
Drifting Water 70
DE LUXE 6124—A calypso. Lance does a nice job here, working with a lyric which tells a story. (Men-Lo, BMI)
Close Your Eyes 65
A pop-styled ballad, both in type and in Lance's vocal. He's backed by instrumentation featuring a Latin beat. (Miller, ASCAP)

ELLA MAE MORSE
What Good'll It Do Me? 70
CAPITOL 3688—Material is not up to the singer's talents. Nice warbling, but appeal will probably be limited. Song is from a forthcoming picture, "Hit and Run." (Raphael, ASCAP)
Mister Memory Maker 65
Moderate beat tune might cop a few spins from fans. (Compton, ASCAP)

VOICES OF WALTER SCHUMANN
The Stranger Said 69
VICTOR 6879 — Bill Cunningham sings lead in classy fashion on this slow, musical-type ballad. Very pretty, but a hard one to sell. (Schumann, ASCAP)
Sweet Sugar Cane 67
West Indian folk-style ("calypso") tune from the Gilkyson-Dehr-Miller mill. Fine choral singing and lead by Tom Traynor. Some spins likely. (Monteclaire, BMI)

THE FOUR KNIGHTS
How Can You Not Believe 69
CAPITOL 3689 — Pretty pop-sacred waltz is nicely sung. Material is far away from "I Get So Lonely," which was a big one for the quartet. Spins will lag behind their former hit. (Witmark, ASCAP)
It Doesn't Cost Money 65
Barber Shop harmony rendition of a waltz includes a schmaltzy recitation by Alyce. Hard to see a future for this side. (Raphael, ASCAP)

GLENN YARBROUGH
All My Sorrows 68
ELEKTRA 2—A folk-ish piece of material. Yarbrough has made an interesting record, with a haunting minor strain in the melody, and a tasteful backing behind his vocal. For jocks who want something out of the common pop groove. (Elektra, BMI)

Here We Go, Baby 68
A folk-type blues, with rapid tempo and a rollicking instrumentation of a well-bred sort. Like the flip, a piece of unused material, suitable for jocks looking far afield. (Melody Trails, BMI)

JOSE MELIS
Mandolina 68
M-G-M 12464 — Piano instrumental. Tune and Mellis' style gives the impression of plucked strings, rather than percussion. (Wood, ASCAP)
Argentina Ballerina 68
Piano instrumental. Like the flip, impression is of plucked strings. There's a bit of whistling incorporated. (Wood, ASCAP)

BETTY ANN GROVE
Pig's Knuckles and Rice 68
JUBILEE 5280—Pert reading by the thrush on a lively calypso with an interesting lyric. However, market is flooded with calypso disks, and competition for spins is rough. (Knoles, BMI)
De Obeah Man 65
Saucy vocal stint by the TV canary on a routine calypso. (Bennell, BMI)

CHUCK PAYNE
La-De-Da 68
ATLAS 1072—Payne displays a most impressive set of bari pipes, and sings with great blues expression. Tune is somewhat old-hat in the manner of "St. James Infirmary." Talent should be watched, however. (Blue Sun, ASCAP)
Baby 64
Another old-style item, again impressively sung. With right material, Payne can make it big. (Macavery, BMI)

BILLY DUKE AND HIS DUKES
Chalypso 68
PEAK 104—This is the dance that goes with the cha-cha-calypso hybrid, born in Philadelphia. Due to the kids' preoccupation with terping and the current calypso vogue, this may get some jockey and box spins. (Myers, ASCAP)
Fork in de Road 60
This has a folkish quality with a touch of the tune of "Ghost Riders." Okay arrangement but attention will focus on flip. (Myers, ASCAP)

CONWAY TWITTY
Born to Sing the Blues 67
MERCURY 71086 — A melancholy blues. Tune gets an adequate reading but originality is lacking. Action chances seem limited. (Conway, BMI)
I Need Your Lovin' 64
Twitty has a hiccuppy rockabilly approach to this moderate paced rhythm job. It's a fairly spirited reading but there's little to make it stand out. (Conway, BMI)

NITA, RITA AND RUBY
My Man True to Me 66
VICTOR 6883—Pleasant thrashing by the trio on a catchy calypso. Doubtful tho if it will catch much jockey action, in view of the over-load of calypso wax around. (Acuff-Rose, BMI)
Losin' My Baby Again 66
The girls blend smoothly on a poignant theme, which could catch some jockey play with the right promotion. (Cedarwood, BMI)

THE ROBINS
All of a Sudden My Heart Sings 66
WHIPPET 206—Standard is handled by a wailing lead man with little regard for the melody. Upbeat rhythmic approach is a new tack for the song too. Rock and roll approach may catch some support. (Leeds, ASCAP)
A Fool in Love 58
Group has tasted some success with past disks and tho they perform in okay style here the material is trite and dull. Slow ballad fails to click. (Fairway, BMI)

JOHNNY FULLER
Too Late to Change 65
HOLLYWOOD 1077 — Fuller gives out with a deep South slow rolling blues. Singer has a solid feel for the style and the backing has that swampy quality. Down South this can make a bit of noise. (Golden State, BMI)
Mama Told Me 65
More dedicated blues chanting by Fuller. Colorful piano adds interest. Both sides worth a spin in the right territories. (Golden State, BMI)

GAR BACON
Lonesome Wail 65
RKO UNIQUE 395—A pop blues

side with an insistent drum beat emulating the wailing train sound. Bacon wails the blues message in okay style. (Russ-Dale, BMI)
You and Your Love 61
A rock and roll ballad that shapes up as an interesting bit of material. Unfortunately Bacon is not sufficiently emotion-struck to sell it properly. (Schets, ASCAP)

MEL LONDON
Doggie Me Round 65
CHIEF 7000—London sings the blues in a walkin' rhythm pattern. Sharp tenor backs the vocal and there's plenty of echo effect. Side has a Southern feel and would be worthwhile for a jockey look-see. (Melva, BMI)
The Man From the Island 58
Here's another blending of rock and roll influences which doesn't quite come off. Talent is out of place in the calypso groove and the material is weak at that. (Melva, BMI)

NICK LUCAS AND JIMMY DIAMOND QUINTET
Get Out Those Old Records 63
CAVALIER 873—The Old Troubador returns to disks with the popular Lombardo oldie. Good, if modestly produced side, that will get a few curiosity spins. (Lombardo, ASCAP)
Francine 57
Lucas' smooth tenor handles this romantic beguine-rhythm opus with old-fashioned charm. Not much here for the kids. (Stern, BMI)

BOBBY CHRISTIAN ORK
Enough Man 63
SALEM 1001—Christian leads a big band thru a swinging jump session. The leader yelps lots of live talk at peak decibels which might better be left out. Band would be okay on its own. (Keltz, ASCAP)
Crickets on Parade 56
This side is entirely instrumental but

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the side doesn't swing like the flip. Not much to offer. (Keith, ASCAP)

JEAN PERRY AND TED HERBERT ORK
Too Many Parties
 (And Too Many Gals) 62
 MARVEL 10505—Tune has a distinctly old-fashioned melody. It's in waltz-time and the band is of the old Dick Jurgens, Chicago ballroom type. Worth a dancer's nickel or two but this is another era.
Written Guarantee... 58
 This side is reminiscent of another old-time band—the shuffle style of Henry Busse. Miss Perry has a typical band vocalist style sound which isn't likely to attract too much loot at this time.

MARGIE MEINERT
Here Comes the Show Boat
 Waiting for the Robert E. Lee 60
 FRATERNITY 763 — Miss Meinert plays an 1895 Wurlitzer calliope on the grounds of an old-fashioned car exhibit in Sarasota, Fla. Typical circus show sounds might have some appeal for gimmick collectors.
Tiger Rag... 60
 Another old-timer gets the same calliope treatment. Same comments apply. (Feist, ASCAP)

GEORGE EVANS
Pray 60
 Q-T 1017—New artist handles a pop-styled inspirational theme with feeling. This side is also lacking in commercial flavor. (Delaware, ASCAP)
Sleep My Heart... 59
 Smooth vocal with good ork and chorus backing on a pretty ballad. Smart arrangement is not too close to current commercial trends. (Met, ASCAP)

PAUL BRUNO
You've Wasted More Than Just My Lifetime 60
 ARMAND 1001—A very schmaltzy weeper crooned in undistinctive fashion with full string orking by Teddy Powell. (Tee Pee, ASCAP)
Downhearted Women... 57
 Another professional-enough tune, sung in a manner that fails to sell it. (Tee Pee, ASCAP)

EDDIE POWELL
Say You Love Me 59
 JUPITER 210—So-so warble, with girl group punctuating thruout. Rock and roll backing is not the strongest. Side will have trouble breaking thru in today's crowded market. (Gildave, BMI)
Wish You Could Learn to Care... 53
 Warbler fails to impress on this ballad which, in itself, isn't at all bad as a rock and roll group vehicle. (Gildave, BMI)

JOHNNY JORDAAN
It's Grand to Be in Love 58
 CAPITOL 3691—Dutch artist makes his American debut on a very unimpressive side. Appeal in the U.S.A. will be slight, if at all. (Beechwood, BMI)
Home at Last... 58
 Similar styling and rendition. Hard to see this as a money maker. (Beechwood, BMI)

LEON BELASCO
Jipa Japa Panama Hat 58
 TIARA 6102 — A rather juvenile calypso with doubtful chances. (Jimskip, BMI)
How'd Ja Do It Solomon... 56
 Oriental-accented comic "material" concerned with how to take care of a woman. Slim pickin's. (Taylor, ASCAP)

BOBBY DOYLE
A Man Needs Nothing More 55
 SUPERIOR 3301—This side has to do with the simple pleasures but it's so slow and dirgelike that it never gets off the ground. (Pageant, BMI)
John and Mary Smith... 50
 John is a dullard and Mary doesn't care. They're both ordinary and so is the tune. Nothing here. (Pageant, BMI)

DICK WILLIAMS
The Restless Breed 55
 JUBILEE 5281 — Deep-voiced, legit-styled treatment of dramatic movie title theme. (Olman, ASCAP)
I'll Be There... 50
 Unexciting reading on routine ballad. Flip is better side. (Harvest, ASCAP)

BUD WEST
A Sinner Can Pray 54
 CORDON 1227—West's voice probably has some legitimate training but not for the sacred field. Piano-sax backing adds little. A very doubtful entry. (Star Rover, ASCAP)
Shuffle, Cut and Deal... 52
 Another questionable starter which deals with losing at poker and love. No dice on this. (Star Rover, ASCAP)

THE BELL HOPS
Please Pretty Please 54
 TIN PAN ALLEY 183—An extremely weak tune, rendered in a style to match. Lead man seems to have operatic ambitions, which don't fit here. (Juke Box Alley, BMI)
Searching... 45
 Group could stand some singing lessons. Extremely amateurish job thruout. (Juke Box Alley, BMI)

Polka
(WHOOPEE) JOHN WILFAHRT
On Our Porch Polka 86
 DECCA 32087 — Near-perfect brass band polka for any type of location where the juke is for dancing. Wilfahrt's beat and style have universal appeal.
I Wish I Was Single Again... 80
 The big Midwestern Polka favorite beats out a bright, brassy waltz version of the folk oldie with vocal chorus. Great tavern stuff, for a standard slot on the juke.

Sacred
RICKY RIDDLE
The House I Used to Live In 68
 DECCA 30280—A nostalgic ballad. Singer is very much at home in this idiom and this rendition could get some jockey attention. (Amber, ASCAP)
If Jesus Had to Pray, What About Me... 63
 Riddle shows an effective legitimate basso voice on this spiritual, formerly a Billboard spotlight on another version. Unfortunately, tho the voice is good it lacks the fervor of the true gospel singer to put this over. (Martin Studio of Gospel Music, BMI)

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	3	—	—
ALADDIN	1	1	—
APOLLO	—	2	—
ARCADIA	1	—	—
ARMAND	1	—	—
ATLAS	1	—	—
BERNLO	—	1	—
BRUNSWICK	1	—	—
CADENCE	1	—	—
CAPITOL	4	—	1
CAVALIER	1	—	—
CHIC	1	—	—
CHIEF	1	—	—
CIRCLE	—	—	1
CLUB "51"	1	—	—
COBRA	—	2	—
COLUMBIA	4	—	2
CORAL	6	—	—
CORDON	1	—	—
DECCA	5	—	1
DE LUXE	1	1	—
DISNEYLAND	1	—	—
EDMORAL	—	—	1
ELEKTRA	1	—	—
FLIP	1	—	—
FRATERNITY	1	—	—
GNP	1	—	—
HERALD	1	—	—
HICKORY	1	—	—
HOLLYWOOD	2	—	—
IMPERIAL	1	1	—
JOSIE	2	—	—
JUBILEE	6	—	—
JUPITER	1	—	—
KAPP	1	—	—
KING	—	2	—
LIBERTY	1	—	—
LIBERTY BELL	1	—	—
LONDON	3	—	—
MARVEL	1	—	—
MERCURY	2	1	—
M-G-M	3	—	2
PEAK	1	—	—
POINT	1	—	—
PREP	1	—	—
Q-T	1	—	—
RCA VICTOR	5	—	1
RKO UNIQUE	3	—	—
SALEM	1	—	—
SAVOY	—	1	—
SUN	—	—	2
SUPERIOR	1	—	—
TEENAGE	—	1	—
TIARA	1	—	—
TIN PAN ALLEY	2	—	—
TNT	1	—	—
TROPICANA	1	—	—
TUXEDO	1	—	—
URANIA	1	—	—
VIK	2	—	—
WHIPPET	1	—	—
TOTAL	89	15	11

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JOHNNIE & JOE

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Lucky Hill, who is leaving the Armed Forces Network in North Africa April 27, is carded to appear on Ernest Tubbs' "Midnight Jamboree" from the latter's record shop in Nashville on the first Saturday after his arrival in the States. Lucky is also dicker-ing with a number of the other Saturday night jamboree programs. Mail will reach him at 7122d Support Squadron (AJG-TV), APO 231, New York, before April 27. Hill's initial release on the Starday label just out backs up a pair of tunes from his own pen, "Fickle Baby" and "I'se Comin' Home." Deejays may obtain a copy by writing to Lucky at 221 Russell Street, Tiffin, O.

Slick Norris pens that he and James O'Gwynn (Mercury-Starday) will be on hand for the Jimmie Rodgers' Day Celebration in Meridian, Miss., the dates of which, incidentally, have been switched from May 25-26 to May 21-22. The new dates clash with those of the MOA convention in Chicago and may stymie some of the boys who had planned to make both events.

Last show of the season at the Akron Armory April 28 will feature Webb Pierce and a supporting line-up still to be finalized. . . . Jerry Osborne and His Riders of the Rockies are back on the night club circuit for the spring and summer after a winter of radio and TV shows in the Rocky Mountain area. Jerry and his combo are currently playing a limited stand at the Zanzibar, Denver, and will move

into the resort and dude ranch territory a bit later on. . . . Bob Cole, who has his own radio show on WARB, Covington, La., and who appears as singer and emcee on the Saturday night "Old Country Barn Dance" at the Ann Theater, Baton Rouge, La., has just had his first release on Jay Records, of New Orleans. Tunes, which he wrote himself, are "You Lied" and "Face to Face."

The Stringbusters and Dolores and Big Jim DeNoon's combo have just inaugurated a new series of TV shows over KIDO-TV, Boise, Idaho. The Stringbusters have been clicking handily with their Friday and Saturday dances at their Stringbusters' Corral, Fruitland, Idaho, where Jimmy Dickens guested recently to a full house. Bob Wills stops off there May 1; Hank Thompson, May 23, and the Miller Brothers, June 20. . . . Shreveport's "Louisiana Hayride" leaves its home base for three successive Saturday nights, beginning April 27. The May 11 date has been set for Corpus Christi, Tex. The other two dates have not been confirmed as yet, altho one will probably be Fort Worth. A remote will be carried from each city and

broadcast over KWKH, the "Hay-ride" outlet in Shreveport.

The TV Wranglers, comprising Boots Woodall, the Smith Brothers, Paul Rice and Cotton Carrier, have taken a lease on Lithia Springs Amusement Park at Austell, Ga., 17 miles from Atlanta on Highway 78, where they'll feature country music talent each Sunday thruout the season, beginning April 28. . . . Denver Duke and Jeffery Null, who have been keeping busy on personals thru Kentucky, Virginia, Tennessee and the Carolinas, did a guest shot Saturday (13) on "Tennessee Barn Dance" over KNOX, Knoxville. The lads are currently plugging their second Mercury-Starday release, "Million Tears" b.w. "All Washed Up With You."

Wanda Jackson (Capitol) appeared last week with Connie B. Gay's new "Town and Country" show, which kicked off its Monday thru Friday schedule on the CBS-TV network via WTOP, Washington, Monday morning (8). Wanda appeared with the Hank Thompson unit April 6-7 in Newburgh, N. Y., and Newark, N. J., respectively, on dates promoted by Don Larkin, and rejoined Hank in Hammond, Ind., Sunday (14) for a show at Civic Auditorium there. . . . Bob Franklin, operation man-

(Continued on page 59)

C&W Best Sellers in Stores

For survey week ending April 10

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 thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. GONE (BMI)—F. Husky.	1	9
Missing Persons (BMI)—Cap 3628		
2. YOUNG LOVE (BMI)—S. James.	2	17
You're the Reason (I'm in Love) (BMI)—Cap 3602		
3. THERE YOU GO (BMI)—J. Cash.	3	18
TRAIN OF LOVE (BMI)—Sun 258		
3. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.	4	8
Poor Man's Roses (ASCAP)—Dec 30221		
5. ALL SHOOK UP (BMI)—E. Presley.	12	2
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
6. HONKY TONK SONG (BMI)—W. Pierce.	5	4
SOME DAY (BMI)—Dec 30255		
7. WHITE SPORT COAT (BMI)—M. Robbins.	—	1
Grown-Up Tears (BMI)—Col 40864		
8. FRAULEIN (BMI)—B. Helms.	10	3
Heart sick Feeling (BMI)—Dec 30194		
9. TOO MUCH (BMI)—E. Presley.	6	12
Playing for Keeps (BMI)—Vic 20-6800		
10. I'M TIRED (BMI)—W. Pierce.	7	15
It's My Way (BMI)—Dec 30155		
11. AM I LOSING YOU? (BMI)—J. Reeves.	8	12
Waitin' for a Train (BMI)—Vic 20-6749		
12. KNEE DEEP IN THE BLUES (BMI)—M. Robbins.	9	12
Same Two Lips (BMI)—Col 40815		
13. I MISS YOU ALREADY (BMI)—F. Young.	14	9
I'm Gonna Live Some Before I Die (BMI)—Cap 3611		
14. FIRST DATE, FIRST KISS, FIRST LOVE (BMI)—S. James.	13	2
Speak to Me (BMI)—Cap 3674		
15. SINGING THE BLUES (BMI)—M. Robbins.	—	30
I Can't Quit (BMI)—Col 21545		

C&W Territorial Best Sellers

For survey week ending April 10

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Some Day, W. Pierce, Dec.
2. Honky Tonk Song, W. Pierce, Dec.
3. All Shook Up, E. Presley, Vic.
4. Gone, F. Husky, Cap.
5. Walkin' After Midnight, P. Cline, Dec.

Charlotte

1. Gone, F. Husky, Cap.
2. Young Love, S. James, Cap.
3. There You Go, J. Cash, Sun
4. I'm Tired, W. Pierce, Dec.
5. Train of Love, J. Cash, Sun

Dallas-Fort Worth

1. Fraulein, B. Helms, Dec.
2. Gone, F. Husky, Cap.
3. Honky Tonk Song, W. Pierce, Dec.
4. All Shook Up, E. Presley, Vic.
5. Young Love, S. James, Cap.
6. There You Go, J. Cash, Sun
7. Don't Stop the Music, G. Jones, Stdy.

Houston

1. Gone, F. Husky, Cap.
2. Don't Stop the Music, G. Jones, Stdy.
3. All Shook Up, E. Presley, Vic.
4. Fraulein, B. Helms, Dec.
5. Poor Old Me, B. Barnes, Stdy.
6. White Sport Coat, M. Robbins, Col.
7. Young Love, S. James, Cap.
8. First Date, First Kiss, First Love S. James, Cap.
9. Gonna Find Me a Bluebird M. Rainwater, M-G-M
10. Some Day, W. Pierce, Dec.

Memphis

1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. Am I Losing You, J. Reeves, Vic.
4. Gone, F. Husky, Cap.
5. Gonna Find Me a Bluebird M. Rainwater, M-G-M
6. Flying Saucer and Rock and Roll B. Riley
7. Your True Friend, C. Perkins, Sun

Nashville

1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. Honky Tonk Song, W. Pierce, Dec.
4. Gone, F. Husky, Cap.
5. I'm Settlin' You Free Wilburn Brothers, Dec.
6. Don't Cry for You I Love G. Morgan, Col.
7. Am I Losing You, J. Reeves, Vic.
8. Don't Stop the Music, G. Jones, Stdy.
9. Knee Deep in the Blues M. Robbins, Col.
10. Walkin' After Midnight, P. Cline, Dec.

Richmond, Va.

1. Gone, F. Husky, Cap.
2. Too Much, E. Presley, Vic.
3. Don't Laugh, Louvin Brothers, Cap.
4. Knee Deep in the Blues M. Robbins, Col.
5. There You Go, J. Cash, Sun
6. Fraulein, B. Helms, Dec.

St. Louis

1. There You Go, J. Cash, Sun
2. All Shook Up, E. Presley, Vic.
3. Matchbox, C. Perkins, Sun
4. Gone, F. Husky, Cap.
5. Too Much, E. Presley, Vic.
6. Honky Tonk Song, W. Pierce, Dec.
7. First Date, First Kiss, First Love S. James, Cap.

Most Played C&W in Juke Boxes

For survey week ending April 10

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 operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. GONE (BMI)—F. Husky.	2	7
Missing Persons (BMI)—Cap 3628		
2. THERE YOU GO (BMI)—J. Cash.	1	15
TRAIN OF LOVE (BMI)—Sun 258		
3. AM I LOSING YOU? (BMI)—J. Reeves.	7	9
WAITIN' FOR A TRAIN (BMI)—Vic 20-6749		
4. ALL SHOOK UP (BMI)—E. Presley.	—	1
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
5. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.	4	3
POOR MAN'S ROSES (ASCAP)—Dec 30221		
6. YOUNG LOVE (BMI)—S. James.	3	14
You're the Reason I'm in Love (BMI)—Cap 3602		
7. HONKY TONK SONG (BMI)—W. Pierce.	10	2
SOME DAY (BMI)—Dec 30255		
8. I'M TIRED (BMI)—W. Pierce.	5	12
It's My Way (BMI)—Dec 30155		
9. GONNA FIND ME A BLUEBIRD (BMI)—M. Rainwater.	9	3
So You Think You've Got Troubles (BMI)—M-G-M 12412		
10. WHITE SPORT COAT (BMI)—M. Robbins.	—	1
Grown-Up Tears (BMI)—Col 40864		

Most Played C&W by Jockeys

For survey week ending April 10

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

This Week	Last Week	Weeks on Chart
1. GONE—F. Husky.	1	8
Cap 3628—BMI		
2. YOUNG LOVE—S. James.	2	18
Cap 3602—BMI		
3. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline.	12	6
Dec 30221		
4. HONKY TONK SONG—W. Pierce.	3	4
Dec 30255—BMI		
5. THERE YOU GO—J. Cash.	5	16
Sun 258—BMI		
6. AM I LOSING YOU?—J. Reeves.	7	14
Vic 20-6749—BMI		
7. I MISS YOU ALREADY—F. Young.	6	7
Cap 3611—BMI		
8. ALL SHOOK UP—E. Presley.	9	2
Vic 20-6870—BMI		
9. KNEE DEEP IN THE BLUES—M. Robbins.	4	12
Col 40815—BMI		
10. YOU'RE THE REASON (I'M IN LOVE)—S. James.	11	11
Cap 3602—BMI		
11. I'M TIRED—W. Pierce.	10	16
Dec 30155—BMI		
11. GONNA FIND ME A BLUEBIRD—M. Rainwater.	14	2
M-G-M 12412—BMI		
13. WHITE SPORT COAT—M. Robbins.	—	1
Col 40864—BMI		
14. FRAULEIN—B. Helms.	—	1
Dec 30194—ASCAP		
15. TOO MUCH—E. Presley.	—	10
Vic 20-6800—BMI		

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• This Week's C&W Best Buys

I'M SETTIN' YOU FREE (Hits of Tomorrow & Sure Fire, BMI)—The Wilburn Brothers—Decca 30228—Atlanta and Milwaukee report very strong sales for the chart bound platter. Other big loot cities are Chicago, St. Louis, Durham, and most of the Central South. It's already a top seller in the Nashville area, and sales are on the increase in the usual c.&w. markets. Flip of the record is "Nothin' At All" (Copar, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

C&W RECORDS

RAY PRICE

I'll Be There (Golden West, BMI)
Please Don't Leave Me (Cedarwood, BMI)—Columbia 40889—Price has been on the best selling charts for a straight 46 weeks, so this platter carries a gold-plated sales guarantee. However, it spotlights a style change, with the warbler going almost pop on two rock and roll-flavored ballads. Price hands each tune a moving, sincere performance, scoring particularly well with the poignant "I'll Be There."

TALENT

THE EVERLY BROTHERS

Bye Bye Love (Acuff-Rose, BMI)
I Wonder If I Care As Much (Acuff-Rose) Cadence 1315—Cadence's first fling in the c.&w. market netted the label a pair of outstanding artists in The Everly Brothers. The Tennessee teen-agers have a distinctive, appealing sound and could click big in the pop as well as the c.&w. field. "Bye Bye Love" is a plaintive Boudleaux Bryant blues with an unusual rhythm pattern. The flip, penned by the brothers, is an effectively mournful blues.

• Reviews of New C&W Records

(LITTLE) JIMMY DICKENS

I Never Had the Blues . . . 88
 COLUMBIA 40890—Dickens extracts maximum emotional impact from this poignant blues. One to watch. (Acuff-Rose, BMI)
Happy Heartaches . . . 83
 Engaging vocal treatment of an effective little ditty about a guy who finally stops carry a torch. (Cedarwood, BMI)

cover job on the Mickey and Sylvia rock and roll hit. Curiously it retains much the same flavor as original, including the tricky guitar gimmick in arrangement. The original has already grabbed most of the play, but this could garner spins from untapped c.&w. market. (Ben-Ghazi, BMI)

THE MADDON BROS. AND ROSE

Love Is Strange . . . 82
 COLUMBIA 40895 — A fine c.&w.

My Life With You . . . 80
 Rose sings with wistful simplicity on an attractive ballad with good lyrics. (Hamblen, BMI)

ROY ORBISON

Devil Doll . . . 81
 SUN 265—A swiny song, with an unusual lyric. Orbison chants this solidly. He's backed with a chorus and an instrumental combo that contributes a fine beat. Will get action. (Knox, BMI)
Sweet and Easy to Love . . . 78
 A rhythm side, with a good touch of rock and roll in the arrangement. Orbison again does a solid job with the vocal. A good coupling. (Knox, BMI)

RUSTY & DOUG

Going Down the Road . . . 75
 HICKORY 1063—He's going down the road with his load of memories. A fine side in the traditional style. Backing emphasizes a honky tonk piano. Will get attention from the jocks. (Acuff-Rose, BMI)
You'll See . . . 74
 A rollicking rhythm side. Tune has a fresh quality, and the duo belt it out with enthusiasm and a novelty touch. (Acuff-Rose, BMI)

GLENN REEVES

She Traded Her . . . 75
 DECCA 30293 — A catchy melody, with a lyric right in the teen-age groove. Reeves sings effectively, using a slow and swiny tempo. (Trails End-Copar, BMI)
I Found a Dream . . . 72
 A ballad with a Western quality. Reeves' vocal is backed by a simple arrangement, including whistling. (Schwartz, ASCAP)

GLENN HONEYCUTT

I'll Wait Forever . . . 74
 SUN 264—Honeycutt sings this ballad with a touch of sacred feeling. A very interesting side, with the chanter's powerful vocal backed by a slow, persistent beat. Something different for the jocks. (Knox, BMI)
I'll Be Around . . . 74
 Another real good side. This the c.&w. parallel of the r.&b. ballad type of song. Slow tempo, strong beat, and a lead singer showcased by a chorus and instrumental arrangement. Merits good exposure. (Knox, BMI)

ARTHUR SMITH

Stamps . . . 72
 M-G-M 12458—Bright novelty. Lyric tells about the effect of stamps (green stamps, etc.) on domestic life. Arthur Smith chants the lyric in talking fashion. Jocks will find the side a change of pace. (Lynn, BMI)
Two Theme Calypso . . . 72
 Calypso instrumental by Smith's band, with strings and piano uppermost in

the arrangement. Melody is swiny, and frankly, it's a pleasure to hear a calypso without lyrics for a change. (Lynn, BMI)

LARRY HARVEY

When Loves Becomes a Burden . . . 72
 KING 5036—A weeper, with an unusually good lyric. Harvey does it in the traditional manner, and his reading will appeal to jocks who favor this type of side. (Lois, BMI)
High Wind . . . 71
 Uptempo country ballad. Harvey sings it in the traditional style, doing an okay job. (Lois, BMI)

GENE MORRIS

I've Got a Love . . . 69
 EDMORAL 1012 — A tender song, with a plaintive quality. Morris does the vocal well, giving an emotional impact to the lyric. (Willett, BMI)
Lovin' Honey . . . 65
 Rockabilly side. Gene Morris belts out this country blues with a driving rhythm. Okay performance, but the sound has nothing distinctive. (Willett, BMI)

CHESTER SMITH

One Life to Live . . . 69
 CAPITOL 3692—Song varies from the norm in construction, and has some added interest on that account. Smith chants it well in the traditional fashion. (Tune-Towne-Tunes, BMI)
There'll Be Other Times . . . 65
 A weeper. Chester Smith does the vocal in the traditional style. Fair material, fair performance. (Beechwood, BMI)

PEE WEE KING BAND

A Catchy Tune . . . 68
 VICTOR 6884—Tune is what the title implies. Emerson sings the melody to an easy going rhythm, accompanied by backup chorus. Side starts in a promising way but little happens to sustain interest. (Leeds, ASCAP)
Tears On Your Lips . . . 64
 Lee Russell sings a sad, Western tinged tune in three-quarter time. Accordion and twin fiddles give it a bleeding quality. Danceable material for some boxes. (Tannen, BMI)

BILL ANDERSON

Empty Room . . . 64
 TNT 146—Not a bad side, this weeper, but brighter recording would have given it more edge. As is, it will sound light next to competition. (TNT, BMI)
Take Me . . . 59
 A Presley-type rocker. Sing, however, without Preslyian power. Veiled sound doesn't help much. (TNT, BMI)

WAYNE HENDERSON

Won't You Hold Me . . . 60
In Your Arms Again . . . 60
 CIRCLE 45—Nostalgia-flavored side, in waltz time, has a certain non-commercial charm. Backing is very simple, and disk won't stand up against brighter sounds of the competition. (Southern, BMI)
Walking in Circles . . . 60
 routine uptempo country item gets an adequate vocal, with backing featuring a honky tonk piano style. (Tradewind, BMI)

RUSTY GABBARD

Pretty Little Bird . . . 58
 M-G-M 12457—The gal friend is the pretty little bird and it's a pretty trite piece of material. Little chance for this. (Acuff-Rose, BMI)
So Sorry, Joe . . . 57
 He can't go fishin' with Joe because of the new chick on the scene. Equally mediocre. Chalk this one off right away. (Acuff-Rose, BMI)

Folk Talent And Tunes

• Continued from page 58

ager of Thunderbird Artists, Inc., Independence, Kan., is spending two weeks on the road with Hank Thompson and His Brazos Valley Boys on a tour that began at Richmond, Va., April 4. Jim Halsey, Thunderbird topper, is currently on the West Coast on business.

Jim Wilson's T Ver on WRVA-TV, Richmond, Va., has just been renewed for another 13 weeks. Marvin Rainwater joined Wilson and the Flying W Ranchhands for a show and dance at Moose Lodge Hall, Hopewell, Va., Friday night (12). New to the Ranchhands' line-up is Roy Greene, singing bass player. . . The W. R. Lashbrook-Billy Senior "Grand Ole Opry" Tent Show, with talent booked by John Kelly, made its under-canvas bow at City Park, Magee, Miss., April 2. Featured

(Continued on page 61)



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TWO
LOVES

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This Week's R&B Best Buys

JUST TO HOLD MY HAND (Lion, BMI)—Clyde McPhatter—Atlantic 1133—McPhatter has a very strong seller in Philadelphia, Baltimore, Milwaukee and Atlanta. Other areas reporting strong sales are New York, St. Louis, Durham and Providence. Elsewhere sales are good and increasing. This could well become a contender for the pop chart, too. The record is coupled with "No Matter What" (Walden, ASCAP). A previous Billboard "Spotlight" pick.

NUMBER THREE (Billace, BMI)—Bill Doggett—King 504—Doggett has another one aimed for the best selling chart. Areas with very strong sales are Philadelphia, Buffalo, Milwaukee and St. Louis. The record is a strong money maker in Baltimore, Cleveland, and Durham, and strength is on the upswing in Chicago, Atlanta and Detroit. Flip of the record is "Chloe" (Robbins, ASCAP).

Review Spotlight on . . .

R&B RECORDS

DONNIE ELBERT

What Can I Do (Men-Lo, BMI)
Hear My Plea (Men-Lo, BMI)—De Luxe 6125—A new cat, who warbles in the falsetto range, contributes a virtuoso performance on both sides of this platter. It's a sock job and should pay off with heavy jockey and juke play. Elbert's distinctive style is equally exciting on the moving ballad "What Can I Do" and the rockin' rhythm item "Hear My Plea." Latter may step out first, but former is side to watch in the long run.

R&B DISK JOCKEY PROGRAMMING

LARRY DALE-COOTIE WILLIAMS ORK

Please Give Your Love to Me (Irish-Trojan, BMI)
Rinky Dink (Sylvia, BMI)—RCA Victor 6899—Here's a great nostalgia item for jocks—hip pop spinners as well as r.&b.—memories of the late 1930's and early-1940's. Dale's warmly expressive vocal on the appealing slow blues, "Please Give Your Love to Me," is strongly laced with a tasteful jazz flavor, via Cootie Williams' trade-marked trumpet sound on the backing. The flip is a leisurely paced rhythm instrumental with rocking beat and standout solo work.

R&B Territorial Best Sellers

For survey week ending April 10

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. I'm Walkin', F. Domino, Imp.
3. School Day, C. Berry, Chs.
4. It Hurts to Be in Love, A. Laurie, Del.
5. Little Darlin', Gladiolas, Exc.
6. Party Doll, B. Knox, Rit.
7. Come Go With Me, D. Vikings, Dot
8. Rock Me, M. Waters, Chs.
9. Empty Arms, I. J. Hunter, Atl.
10. Fools Fall in Love, Drifters, Atl.

Charlotte

- 1. Party Doll, B. Knox, Rit.
2. All Shook Up, E. Presley, Vic.
3. Come Go With Me, D. Vikings, Dot

Cincinnati

- 1. Next Time You See Me Little Jr. Parker, Duk.
2. Send Me Some Lovin' Little Richard, Spe.
3. Lucille, Little Richard, Spe.
4. It Hurts to Be in Love, A. Laurie, Del.
5. Mama Look-A Booboo H. Belafonte, Vic.
6. Little Darlin', Diamonds, Mer.

Detroit

- 1. Next Time You See Me Little Jr. Parker, Duk.
2. School Day, C. Berry, Chs.
3. I'm Walkin', F. Domino, Imp.
4. It Hurts to Be in Love, A. Laurie, Del.
5. Teen-Age Crush, T. Sands, Cap.
6. Butterfly, A. Williams, Cdc.
7. All Shook Up, E. Presley, Vic.
8. Party Doll, B. Knox, Rit.
9. Little Darlin', Diamonds, Mer.
10. Rock Me, M. Waters, Chs.

Los Angeles

- 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. All Shook Up, E. Presley, Vic.
5. Just Because, L. Price, Pmt.
6. Too Much, E. Presley, Vic.
7. Butterfly, A. Williams, Cdc.
8. Party Doll, B. Knox, Rit.
9. Little Darlin', Diamonds, Mer.
10. Love's a Hurting Game I. J. Hunter, Atl.

New Orleans

- 1. Send Me Some Lovin' Little Richard, Spe.
2. Just Because, L. Price, Pmt.
3. All Shook Up, E. Presley, Vic.
4. C C Rider, C. Willis, Atl.
5. It Hurts to Be in Love, A. Laurie, Del.
6. I'm Walkin', F. Domino, Imp.
7. Little Darlin', Diamonds, Mer.
8. Love Is Strange, Mickey & Sylvia, Grv.
9. School Day, C. Berry, Chs.
10. Next Time You See Me Little Jr. Parker, D. k.

New York

- 1. Little Darlin', Diamonds, Mer.
2. Mama Look-A Booboo H. Belafonte, Vic.

Reviews of New R&B Records

THE VELVATONES

Glory of Love80
ALADDIN 3372 — The wonderful standard is handed an interesting new treatment by the group, highlighted by an original monolog about a guy whose gal walked out on him for a career. This one could be a sleeper. (Shapiro-Bernstein, ASCAP)
I Love Her So72
The boys sing out enthusiastically on a smartly paced rhythm ditty, but flip is stronger side. (Aladdin, BMI)

EARL BOSTIC

September Song79
KING 5041—The great standard done in a fetching instrumental version. Alto sax is outstanding. There's a chorus in the back, and the group becomes more prominent towards the windup; but it is essentially a smart instrumental. (DeSylva, Henderson & Brown, ASCAP)
Temptation79
Another reading of a great oldie. Like the flip, alto sax dominates the arrangement. A good one for deejays. (Robbins, ASCAP)

DINAH WASHINGTON

Ain't Nobody Home78
MERCURY 71494 — Blues with a rumba beat, and a lyric that has the touch of "material." Miss W. takes this material and gives it her authentic treatment. Her fans will like it. (Marvin, ASCAP)
I'm Gonna Keep My Eyes On You78
Another blues, again with a good lyric. Like the flip, Dinah does a solid job. Backing is sharp and rhythmic, with nice tenor sax and percussion. (Stadler, ASCAP)

SOLOMON BURKE

This Is It77
APOLLO 511—A fine side, Solomon Burke chants this ballad with a voice of outstanding quality and style. He gives a love ballad a touch of sacred feeling. Merits strong exposure. (Bess, BMI)
I Need You Tonight77
Another excellent side. This one has a slow, swiny rhythm and a touch of quality. Burke's chanting is full of class. (Bess, BMI)

LITTLE WILLIE FOSTER

Crying the Blues77
COBRA 5011—Southern blues with the authentic stamp. Little Willie shouts the lyrics with emotion, backed by typical guitar and harmonica. Fine for Southern territories. (Armel, BMI)
Little Girl75
Similar to the flip in style and

(Continued on page 61)

- 3. Banana Boat (Day-O), H. Belafonte, Vic.
4. I'm Walkin', F. Domino, Imp.
5. Come Go With Me, D. Vikings, Dec.
6. It Hurts to Be in Love, A. Laurie, Del.
7. Just Because, L. Price, Pmt.
8. All Shook Up, E. Presley, Vic.

Philadelphia

- 1. Just Because, L. Price, Pmt.
2. Mama Look-A Booboo H. Belafonte, Vic.
3. It Hurts to Be in Love, A. Laurie, Del.
4. Send Me Some Lovin' Little Richard, Spe.
5. All Shook Up, E. Presley, Vic.
6. Come Go With Me, D. Vikings, Dot
7. Little Darlin', Diamonds, Mer.
8. Lucille, Little Richard, Spe.
9. I'm Walkin', F. Domino, Imp.

St. Louis

- 1. I'm Walkin', F. Domino, Imp.
2. Lucille, Little Richard, Spe.
3. All Shook Up, E. Presley, Vic.
4. School Day, C. Berry, Chs.
5. Party Doll, B. Knox, Rit.
6. Just Because, L. Price, Pmt.
7. There Oughta Be a Law Mickey & Sylvia, Grv.

Washington, D. C.

- 1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. I'm Walkin', F. Domino, Imp.
4. Come Go With Me, D. Vikings, Dot
5. Send Me Some Lovin' Little Richard, Spe.
6. Party Doll, B. Knox, Rit.
7. School Day, C. Berry, Chs.
8. Butterfly, C. Gracie, Cam.
9. C C Rider, C. Willis, Atl.
10. Just Because, L. Price, Pmt.

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UP TO 48 HOURS EARLIER

R&B Best Sellers in Stores

For survey week ending April 10

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like I'M WALKIN', LUCILLE, SEND ME SOME LOVIN', etc.

Most Played R&B in Juke Boxes

For survey week ending April 10

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like I'M WALKIN', LUCILLE, SEND ME SOME LOVIN', etc.

Most Played R&B by Jockeys

For survey week ending April 10

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like I'M WALKIN', LUCILLE, LOVE IS STRANGE, etc.

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Victor Tallies Results on EP Sales Contest

NEW YORK — RCA Victor is tallying returns of the first quarter to determine the winners of its EP sales contest for distributor execs, record managers and salesmen. The contest will be conducted all year and pay off quarterly in choice prizes.

Dave Finn, merchandise manager for Victor packaged goods, already has tallied returns for the first two months and finds that the label's first-of-the-year price cut on EP's, plus the sales drive, has increased EP sales 145 per cent over the same two months of 1956.

Prizes in the contest will total \$25,000. First prizes for record managers will be an all-expenses paid vacation for two anywhere in the world for 21 days. Second prizes will be 1958 Ford Thunderbirds. These will be awarded on the basis of greatest percentage of increase in EP sales.

Every salesman who has qualified for the contest by soliciting an EP order from everyone of his accounts, will receive a surprise gift for the first quarter. In the second quarter, each distributor in the eight regions that show greatest increase will receive a Mark II Victor New Orthophonic Hi-Fi 4-speed Victrola phono-radio combination which in turn is to be passed on to the winning salesman in that bailiwick.

In the third quarter, each of the eight top distributors will get a Victor 21-inch color TV set, again to be turned over to the top salesman. In the final quarter, a block of 10 shares of RCA Victor common stock will be awarded to the eight top distributors, for the salesmen.

Distributor execs in the eight regions that show the greatest EP increase for the entire year will be invited to New York for a formal dinner, along with their record managers, to receive Frank M. Folsom Awards.

Reviews of New R&B Records

Continued from page 60

quality. He tells his little girl she will lose her happy home if she keeps on drinking. Folk truth. (Armel, BMI)

WILD BILL DAVIS
Wild Blues76
IMPERIAL 5435—Slow, sensuous instrumental side with great organ and guitar solo work. Fine for jukes. (Travis, BMI)
West of Allah...75
Another good juke and jockey instrumental item. This side swings along at a solid pace, highlighted by some flashy organ soloing. (Travis, BMI)

OTIS RUSH
Groaning the Blues75
COBRA 5010 — A primitive Deep South blues is belted out with tremendous emotional impact and power. If exposed, should move out briskly regionally. (Armel, BMI)
If You Were Mine...64
Rush reading is pallid by comparison with flip performance on ordinary blues. (Armel, BMI)

ROY MILTON ORK
I'm Grateful73
KING 5035—Blues ballad, chanted by Roy Milton, is pensive in nature and with a slow, satisfying quality. Milton gives it a touch of church feeling. A nice side. (Jay & Cee, BMI)
Succotash...70
Instrumental. Arrangement has considerable interest, using "Shortnin' Bread" as a riff. (Jay & Cee, BMI)

THE JOLLY JAX
Mickey Mouse Rock68
TEEN-AGE 1005—For young 'uns just graduating from the M. M. Club to the rock and roll set, this could have special appeal. Good beat and a hip, flavoured vocal, with group. (Disney, ASCAP)
Walk On...64
Fine beat here too and the unbilled male shouter is good. Material and sound are rather dated, however, for really big sales. (Jeepster, BMI)

THE KINGS MEN
Kicking With My Stallion68
CLUB "51" 108—Interesting story told here about a horseback ride with a chick. Material has a new slant and the group gives it a good ride. Plenty is happening here and the side is worth a look from jocks. (L & J, BMI)
Don't Say You're Sorry...60
Okay r.&b. ballad gets a big sound from the group. There's little, however, to make it memorable in a world of many new releases. Rough steering ahead. (L & J, BMI)

JUNIOR WATERS
I Wonder, I Wonder, I Wonder67
BERNLO 1001—The oldie is wrapped up in an exuberant rock and roll arrangement and personable vocalizing by Waters. (Robbins, ASCAP)
My Life Is a Seven...58
An effective title, but otherwise side is routine, with Waters warbling pleasantly on a so-so blues. Flip is stronger side. (Mayland, BMI)

THE CELLOS
You Took My Love65
APOLLO 510—Ballad with a routine lyric and tasteful arrangement. Cellos chant it adequately. (Bess, BMI)
Rang Tang Ding Dong
I Am the Japanese Sandman...63
Novelty blues. The title gives the general idea. Not too effective. (Bess, BMI)

FOLK TALENT AND TUNES

Continued from page 59

with the unit are Bill Monroe and His Blue Grass Boys, Judy Lynn, Rod Brasfield, Jimmy Newman, Pat Kelly and his Rock 'n' Roll Shamrocks, and the Everly Brothers.

Jim Small, Hudson, N. Y., agent, has taken the personal-management reins on Sonny DeFreest, whose newest on Event Records is "Little Boy Blue" b.w. "Hurt By Love," both from his own pen. Small has DeFreest set on a personal and deejay trek that will take him as far south as Florida, beginning May 1. Also under Small's wing are the Jimmy Copeland band, recently renewed for 12 weeks at the Monterey Club, Montreal; Lee Stuart, rock 'n' roller, currently in the Boston area, and Lee Thomas, young songwriter-singer.

CAP CLASSICAL ROSTER AT HIGH

HOLLYWOOD — Despite the end of its long-term pact with Cetra Records last week (see separate story), Capitol Records has never before displayed as much strength as it presently does in its classical talent roster.

Firm currently has such major artists under contract as Leopold Stokowski, Laurindo Almeida, the Ballet Theater Foundation, Carmen Dragon, Rudolf Firkusny, Sascha Gorodnitzki, the Hollywood Bowl Association, the Hollywood String Quartet, Felix Slatkin, Agi Iambor, Joseph Levine, Sylvia Marlowe, Nathan Milstein, Leonard Pennario, the Pittsburgh Symphony Orchestra, Los Angeles Philharmonic, William Steinberg and Roger Wagner.

In addition, Capitol has been quietly expanding its sales and repertoire personnel, adding Leo Kepler to the merchandising department and Ralph O'Connor to the long-hair a.&r. staff in the last year.

NEW TWIST

Calypso Vocal in Yiddish

NEW YORK—Cadence Records has come up with something new in calypso wax. Bandleader Marty Franklin has cut "Mama Look-A-Booboo" and "Jamaica Farewell" in Yiddish.

Franklin sings the verse in English and the chorus in Yiddish, giving latter a straight reading with no attempt at parody or satire. The disk, scheduled for release this week, is a follow-up to the Barry Sisters' LP waxing of Yiddish songs, which is currently Cadence's best-selling album.

Meanwhile, the indie has hired a full-time promotion man, Marvin Deane, and last week scheduled its largest single release with disks by Cadence prexy, Archie Bleyer, the Chordettes, canary Joyce Hahn, Kenyon Hopkins ork, and the label's first three country and western platters hitting the markets at the same time.

EMI, Thorn to Merge Soon

HOLLYWOOD — Electric & Musical Industries, Ltd., and Thorn Electrical Industries, Ltd., will merge their English radio and television receiver interests in the near future.

Jules Thorn, chairman of Thorn, is to be named chairman of the new company, for which a name has as yet not been decided upon.

Merger is being made to improve the competitive position of the companies, and it will do away with dual production facilities.

Screen Score To RKO Music

NEW YORK — RKO Music, publishing subsidiary of the General Teleradio Pictures empire, has acquired the score of "Calypso Joe," upcoming pic, which will feature singer Herb Jeffries. In addition to background music, the score contains seven songs. RKO Unique Records, another Teleradio subsidiary, has acquired the sound track of the pic for early disk release.

Colonial to Debut in Pop Album Field

NEW YORK—Colonial Records is branching out into the pop album field, and will shortly release its first two LP's, one of which will be a package of wedding music. The album line will be distributed by ABC-Records, which also handles distribution for Colonial singles, under a unique arrangement with Colonial prexy, Orville Campbell.

Campbell cut ABC-Paramount's first hit—George Hamilton IV's "A Rose and a Baby Ruth"—which was originally released on the Colonial label, and Am-Par prexy Sam Clark later agreed to release all Colonial wax on its own label, thus allowing Campbell to retain Colonial's identity.

Campbell, who owns a news paper and printing plant in Chapel Hill, N. C., plans to release from 12 to 15 singles and four or five LP's annually. Last week he signed thrush Cecelia Batten, a University of North Carolina senior. Her first platter, "My Big Brother's Friend," is a Billboard "Spotlight" this week. The tune was penned by Johnny Dee, who wrote "A Rose and a Baby Ruth" and "Sittin' in the Balcony." All three songs are published by Campbell's Bentley Music Company.

ASCAP Spots C&W Tunes in NARTB Guide

CHICAGO — Altho the American Society of Composers, Authors and Publishers wasn't officially registered at the National Association of Radio and TV Broadcasters' convention here last week (see story on TV music license meet elsewhere in this issue), the Society made contact with the broadcasters, via the distribution of a "program guide on records."

Interesting aspect of the booklet was that it spotlighted "country and western music," listing more than 1,000 ASCAP tunes, along with credits for publishers, writers, and records cut on each song. The catalog was broken down into three c.&w. categories—pop favorites, music for the concert hall, and novelty and comedy songs.

Scattered among the c.&w. writers, were such urban names as Cole Porter ("Don't Fence Me In"), Richard Rodgers ("Farmer and the Cow Man"), and Ralph Blane ("Goin' On a Hayride").

Price Hikes Foreseen on Brit. Disks

LONDON—Hints that increasing costs may raise the price of disks in this country were given by Decca's chairman recently at the company's annual general meeting. Despite the all-time record high of 27 million platters waxed over the year ending March 31, 1956, E. G. (Ted) Lewis forecast that some of the uprising costs would have to be passed back to the consumer. This was taken to be a statement of general policy in the industry—not simply a solo move by Decca.

Paul Kappel Dies, Artists' Music Exec

HOLLYWOOD—Paul Kappel, 34, record promotion manager for Artists' Music, Inc., died last week (9) in Good Samaritan Hospital of a cerebral hemorrhage. Kappel was the brother of Doris Day. Other survivors include his widow and two children.

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Ringling-Barnum's Tentative Route Runs to March, 1958

Only 10 Buildings Contracted, Other Deals Are in the Works

NEW YORK — Ringling Bros. and Barnum & Bailey Circus has projected a route of arenas and fairs that, if finalized, would keep the show in action for nearly a full year.

A late comit shows that 10 buildings and additional fair facilities have been contracted. Beyond that, the tentative route is in various stages of completion. Some dates appear to be all but signed; others are just suggested.

High points on the possible itinerary include Mexico City for a month's stand, a string of Texas dates, winter stops in Milwaukee, Minneapolis and Chicago, and the opening of rehearsals for 1958 before the current show calls it quits in March, 1958.

In many cases the exact dates are not set, since prior stands are not final. However, local sources in many spots well along on the route have revealed specific dates.

Performers Pacts

Contracts with performers are of two basic types. One type is for seven weeks. This would account for the show's engagements in New York and Boston Gardens, and some acts with those contracts might be dropped then. Other with these contracts might be kept on.

Additional acts have pacts that call for 10 weeks' work out of 14 weeks' time. These are understood to have options for two renewals on the same basis. It is presumed that acts with these contracts will be with it for all or most of the projected tour.

Insert Norfolk Stand

Here is how the route looks at this time. The New York run is to be concluded May 12 and followed by a week in Boston. The next several dates have been publicized several times but now include a nine-day stand in Norfolk, Va., June 9-16. This probably will be split into four days at the Norfolk high school stadium plus four days at Portsmouth stadium, where the show will be tied in with a navy anniversary at which representatives of many foreign navies will be guests. The Norfolk deal is a direct sale at a flat fee, according to Harry Dube, who is directing the routing of the show.

Other stands will be arena engagements at Providence, May 20-26; Rochester, May 30-June 2; Hershey, Pa., June 4-8; Raleigh, June 17-20; Charlotte, June 21-23; Winston-Salem, June 24-27, and Richmond, June 28-30. These are set with blessings of the Arena Managers' Association.

Next would come ball park—or at least open-air engagements—at Baltimore, with exact dates not announced; Washington, July 10-14, and Philadelphia, July 23-28. How certain these dates are has not been revealed.

Seek August Stands

The subsequent month has the agents humping now. They would like to put the circus in about three cities of Ohio or Pennsylvania during August. A Montreal impresario was being wooed. But at last reports this time was still up for grabs.

Toronto's Canadian National Exposition is booked for August 26-31. Then come mileage and maneuvers. Denver Coliseum is expected to house the circus for Sep-

tember 5-8. This serves as a jump-breaker for the transcontinental hop to Pomona, Calif., for the Los Angeles County Fair, September 13-22.

Oakland In or Out?

A stand in San Francisco's Cow Palace is a certainty and is expected to come after Pomona. One Ringling authority says the next stop would be Oakland, Calif., but another R-B source says that Oakland Auditorium was found to be too small.

A San Diego outdoor stand would come next and that is to be followed by a return to the Los Angeles area, this time Hollywood and another outdoor appearance.

Subsequent stands would include Phoenix, El Paso, Lubbock, Odessa-Midland and Dallas. It is anticipated that the new Dallas auditorium-arena will be completed by this time. An engagement at the Heart of Texas Fair, Waco, was in the discussion stage, but apparently the dates are not coinciding and this one will be

(Continued on page 70)

52,000 People See Davenport Columbus Show

COLUMBUS, O.—Attendance for the Shrine's Orrin Davenport Circus here April 1-6 came to a total of 52,860. Extra children's matinees brought the number of performances to 15 in six days. Show was at the State Fairgrounds Coliseum.

Holter Booked Into Calgary And Alberta

COSHEN, N. Y.—Ward Beam Associates, located here, has just concluded negotiations for the Gene Holter ostrich and camel races and wild animal show to appear at the Edmonton, Alta., Horse Show, and at Calgary.

Edmonton dates are May 15-18, and Calgary, May 7-11. Beam also has provided a long and solid string of one-day dates for the Holter attraction, it is reported.

Hunt Top Bulging With Big H-M Unit

By IRWIN KIRBY

PALISADES, N. J.—Notwithstanding a raft of operational difficulties, the combined Hamid-Morton and Hunt Bros. Circus got off to a snappy start in Palisades Amusement Park Thursday night (1). All but a few of the regular H-M acts were in the production shoe-horned into the new Hunt top, as were the Hunt's elephant and pony numbers. It took a lot of work but the major arena show surmounted its only obstacles and the early season opening was blessed with ideal, mild weather.

It is a lot of show for the top, a white 100-foot O. Henry round, with three 40-foot middle pieces. Piping is in wide red stripes, and side walls are blue-and-white striped.

Opening show got off at 8:45 p.m. and ran a hair under two hours, ending at 10:42. Costume's Chimps and Tel Teigen, swaypole, did not make the first show and one production number was eliminated. Aims are to tighten up to one hour and 40 minutes, a not unreasonable goal since better anchoring of flying act rigging, additions to the labor crew, and working out a better traffic pattern at the back door were the only major obstacles.

Rough on Atterbury

The night gave Bob Atterbury, personnel director, one of his most hectic nights, shuttling between electrician, prop hands, and the performing area. The printed program underwent constant modification in order to produce a show bearing all the outward semblance of long experience under canvas. Rehearsals were all but impossible, however, due to limited rigging time after the Hamid-Morton closing in Washington on Tuesday (9),

and relatively late erection of the big top, on Wednesday (10).

Original plans were to set up the tent on Sunday or Monday (7-8) but delivery of canvas held this up. A further drawback was that the rock cliff beneath the parking lot required pneumatic drilling for setting stakes.

The Malkos limited their turn to a few basic returns, pirouette and one passing leap, as rigging was unsteady. Not in the show, which runs thru April 27, are the Riding Dorchesters, LaBlonde Trio, aerial bar, Merkys, bar act, and Fattini, swaypole.

Displays Listed

Displays were as follows: 1. Overture by Mickey Sullivan's eight-piece Hunt band, with Joe Basile as guest conductor; (2)

(Continued on page 63)

64 FAIRS SCHEDULED FOR NORTH CAROLINA

CHARLOTTE, N. C.—A total of 64 fairs is scheduled for North Carolina this fall, including more than a dozen to supplement The Billboard's list dated April 13. All are State association members.

The list includes colored fair in Ahsokie, Henderson, Kinston, Shelby, Pittsboro, Waco and Winston-Salem.

Recent additions are the October Fair, Asheville, September 10-15; Vance County Colored Fair, Henderson, October 14-19; Spindle Center Fair, Gastonia, September 10-15; King Livestock Show and Stokes County Agricultural Fair, King, September 24-29; American Legion Tri-County Fair, Kinston,

Music Industry Ties In With Okla. Expo

• Continued from page 1

10,000 mailing pieces, and this, expo officials say, "is just the beginning" of the "Kissin' Cousins" campaign.

Early Oil Town

From an exhibit standpoint, the expo is scaled king-sized. Outstanding will be "Boomtown U. S. A.," consisting of two blocks of full-sized buildings which will recapture early Oklahoma oil towns. The tab for "Boomtown U. S. A." is being picked up by major oil companies and business firms.

Three railroads, the Santa Fe, Rock Island and Frisco, have put in 3,000 feet of railway spur on which old wood-burning locomotives will be displayed along with the ultra-modern streamliners and dome cars.

Several automobile companies

have listed the show as their major promotional effort of the year. General Motors and Ford each reported will spend \$125,000 on their exhibits.

At least 12 foreign countries will have exhibits in International House; still others are expected to have exhibits.

Weather Aids Scandinavia Show Openings

COPENHAGEN—The Scandinavian circus season is off to a good start, weatherwise. Most of the circus activity has been in Sweden. Circus Schumann ended its March stand in the Lorensberg Circus arena at Gothenburg on March 31, with three shows and headed for Stockholm where it opened on Friday (5) for a four-week run in the Djurgarden Circus building, after which it will return to Denmark to open its Copenhagen all-summer stand on May 10.

Trolle Rhodin's Zoo Circus was the first Swedish tent circus to hit the road, opening a run in Malmo on Saturday (30). Good weather netted it good turnouts at four performances of the weekend. Before the end of the week Kate Bronnet's Circus Scott will buck the "Zoo Circus" by pitching its big top in Malmo, and Circus Altenburg will have teed off in near-by Landskrona—both spots within easy steamer distance from Copenhagen.

Rhodin features his cage acts and is assisted in presenting his horses by Ingeborg and Kurt Jager. Ivan Bratuchin's troupe of Cossack riders is also featured. Ring and aerial acts are Two Aeristos, double trapeze; Les Erlyes (Aeristos), rotating perch; Kam Tai & Company, Chinese acrobats; Tay-Ru, one-finger stand; the Wallastons, club jugglers; Ulfi, tight wire; Two Apollos, hand-to-hand; Roberti Girls and Lacorna, aerial flash; Sylvanas, plastic poses, and Bertil Valentin, singer. Kaj Winther fronts the circus band.

Circus Berny, with heated big top, opened in Oslo, Norway, on Wednesday (3). Circus Benneweis is the first Danish cirk to tee off—opening Saturday (6) on the Bel-lahoj fairground lot, not far from mid-town Copenhagen.

More Storms Hit Cristiani

GADSDEN, Ala. — Cristiani Bros. Circus was plagued by more high winds and tornadoes in this area last week.

After losing Thomason, Ga. (4), to a twister, the show moved to Griffin, Ga. (5), where afternoon show was half full and night was three-quarters. Wind and cold hurt at night. At Decatur, Ala. (8), the show was in the midst of more wind and storms. Gadsden on Tuesday (9) had one-quarter and one-half houses a day after a tornado.

CNE Sports Show Clicks

TORONTO—Attendance at the Canadian National Sportsmen's Show at the Canadian National Exhibition passed the 250,000 mark, Loya, M. Kelly, general manager, said here last week.

Some 277 exhibitors displayed a wide variety of sporting goods, boats, sport cars, summer cottage and other items. This compared with 52 exhibitors when the show was launched in 1948.

The stage and water revue included Sharkey the Seal and Zippy the Chimpanzee, backed up by easter Addi Quinn, John Hamlet and His Birds of Prey, the Cristianis and Gee Gee's Huskies.

Pa. Bill Lists Mounted Units


HARRISBURG, Pa. — A bill providing that the Pennsylvania Public Utility Commission control the operation of motor-borne Merry-Go-Rounds, and similar amusement devices transported, usually on trucks, for entertainment purposes, has been introduced in the Pennsylvania Senate.

Sen. Israel Stiefel (D., Phila.) sponsored the measure to declare the vehicle-mounted amusement units "public utilities" subject to the same State controls as apply to buses and other vehicles for hire. The bill (S. 538) was referred to the Senate Committee on Corporations.

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April 3, 1957

Dear Friends:

On the second day of April while walking through the shifting patterns of people on Broadway, I hitched my hurried step long enough to purchase a Billboard, thinking that it would be subway fodder for my swaying ride to the 72d Street Station. Hanging on to a strap I quickly, like a man rifling thru a deck of cards looking for the ace, blurred past the TV Programs—Music—Records—Radio—and, like a feathered hen, finally settled down on Outdoors.

Looking out at me was an old friend. The straight, black, heavy print said:

Rube Liebman, Long-Time Showman, Dies

There it was—complete, simple and final. What my reactions, my thoughts, feelings and emotions were as the subway swayed and surged are very private. These I keep for myself, yet those who knew this man need no painfully reflected opinions as to this announcement.

At an event like this, you feel you have to do something—anything, but something must be done. You feel no matter how tardy, you must say goodby; but strangely enough, not to the man who left. No, never. He had your wave in the last time you talked to him. No matter how trivial, no matter how small the conversation, you unknowingly shook hands at that time and wished each other well.

No, you feel you must do something. You have a burning desire to show you, too, were a drop of water in this man's life. This desire makes you want to write nice things—noble things, things that an acrobat can do so clumsily. Things that will let the man's family realize that here too, coming from another corner, is a message of esteem, remembrance and thoughts, assuring them that they were not wrong in their affection.

Of course, the thing to do is to wire his family flowers, send them a telegram. But which family? What family? There is no family mentioned in The Billboard.

In the quiet of my room I realized how wrong I had been. My friend, Rube, had a family. A family of a million people in a thousand counties that had heard his tantalizing voice saying, "Come now, right now!" He had a family of acts that gathered in all points of the universe saying, "Do you remember the time, Rube, ———?" A family of fair executives. Families, families; Rube had nothing but families. So, all I need is the address of his family, this large sprawling family that I may write, "So sorry to hear ———"

Suddenly, it is so ridiculously simple. Rube's address—the one he so proudly rolled off, "Chentlemen, Barnes-Carruthers, Chicago, Ill."

So now I'm writing to Rube's family offering my condolences. My condolences to the large family that extends from the portals of 159 (North Dearborn) embracing so many people, the boys and girls in the building, the thousands of acts, the buyers that loved to heckle him—from me, a comedy-acrobat, I send my condolences to his family.

Rube had so many attributes it would be ridiculous to attempt to list them here. Thank God, being human, he had some faults. May I say only one or two words in praise of this man. Wars are not started or fought by men like Rube. He loved all men too much to wish to hurt them. His generosity was almost legendary—generous with his own money, the acts' money and Barnes-Carruthers' money. (I recall the time, when in his enthusiasm, he sold a bigger show than provided by the budget and had to wire the office for money to pay off, after which he told me, "Well, I got the fair for next year!")

This little Chaplin man that first you laughed at, second you cried with, and third you loved. To the family of Rube Liebman, may I say simply and sincerely,

"I am so very sorry to hear ———."

CHUCK BROWN.

H-M Makes Hunt Top Bulge

• Continued from page 62

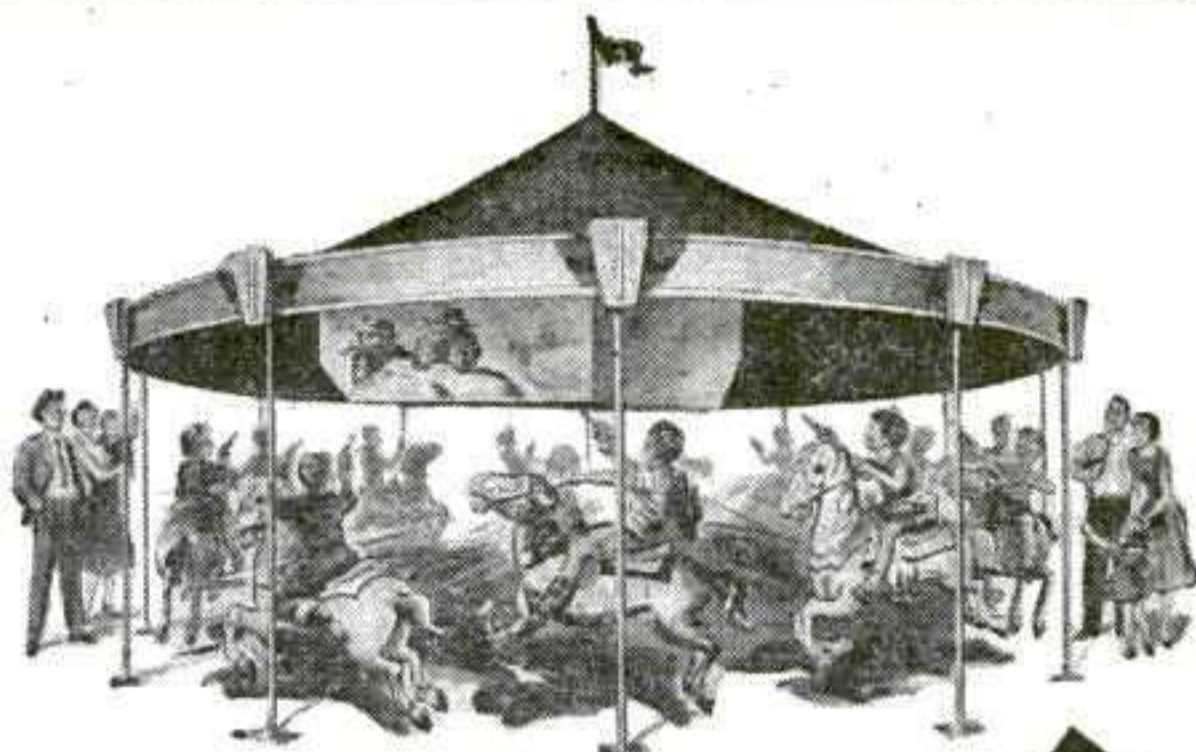
Grand Entry Parade; (3) Bob Atterbury and Company, and Luis Munoz, wire; (4) Pat Anthony's lion act; (5) Arrigoni, aerial; (6) Wiswell Funny Ford, with Merle Cook; (7) Fennis-Ferroni Duo, Rolla-Bolla; Penny and Trudy, acrobatics; Slim Collins, contortion; (8) Hunt's elephants, Hunt's Liberty horses, and Vidbel's ponies and elephant; (9) Hawaiian Aerial Ballet; (10) Mlle. Delilah (Zacchini), high bar balancing; (11) Rudy Docky, clown dance number.

(12) Hunt's high school horses in two rings, and Jack Joyce Camels; (13) Symphonettes, acrobatic; Trudy Wilson, contortion; Silvana Trio (Arrigoni), balancing; (14) Dime Wilson, table rock; (15) Flying Malkos; (16) clown presto-chango gag; (17) Hunt's elephants in two rings, and Vidbel's elephants; (18) clown walkaround; (19) Zacchini cannon act.

Clowns were Jerry Bangs, producer, Dime and Connie Wilson, Bumpy Anthony, Rudy Docky, Peggy and Shorty Sylvester, Slim Collins and Merle Cook. Charles Basile remains equestrian director. Publicity is handled by Richmond Cox and the John O'Malley agency,

for Hamid, and by the Bert Nevins agency, for Palisades.

Admission prices are 75 cents for kids and \$1.65 for adults, for general admission. Reserves are \$1.50 and \$2.50. Shows are scheduled for 3:30 and 8:30 daily, and three a day during Easter week: 2:15, 5:15 and 8:15.



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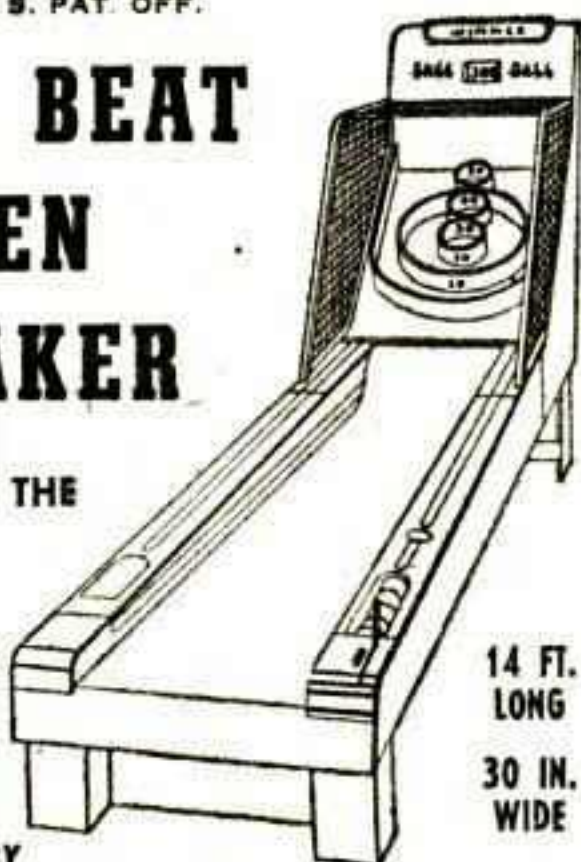
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TIT FOR TAT

Hamid Snares TV, But R-B Cops Press

NEW YORK—The Mike Wallace TV interview didn't faze George A. Hamid a bit on Wednesday (10). Wallace threw out various questions intended to edge Hamid off base, but could hardly prevent a running commercial for the Hamid-Morton-Hunt circus at Palisades Amusement Park. The New Jersey offering had been ballyhooed as competition for the Ringling show in Madison Square Garden. The TV show was a score for Hamid, but press coverage the day after his show's opener was a score for Ringling.

After trying to dent Hamid's armor for 10 minutes, Wallace noted that the former had mentioned no less than a dozen times, the fact that the competition show was opening on Friday (12). Hamid added a few more plugs while questions bounced off harmlessly, then capped the interview by performing two cartwheels.

Among other statements, he said: John Ringling North is not circus people, John Ringling North is not with it, and the tented circus is definitely not a thing of the past.

Wallace managed to get a few words in at the end of the show, admitting Hamid "gave the customers a good show. I think they got their money's worth tonight."

The appearance was set up by publicist Richmond Cox several weeks ago. Also in the works is a CBS "Let's Take a Trip" show

Autry, Annie Sign for Rodeo At St. Louis

ST. LOUIS—Gene Autry and Gail (Annie Oakley) Davis will head up the St. Louis Firemen's Rodeo here. Show is produced by Tom Packs and this year will be November 5-10 at the St. Louis Arena. It formerly was at the Oakland Stadium, which has been razed.

The Tom Packs office here also revealed that Annie Oakley will be featured at the Pittsburgh Police Circus July 25-27. The show will be produced again by Packs and will be in Forbes Field.

originating at the Palisades circus on Sunday (14).

Ringling has also had its share of TV breaks, placing acts on many shows, notably a saturation of appearances and announcements on kiddie daytime shows.

Review notices in the New York City papers were virtually nil the day after Thursday's (11) preview. A bigger news-gatherer was a Ringling "parade" marched around the block of Madison Square Garden earlier the same day, for the amusement of Young Ruth Frischer, 1957 "Easter Seal Child."

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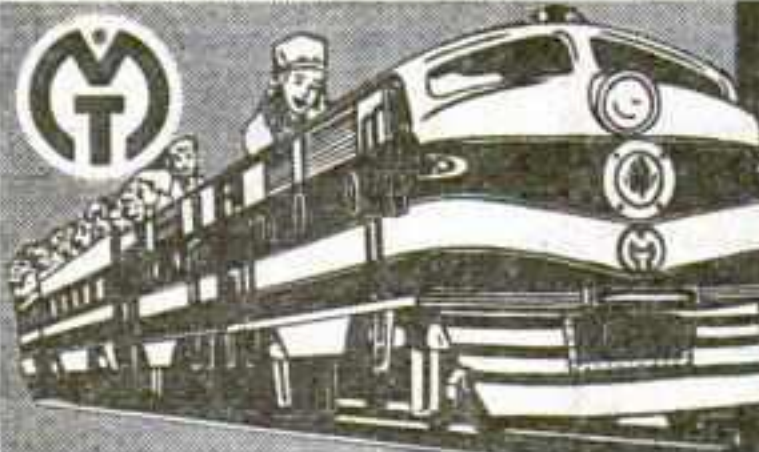
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ARENAS & AUDITORIUMS

How Ringling-Barnum Circus Fits Into Arena Operation

By TOM PARKINSON

HOW the Ringling-Barnum circus is fitting into the arena business is now taking more complete shape. The show is contracting a long string of arena dates, some of them still tentative. There are three men that arena managers will be working with most on Ringling engagements. Each has commented about his phase of the operation.

One is Harry Dube, who is acting as agent altho using another title and usually remaining in New York. He maintains there has been no stock arrangement by which the show is contracted. Apart from the basic prices and percentages, these things come out: The arena is expected to supply such manpower as light men, ushers, ticket sellers, and 16 musicians to work with the two Ringling will carry. Ringling will supply services of two press agents and it will sell posting paper and TV material at cost.

ANOTHER AGENT is Leon Pickett, who has been on the road for some weeks. He is working from a basic list of 140 arenas, and he finds that about 40 per cent of them too small for the Ringling show as it is framed now. R-B likes to have 6,000 or more seats, but sometimes settles for less; other statistical requirements, like show space and door clearance are less flexible.

A major factor is that Ringling's floats, elephants, draft horses, and collection of carriages require much storage space. In Madison Square Garden, the basement is a mighty busy backstage place. Pickett finds that newer buildings have enough storage space; older ones do not. In some cases there is outside space for a tent that Ringling can use instead; some possible dates have been dropped because there was no place for this type of storage.

Ringling is working with local promotion men in several cities, and of those contracted so far less than half of the building managers are in a position to handle their own promotion.

AS PREDICTED, instances have developed in which buildings have rejected the show's proposal because they already have contracts with either circuses or organizations that sponsor circuses. Ringling is not using the sponsor-and-promotion plan of other indoor circuses but instead likes to compare its operation with that of ice shows in this regard.

Once the show is contracted, the responsibilities fall largely to Eddie Billetti, general superintendent. He is now completing the rigging that will be used on the road. Billetti, once a high wire performer and before that a rigger, now is operator of a shop in which equipment for many circuses is built. Having been with the Polack indoor show for years, he has been familiar with rigging problems in buildings. He expects to hang the Ringling show in four to five hours.

Main feature of the new style rigging he has built for Ringling is that it requires only six ceiling positions. From those places will be suspended a tubular frame measuring up to 45 by 45 feet, with flexible width. The central portion is an end-to-end trio of flying return riggings 45 feet in length. Extending from each side of it are supports for the other types of acts. It will account for all but the high wire rigging, which will use poles from the floor in many cases. This rigging is separate from another set which has been given some newspaper publicity but which is for open-air appearances rather than arena dates.

ALSO OF IMPORTANCE is the show's new rubber flooring. There are 126 yellow rubber mats, each measuring 6 by 20 feet. They are placed over the building floor and eliminate the use of dirt, small mats or changes in the flooring. The Garden matting measures 76 by 216, but most road appearances will use a matted surface of 76 by 176. When observed in the Garden, these mats were working well, giving good footing to all types of acts and apparently serving the important task of protecting the surface.

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Babcock United: Santa Ana, Calif., 23-28.
B. B. Combined: Bartlesville, Okla.
Burke, Harry: Baton Rouge, La., 15-21; Independence 22-29.
Burkhart: Lake Providence, La.; Amite 22-28.
Catlett Greater: Taft, Tex.
Crafts 20 Big: Glendale, Calif.
Drew, James H.: Madison, W. Va.
Dudley, D. S.: Plainview, Tex.
Empire State: San Antonio, Tex., 22-27.
Franklin, Don: San Antonio, Tex., 22-27.
G & B: Mason City, W. Va., 19-27.
Gala Expo.: Kensett, Ark.
Gem City: Pensacola, Fla., 20-27.
Gladstone Expo.: Louisville, Miss.; Amory 22-27.
Glass City: Coal Grove, O., 22-27.
Gold Medal: Gadsden, Ala.
Hottle, Buff, No. 2: Hammond, La.
Latin American: Uvalde, Tex.
Lawrence Greater: Opelika, Ala.; Marietta, Ga., 22-27.
Manning, Ross: High Point, N. C.
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Pan-American: El Dorado, Ark.
Penn Premier: Lynchburg, Va., 18-27.
Powelson Am., No. 1: Newark, O., 20-27.

(Continued on page 75)

Circus Routes

Beatty, Clyde: De Land, Fla., 17; Charleston, S. C., 20; Columbia 22; Rock Hill 23; Albemarle,

N. C., 24; Burlington 25; South Boston, Va., 26; Lynchburg 27; Roanoke 29; Staunton 30; Charlottesville May 1; Farmville 2; Petersburg 3; Norfolk 4-5.

Benson Bros.: Talbotton, Ga., 16; Tallassee, Ala., 17; Montgomery 18; Union Springs 20; Mobile 22; Pascagoula, Miss.; 23; Gulfport 24.
Carson & Barnes: Atoka, Okla., 18; Eufaula 19; Pryor 20; Joplin, Mo., 22-26; Grove, Okla., 27; Anderson, Mo., 28; Centry, Ark., 29; Lincoln 30; Tahlequah, Okla., May 1.
Cristiani Bros.: Washington, Ga., 16; Anderson, S. C., 17; Augusta, Ga., 18; Aiken, S. C., 19; Greenwood 20; Newberry 22; Union 23; Spartanburg 24; Concord, N. C., 25; Salisbury 26; Statesville 27.
Clyde Bros.: Buffalo, N. Y., 22-27; Syracuse 29-May 5.
Davenport, Orrin: Grand Forks, N. D., 22-27.
Hagen Bros.: Pauls Valley, Okla., 16; Holdenville 17; Shawnee 18; El Reno 19; Oklahoma City 20-21; Pawnee 22; Pawhuska 23; Coffeyville, Kan., 24; Miami, Okla., 25; Webb City, Mo., 26; Fort Scott, Kan., 27.
Hamid-Morton: Palisades, N. J., 16-28.
Hunt Bros.: Palisades, N. J., 16-28.
Mills Bros.: Jefferson, O., 20; Warren 22; Youngstown 23; Alliance 24; Canton 25; Stowe 26; Barberton 27; Rocky River 29-30; Lorain May 1; Sandusky 2; Port Clinton 3; Fostoria 4.
Polack Bros. Western: Los Angeles, Calif., 25-28; Stockton May 1-4.
Ring Bros.: Madisonville, Tenn., 16; Oliver Springs 17; Whitley City, Ky., 18; Stanford 19; Berea 20.
Ringling Bros. and Barnum & Bailey: New York, 16-May 12.

Ice Shows

Holiday on Ice of 1957: New Orleans, La., 16-17; San Antonio, Tex., 19-28; Lafayette, La., 29-May 3.
Ice Capades, 16th Edition: Oakland, Calif., 20-28; Fresno 29-May 5.
Shipstads & Johnson's Ice Follies of 1957: Minneapolis, Minn., 16-21.

Miscellaneous

Burke's Wild Cargo: Athens, Tenn., 16-20.
City of Religious Matchstick Exhibit: Panama City, Fla., 16-21.
Damon, Dwight, TV Magic Co.: Bennett, Ia., 17; Davenport 20; Orion, Ill., 27.
Rabbit Foot Show: Magnolia, Ark., 16; Springhill, La., 17; Haynesville 18; Minden 19; Homer 20; Marshall, Tex., 22.

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THE FINAL CURTAIN

BEAL—George Brinton, 69, retired newspaperman who was known in circus business for his show photography and his book, "Through the Back Door of the Circus," at Newburyport, Mass., Tuesday, April 9. Many of his photographs were used by the Ringling show in its programs and elsewhere. Since retirement from The Boston Sunday Post, Beal purchased and published a periodical known as "Call of the Calliope." Most of his collection of circus material has been given to Harvard and Emerson colleges. Surviving is a sister, Mrs. Frank Lenane, Salem, N. H.

BRASHEAR—James O., 82, Roller Coaster builder, at Pittsburgh, Tuesday, April 2, after a long illness. He built a number of coasters in amusement parks in the United States and several coasters in Europe. In 1907 he built a coaster for the Brussels Exposition; his same design is being used for the new Brussels Exposition now being readied. Other of his coasters are in Edinburgh, Scotland and in several French cities. Surviving are his widow, Mrs. Pearl Brashear; a daughter, Mrs. Doris B. Wilson, and a son, Major Wesley C. Brashear, Newark, N. J. Burial at Morgantown, W. Va.

DI GIOVANNI—Carmine, 60, concert manager and member of the AGVA and the Michigan Showmen's Association, April 4 at Receiving Hospital, Detroit, after a long illness. He was born in Italy and became a naturalized U. S. citizen in 1917. He is survived by his widow, Anna. Funeral from R. G. Harris Funeral Home. Burial at Mount Olivet Cemetery, Detroit, April 8.

DONNELLY—Betty, 45, wife of George Donnelly, mechanic with the Heth Shows, April 4 in North Birmingham, Ala. In the past the Donnellys had toured with Sol's Liberty and the Beckmann & Gerety shows and the Dan Rice, Polack Bros. and Tom Mix circuses. Burial in Davenport, Ia.

DOUDNA—Mrs. William, 53, wife of the amusement department editor of The Madison (Wis.) Wisconsin State Journal, Sunday, April 7.

DUNPHY—Pearl, formerly known professionally as Pearl Stanley when she worked as a slack wire artist with her husband, James, as Aredo and Stanley, January 29 in Du Page County Convalescent Home, Wheaton, Ill., of a heart condition. At one time she appeared with the old Albert Taylor rep company in the Southwest.

FORD—Minnie, widow of Charles (Blackie) Ford, concessionaire on the West Coast Shows, April 7 in Glendale, Calif. Prior to coming to California, Mrs. Ford tramped with the Greater Sheesley Shows. Survived by two brothers, Ben and Clem Korte, and a sister. Burial in Grandview Cemetery, Glendale, Wednesday (10).

IN MEMORY
Of My Dearly Beloved Husband
FRED N. GARNEAU
who passed on April 11, 1941
MIMI GARNEAU
You shared my load as we traveled the road side by side.

KATZENMOYER—Lehman H., 73, oldest concessionaire at York (Pa.) Interstate Fair, April 6 in Reading, Pa. Katzenmoyer had been associated with the fair since 1906 with toy and novelty stands. Services and burial April 11 in Reading.

LaMACK—Harry, 82, veteran minstrel man and more recently greeter for the Pacific Coast Showmen's Association, April 8 of a heart attack in Los Angeles. Burial in the PCSA Showmen's Rest.

O'DONNELL—James F., 53, veteran store window demonstrator, October 24, 1956, in Norristown, Pa., it has just been learned. Survived by his widow, Evelyn, and three sons, James Jr., Andrew and Joseph, of Collegeville, Pa. Burial in New Berlin, Pa.

PIKE—H. L., 76, president emeritus of the Iowa State Fair and for 54 years a member of the fair board, April 10 at his Whiting, Ia., home of pneumonia. Burial April 12 in Whiting.

SMITH—A. Morton, 54, founder of the Gainesville Community Circus, former president of the CFA and managing editor of The Gainesville Register-Tribune, at Gainesville, Tex., Sunday, April 7. (Details in Circus section.)

STARKS—Roland H., 48, former Eastern carnival food concessionaire, April 7 in Syracuse (N. Y.) Memorial Hospital. In recent years he had operated a diner in Weedsport, N. Y. He was a veteran of World War II and member of the American Legion. Survived by his widow, Marie, and his mother. Services April 10 and burial in Weedsport Rural Cemetery.

STEVENS—Mrs. Walter A., 75, who with her late husband was formerly with the Al G. Kelly & Miller Bros.' Circus, April 4 at the home of her daughter in Atchison, Kan. When with the Kelly-Miller show Mrs. Stevens worked on a ticket box and her husband was calliope player and mailman. Besides her daughter, Mrs. Harriett Sargent; two sons, Dana W., Lawrence, Kan., and Walter A. Jr., Wichita, Kan., survive. Burial April 7 in Smith Center, Kan.

STRIEDER—Mrs. P. T., 86, wife of P. T. Strieder, retired manager of the Florida State Fair, Tampa, April 11 in Tampa. She was widely known in outdoor show business as "Ma" Strieder. Survivors, besides her husband, include three daughters. Burial April 13 in Tampa.

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ELVIS WILL GIVE TUPELO TAKE TO BUILD YOUTH REC CENTER

TUPELO, Miss.—Elvis Presley will give all the proceeds of his two scheduled appearances at the Mississippi-Alabama Fair here this fall to construct a youth center and recreational facilities in East Tupelo where he was born and reared.

The announcement was made following a three-way phone conversation between Presley; Col. Tom Parker, his manager, and James M. Savery, general manager of the fair.

Savery said that Presley's appearance could net as much as \$15,000. All grandstand receipts, minus only a small amount for advertising and for help to man the grandstand, will be turned over to build the youth center and recreation facilities.

Presley's appearance here will be his only one at fairs this year, Parker said. He will be in for one day, giving a matinee and night show and will be accompanied by his usual supporting musicians.

Last year Presley played to an estimated 15,000 persons at the fair here, and the fair enjoyed the biggest success in its history.

York, Pa., Signs Comic Bob Hope

YORK, Pa.—Hollywood comedian Bob Hope has been contracted for a grandstand engagement at the York Inter-State Fair. Hope had previously closed with the Eastern States Exposition in West Springfield, Mass., and the Canadian National Exhibition, Toronto.

Negotiations were made thru booker Frank Wirth, who has handled the annual's stagershow for 35 years. Samuel S. Lewis, presi-

dent and general manager, had been pressing for Hope since learning of the comic's availability for outdoor dates this year.

Lewis has built the success of his fair on name grandstand attractions, starting with Dr. I. Q. and following with three or four names yearly. Guy Lombardo has played the date three times, as has Phil Spitalny. Others have been Eddie Cantor, Mickey Rooney, Carmen Miranda, Sammy Kaye, Olsen & Johnson, Ted Lewis, Tony Martin, Ken Murray, Fred Waring and leading vocalists.

Eddie Dean Signed For Repeat at Waco

WACO, Tex. — Eddie Dean, Western singing star, will make a return appearance at the Heart of Texas Fair rodeo here this year.

In making the announcement, President J. H. Kultgen said, "The officers and directors in bringing Dean back are doing so, truly, by popular request. Hundreds of people urged that this be done. In the four seasons of the fair no star scored such a triumph as Dean did last year."

N. S. Fairmen Hear Crewdson

THURO, N. S. — The Nova Scotia Association of Exhibitions was addressed here by Ray Crewdson on Monday (8), as part of a round-robin discussion on the topic of entertainment at fairs.

Crewdson is secretary-manager of the Fredericton Exhibition, and president of the Canadian Association of Exhibitions.

June 8 Confab Of O. Fairmen

COLUMBUS, O. — The mid-summer conference of the Ohio Fair Managers' Association will be held June 5 at the Deshler Hilton Hotel here, it was announced by James D. Murray, Napoleon, president.

A third short course in fair management will be held at Ohio State University this fall, it also was announced.

Plans for the midsummer conference were made at a meeting of the executive committee, headed by former Gov. Myers Y. Cooper, Cincinnati, held in Columbus, Monday (8).

Hanford, Calif., Appoints Bowers

HANFORD, Calif.—Bates Troy Bowers has been named secretary-manager of the Kings County Fair, succeeding Jim King. Bowers was previously associated with the Kern County and Fair and the San Francisco Cow Palace.

Columbus, O., Gets Tennessee Ernie for 10 Shows in 5 Days

Gives 60% of Gross, Guarantees 60G; Signs Lennon Sisters for Coliseum

COLUMBUS, O. — Tennessee Ernie Ford has been booked to head the Ohio State Fair grandstand show for 10 performances in five days.

Ford will be in Sunday thru Thursday of the fair's run on a matinee-and-night schedule each day except Sunday and Thursday. On Sunday he will give two matinees, on Thursday none, but he will appear at night performances both days.

Supporting talent will include the Teddy Phillips orchestra, Elizabeth and Collins, English novelty knife-throwing act; Bobby Winters, juggling, the Commodores, Dot recording quartet, the Miriam Sage Dancers, and Johnny Matson, emcee.

The Ford show, booked in by Eldred Stacy of Music Corporation

of America, is guaranteed \$60,000 and, additionally, will receive 60 per cent of all grandstand receipts in excess of \$100,000.

Last year Roy Rogers, in for the same number of days, grossed \$122,792.

Bob Jones, in announcing the contract for the Ford show, also disclosed that the fair had closed to buy a show headed by the Lennon Sisters, of the Lawrence Welk TV show for four performances in as many days for the Coliseum. This show, to be presented the first two days of the fair, besides the Lennon Sisters, will offer Blue Barron's orchestra, Candy Candido, comedy novelty; Howard and Wanda Bell, acro-teeterboard; Phil Maraquin, comedy novelty, and the Trinidad Steel Drummers, calypso group.

This show also was booked thru Eldred Stacy of MCA.

EVENING PATRON AID

Night Judging Slated For Troy Hills, N. J.

TROY HILLS, N. J.—An innovation here, evening livestock judging, will be instituted this season in response to comments from visitors to the Morris County Fair. It is believed no other New Jersey fair has yet attempted this action.

Manager Swante Swenson reports that parts of the livestock activity will be held each evening starting at 7:30 o'clock. Included are cattle, sheep and goat judging, fat lamb auction, sheep sheering contest, and horse shows.

Patrons in the past, Swenson noted, had complained of lack of

activity in the livestock areas in the evening, depriving thousands of people of the chance to witness this chore who are unable to attend during the day.

A judging ring is to be set up under a large tent, with ample seating for visitors, and additional floodlights to provide brilliant illumination. The innovation will enable many annual visitors a chance to view judging for the first time. Fair dates are Monday thru Saturday, August 19-24.

Work Listed At Topsfield

TOPSFIELD, Mass. — Several new construction projects are under way at fairgrounds here, according to general manager Paul Corson. Among them is a 40 by 70-foot addition to the Home Arts Building. Corson cited increased interest in exhibiting arts and crafts thruout the 34 towns and cities in Essex County.

Also under way is construction of a new entrance from Route 97 to the fairgrounds. This route runs from Cape Ann to the New Hampshire line and will serve to relieve traffic congestion at the main entrance and on the road itself.

PAVE MILE AUTO TRACK

Trenton Track Work Aimed at Natl. Races

TRENTON, N. J.—A racetrack paving job costing much in excess of \$150,000 will enable national championship events to be held at the New Jersey State Fairgrounds this year. Five events are slated for fair week, culminating with a 100-mile big car race on closing Sunday, September 29.

If it is possible to establish Trenton as the East's Indianapolis of auto racing, president George A. Hamid reported, it will be done. A 500-mile U. S. Auto Club-sanctioned championship event for late model stock cars is planned for Labor Day.

The Labor Day event will be offered to drivers of the Memorial Day classic in Indianapolis, with a similar purse set-up. First race at the new operation will be June 23, a 300-mile USIC late model stock car feature.

The one-mile fair track will be covered with a Kentucky rock layer, with \$150,000 as the contract price to Murphy Engineering Company of Atlantic County. Actually,

final investment will probably double that figure, Hamid said, since there in considerable new sewer, electricity, fencing and other work involved. Included is a tunnel beneath the track to the infield, which will be utilized for parking and viewing by race fans.

The work will eliminate horse racing of the harness variety, long a stand-by at the fair. Thrill shows will be retained, possibly on the infield.

A new corporation, Trenton International Speedway, has been set up, with Hamid as board chairman, his son, George A. Hamid Jr., as director general, and Sam Nunis as promotional manager. A separate publicity and promotion staff will operate distinct from the fair itself.

The grandstand will seat 20,000 persons, with an additional 15,000 for the paddock area. Arrangements are being worked out for concession operations, which have been handled to date by the Walter Reade Theaters firm.

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VAN BUREN COUNTY FREE FAIR
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Mouse, Space Units Set at Palisades

PALISADES, N. J.—Test runs have been made here on the Wild Mouse ride and installation of other new units has moved along to where Palisades Amusement Park will have far more than a circus to show to its early-season patrons.

Publicity has been pegged thus far on the combined Hamid-Morton and Hunt Bros.' circuses, which will utilize the new Hunt tent and seats on the parking lot. Outdoor paper distribution has been stepped up, and radio-TV publicity has gotten under way. Reported total ad budget is \$375,000, the most ever spent over a season here.

In addition to the Wild Mouse, the park will have two new show units and a coin-operated bowling installation in place of Fascination.

Rocks' Renews Video Tie-In, P. R. Contract

NEW YORK — Rockaways Playland has renewed its reciprocal tie-in agreement with the Du Mont TV outlet, which produces p.a. announcing and signs of TV shows thruout the park, and personal appearances there of kiddie and adult television personalities.

Also renewed is the contract with the Walter Kaner public relations office for the ninth consecutive year. The office will expand its promotional efforts to include a regularly scheduled contest every weekend, beginning with the first weekend in May.

Playland's new Roundup ride is ready for operation and will be viewed when the park goes into a two-week daily schedule on Monday (15), lasting thru the Easter school holiday.

The Long Island Division of the National Conference of Christians and Jews will honor park President A. Joseph Geist and two others in May at its annual dinner in the Garden City Hotel. The others are Mayor Robert Wagner and Nassau County Executive Holly Patterson.

Two Weekend Previews for LeSourdsville

MIDDLETOWN, O. — Two weekend previews, April 27-28 and May 4-5, for LeSourdsville Lake Park here were announced last week by Manager Don Dazey. Official opening will take place May 11. All rides will be in operation during the previews, with only the dining room and cafeteria unavailable for use until May 12. The regular season opens May 11.

Recent rehabilitation work at the park has included the draining of the 19-acre lake. This annual operation gives personnel the opportunity to gather white sand from the bottom of the cement swimming area and return it to terraced sand beaches. Minor repairs have also been made to cement retaining walls and to the grated wall separating the swimming area from the lake. Added this year are a cement diving pier, new diving standards, water tops and flying rings.

Lou Defour is setting up his Life Show, on display the past two years at Chicago's Riverview Park. It was originally unveiled at the New York World's Fair.

Space Show Ready
The short-run play, "Night of the Auk," used a space-type stage setting which now has been erected behind a "Satellite Thru Space" front on the midway. Managed by Bob Carrington, who was the Broadway show's stage manager, the unit represents the interior of a mythical rocket ship, with its gimmicks, gadgets and sound effects. Space-garbed crew enacts a rocket ship take-off and flight.

Work is being completed on the new Holmes Cook 18-hole miniature golf course.

The Wild Mouse was being broken in with use of a car loaned by J. W. (Patty) Conklin, while awaiting arrival of other cars from Germany. The ride, built by Joe McKee, is park-owned. It features a Coaster-type ascent and cork-screw descent.

Promotional work will again be heavy this year, with discount tickets, match-book tickets and the Superman comic book tie-ins all being continued. There are 25,000,000 of the match book covers to be distributed. Park paper advertises Superman, and the cartoon character's comic book, a big newsstand seller, contains a Superman invitation to the park and an admission coupon.

Stores to Operate
Considerable interest has been

(Continued on page 69)

'Fun City' of 27 Rides for Seaside Hts.

Big Park Rises Over Burned-Out Boardwalk Strip

SEASIDE HEIGHTS, N. J.—A program of live attractions will help kick off the season here on Easter Sunday (21), on which day a 27-ride park will be unveiled.

One of the Boardwalk resort's features is the new "Fun Town, U. S. A." installation built on the site of last year's fire, which leveled a Merry-Go-Round structure and a great many concession buildings.

The park, owned by Edward Groffie, Pat Tunney and Andrew Palermo, covers 100,000 square feet. The partners have been importing rides for several months, including a No. 16 Big Eli Wheel, Rock-o-Plane, Roundup, 10-car Wild Mouse, 72-passenger Kiddie Train, Hot Rod, Tilt-a-Whirl, big Whip, Roll-o-Plane, Fly-o-Plane, miniature golf course and 17-unit Kiddieland.

Fun Town is the largest ride grouping to be readied on the Jersey Coast in many years.

The talent program was arranged by Abe I. Feinberg of New York. On the Boardwalk at Franklin Avenue, it will begin at 2 p.m., and include Gaudier's Steeplechase, animal revue, the Waltons, TV's Magic Clown, Rene's (3) Chimps, Donnelly's Clown Alley and Cowboy Jack Valentine as ringmaster.

CONEY AIR SHOW GETS BOOST IN CONGRESS

NEW YORK—All 20 of this city's members of Congress have joined Rep. Victor L. Anfuso in asking Defense Secretary Charles Wilson that the Armed Forces Day celebration, scheduled for Coney Island in May, be made into a vast National Air Show.

The action culminates months of organizational work for the second military display at Coney Island. An initial run was held on Armed Forces Day in 1956.

Use of the waters off the Coney beaches for a huge air armada has been plugged from many angles. A limited fly-over was held last year.

High Potential
At its peak, the project has the potential to lure millions of visitors to Coney Island to help kick off the amusement season. In addition, it would counteract world-wide publicity earned every year by Russian May Day and Aviation Day displays over Moscow.

'Largest' Audience
This year's observance of Armed Forces Day celebrates 10 years of unification under the Armed Forces

Act of 1947. The congressmen urged Wilson to help provide the largest air show in the world, for the largest audience.

"The area over the waters of the Atlantic, off Coney Island," their joint letter reads, "permits such an all-out air show with a minimum of civilian hazard. The Coney Island beach, boardwalk and amusement area provides the largest primary live audience in the world for a national display of airpower for peace."

Co-ordination of military and civic thinking on the project has been done by Milton Berger, the Island's public relations counsel, who is civilian consultant to the Armed Forces Day committee.

Gulfgate Bows With 3 Rides, Adding Two

HOUSTON—Gulfgate Kiddieland, owned by Howard B. Sanders and located in Gulfgate, largest shopping center in the South, opened March 21 with a Merry-Go-Round, Kiddie Car Ride and Kiddie Boat Ride. Operations have pushed capacity despite unfavorable weather. A Roto Whip and Roller Coaster will be in operation shortly.

Bill Nippo, operator of a concession building now connected with the Kiddieland, was instrumental in getting Sanders interested in the project. The two of them plan expanded kiddie ride operations in form of a fleet of portable rides for service in surrounding shopping centers on a rental or guaranteed fee basis.

Outdoor Legit Slated for Central Park

NEW YORK — Wollman Memorial Skating Rink in Central Park is being transformed into an outdoor theater seating 3,000 people. It is planned to offer popular-priced productions starting June 8, featuring name artists.

Park Commissioner Robert Moses has issued a permit for the operations to the producing team of Michael P. Grace and Chris F. Anderson.

Dick Maps Water Show For Galveston Funspot

GALVESTON, Tex. — Walker Dick, of Wheeling, W. Va., who in the past has been known for his All-American Boys circus attraction, is forming Dick's All-American Water Show, to be the feature attraction at the \$2,000,000 Texas Pleasure Pier which reopens here May 2.

A 100-foot steel diving tower has been erected at the end of the pier immediately in front of the 2,800-seat outdoor stadium. Top water talent, including Orwin Harvey, Larry Griswold, Russ Dotson, Rex Richards, Derrin O'Keefe and Raul Garcia have already been contracted to appear in the show. Garcia, Mexican cliff diver, will be featured nightly on the tower. He is slated to leave Acapulco, Mex., April 20 for show rehearsals beginning April 26 at the pier.

The pier has been completely reconditioned and redecorated by the new lessee, Texas Pleasure Pier Corporation, which is headed by Dick as president. Howard Robbins is general manager and James Hetzer and Jack Perry are vice-presidents. The pier is scheduled to operate the year round. It will offer indoor and outdoor rides, concessions and exhibits.

Hal McIntyre's orchestra has been booked to open the pier's Marine Ballroom May 2. The funspot's opening will coincide with a

city-sponsored promotion, Splash Days, which last year drew an estimated attendance of a million people in four days.

MGR. IS MAYOR

Fla. Marine Unit a City Into Itself

ST. AUGUSTINE, Fla. — The unique Marineland operation here is a self-contained corporate township in which the vice-president is mayor, watchman employees are deputy sheriffs, corporate officers comprise the Town Council, and there are literally no neighbors and no disturbed citizens, since all 26 residents are involved in the attraction's operation.

The township is located 18 miles south of St. Augustine. There are 75 company-owned acres over which municipal authority is vested in Mayor W. F. Rolleston, vice-president and general manager.

A well-equipped and competently staffed maintenance department is on the grounds. Additional workers live in neighboring communities, who commute to Marineland at company expense. The Oceanarium turned a half million reported visitors in 1956, and the average length of visit was two hours. Units catering to the patrons include a 31-unit motel, Periwinkle Coffee Shop, Dolphin Restaurant, Marineland Novelty Gift Shop, fruit shop, film shop, service station, Marine Research Laboratory, and Intercoastal Waterway yacht dock.

Two large Oceanarium tanks have more than 300 portholes thru which visitors can observe a wide variety of marine life, living without segregation, much as they do in the open sea. Open daily from 8-6, the attraction offers an excellent opportunity for underwater photography.

Admission charges are \$2 for adults, with servicemen and kids aged 6-11 admitted at half price. There are also special group rates. Heaviest months are July and August.

The advertising budget favors billboards a heavy favorite over periodicals. Mail campaigns distribute millions of folders annually to hotels, travel agencies, transportation companies and other outlets in a position to put them into the hands of the public. Much filmed material is available free to television stations, and staff personnel are available for TV appearances. Two sound films are lent to clubs and societies. William Chambers heads the public relations department.

BOSTON—Wilson Line cruise ships are being readied for the start of the summer season. Peter T. McLaughlin, district manager here, says. The "Boston Belle" and "Bay Belle" are being completely refitted and refurbished at the line's shipyard in Wilmington, Del.

The "Boston Belle" will be used on the 100-mile Provincetown run which will start June 16. The "Bay Belle" will begin the run to Nantasket Beach May 30. This trip takes passengers directly to Paragon Park which will be in full operation by that time.

Moonlight cruises are offered on the "Boston Belle" with name singers and bands, which are being lined up for the season.

New Jersey's Riverview Spot Adds 3 Areas

PENNSVILLE, N. J. — When 60-acre Riverview Beach Park opens for the season on May 25, its existing midway and 22 major rides and amusements will be supplemented by the new Frontier Village, Futureland and Fantasyland. Change of ownership of the park was reported in The Billboard last month.

A 37-year-old Airforce veteran, Lewis Silverman, head of the syndicate which made the \$700,000 purchase including the Wilson Line excursion ship S.S. State of Pennsylvania, said that \$350,000 is being spent this year in construction of new facilities. He said the excursion ship will ply the Delaware River for public cruises by day and for chartered runs by night.

The three additions to the 60-acre playland include: Frontier Village, featuring a 300-foot Western street with appropriate buildings, a stockade and Indians, buffalo and horsemen.

Futureland, featuring a 45-foot rocket ship mounted on a concrete platform and "pointed toward Mars," as well as a nearby auditorium, simulating the rocket ship's interior, where young fry will fasten seat belts and view films of what looks like their rocket's takeoff for outer space.

Fantasyland, with characters from Mother Goose.

In 1955 Silverman headed a group which bought Woodside Park, in West Fairmount Park, Philadelphia, Pa., for a housing development.

Plans for relocating some of Woodside Park's rides near Levittown, Pa., fell thru, according to one account.

All of the former Woodside Park rides have been sold, Silverman said, and none will be transferred to Riverview Beach.

ROLLER RUMBLINGS

Comment on Problems Of Skating Industry

By CAP SEFFERINO
Price Hill Roller Rink
Cincinnati

Recent comment in the trade organ of a recording company to the effect that quite a few rink operators are ready to toss in the towel insofar as continued advancement of roller skating is concerned was alarming to me. How wrong can you get? This is not the time to give up on roller skating. On the contrary, with allied industries awakened and responding to the need for industry help, this is the time for co-operation. One would surmise from the publication in question that advancement of roller skating has become a burden. This is not true.

The rink business is one well worth the effort needed to preserve it, even if the effort is made in a 40 by 60-foot tent. In that regard there is one man moving in the right direction. He is Joseph Shevelson, vice-president of Chicago Roller Skate Company, the firm that is spearheading an industry-rejuvenation drive thru its Roller Skating Foundation of America, and it is beginning to look as tho the industry will progress in direct ratio to the stature of Shevelson. True, he is carrying his firm to the heights by means of the RSFA, but that is as it should be. Who is more deserving of success than the man who rolls up his sleeves and goes to work when there is a job to be done?

It is my opinion that the most important problem any rink must fight is the ever-lasting battle to get new customers. This is something that must be done, regardless of method, for every season sees the loss of a good percentage of all types of skaters in any rink thru marriage and other interests. That the bulk of these losses come from what we term ordinary skater customers is doubly bad, for they are a big majority of our patrons. They must be replaced annually or we all die.

Some operators feel that art skating is being greatly over-emphasized by owners and associations, and this may be true. I believe it is time for roller skating's governing bodies to sit down and analyze their efforts to determine whether as much effort has been put into the promotion of roller skating as has been put into the promotion of the amateur skater. I believe the time has arrived for guiding minds to consider the proposition that associations are operator-subsidized organizations for the benefit of the operator and are not dedicated to work in advancing the amateur skater. True, associations issue monthly business and promotion bulletins that are valuable. It must also be admitted that a good job has been done on tax relief and that the national offices are always available for information and advice. However, the big deal is the annual national championship. This, in my opinion, accomplishes one thing—perpetuation of interest in skaters who are already sold on skating.

Let us remember that the ice skating industry has been pursuing the same method for over 50 years, and as far as I know there is not one really successful ice rink that is not carried along by professional hockey.

I do not wish to be misunderstood. I believe in associations, particularly the RSROA, and the efforts they have expended. Nevertheless, it must be admitted that competitive or art skating is only a part of the business, in that it is the industry's showcase. Their one failure is their inability to show the championships to the world rather than to relatives of contestants. I believe that if just 50,000 people a year could see the contests that within a few years roller skating would be home free insofar as national interest is concerned.

Exploitation Justified
Some may call this idea exploitation of the amateur, but when you consider the expense an owner goes to in joining an association, its State chapter, hiring a pro to teach amateurs and directing activities thru which money is provided to send skaters to State, regional and national contests, is it unfair for the owner to expect some reciprocation in the form of a business boost?

Some men say the rink owner himself is overemphasizing the competitive skater. I choose to believe that the fault here is lack of control over the professional, for we must not forget that the competitive skaters is the pro's bread and butter. His one sales item is competitive skating, and it is no concern of his if the operator pays his salary and furnishes a building

Palisades Units

• Continued from page 68

shown in what is in store for Palisades' numerous concession game stands, which are affected by the statewide supreme court ruling on the Constitution's gambling provision. The stores have undergone considerable carpentry work and will all be in operation when the season opens next week. The circus press preview was Thursday night (11), there was a benefit performance Friday night (12), and there will be a two-day schedule thereafter.

Rosenthal was keeping wraps on the renovated game stands, which will be unveiled when the circus opens.

Retained this year will be the twice-weekly nickel-dime ride days, Monday and Friday record name appearances, daily free acts, and free dancing to name and semi-name orchestras.

Sale Story Denied

Rosenthal denied reports circulated in the trade press that he and his brother, Jack, are selling Palisades to Loew's, Inc. The denial was emphatic.

He said, "For some time Loew's, Inc., has approached us with the hope of acquiring the property, but so have many other corporations. While we have been flattered by the offers made to us by Loew's and other corporations and individuals, we have made no deal to sell Palisades Park, and we will continue to own and operate it until further notice."

in which to give private lessons. Since the pro's value depends entirely upon the number and quality of competitors he can get into contests, it is only natural that he attempts to turn the rink into a teaching studio.

Don't get me wrong. We have a pro and go along with competitive skating within reason. In return our pro must teach classes and put together an annual show presented in co-operation with a local newspaper charity drive. Each year the pro manages to get a few competitors into competitions, which I feel is a duty to the associations. These associations must be preserved, for I feel that eventually with their co-operation and that of allied industries we will be showing roller skating to millions of people.

Faulkingham Withdraws Bid For Bangor Skatery Site . . .

BANGOR, Me. — William Faulkingham, Gardiner, Me., has withdrawn his application for a permit to construct a roller rink here at 169 Union Street, according to Building Inspector Guy MacRae. Withdrawal came in the wake of protests voiced against plans for construction of such an enterprise at the site. MacRae said that Faulkingham has not necessarily abandoned plans to build a rink here, and is seeking alternate sites.

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R-B Business Shows Edge Over Last Yr.

NEW YORK—Ringling's opening month was assured of highly satisfactory business, on the strength of attendance and advance sales thru Friday (12).

An overpowering sale for Easter week has helped the show days prior and after the holiday. In some communities in this area, there is as much as a two-week vacation, and some of this kiddie business was naturally finding its way to Madison Square Garden.

This will not be another \$2,000,000 gross as was the case in 1955. But it will be decidedly better than last year, which fell off substantially from the record season it had tried to match.

Ringling's take, less admissions tax and including its share of the

arena's concession receipts, climbed steadily from \$1,454,053.74 in 1951, to \$1,750,985.67 in 1954. The following year saw a sharp rise over the \$2,000,000 figure.

Eye 2d Best Year

The result is that this year's business could be somewhat behind 1955 but still the second best year the Ringling circus ever had in New York. There has been constant plugging on kiddie TV shows, with the apparent result of boosting mid-week matinee grosses.

Sunday nights also may be solved as an attendance problem, if the Claude Kershner appearance Sunday (14) works out. Kershner has a WOR-TV cartoon show and has been plugging away for the Sunday night circus show, in return for which he will be guest ringmaster.

Joe Franklin, who has his "Memory Lane" show on WABC-TV, worked the exchange on Sunday (7) with noticeable improvement in attendance. Turnout was in excess of a half-house, nearly double the usual Sunday night turnout here.

Wet Texas Lot Starts Season For Cole Show

CONROE, Tex.—The Famous Cole Circus left winter quarters here last weekend and opened its new season at Crosby, Tex., on Monday (1). The show is managed by Herb Walters and formerly was the Cole & Walters or George W. Cole Circus.

The agent is Floyd (Breezy) Hill. The show is planning a fast sequence of dates to get it up into Tennessee and Indiana. Early stands included Port Neches (2); Iowa, La. (4); Kaplan (6).

At the opening stand there was three inches of water standing on much of the lot. The advance sale was big and the show made out okay.

Diano Animals Back to WOM

CANTON, O.—Diano's Menagerie, which last season was with the Cristiani Bros. Circus, has completed arrangements to be with the World of Mirth Shows again this season. The animal show was on the carnival two seasons ago and earlier. Included are elephants, giraffe, rhino and other major animals.

Gil Gray Has Moore, Knight; Performance Details Revealed

TULSA, Okla.—Gil G. Gray's Circus will play here this week and then close down for Holy Week. The show opened recently at Lincoln, Neb., and subsequently played Sioux City, Ia., and Springfield, Mo.

Owner-manager Gil Gray has Bill Moore, former agent for the Clyde Beatty Circus, on his staff as assistant or adjuster. Jack Knight, formerly with Beatty, is Gray's press agent. Lawrence Cross, long-time Beatty clown, is producing clown for Gray.

Joe Horwath, animal trainer, is using six lions in his cage act. John Herriott works the camel-guanaco act, plus a 12-pony act and three young elephants. Jackie Tolliver also works in the elephant number.

Johnny Gibson's aerial act, with

38 Listed In Ringling Clown Alley

NEW YORK—Ringling's "Funny Forty" clown contingent is all but intact this year, with 38 on hand at Madison Square Garden and two other clowns contracted in Cuba, who will join shortly. The list follows:

Paul Jung, producing clown; Felix and Amelia Adler, Charles Burnes, Harry Burman, Fred Freeman, Jackie Gerlich, Otto Griebing, Walter Guice, Fred (Billy Rice) Griffley, Enrique Gonzales, Paul Horompo, Arne Honkola, Lou Jacobs, Paul Jerome, Harry Klima, Morton Kroos, Gustave Klonoski, Gene Lewis, Joe Lewis, Owen (Duffy) McQuade, Albert White, Feiz Mingo, Bill McGuire, Jerry Nye, Harry Nelson.

Also Joe Nawreth, Myron Orton, George Riley, Johnny South, Al Schwartz, Dennis Stevens, Karl Stephan, Enrique Suarez, Chet Toliver, Duane Thorpe, Bert Turner and Paul Wenzel.

Weather, Wind Hamper Benson's Early Days

LAKE CITY, Fla.—Benson Bros. Circus, which opened at new Smyrna Beach, Fla., March 13, was hampered by bad weather at some South Florida stands and took a blowdown on Monday (11) at Cocoa Beach.

Business has been on the upgrade as the show moves northward on a route of sponsored appearances.

The Benson big top has 80-foot ends with three 30 and one 20-foot middles. Ten trucks and semis and a half dozen privately owned living trailers transport the show and personnel. Stock includes three elephants, a six-horse Liberty act, menage horses, bucking mules and a dog and pony circus plus assorted cage animals.

The staff is headed by William Morris, owner-manager, assisted by Katherine Davies, auditor, and Mrs. Morris and Mrs. Davis in the ticket wagon. Ayres Davies is superintendent of canvas, Bill Gates operates the cookhouse and James Bagwell is head butcher. In advance are Ed Hill, general agent, and Elmer Yates, special agent. Irene Smith is organist and han-

dles the reserves. A pit show and Noah's Ark are being added.

The performance displays Alphonse and Lilia Loyal, head balance and juggling. Both work the bulls and the Liberty act. Happy Spitzer clowns work the dog and pony acts and the January act. Wenester and Townsend work in a wire act, also juggling, swinging ladders and web. Jo Bernie Morris works elephants, rides manage and performs in trapeze, web and ladder acts. Other performers are Marguerite Diablo, unicycle and juggling; Margaret Ann Sisters, rolling globes and rope spinning, and Nellie Hodgini, clown.

Ring Puts Same Show On Fewer Motor Units

MACON, Ga.—Franco Richards' Ring Bros. Circus enjoyed two days of profitable business in the Macon area, after a disappointing opening of the new season.

At nearby Perry (5) the show had a fair matinee and capacity at night. A 12-mile jump to Warner Robins (6) gave the show another day almost as good.

The opening at Pensacola, Fla., on March 29 was poor and at the first road stands in South Georgia starting at Fort Gaines business was hampered by high winds and tornadoes. Matinees were lost at Buena Vista (3) and Montezuma (4), because of the weather.

The show has been considerably changed and streamlined this year. Instead of the 16 trucks used last season the show is now moved on seven, all trucks doing many duties and compartmentized.

"I found I can get along without nearly so many trucks as I have been using, and still have the same capacity," Richards said. "I have one new unit, a combination wrecker and boom truck, that is also my shop machine and carries a welding outfit, and this has proven extremely valuable. This

R-B Looks to Texas, Mexico Arena Dates

• Continued from page 62

changed. A Shreveport, La., date is said to start December 7.

San Antonio will be played early in December, according to the plan. Then would come the long-mulled Ringling trip to Mexico.

The projected schedule would put Ringling in the Mexico City municipal auditorium over the Christmas-New Year's period for a four weeks' stand. It would be in conflict then with Circo Atayde and other holiday shows in the capital of Mexico. This also means the show would not be trying to recapture the Havana, Cuba, stand it lost last year.

More of the paper route, still not finalized, would have the circus jumping from Mexico City to Milwaukee. An arena date there pre-

sumably would come before the Hamid-Morton stand. A tentative move from there would put the show in Minneapolis-St. Paul and this would be some time before the Orrin Davenport and Van Tilburg dates there. Third in this pattern would be a Chicago appearance, undoubtedly at the International Amphitheater, in February and in conflict with Polack Bros.

Will It Draw?

While the show was moving from Chicago to Miami about the first of March, rehearsals of the new show would start in Sarasota. Dube said that the show is shooting for a March 10 closing in Miami.

The 1958 New York stand would be April 2 of that year, it was estimated.

Still to be proven is whether the Ringling circus will draw business to arenas or stadiums under its new format. The tentative routing plans, of course, are dependent upon success with early sections of the route. And once the show has proven itself, the business of finalizing this penciled year-round route would be faced.

Dube said that the show is operating on the theory it can move 400 miles a day.

Hamid-Morton Attendance OK In Washington

WASHINGTON—Hamid-Morton Circus played to a turnaway crowd of 4,269 paid at Uline Arena here Saturday afternoon (6). The Shrine-sponsored show also had 800 UPC's in the crowd to make up the 5,200 capacity of the big arena.

Show opened Wednesday (3) with paid attendances of 1,628 and 1,504. Large group of newspaper carriers also was on hand for the Wednesday night show. Thursday brought 3,863 in the afternoon and 558 at night. Friday attendance was 4,075 and 2,247. Saturday night drew 1,879. Sunday business counted 4,908 and 1,072. Monday drew 2,547 and 2,998. Tuesday (9) wind-up had 2,312 and 3,055.

English Sets Beatty Book; Kitzman Moves

DE LAND, Fla.—Clyde Beatty Circus stood in readiness for rehearsals here next week. The show opens here April 17.

Program booklet is to be used by the show. William J. English, formerly with Kelly-Miller, Cole & Walters and Hunt Bros., is the national advertising manager in charge of the book. Cover was done by Roland Butler and it depicts Clyde Beatty in action. Printing is being done by Enquirer Show Print, Cincinnati.

The show also announced that Francis Kitzman has been named special agent in charge of recessing schools for the circus. He had been car manager and was succeeded in that post by Joe Gunnells.

Neil Berk, executive contracting agent, has been in New York City a week to set dates at Staten Island and on Long Island. Time on Long Island now has been increased to 11 days. L. D. (Doc) Hall, contracting agent, also is in the New York area.

boom truck pulls the water wagon over the road."

Another example is found in a large cage semi. This hauls canvas and seats over the road. At noon the small elephant is placed in the cage and is driven downtown for bally. This unit has a sound system, too.

Most outstanding improvement
(Continued on page 71)

Hagen Bros. Opens, Drops All But One Indoor Stand

OKLAHOMA CITY—Hagen Bros. Circus is opening its regular season at Norman, Okla., Monday (15). Plans to play a string of indoor dates with the outdoor show were dropped, owner Howard Suesz said last week.

The circus will be at the stockyards, Oklahoma City, April 20-21, for an indoor showing. With that exception, the indoor plans are being skipped because too much specialized equipment would have been needed for only a few days. The Oklahoma City stand will not require some of the equipment other buildings would need.

Features with the show will include the Freddie's, a riding act new this year and operated by some members of the Riding Conleys act which has been discontinued; Capt. Eugene Christy's Lions, and the Omans, a five-people juggling act.

Bob Couls continues as manager of the Hagen show. Joe McMahon is general agent. Jack LaPearl is with the show as press agent. First week is taking the show to Norman, Paul Valley, El Reno, Holdenville, Shawnee and Oklahoma City.

CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS... Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

BREAKING UP COLLECTION, 260 CIRCUS Books. Send for list. "Random Notes, History Early American Circus," Val. \$3.50. Ruddlel, Box 461, Washington 4, D. C.

1/4 inch to foot "BIG TOP" Scale Model CIRCUS WAGON KITS

Easily assembled, brightly colored plastic circus wagons, with plenty of gold and silver scrolling and sunburst wheels. Tableau Wagon, Band Wagon, Calliope, Lion Cage, Bear Den.

\$1.00 each postpaid.

8 Draft Horse and Drive, \$1.00.

BETTY SCHMID

622 La Merido St. Pittsburgh 26, Pa.

CIRCUS BOOKS, PROGRAMS, COURIERS, Newspaper Ads, Photographs. Send stamp for List A. Morton Smith, P. O. Box 160, Gainesville, Tex.

CIRCUS PHOTOS—ALL SHOWS 1865 TO 1955. Catalog and sample photo, 25c. Robert D. Good, 1669 Turner St., Allentown, Pennsylvania.

CALLIOPE MUSIC RECORDINGS

45 RPM, extra-extended play

Two record album, 14 selections \$5.00, postage paid. Supply limited.

DEMO RECORDS

1421 N. 21st St., Milwaukee 5, Wis.

CIRCUS PHOTOS—BUY FROM ONE OF the most complete collections covering past and present shows. Send 25¢ for samples and list. Bill Van Winkle, Club 150, Morton, Ill.

FREE COPY OF THE CIRCUS REVIEW— the circus magazine everyone is reading, devoted exclusively to the circus. Box 112, Portland, Tenn.

GENUINE CIRCUS CALLIOPE, MOUNTED on truck, available for parades and advertising dates. Great attraction. Also beautiful Miniature Mechanical Circus under canvas for Fairs and Celebrations. Taggart, 1602 National Ave., Rockford, Ill.

SELLING MY BILLBOARD SPECIALS, 1918 to 1928. \$1.50 each; 1929 to 1945, \$1 each. Lou Hayek, Toledo, Iowa.

"THE CIRCUS FAN"—AMERICA'S LARGEST monthly circus publication, now reprinting scarce book "Circus Memoirs" by George Middleton, \$2 year. Poor Richard's Press, Brentwood, Md.

TRUNKS

Fiber Circus Trunks Six 26x26x24

PRICE \$25.00

WM. LESSER

2015 Cermak, Chicago

WANTED—BILLBOARDS, CLIPPERS, 1900 to 1930 Swinging Tongue. State all first letter. Date, price, condition. R. B. Hastings, 909 9th St., Huntington, W. Va.

WILL SELL OR SWAP CIRCUS PHOTOS. Sample photo with list, 25¢. Elmer Hayden, 8310 14th Ave., Kenosha, Wis.

WILL TRADE—SETS OF CIRCUS PHOTOS, need Ringling Route Books and Programs before 1943. Johnny Vogelsang, 715 Oak Niles, Mich.

4 PS. PANORAMIC PARADE—TRAIN, Wagon: Lot Views, 25 for \$7.50. Extra ornate Letterheads, \$2 each; 500 Route Cards, \$50; stunning old Window Cards, \$4.50 each Hundreds Spring Specials. Write your wants. Lists, samples for buck. McClintock Collection, Franklin, Pa. Hurry.

RATES

Regular Classified ads . . .

set in usual want-ad style, one paragraph, no display.

20c a word—Minimum \$4.00 Cash with copy

Display Classified ads . . .

larger type permitted and displayed to best advantage. No illustrations or cuts permitted.

1 inch (14 agate lines) \$14.00 Cash with copy

PHONEMEN WANTED

New deal starting. Three weeks' work here, others to follow. Collect and pay daily. No collects.

RIVERSIDE 7-1211
Youngstown, O.

WANT

Organist with own instrument and transportation, also double Drummer to travel with circus unit. Open May 2 at Phoenix. Wire—write

VICTOR ROBBINS

712 East Harrison St., Porterville, Calif.

A. Morton Smith Dies; Founded Town's Circus

GAINESVILLE, Tex.—Death came Sunday (7) to A. Morton Smith, 54, following a paralytic stroke four days earlier. Funeral services were conducted Monday (8) at Gainesville.

He was founder of the Gainesville Community Circus, a past president of the national Circus Fans Association, dealer in circusi-ana, former conductor of a circus column in a hobby magazine, confident of many circus people, and part owner of the Ward-Bell Circus.

Smith also was managing editor of The Gainesville Register-Tribune, writer of a daily column in that paper, author of a history of Cooke County, Texas and prime mover in many civic projects.

In 1924 he was among the founders of the Gainesville Little Theater, and in 1929 they had the Little Theater Mammoth Circus. That, in turn, became the Gainesville Community Circus in which townspeople were weekend circus performers. Smith was equestrian director for the first few years and program director 25 years. Under his guidance the unique show flourished and its program approximated the professional performances of many good-sized circuses.

Heads Circus Fans

He joined the CFA in 1931 and was elected president in 1952, when he also was host to the CFA national convention. He also belonged to the CHS. Smith had a large collection of circus material. He severed his connection with the Community Circus about three years ago. At that time he had an interest in the Ward-Bell Circus, which was framed in Gainesville and toured the West, Hawaii and Alaska in its brief existence.

Smith was a close associate of many of the circus people who have settled at Gainesville. His newspaper column often was about circuses. One of his last circus activities was to assist the Kelly-Miller circus in arranging an ap-

UNDER THE MARQUEE

Cirque Medrano in Paris has Mony Moren, perch; Four Coronas, casting; Two Villers, roller skating; Five Biasinis, cyclists; Realls, antipodists; Two Silvanos, comedy tumbling; Lothar, equilibrist on trapeze; Andre Rancy, high school riding; Michele Marconi, dancer; Toby Berr, juggler; Edgard and Amnerys, acro-dance; Michel de la Vega, illusion, and rock 'n' roll package.

Among acts on the Circus Schumann bill in Gothenburg, Sweden, are Anna Francesco, tight wire balancing; Concha and Conchas, hand-to-hand pedestal; Dominitsis, aerial perch; Four Amandis, tumblers. Show will play all April in Djurgarden Circus building, Stockholm.

According to Albert Spiller, of Spiller's Seals, latest act to join Atayde Bros.' Circus, Mexico City, is Los Konstantini. The group of Europeans came from Argentina and is a combination six-person riding and four-person adagio act.

3—PROMOTERS—3

With crew. Will work all New England. Have plenty work until December 15. New show. Ads and tickets: pay daily.
THE GREAT ZAVANTE STAGE SHOW
Need Phonemen. Phones listed Naahua Entertainment Club, Rm. 217, 174 Main, Naahua, New Hampshire. No collects.
A. W. (PAT) HANLON, Gen. Agt.

Ring Motor Units

Continued from page 70

is the new canvas. A new marquee was obtained from Central Canvas Company, Kansas City, who also furnished a new canopy over the grandstand and new maskings. All center, quarter and side poles are spiral painted, and atop each center pole are two 500-watt lights above the canvas top. A new auxiliary light plant has been added.

The big top is the same used last year, an 80 with a 50 and two 30's. Richards says he can seat 1,500. He says the daily nut of the show is now about \$400 back on show and \$100 for advance. At Perry the gross was slightly above \$900, and about the same at Warner Robins. No promotional crews are used this year but committees sell advance tickets.

Performance Details

Big show performance is given principally by the DeRizkie Family; Matt and Mary Laurish, with their ponies, dogs and monkeys; Bobby Hodgson, comedy wire; Patricia Carroll, rola-bola and ladder; Eddie Hodgini with comedy auto; Lucy Richards on wire and working elephants; Gayle DeRizkie, headstand, trap and foot juggling; Frank DeRizkie Jr., juggling, and Mike Minello, clown. The Bobby Hodgson Trio presents the wild west concert.

Franco is manager and this season is joined by a younger brother, Ringling Richards, as assistant. Other staffers: Kenneth Ikirt, superintendent and secretary; Enoch Brafford, big top canvas; Bobby Hall, tickets; Joe Smiga, concessions; Frank DeRizkie, equestrian director; Mrs. Frank DeRizkie, stewardess; W. F. Braden, legal adjuster; Lee Bradley, side show manager; C. L. Little, side show canvas; Bill Baker, electrician.

C. C. Smith is general agent, with Les Garner, car manager and Paul Canpion, billposter.

pearance at Gainesville for later this month.

Surviving are his widow, Mrs. Louise Smith; two sons, Dan, a student at the University of Texas, and Jerry, Gainesville, and a sister, Mrs. D. W. Shepherd, Gainesville.

BENSON BROS.' CIRCUS WANTS

One more Contracting Agent, capable setting sponsors. Two more Promotional Directors. Towns ready to go. (Bud Snyder, Tom Roach, R. E. Miller, Al Porter, wire where I can call you.) Can use Concert Attractions, also Organist. Working Men, come on. Address: Talbotton, Ga., 16; Tallassee, Ala., 17; Montgomery, 18; Union Springs, 20; Mobile, 22; Pascagoula, Miss., 23; Gulfport, 24; Slidell, La., 25.

VARIETY ACTS WANTED

To perform on High School stages in the following towns and dates: Rockford, Ill., June 26, 1957; Madison, Wis., June 27; Wausau, Wis., June 28; Eau Claire, Wis., June 29. Send complete details and late photo. Also absolute minimum flat price for the four days (two shows per day—matinee and evening). The Heerdinks, please answer: Capt. Eugene Christy, haven't received your confirmation as yet; Lee August the Organist, Patt & Willis Levoto, slack wire; Erick's Chimps, answer.
SUNSET PRODUCTIONS
c/o Altoona Police Dept., Altoona, Wis.

Seat Wagons Mark Buying By Circuses

CHICAGO—Circuses this season will operate not only with liberal portions of new big tops and other canvas but also with other new equipment of major caliber.

Uppernost in this classification will be the new sets of mechanical seat wagons.

Hunt Bros. and Clyde Beatty circuses already had mechanical seat wagons, as did Ringling. Hunt will repeat with its seat wagons. Clyde Beatty Circus is remodeling its seat wagons.

Brand new will be the Mills Bros.' seat wagons and the seat wagons of the Al G. Kelly & Miller Bros.' Circus. Both sets are being completed in winter quarters.

Ringling-Barnum seat wagons are expected to remain parked at Sarasota, Fla., this summer, altho several persons have considered or offered to rent them for special events.

Weather Bops Polack East

ATLANTIC CITY, N. J.—Polack's Eastern unit battled fog to give a night show to 800 people at the Bader Field football stadium Friday (5). It had canceled both performances on Thursday (4) because of rain.

Other half of the six-performance schedule came off fine. The Friday afternoon show pulled 1,800. Each performance on Saturday (6) played to about 2,500 persons in the 4,800-seater.

PHONEMEN

Labor Deals year round Plenty of leads and co-operation. Ticket Deal starts soon When in Los Angeles see
ART HESS or ROY BELL
2847 W 8th St. Los Angeles
Dunkirk 8-6120 No collect calls

ELLEN (ELLA) OPLIGER

It is urgent and to your benefit that you or anyone knowing her present whereabouts immediately contact

FIRST NATIONAL BANK OF CINCINNATI
P. O. Box 1118 Cincinnati 1, O.
Attn: WM K. TURNER

FOR SALE

60 ft. Round End Tent with five 21 ft. Middles, 10 ft. Wall in fair shape, canvas only, price \$800.00.

OBERT MILLER
Hugo, Okla.

WANT 3 GOOD PHONEMEN

Who can write \$200 to \$300 a day. Deal just starting. County Peace Officers sponsored. Plenty of towns to follow, all law-enforcement sponsors. Call
RAY LANIER
Phone 3263 Findlay, Ohio

EARLIER CLOSING DATE

Effective Week Commencing April 22

All Help Wanted Ads for this page must be MAILED (Special Delivery), WIRED or PHONED to reach the CINCINNATI office of The Billboard by FRIDAY NOON, Eastern Standard Time, for the following week's issue, on sale MONDAY.

The Billboard Publishing Co.

2160 PATTERSON ST. Phone: DUNbar 1-6450 CINCINNATI 22, OHIO

SARASOTA CIRCUS WANTS

Circus Acts, Clowns, Dog and Pony, Trampoline-Wire Eccentrics. All acts must have own transportation and outdoor portable rigging. Don Madden, Joe Sullivan, Morris Bluestein, get in touch. No collects. Contact

R. LARKIN

Clarksdale Hotel Clarksdale, Miss.

6—PHONEMEN—6

The entire State of Texas on new deal. 25% pay daily. Strongest sponsors in the State and first time ever. Office open, phones in, ready to start. Scotty, Anderson, Pat Kelley, come in.

JOE McCABE

Phone: 2-9933 or 2-1162
Wichita Falls, Texas

WANTED 4 PHONEMEN

4 weeks' work. Book and tickets for Western variety show. To start immediately. No drunks, no collects. Contact

Father Brechtl

Verona, Wisconsin Phone 87

PHONEMEN

Highest commission in country for Peace Officers and three War Veteran Deals, all with Ohio Charters and strong backing. Need reliable Men to sell and collect or take crew through Ohio cities with reloads for past eleven years. These Deals are terrific for Man and Wife team with a car.

JIM VOELKL

P. O. Box 5802 Columbus 21, Ohio
HU 8-3025 (No collects.)

PHONEMEN

Year-round work. Signs—Tickets—Programs—Yearbook. LABOR. No drunks.

TOMMY THOMPSON

Phone: 2-9500 Springfield, Mo.

PHONEMEN

\$40.00—\$50.00 day up year 'round. Sober top producers only, with Security, Labor or Promotion experience, who can sell and close \$100.00 up. Top commission and bonuses. Earn \$500.00 and fare refunded. Expanding. Key men needed. Wire—Write—Phone Ray Hollander—Les Harris—Joe Leonard, CONTINENTAL PUBLISHING CO., 2402 Curtis, Denver, Colo. Alpine 5-4038. Sorry, no collect or advances.

FOUR PHONEMEN CONVENTION PROGRAM DEAL JUST STARTED

Phones in, Cards ready. Pay daily. Steady work, Deal to follow. CALL EASTON, PA., 80191, 1-4 P.M. WEEKDAYS

HUNT BROS. WANTS

A-1 Male Organist for entire season. Must be union. Travel. Working Men can join us at Palisades Amusement Park for road tour.

HUNT BROS.' CIRCUS

c/o Palisades Amusement Park Palisades, N. J.

Pullmans, Animals Add Strates Flash

50-Car Train Readied for Season's Opener in Washington on April 18

ORLANDO, Fla.—Preparations on the James E. Strates Shows for the 1957 season were nearing completion this week. More than 30 workmen and bosses were in quarters up to the Orlando Fair date, when they were supplemented by 20 additional men.

The show this year is fielding its 10 newly acquainted Pullman sleeper cars and a major-sized menagerie which was added in 1956. Show is to leave quarters Sunday (14) for the opening in Washington on Thursday (18).

Makeup will reportedly consist of 50 cars, broken down to one boxcar, one stockcar, 14 coaches and 34 flats. Elephants and lead stock will occupy the stock car, eliminating the overland operation of last year. Menagerie occupants include three elephants, a hippopotamus, some lions and bears, and assorted lesser animals.

Two-Tone Blue

The new coaches are decked out in pastel blue, with dark blue lines which offer a neat flash. Added has been a new Caterpillar diesel plant large enough to light the coaches and operate their air conditioning units. Being constructed for the Washington date, Strates' annual first-in engagement is a metal wagon with rest rooms and shower bath. Jim Yotas and Mike Olsent have been assigned to production of all-steel wagons to start replacing several of the wooden ones.

Jack and Bonnie Norman have arrived for preparation of their Broadway to Hollywood revue. T. W. (Slim) Kelley and Whitey Sutton have put the finishing touches to their Side Show, and Kelley reports signing the giant, Johann Petursson, for this year. New banners for the show have arrived.

Mr. and Mrs. John Garrett have operated the cookhouse in quarters for the past two months. Bobby Hasson, a manager of the carnival last season, who returned to quarters in January, left the show April 1.

WOM Schedules Repeat Opener In Plainfield

RICHMOND—World of Mirth wagons will be pulled out shortly for final winter quarters work. First stages of preparation for 1957 took place last winter.

A load of paint has arrived here and work will get under way in a week.

This year's opening dates will remain unchanged despite the New Jersey games situation. Plainfield, the traditional date, will be scheduled to include Decoration Day weekend as usual. New Brunswick is also a repeat, prior to the rail-roader heading into New England.

Johnny's United Opens April 29 In Laurel, Miss.

GANTT, Ala.—Johnny's United Shows will open their season April 29 in Laurel, Miss., with a two-week stand during Laurel's Diamond Jubilee Celebration. In preparation, work in the show's winter quarters has been thrown into high gear.

The show is scheduled to play the Carruthersville, Mo., Centennial, but first will play two dates in Alabama and one week in Alabama, Manager Johnny Portemont Jr. said.

Among other celebration dates to be played is the July 4 celebration at Brazil, Ind., where the show will provide the midway attractions for the fifth straight year. The fair route consists of five fairs in Indiana, two in Illinois, one in Tennessee, six in Alabama and one in Georgia.

Addition of a new Rock-o-Plane has upped the ride line-up to eight major rides and four kiddie rides.

Staff personnel is the same as last year, with John Portemont Sr. and John Portemont Jr. sharing the managerial duties; Jimmy Bush, general representative; Kathleen Bush and Marie Portemont, secretaries-treasurers; H. P. Ward, mechanics; Pappy Snyder, electrician; Ed Hart, show painter, and Ed Hall, welder-general repairman.

Ride foreman will be Eddy Hall, Rock-o-Plane; Harry Harris, Tilt-a-Whirl; Bob Carroll, Octopus; Tommy Morgan, Merry-Go-Round, and H. P. Hall, Caterpillar; E. F. Hammond, kiddie rides.

Nat Mercer, who will have his own snake show booked on, also will manage the office-owned girl revue. Art Riley will have an animal show. Slim Mason will operate the office-owned Funhouse.

LEAGUE ESTABLISHES GALLAGAN BLOOD BANK

CHICAGO—The Showmen's League of America has voted to establish a blood bank for its members and to name it the John Gallagan Memorial Blood Bank in honor of the recently deceased concessionaire, who was the League's third vice-president at the time of his death.

All moneys received by the League from its members to buy floral pieces for the Gallagan funeral will go into the blood bank fund, as will later contributions by League members and others to the fund.

Jack Duffield, the League's first vice-president, was appointed to head the blood bank committee.

The League, upon motion of Past President Sam J. Levy Sr., Thursday night (4) also honored Gallagan by voting not to fill the post of third vice-president left vacant by his death and instead to have the concessionaire continue posthumously in that position.

Gallagan died Thursday, March 28, in Baltimore of leukemia and was buried Monday (1) in Knoxville. He had been operated on several times since he was first stricken last December and had received many blood transfusions during his long hospitalization.

NEW HOME NEXT SEASON

Plaque Names, Prizes Liven Final NSA Meet

NEW YORK—A long list of award prizes and plaque names pledged rolled in during the season's final meeting of the National Showmen's Association on Wednesday (10). The meeting was interrupted for members to watch the Du Mont TV interview of George A. Hamid on the Mike Wallace show, "Night Beat."

This year's award books will be as last year's, 12 tickets of 50-cent size, a \$6 book for \$5. Fifteen persons pledged savings bonds and five others merchandise.

First two prizes will be a \$500 bond apiece, next two will be \$200 in bonds, and fifth thru 14th will be \$100 bonds. From 15th thru 18th the prizes will be a case of whiskey, solid gold man's watch, three-piece woman's luggage set, and a pair of automobile tires.

Plaque names added brought the total to date to 65 men's names at \$100 each, and 11 women's names at \$50 each. New names are Nathan Froom, Mark Rosen, Seymour Levin, Hyman Tobin, Sam Weisser, Nathan Kilberg, Paul McKee (by brothers Joe and Al), Margaret McKee, Catherine Anderson, Ann Peterson, Mae McKee, Eilene Weisman, Jane Tubis, Dixie Haas, Evelyn Batalsky, Anna Cook and Bess Hamid.

Awards will be made at open house next fall, in the new clubhouse, the Friars Club at 123 West 56th Street. This fall's meeting will be held there, if plans proceed normally.

Bond prizes were offered by the following: Joe McKee, George A. Hamid Sr., John Weisman and Vincent Anderson, each \$200; Dan Thaler, Phil Isser, Seymour Levin, Jeff Harris, Angelo Longo, and Sam Weisser, \$100 each; Al Mc-

Kee, \$150; Morris Batalsky, \$250, and Sam Peterson, Henry Kaufman and Harry Greenberg, \$50 each. Other prizes are Prell's Broadway Shows, case of whiskey; Dave Brown and Charles Davenport, the man's watch; Mack Kassow, the luggage, and Arthur (Doc) Marcus, the auto tires.

President Morris Batalsky presided over the final meeting and all officers attended.

Krekos Named To Head PSCA Banquet Comm.

SAN FRANCISCO — Mike Krekos was named chairman of the Show Folks of America banquet and ball to be held in the Gold Room of the Sheraton-Palace Hotel here Jan. 12 by Eddie Hellwig, SFA president.

Sam Abbott of The Billboard's Hollywood office was selected for the fourth straight year to be the principal speaker at the club's annual Memorial Services to be held that afternoon.

Krekos will soon announce his committees to work with him and assist in obtaining what he said would be an all-star floor show.

For the past two years, the club has held both its memorial services and banquet and ball on the same day. The change from the schedule of Sunday services and a Tuesday night banquet was made upon Krekos' suggestion to permit more out-of-town show people to attend.

Roanoke In-Town Cele Won by Cetlin-Wilson

PETERSBURG, Va.—The Cetlin & Wilson Shows have been awarded the midway contract for the Roanoke (Va.) Diamond Jubilee Celebration, June 14-22. The announcement was made by Jack Wilson, who said negotiations leading to the contract had gone on thruout the winter.

The celebration, underwritten by

the City of Roanoke, will be held at the Roanoke College Stadium, located on Jefferson Street, only a few blocks from the heart of the business section.

Other attractions will include a pageant staged by the Rogers Producing Company, and fireworks supplied by Tony Vitale.

Exhibits will be on view underneath the stadium and on areas immediately outside the main entrance. Cetlin & Wilson will locate on the parking lot alongside the stadium.

15-Year Obstacle

Wilson said his show would be the first carnival to play within the city limits in about 15 years. Prohibitive license fees have kept other shows out, he said. The fee for railroad shows is reported at \$700 a day. Because of the civic effort, this fee is not being charged for the jubilee.

The staging committee, which headquarters in the Public Library, has reportedly sold 40,000 tickets to date. The tickets are priced at \$1.50 and admit to the pageant and fireworks. Tickets are not needed to reach the midway.

Wilson said all types of merchandise concessions will be in use. Col. John L. Godwin heads up the concession committee. There will be no midway activity on Sunday.

The show will jump to Roanoke from its opening date here. There will be a lapse of several days, allowing for a leisurely setup. The show will head north to follow its usual route pattern after the Roanoke date.

Five R. I. Shows Set Openings

PROVIDENCE — Several developments have occurred here concerning local ride operations, among them the addition of two new units, a Ferris Wheel and Merry-Go-Round, from the Allan Herschell Company, by Ven-Sonc, Inc. The firm, operated by Joseph E. Venditto, books rides at the Rocky Hill Fair, where Venditto manages the midway and supplies acts in conjunction with Al Martin of Boston.

Venditto Bros.' Shows, owned by John Venditto, will open April 26 at Hopkins Park here. A new kiddie ride has been acquired. Venditto reportedly obtained part of the lot, originally sold by the city to Leach Machinery Company for parking.

La Pa Shows, owned by Frank Pacia and Silvio La Pore, a new firm, will open early in May with two major and six kid rides. The Fera Bros. Shows has set its opening for April 25, in Cranston.

Rhody Shows, owned by Kid Hope, with Col. Philip Ray as agent, opens April 20 in Pawtucket. It has nine rides and expects to carry two dozen concessions, playing Rhode Island, Massachusetts, and Connecticut, with fairs in Maine. There will be occasional free acts.

Gooding Unit Set for North Webster Fete

NORTH WEBSTER, Ind.—A Gooding Amusement Company unit for the midway and a long list of other features have been set for the 12th annual Mermaid Festival to be held here June 24-29, said Robert Huffman, president of the sponsoring Lions Club.

One of the important features of the event will be the annual Mermaid Ball to be held at Tippecanoe Gardens, Lake Tippecanoe, June 22. Also slated for the event will be a parade, beauty contest, amateur show, cutie king and queen parade and contest, basketball tournament, water ski shows, fireworks, baton-twirling contest, a Smith-Walbridge camp show and free drawings.

J. Homer Shoop, general chairman, will again be in charge of the program, promotion and publicity, and John C. Herrmann will supervise the grounds and concessions.

Homer Scott Buys Holly Amusem't Co.

TOCCOA, Ga. — Homer H. Scott, owner-manager of Georgia Amusement Company, has announced the purchase of the rides and equipment of Holly Amusement Company from Fred Hollinsworth. The merger of the two shows by Scott will give him 10 major and four kid rides.

Scott will play all fairs previously signed by Hollinsworth. The enlarged show will kick off its season here April 20 at the Northeast Georgia Spring Festival.

MIDWAY CONFAB

Edward P. Womack, former Detroit carnival supply dealer, now head of Variety Sales Company in Highland, Mich., handling novelties and bazaar supplies, writes that he will soon reach the 70-year mark, but isn't ready to retire yet.

Owner Dutch Schrader and a crew of five have pushing mak-ready on the Rose City Rides at winter quarters in Cape Girardeau, Mo. Rides and trucks sport new paint and are ready to go, according to Bill Ruesskamp, and concessions are now being given the once over. Joe Trucks will have the mug joint and Cecil Woods the novelties and floss. Season opens at Sikeston, April 26 under Little League sponsorship. Recent winter quarters visitors were Hal Murphy, Schrader's former partner, and Wesley Tuschhoff, indie concessionaire.

After three years off the road, Phil Sunderlin plans to return this season with a grab joint he is

framing in Portsmouth, N. H. His wife, Betty, and their daughter, Judith Marie Sunderlin, who was born July 4 last year, will accompany him on the road. . . . Van Alder and Charles Terry info they will join Johnny's United Shows at its opening date in Laurel, Miss.

Cecil Henderix, of the show bearing his name, was among the amateur entrants in the recent Masters Golf Tournament. Hendrix was induced to play in this year's tournament by his friends in outdoor show business who felt that after his many practice rounds at the Augusta National this winter he would be a contender. R. C. McCarter served as his caddy. . . . Nat Pearl, while on a business trip thru Florida, spent three days in Tampa visiting his brother Joe. Nat also visited Nell King, Ben Gibson, Mr. and Mrs. Bob Buffington, Turk Abrams, Mrs. Dottie Carrol, and Mrs. Rena Stevens.

William Page, of the Page Combined Shows, was a recent guest speaker at a meeting of the Starke, Fla., Legion post, the sponsoring organization of the annual Bradford County Fair.

Rex Nottingham, digger operator, is back in Walker, La., after a business trip to Hot Springs. . . . Joe and Vie Shirkey, mugg joint operators who are wintering in Walker, have purchased a Buick. They recently returned from Bridgewater and Manassas, Va., where they visited their son, Harold, and the former's father, M. M. Shirkey. . . . R. B. and Pearl Nottingham visited the Buff Hottle Shows in Baton Rouge, La., April 6.

Claire L. (Bobby) Gerry, booked for the coming season with T. W. (Slim) Kelly's and Whitey Sutton's Side Show, will join that unit on the James E. Strates Shows at the latter's April 18 opening in Washington, D. C. En route, she visited the home of Bertha Bert and Madlyn Hannigan, where she found Madlyn recuperating from virus pneumonia. . . . Gilda Lee joined Preacher Munroe's Side Show in Carlsbad, N. M., as feature and annex attraction. . . . R. Trabing wants to notify Chris Trabing, last known to be operating short-range gallery, of the recent death of their brother, Conrad.

Randy Gallant is operating the Alton Pierson Scrambler ride at Palisades (N. J.) Amusement Park this year. Also at the park is Lou DuFour's Life Show.

Morris Hannum Shows

One of the Great Eastern Shows

Opening Pringle, Pa. (Wilkes-Barre), April 26-May 4. Two weekends. Followed by the new Downtown Lot, Scranton, Pa., May 6-11. Big Firemen's Convention to follow immediately.

- SHOWS** CAPABLE SIDE SHOW MANAGER WITH PEOPLE. TO HANDLE OUR OUTFIT. OR WILL BOOK A COMPLETE SIDE SHOW. MONKEY SHOW, ARCADE, DARK RIDE, MONKEY SPEEDWAY.
- CONCESSIONS** PHOTOS, JEWELRY, AGE AND WEIGHT, ICE CREAM OR CUSTARD, BASKETBALL, MILK AND COKE BOTTLE, AND ALL OTHER BALL GAMES, GLASS AND BEAR PITCHES, STRING, HOOPLA, CORK, PITCH TILL YOU WIN, DUCK OR FISH POND. CAN PLACE BUCKETS, SIX CATS, 2 WHEELS AND 2 GRIND STORES. JEFF GORSKI WANTS WHEEL AGENT.
- HELP** CAPABLE AND EXPERIENCED RIDE MEN WHO DRIVE, FOR THE FOLLOWING RIDES: WHEELS, MERRY-GO-ROUND, TILT, OCTOPUS, COMET, CHAIRPLANE. SOME OPENINGS FOR FOREMEN. TOP WAGES AND LONG SEASON FOR CAPABLE PEOPLE. CHARLES GETZ, McCULLOUGH, GEORGE SHICK, LEON CROUCH, DOUGLAS, TELEPHONE ME. CAN PLACE CAPABLE PHONEMAN AND WIFE FOR A TWO PERSON CREW IN SCRANTON AREA IMMEDIATELY. IF YOU ARE NOW IN THIS AREA, TELEPHONE ME.

All Replies: **MORRIS HANNUM**
934 Murdoch Road, Philadelphia, Pa. Telephone: Philadelphia, Chestnut Hill 7-8176

FOR SALE

1 Merchandise Trailer, factory built, 6-ft. box.

1 18-ft. Balloon Dart Concession, complete with background, ceiling, trunks, air compressor, 4 panels that turn. Good canvas.

1 20-ft. Top and Frame and background.

1 14-ft. Pitch-Till-You-Win, complete. Evans pegs.

2 Roman Targets.

A lot of Merchandise, consisting of some Slum, Cigarette Lighters, Knives, Lamps (complete), Lamp Bases with parts and shades to make up. Figurines of china, blended and white with gold trim. China for 5¢ pitch, consisting of plates, platters and bowls. A large assortment of China Planters. This merchandise suitable for Carnival or Variety Store. 15 cases of Remington .22 Shells.

MRS. PAUL M. FARRIS
112 W. Parker, Chaffee, Mo. Phone 4481.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

FOR SALE

Elk #5 Wheel, good condition, V-belt drive, Gasoline power—all seats newly painted and upholstered. Cheap for cash.

All replies to

DON MARCONI
c/o Capital City Shows, Barnesville, Ga.

GOOD DEAL FOR WHEEL

A. Pussman, write.

BOB CUMBERLAND
Box 739, Powell, Wyo.

CALL CALL CALL

All those contracted for Prell's Broadway Shows Concession Department report not later than April 25 to Winter Quarters, Fairgrounds, Laurens, S. C.

The following People, please report: Tommy Saunders, Frank Cash, Joe Wilson, Herman Weiner, White Tara, John Grish, Charles Taylor and all those who worked for me before. Can use Up-and-Down Help. Must be sober and reliable. Good proposition to the right Help.

Everybody contact: **MAX SHARP**, until April 22, at 5980 Indian Creek Drive, Miami Beach, Fla.

I will be in Laurens Winter Quarters at the Fairgrounds April 24.

DRAGO AMUSEMENTS

No. 1—Grand Opening Clarksville, Ind., April 22, and for the Best Route in Southern Indiana of any Show yet.

Want Hanky Panks, Parakeet, Scale, III-Striker, Short Range, Frozen Custard, Ice Cream, Penny Pitch, Bear Pitch, String Game, Derby, Mouse Game, African Dip or what have you.

Want any Show for small percentage (Interested in Geek Show, also Motordrome) Wildlife, Monkey. Want to book Merry-Go-Round for Centennial, July 15-20. All People booked with me be in Clarksville no later than April 18.

All replies after April 16 to Clarksville; before April 16 to Kokomo, Ind. 1711 E. Markland Ave. Phone: GL 9-4907

DIXIE AMUSEMENTS

Last call! Want Foremen for Wheel, Merry-Go-Round, Mix-Up. Must drive and stay sober. Can place a few more Hanky Panks not conflicting.

Opening April 24, Jay, Okla.; Cherryvale, Kan., May 6-11; Burlingame, Kan., May 16-18; Bentonville, Ark., May 23-25.

Write or phone:

CLIFFORD DAVIS, Mgr.
Box 53, Bentonville, Ark. (Phone 551J), until April 21.

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

OPENING APRIL 27—BUCCANEER DAYS, CORPUS CHRISTI, TEXAS
GOOD SPRING ROUTE, INCLUDING OKLAHOMA SEMI-CENTENNIAL, OKLAHOMA CITY, TO FOLLOW

Can use for Corpus—Photos, Ice Cream, High Striker, Age and Scales and a few more Legitimate Concessions.
Can place Second Men on all rides; must drive.
Can place Grind Shows with own outfits. (Jim Dunlavey, contact).
Claude Bentley wants Help on Monkey Show and Grind Show.

Contact: **E. D. McCRARY**, Box 1206, Waco, Texas Phone: 6-1821

WANTED DOWN RIVER AMUSEMENT CO. WANTED

Michigan's Cleanest Midway

FOR RIVER ROUGE SPRING OPENING MAY 2

CONCESSIONS—Hanky Panks that work for stock, Glass Pitch, Novelties, Balloon Darts, Jewelry, Monogram Hats, Pitch 'Til You Win.

SHOWS—Fun House, Snake, Monkey Shows, a try worth while Grind Show.

Show Electrician, Ride Men for all rides, sober, and Semi-Drivers with license.

NO GYPSIES

All replies to **DOWN RIVER AMUSEMENT CO.**

10138 W. Jefferson, River Rouge 18, Michigan. Phone: Vinewood 2-1810

AGENTS WANTED

For Long Range, Fish Pond, Dart Balloon, Cork Gallery and Pea Pool.

Wire or write:

HAROLD EUTAH
De Soto, Missouri

DRAGO SHOWS

NO. 2 UNIT

"Bigger and Better Than Ever." Grand Opening May 2, "Ten Big Days," Bearss Field, Peru, Indiana.

WANTED—Hanky Panks of all kinds, Dart Game (Balloon and Add), Parakeet, Ball Games, Photo, Short Range, Age and Scales, Novelty, String Game, Roman Target, Coke Bottle, Buckets, Huckly Buck and Diggers. (Red Thompson, contact at once.) Want any worth-while Family Show. Can use Girl Show in certain spots at very small percentage. All people who are booked with me please contact. All replies:

CHET PIERCE
1711 E. Markland Ave., Kokomo, Ind. Phone: GL 9-4907

TEX ROBERTS

Wants Count Store Agents for Demopolis, Ala., April 15-20.

DUMONT SHOWS

HEDY JO STARR

Wants Dancing Girls for two Girl Shows, Exotics, Strips, Acrobats and Specialty Dancers. Would like four inexperienced Girls for Bally work, must be young and attractive. Truck Drivers for two semis. Want to hear from two Talkers for Girl Show, Geek Show and Side Show. All Side Show Acts get in touch with me at once. Whitey, I am depending on you for the French Follies. I have three Army-Navy paydays coming up. We open April 20 in Pensacola, Fla.

GEM CITY SHOWS

FOR SALE

8-TUB SCREW-BALL RIDE

(Similar to Octopus Ride)

Tubs and Ride like new, with 3 phase electric motor. Also several used Tractors cheap.

MICKEY STARK
P. O. Box 229 Mt. Sterling, Ill.

AGENTS FOR CANADIAN SHOW

Pin and Count Store, 1 Bird Wheel, Bucket Crew Polly, contact. All Hanky Pank Agents, Man to handle Auction Truck Very good proposition. Allen Coldstein, contact. Also want Operator with 2 or 3 girls for Girl Show. One good Ferris Wheel Foreman. Top pay. Joe, open May 4 at St. Thomas, Ont., Canada.

Phone: Yonkers 5-2019, Yonkers, N. Y., until May 25.

Will be at Eddystone Hotel, Detroit, Mich., April 25-May 2.

RED BURTON

W.G. WADE SHOWS

OPENING IN MAY IN MICHIGAN

All Fairs and Celebrations from the Fourth of July on

CAN PLACE FOR THE SEASON

CONCESSIONS—Games of all kinds. Will sell "X" on Jewelry and Novelties.

SHOWS—Glass or Fun House, Snake, Wildlife (Jack Dempsey, contact), Freak Animal, Arcade (Mapes, waiting to hear from you) or other worth-while attractions.

RIDES—Excellent opportunity for Miler or Schiff Coaster.

HELP—Foremen and Second Men for Merry-Go-Round and Wheel; semi drivers preferred.

All replies to D. WADE

18110 Melrose Detroit 19, Mich.

JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"

WANT—CAN PLACE—WANT

For Greer, S. C., now—Downtown (First Show in city in 20 years). Followed by Kiwanis Spring Celebration, Parker High School Grounds, Greenville, S. C.
 Note—Our first Fair starts May 20, Route also includes 18 Fall Fairs—a Money Route.
 RIDES: Place Live Ponies, Coaster, Dark Ride, Racers, also Fun House.
 SHOWS: Wildlife, Monkey, 10-In-1, Mechanical City, Life or any Grind Shows. Place Girls and Producer for "Calypso Revue," want Man and Wife to operate Big Snake Show. Willie Freeman wants for "Nu-Orleans Revue," Girls, Musicians, Tenor Sax, Trumpet, Trombone and Piano Player, also Blues Singer—Carl Littleton, Sonny James, Clarence Smith, contact.

CONCESSIONS: Diggers (Lee Moss, Joe Spaulding, Coleman, contact), Custard, Photos, Hi-Striker, Arcade, Novelties, Basketball, Ice Cream, Snow Balls, Long and Short Range Galleries, String Game, Balloon Darts.
 HELP: Man for Front Gate and Towers, Second Men on all Rides who drive. Top salaries, good treatment, payday every week—come on. All mail, wires, phone calls to

JOHNNY T. TINSLEY OR TED WOODWARD

Owner-Gen. Manager Ass't Mgr.-Gen. Agent
 Greer, S. C., now; Greenville, S. C., next week; then No. Carolina.
 "The East's largest producer of Community Fairs."

"FANCY PANTS" — "FANCY PANTS"

Wants for big Easter celebration, day and night, April 20-21-22, and rest of summer season at beautiful Sunset Lake Park, Tidewater's largest colored fun zone at Deep Creek, Norfolk County, Va. Just outside of Norfolk, Portsmouth and Suffolk, Va. One-half million colored to draw from. Everybody is working here. No ups and downs. Stay all season.

Rides—We have Merry-Go-Round, Ride-o, Roll-o-Plane and Chairplane. We want Ferris Wheel, Tilt-a-Whirl, Round-Up, Scrambler, Octopus, Caterpillar, Coaster and Live Ponies and any other major Rides. Need Kiddie Rides for Kiddieland. Shows—We want Mechanical City, Two-Headed Baby Illusion. Perfect spot for Fun House, etc. Concessions—We want Fish Pond, Coke Bottles, Age and Scales, Photos, Bear Pitch, Hoop-La, Parakeet Pitch, Hi-Striker, String Game, Pitch-Till-You-Win, Break the Records, Ball Games of all types, Novelties, Jewelry, Shooting Gallery and any other Hunky Panks, etc. All Concessions on percentage. Want Free Act.

All replies to **MIKE "FANCY PANTS" CALDERA**
 Sunset Lake Park, Deep Creek, Norfolk County, Va. Phone: Export 99073 between 12 p.m. and 5 p.m. All wires care Western Union, Portsmouth, Va.
 P.S.: Florence Porter, Cynthia Posner (Mechanical City), Bill or Toland Page, call me collect at once.

GOLD BOND SHOWS

OPENING MAY 10, CREVE COEUR, ILLINOIS
 (NEAR PEORIA, ILL.)

WANT WANT WANT

CONCESSIONS: Hunky Pank Concessions only. Ice Cream, Jewelry Sales, Photos, Roman Targets, Cigarette Shooting Gallery, Ball Games, Basketball, Parakeet Pitch, Canary Pitch, Bear Pitch, Lamp Pitch, Block Pitch, Age and Weight, Fish and Duck Pond, Gold Fish and Duck Pitch.
 SHOWS: Want Wildlife, Illusion, Drome, Mechanical, 10-In-1 or 5-In-1 (Jack Body, answer). Want Operators for office-owned Shows on trailers, Monkey, Snake, Mirrors, Fun House, Peek Show. Can furnish complete Equipment for 5-In-1 to capable Operator. RIDE HELP WHO DRIVE REPORT MAY 6. No drunks tolerated.

Address **MICKEY STARK, Mgr.**

P. O. Box 229, Mt. Sterling, Ill., Winter Quarters at Fairgrounds.

VENDITTO BROS.' SHOWS

OPENING APRIL 26 TO MAY 4 AT HOPKINS PARK, PROVIDENCE, R. I.

Want Cookhouse, Bingo, Ball Games, Glass Pitch, Hoop-La, Long and Short Range Gallery, Jewelry, Custard or any Hunky Panks. We have one of each kind not conflicting. All replies to:

JOHN VENDITTO

75 Tiffany St., Providence, R. I. Tel.: Elmhurst 1-1050

HOLIDAY AMUSEMENT CO.

Opens April 22, Kansas City and Suburbs until July 4; then Fairs until October.
 CONCESSIONS: Grab, Long and Short Range, High Striker, Pitch-Till-You-Win, Cork Gallery, Roman Targets, Novelties, Basketball.
 RIDES: Can use capable Foreman and Second Men on Merry-Go-Round, Octopus and Roll-o-Plane, also Man on Fun House who will keep it up and drive. No drinking or cars.

FIELDING GRAHAM

7415 State Line Kansas City, Mo.

RIDE FOREMEN WANTED

2 Wheel Foremen and 2 Merry-Go-Round Foremen. Tilt Foreman, Kiddie Ride Foreman and Second Men on all Rides. Especially want Second Man for Scooter Rides. No drinkers or chasers wanted. Top pay to Men who can handle equipment with care.

A. J. SUNNY AMUSEMENTS

3006 E. 130th St. Phone: WASHINGTON 1-4679 Cleveland 20, Ohio

WANTED—WANTED INFORMATION ON MIDGET HEREFORD CATTLE

Want to buy several head or singly. State size, age and lowest cash price. Include snapshot if you have one.

WRITE OR WIRE

WALLY MILLER

Box 414 Hot Springs, Ark.

WANTED

Bids for Carnival Contract in connection with
CHARRO DAYS FIESTA
 Brownsville, Texas.

Contract to cover 10 days, February 6 through February 16, 1958. Will consider only top flight Show having adequate Major Rides, Tonder Percentage Gate, Shows and Rides. Submit bid to

FOUNT RAY

Chairman Carnival Committee,
 P. O. Box 1112, Brownsville, Texas,
 before May 10, 1957.

WANTED RELIABLE BILLPOSTER FOR 1957 SEASON

Salary no object to right party.

PRELL'S BROADWAY SHOWS

Lawrence, South Carolina
 Phone 695

DYER'S LOTTA LOTTA HOOEY

OPENING FRIDAY, APRIL 19-27,
 WEST HELENA, ARK.

Strong sponsor, close-in, tight lot.

Want Photos, Hoop-La, Bear and Glass Pitch and Hunky Panks. R. V. Ray and Jim White want Agents. Have opening for few clean Shows. Want Coaster Foreman and Drive-Yourself Tractor Foreman, Second Men who stay sober and drive semis. You will have a good season here.

All replies to West Helena, Ark.

FOR SALE

1948 CATERPILLAR \$3,500.00
 15 LUSSE SCOOTER CARS... 3,000.00
 BABY BOMBER 450.00

All in good condition. Can be seen at park in operation.

BEECH BEND PARK

Phone 3-4802 Bowling Green, Ky.

BOSS CANVASMAN WANTED

Playhouse in the Park, Philadelphia, has need for good Boss Canvasman. Good pay and living quarters.

Call N. Y. Office—

S. M. Handlesman

Circle 6-3030

J. T. HUTCHENS

Wants to join for April 25 Opening and a long season.

Acts for Side Show, any Act that does not conflict. Also Two Girls for Bally and Inside. Man and Wife preferred. Address: c/o SUNSET AMUSEMENT CO. 701 N. Main Excelsior Springs, Mo.

CORRECTION NOTICE

Coleman Bros.' Shows

will open in Middletown, Conn., on April 25, not on April 29 as mentioned in our ad in the April 13 issue.

JEFF GORSKI WANTS

WHEEL AGENT

Telephone Scranton, Pa.
 Diamond 7-1605.

Opening right after Easter with Morris Hannum Shows, Pringle, Pa., April 26-May 4. Two weekends.

CARNIVAL WANTED

FOR JOHNSTOWN, PENNA.

Wire or write

CARNIVAL COMMITTEE

LOWER YODER FIRE CO.

CETLIN & WILSON SHOWS

OPENING PETERSBURG, VA., JUNE 1, AUSPICE FIRE FIGHTERS ASSN.

Ride Unit opens May 13 at Colonial Heights, Va.

ROANOKE DIAMOND JUBILEE

Roanoke, Va., June 14 to 22. Location, Roanoke College Stadium on Jefferson St. in center of city.
 Parades, Fireworks, Pageant, Exhibits and Band Concerts. Auspice, City of Roanoke, Norfolk & Western Railway and all Civic Orgs. in the city.
 WANT: Novelties & Scales for Roanoke. Can place all Legitimate Merchandise Hunky Panks.

WANT: Showpainter, Foreman for Caterpillar, Second Man on all rides, Mule Drivers and Experienced Labor in all departments.
 Show furnishes welfare by Union to all employees. Can place show carpenter.

Whitey Walker contact us. Important.

All Address:

WINTER QUARTERS, BOX 787, PETERSBURG, VA.

CONKLIN SHOWS

WATERLOO, ONTARIO, CENTENNIAL, June 26 to July 2

Holiday weekend—extra large attendance. Downtown locations on the streets. Will place Merchandise Concessions, Hunky Panks, Refreshment Stands, Novelties, etc. Also worth-while Shows and modern Rides.

OFFER FOR SALE AT ATTRACTIVE PRICES

Fly-o-Plane, Looper, Roll-o-Plane, 18-seat streamlined Caterpillar and 16-car Octopus.

Address **FRANK R. CONKLIN**

P. O. BOX 31

BRANTFORD, CANADA

THE GREAT JOYLAND MIDWAY

Amvet Post #171, Wayne, Michigan—Commander Paul Hunter, Spring Festival.
 Wonderful location; 10 days and 10 nights. Starts May 3, ends May 12.
 Two Saturdays and two Sundays

Want legitimate Concessions of all kinds. Good opening for Sitdown Grab and Popcorn Wagon. Will book any Riding Devices not conflicting with office owned. Good opening for any Grind Show, Fun House, any Mechanical Device. Want one good Sensational Act. High Dive preferred. Fireworks the opening night. Tremendous Kids' Day, 50,000 tickets out.
 American Legion Post #587, Toledo, Ohio. American Mile, largest Toledo trading center, begins May 17, ending May 26, two weekends. American Legion Post #407, Southfield, Township Berkley, Michigan, 12 Mile and Greenfield, May 31 to June 9. Then comes the big surprise, can use anything and everything, approximately everything open. Want to hear from strings of Concessions. Would consider booking an entire Show if you act fast. These are hot locations, well promoted. If you've been with me before, we welcome you back. Let us hear from you.

ROSCOE T. WADE

Eddystone Hotel, Detroit 1, Michigan

Tel. 2-1200, Night or Day

NEW ENGLAND AMUSEMENTS WANT

OPENING MAY 1

Concessions of all kinds. Ball Games, Pitches, French Fries, Cigarettes, Short Range, Long Range, Fish Pond, Novelties and Hunky Panks. Very good concession territory.

WE PLAY GLOUCESTER, MASS., 4th OF JULY. DON'T MISS IT!

Wheel and Tilt Foremen, Raymond Pennington and Bob Holderman, get in touch with Jimmy. Joe Hoffman, call me.

All replies to **HARRY J. KAHN**

60 Parkside St., Springfield, Mass. Phone: Republic 6-0237

GEM CITY SHOWS

LAST CALL! OPENING PENSACOLA, FLA., APRIL 20

Want Concessions. ESPECIALLY WANT BINGO. Opening Saturday, April 20. A deposit will hold your location if you cannot come in until Sunday or Monday. Want Help in all Departments, must drive. Will book any Major Ride not conflicting, also a few more Kiddie Rides. Contact:

THOMAS D. HICKEY

Theodore, Ala.
 Phone: Greenwood 9-4172

OR

DON GRECO

San Carlos Hotel
 Pensacola, Fla.

WANTED

For **HARLEM IN HAVANA**

ON ROYAL AMERICAN SHOWS

Good Second Talker for season, very good deal to right party.
 Opening Memphis, Tenn., at Cotton Carnival, May 11.

Write **KENNY REVLING**

OAK GROVE TRAILER PARK, BOX 192, NEW BRIGHTON, MINNESOTA

NOLAN AMUSEMENT CO.

OPENING APRIL 18 TO 27, ZANESVILLE, OHIO; FOLLOWED BY BARBERTON, OHIO; ELYRIA, OHIO; LORAIN, OHIO; WEIRTON, W. VA.; SPRINGFIELD, OHIO

WANT CONCESSIONS, SHOWS, RIDES, RIDE HELP

FRED NOLAN, Route 2, South Zanesville, Ohio

GRAND AMERICAN SHOWS

OPENING APRIL 25, OTTUMWA, IOWA

Want Concessions—Novelties, Jewelry, Age & Scales, Cork Gallery, Sium Spindles, Roman Targets, Basket Ball, Coke Bottle, Hi-Striker, Glass, Bird and Bear Pitches. Want Grind Shows with own equipment. Can place Hunky Pank Agents.

L. O. WEAVER, Mgr., Fairbank, Iowa

Carnival Routes

• Continued from page 66

Raley Bros.: Columbia, S. C.
 Rocky Mt. Empire: Cortez, Colo.; Grand Junction 22-28.
 S&S Amusements: (Spring Grove & Colerain Aves.) Cincinnati, O.
 Schafer's Just for Fun: (Illinois & Westmoreland) Dallas, Tex.
 Shop-O-Rama: Aztec, N. M.
 Siebrand Bros. Combined: Douglas, Ariz., 15-21.
 Southern Fair: Kennesaw, Ga.
 Southern Valley: Hope, Ark.
 Strates, James E.: Washington, D. C.
 Sunset Am. Co.: Excelsior Springs, Mo., 25-May 4.
 Tassell, Barney: Hampton-Varnville, S. C.
 Tatham Bros. Combined: Riverton, Ill., 27-May 4.
 Tennessee Valley Am.: Union City, Tenn.

Tidwell, T. J.: Snyder, Tex.
 Tinsley, Johnny T.: Greer, S. C.; Greenville 22-27.
 Tivoli Expo.: Lake Charles, La., 17-21; DeQuincy 22-27.
 United Expo.: Millington, Tenn.; Cairo, Ill., 22-27.
 United States: Hickory, N. C.; North Wilkesboro 22-26.
 Virginia Greater: Suffolk, Va., 19-27.
 Wolfe Am. Co.: Clinton, S. C.; Spartanburg 22-27.

Cisco Packs Texas Bldg.

CORPUS CHRISTI, Tex.—The Duncan Renaldo Show pulled a packed house for the matinee Sunday (31) in the Coliseum and Exposition Hall, Margery Brown, the building's manager, said here. The top business followed a strong Saturday when the show drew two-third houses for both the matinee and evening performances.

Renaldo, the Cisco Kid of the TV series, ballyed the show's appearance in a concerted 24-hour promotion with local co-operation from the Optimist Club and Donald Bonham, the sponsor.

WANTED

Ride Men. Foremen for Wheel, Scrambler, Merry-Go-Round, Octopus. Want good Lot Man. Will place clean Concessions.

MOUND CITY SHOWS
 1417 Grattan St. St. Louis, Mo.

GOLD MEDAL shows

55 RAILROAD CAR SHOW ON TRUCKS

CAN PLACE

Opening downtown Gadsden, Alabama, April 22

SHOWS—Good opening for Side Show Girl Show, with or without own equipment or will furnish same.

RIDE HELP WANTED—Foremen for Merry-Go-Round, Octopus, Ferris Wheel, also Foremen for 4 Kiddie Rides. Want Lot Man and Office Secretary.

CONCESSIONS—All concessions open, including Bingo. Can place four Grind Stores. Wire or call

JOHNNY DENTON

Rich Hotel Phone Liberty 6-1621 Gadsden, Ala.

CAN PLACE

PENN PREMIER SHOWS

worlds • cleanest • midway

THE BIG APPLE BLOSSOM FESTIVAL, WINCHESTER, VA., NEXT WEEK, APRIL 29-MAY 4

CONCESSIONS

Can place Custard, Age, Scales, Derby Racer, Glass Pitch, French Fries, Fish Pond, Ball Games and any other legitimate Concessions.

SHOWS

Can place Wildlife, Monkey Show or any show not conflicting. Want Man to manage Monkey Matordrome; we have everything complete. Bob Rawlins wants Smokey and Lucky Van to come on. Filipino Jimmy wants Pete & Louise Wilson, Doc Crosby, Phil, Chuck and Helen to come on. Can use two Girls for Bally.

HELP

Can place Ferris Wheel Man to work top or bottom and drive semi; good salary plus bonus to right man. Wire or phone me. Can also place good Second Men on all rides who drive semis. Mason, phone me.

THIS SHOW HAS 16 BONA FIDE FAIRS ALREADY BOOKED AND PLAY ONLY THE BEST STILL DATES AND CELEBRATIONS IN THE EAST

All mail and wires to
LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS LYNCHBURG, VIRGINIA



Cleanest Midway on Earth!



OPENING HAZLETON, PA., APRIL 24; THEN ESSINGTON, PA., MAY 6-11

CAN PLACE Hanky Panks, Hi-Striker, String Game, Lead Gallery, Novelties, Coke Bottles, etc.

RIDE HELP—Can use Foremen for Tilt-A-Whirl, Octopus, #5 Wheel, Merry-Go-Round and Kiddie Land. Winterquarters now open; steam-heated. All work has been finished on rides.

Contact owner **MICHAEL DEMBROSKY**, 302 E. Diamond Ave., Hazleton, Pa.

CARNIVAL OWNERS--OUTDOOR SHOWMEN

Effective week commencing April 22

All Show Want Ads must be
MAILED (Special Delivery), WIRED or PHONED
 to reach the CINCINNATI office of The Billboard
 by FRIDAY NOON, Eastern Standard Time, for
 the following week's issue, on sale MONDAY

The Billboard Publishing Company

2160 PATTERSON ST. Phone: DUnbar 1-6450 CINCINNATI 22, OHIO

Fourth Annual CIVIL DEFENSE EXPOSITION

Featuring Big Free Circus (Terrell Jacobs Wild Animal Circus) \$1,000,000 Civic & Commercial Exhibits—Outstanding Free Attractions such as Joe Louis appearing in person, Dowis Sky Wheel.

OPENING APRIL 13, NORTHWESTERN PARK, INDIANAPOLIS, INDIANA Two City Park and Memorial Day 500-mile Speedway Classic and other major city dates to follow.

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, Matordrome, Monkey Show, Jig Show, Girl Show. (Joe Louis will make personal appearance at our second spot.)

Day Phone: **PAUL MILLER** 10 South New Jersey St. Night Phone: Melrose 66387 Indianapolis, Indiana Melrose 21978

Time Getting Short—Reply by Phone or Wire
 Wanted—General Help in All Departments

CONCESSIONS—Hi-Striker, Huckle-Buck, Derby, Bozo, Glass Pitch, Gold Fish, etc.
 CATERING—Lemonade, Ice Cream, Pizza, Waffle, Sausage, French Fry, Novelty, etc.
 PITCH MEN—Especially good opportunity here for Demonstrators in huge exhibit tent, also midway. Locations available. Cards, Polish Gadgets, Medicine, etc.

WANT AGENTS

Army payday. Buckets, Bear, Balloon Darts, Pitch-Till-You-Win, Razzle, Pin, Skillo. Only four stores on show. No habit boys. Must be in Union City, Tenn., to get to work the paydays. Also have Army payday 1st of June. Want Girl Show Operator with two girls, wardrobe and P.A. set. Rex Allen, answered your wire: are you coming? Curtis Jones, Mike the Creek, Spooks, come on in.

CHARLES GRIGGS Union City, Tenn.

PAGE BROS.' CARNIVAL & CIRCUS COMBINED

Want Bingo, Arcade, Lead Gallery, Pop Corn, Floss, Custard, Scales, Grind Shows, Girls for Girl Shows.

W. E. PAGE

BOX 244, SPRINGFIELD, TENN. PHONE 1528

P.S.: Want Business Manager. Buck Derby, phone. Want to buy small adult Chairplane; prefer Gruner make.

AMERICAN BEAUTY SHOWS

All people contracted—we open April 26, De Soto, Missouri

Can use a few more Hanky Panks, especially Ball Games. Can place Foreman for one Wheel. Show will move on lot April 24.

Contact **H. W. BARTHOLOMEW, Mgr.**

Box 29, Perryville, Mo. (Phone: Old Appleton, Mo., 2110)

FOR SALE

No. 10 Wheel, Eli seats and spokes, Parker towers, with transportation; Kiddie Plane Ride, 35 Kw. Waukesha Light Plant, Long Range Shooting Gallery; Merry-Go-Round Organ, needs tuning. Contact

MRS. CHARLES C. FULLER

Rt. 2, Box 2530 Sacramento, Calif.

CARNIVAL WANTED

Any week in May or first of June. Must be fairly large. Cash appearance bond required. Top Carnival town.

E. A. SMITH

AMERICAN LEGION POST 13
 Phone: YU 3-1623 Maryville, Tenn.

WHITEY SLATEN WANTS

S. & S. AMUSEMENTS
 Concessions—Fishpond, Photo, Balloon Dart, Bear Pitch, Hi-Striker, Scales, Coke Ring, Duck Pond, Jewelry Pitch, Cotton Candy, Long Range Gallery. Would like to book clean Octopus for season with option to buy. All replies:
WHITEY SLATEN
 P. O. Box 92, Mt. Healthy, Ohio, or wire Spring Grove & Colerain Ave., Cincinnati, O., until April 21.

PEPPERS ALL STATES SHOWS

Can use neat Cook House, Long and Short Range Galleries, Photos, Cork Gallery, Bumper, Basket Ball, Pitch-Till-You-Win, Coke Bottles. Shows with own outfits, Fun House, Big Snake, Monkey Show, Mechanical Show; very reasonable P.C. Join on wire Fort Walton, Fla.

FRANK W. PEPPERS

Sunset Amusement Company

OPENING DOWNTOWN EXCELSIOR SPRINGS, MO., APRIL 25.

Can place Electrician, experienced Fun House Man; Second Men on Rides, Dodgem, Rock-a-Plane, Merry-Go-Round, Kid Rides. All must be able to drive semis. John T. Hutchens wants outstanding Freaks and Working Acts, Girls for Illusions. Marge McCloud wants Talkers for Snake and Girl Shows.

Address: 701 N. MAIN ST., EXCELSIOR SPRINGS, MO.

PAN-AMERICAN SHOWS

Want Girl Show. Acts for Sideshow. Producer, Comics, Girls and Musicians for Minstrel Show. Will book Wildlife, Monkey Show. Want Hanky Pank Concessions of all kinds—Bingo, Scales, Age, Popcorn, Candy Apples, Mitt Camp, Photos and Six Cats. Agents for Count Store, Skillo, Buckets, Pin Store. Want Ride Superintendent and good, sober Ride Men who drive; Wheel and Octopus Foremen, must drive.

Contact **ARTHUR BROWN, Bus. Mgr.**

ALEXANDRIA, LOUISIANA, THIS WEEK.

STOCK TICKETS	TICKETS	SPECIAL PRINTED	Double Coupon Double Price
1 Roll \$ 1.50	of every description	Cash With Order Price	
5 Rolls 4.50	Wheel tickets carried in	2,000 \$ 6.90	
10 Rolls 8.25	stock for immediate ship-	4,000 7.80	
25 Rolls 18.75	ment.	6,000 8.70	
50 Rolls 24.00		8,000 9.60	
100 Rolls 44.00		10,000 10.50	
Rolls 2,000 EACH		30,000 15.20	
Double Coupons		100,000 33.00	
Double Prices		500,000 133.00	
No C.O.D. Orders	THE TOLEDO TICKET CO.	1,000,000 250.00	
Size: Single Tkt., 1x2	Toledo 12, Ohio		

SAVE MORE MONEY—
 MAKE MORE MONEY
 Subscribe to The Billboard TODAY!

when answering ads . . .
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ONLY THE BILLBOARD—
 among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS

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.

Pipes for Pitchmen

LAWRENCE MAYNARD . . . of Larrie Labs, was a recent visitor in Detroit. He was reportedly looking prosperous in a silk sport coat, the pockets of which were stuffed with six-for-a-nickel cigars. Larry, better known as Peco, is a powerhouse on a polish joint, according to our informant. In other sectors of the Motor City, Joe Driver is in a Kresge store with a foot joint, Bea Reiser is going strong on diet gum in the chain stores, Gladys Quinn, who had been working stove polish in Kresge's, closed; Chick and Marian DeCoursey, who have been working cleaner, closed until after Easter, and Eva Camarada, who has been working plastic towels in Sam's department store, exited.

DOC SLOCUM . . . who has been working cleaner in a Kresge store, Dearborn, Mich., closed there recently to work home shows with magic plastic.

6 RETRACTABLE BALL POINT PENS

Gold Polished Metal Caps. RED - GREEN BLUE INKS.

Full Size Secretary Pen Pocket Holder, Standard Memo Pad 25% dep. with order F.O.B. Chicago. Cashier's check or money order.

\$7.50 per doz. sets

Packed in one doz. lots. No less sold.

COOK BROS. 916 S. Halsted St. Chicago, Ill.

WAGON JOBBERS! Agents! Distributors!

DOUBLE your PROFITS with DOUBLEWEAR SHOES and BOOTS



All Types! **RETAIL FOR \$8.95 to \$17.65**

YOUR PROFIT UP TO 33%

Boost your sales; add more customers; increase your income—with DOUBLEWEAR SHOES and BOOTS. Latest styles; practical designs; solid quality; low, attractive retail price. Nationally advertised, with beautiful Sales Display Kits. Lots of repeat business; makes steady-profit specialty EXTRA for your regular line.

Write today for FREE Spring Catalog and Complete Prices, Details!

DOUBLEWEAR SHOE CO. (Dept. 6)
315 E. Lake St. Minneapolis 8, Minn.

GREAT NEW SELLER! 6 PEN POCKET SECRETARY



HOTTEST PEN DEAL IN 5 YEARS!

Includes

- ★ 6 Jet Automatic Ball Pens
- ★ Leather Grained Vinyl Pocket Secretary
- ★ 80 Page Memo Pad

DOZEN SETS Only \$10.50 GROSS SETS, \$108.00 Per Gross SAMPLE, \$1.00 Post Paid

Your Money Back If You Don't Agree . . . THIS IS THE HOTTEST ITEM OF ITS KIND!

OPEN UP TO FULL SIZE POCKET SEC'Y & MEMO PAD

Selling Like Wild All Over America!

FREE! 325 PAGE CATALOG!

Giant Book Packed With Nationally Advertised Merchandise at Lowest Wholesale Prices!

Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

GEM Sales Co. 533 Woodward, Dept. A Detroit 26, Michigan

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Necklaces and Bracelets Boy Alone - Girl Alone Or Combination

Made of Aluminum and Gold or Nickel Plated.

MILLER CREATIONS

With It Since 1907
7729 So. Avalon Ave. Chicago 19, Ill.
Phone: WATERfall 8-8855
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Pitchmen! Novelty Stores!

Rush only \$1.00 for 10 different samples of FAST SELLING EZ 25¢ magic tricks and clever puzzles and wholesale price list. Please mention your business. D. ROBBINS & CO., 127-B W. 17th St., New York 11, N.Y.

we MANUFACTURE all

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Write for Low Prices.

Gam Sales Co.
1321 SO ADAMS ST. PEORIA, ILL.
PH. 4-1451

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For Immediate Shipment. Write for FREE Catalog.

STATE NOVELTY CO.
624 W. St. Clair Cleveland 13, Ohio

1,000 PIECES OF SLUM ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Dart Balloons Gro. \$.70
Corks 1,000 3.25
Hoops Doz. .90
Baseball—Worth Doz. 3.75
Darts—French Doz. .80

25% Deposit With Order—Bal. C.O.D. Send for FREE C-57 Carnival Catalog.

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SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

Buy direct from **Costume Jewelry Manufacturer**

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FREE CATALOG WRITE TODAY!

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
Men's Hand-Set Rhinestone Rings, Ladies' adjustable Rhinestone Rings. Lasting Gold Finish. Each dozen in hinged jewelers' tray \$3.00 per doz.

PACKARD JEWELRY CO.
Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

HERE IT IS!

The only Catalog with over 300 Pages of Name Brand Merchandise.

Diamonds, Watches, all kinds Jewelry, Appliances, Camera Equipment, Luggage.

Write us immediately for this wonderful money-making Catalog.

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PLUSH from MER!

32" PLUSH BEAR Cotton stuffed. Aast. colors. **\$20.00** dz.

32" SUPER PLUSH BEAR Vinyl Rubber, Painted Nose. **\$21.75** dz.

21" FLAPPER BEAR \$11.00 dz.
19" JUMBO SCOTTY 25.00 dz.
F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

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WISCONSIN DELUXE COMPANY
1902 No Third Street Milwaukee 12, Wisconsin

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Announces New, Modern and Larger Quarters

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Visit Our New Showroom and Warehouse

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Cel-Max Factory Purchase Close-out While They Last

Ladies' Rhinestone Watch Sets

Distinctive Rhinestone Watch, Smart Band, Sparkling Necklace, Bracelet and Earrings. **\$7.95 SET**

Yes . . . SIX gorgeous pieces—smart satin-lined gift boxed. The complete set packed for powerful profits! (12 or more sets only \$7.75 set.)

A Sparkling CEL-MAX Success!

3 and 4-Pc. Boxed Jewelry Sets \$8.10 PER DOZEN

Glistening 3 and 4-Pc. Pearl Sets

- Hand-set Brilliant stones in Necklace and earring sets
- Assorted styles and colors.

It's the buy of the year that cannot be repeated after present stocks are sold! All beautifully boxed—all high style sets! Priced for phenomenal profits. We'll sell 'em like hot cakes—YOU'LL sell them on sight! Get your order in NOW! Write today!

CEL-MAX Ensemble Men's 5-Pc. WATCH SET

Jeweled Watch \$4.89

- Expansion Band
- Cuff Links • Tie Bar
- Key Chain

NATIONALLY ADVERTISED — A complete jewelry wardrobe. Packed with SELL — priced for profits! Shipped assorted. Minimum order six (12 or more \$4.79 per set!) Nothing like it for steady summer sales!

CEL-MAX, Inc. Exporters • Wholesalers • Manufacturers
582 So. Main St. • MEMPHIS, TENNESSEE

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

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In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.
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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on side of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.
Minimum \$10.**

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(unless credit has been established)

NOTICE

EFFECTIVE APRIL 29
THE BILLBOARD WILL BE DATED
MONDAY EACH WEEK

Distributed the preceding Saturday, most subscribers will receive their copies, and newstands in principal market areas will have copies available on Monday the date of issue.

NEW CLOSING DATE

Your Classified Ad for April 29 Issue must reach Cincinnati by
WEDNESDAY, APRIL 24

Thereafter Classified forms will go to press on WEDNESDAY each week for the following Monday's issue.

All Classified advertising should be sent direct to THE BILLBOARD PUBLISHING CO.
2160 Patterson St., Cincinnati 2, O.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢; Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago, ch-np

ANIMALS, BIRDS, PETS

CINNAMON WHITEFACE RINGTAILS, \$35; Spiders, \$30. 3—\$75; Squirrels, \$20; Woollys, \$65; Taster Capuchin, \$40; African Monkeys, Request price lists. Brouson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. ap20

GIANT TEXAS DIAMOND BACK RATTLES, African Lion Cubs, Rhesus Monkeys, tame Pecary, Ringtail Cats, Squirrels, Baby Turtles, Gators, Chameleons, Parakeets, Logston's, Box 3045, Fort Worth 5, Tex. Phone: Jefferson 42592.

LIVE HARMLESS TOADS, REAL PETS. Medium size, 50¢. Large, 75¢. postpaid. Chipmunks, Kangaroo Rats, \$2.50. Bobcats, Badgers, Peccaries Caco-Mixte, \$25. Ravens, Raccoons, \$10. Rattlesnakes, \$1 lb. Raccoon Tortoises, \$1. Harmless Indigos, Yellow-Bulls, \$1.25. Live arrival guaranteed. Established 1904. Stamp for price list. Zoological Supply Co., Box 483, Dial 2-1359, Laredo, Texas.

PARAKEETS, \$1 EACH, MINIMUM ORDER 25 Birds; Cages, \$4.80 doz. Canaries, Flash Cages, Rats, Mice, Monkeys, immediate shipment. Terms: Part cash, balance C.O.D. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo.

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 Rabbit, Squirrels, Otto 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.

F. J. ZEEHANDELAAR, Inc.

286 Clove Road New Rochelle, N. Y.
Phone: NE 4-2094

TAME YOUNG FLYING SQUIRRELS, \$22.50 per dozen; Armadillos, \$3; Opossum with Babies, \$5; Raccoon Cubs, \$8; big harmless Den, 20 Snakes, \$25; Diamondback Rattlesnake, \$1 per foot; Gopher Tortoises, \$7.50 per dozen; assorted large Turtles, \$6 per dozen. Ray Singleton, Rattlesnake, Fla.

VISIT ROSS ALLEN'S REPTILE INSTITUTE, Silver Springs, Fla. Surplus Reptiles for sale. ap20

YOUNG ADULT DEER, WHITE, BLACK, Spotted Fallows; Whitetails, \$85 each. Pair tame adult Leopards, \$250 each; 40-pound male Chimpanzee, \$500; tame young adult Jaguar, \$425; Chicago; tame yearling Tiger, \$1,250; \$1,250; tame Gibbons, \$250 each; Giant Capybaras, \$75 each; adult male Tapir, \$425; tiny young female Sicilian Donkey, \$475; many more. Write for price list. Rare Bird Farm, Kendall, Fla. ap20

BUSINESS OPPORTUNITIES

ALL FOR \$9.75 POSTPAID — SNOWBALL Flavoring, Ice Shaver and Cups to make thousand Snowballs. You make them. 400% profits. Circular. Snowball, 9934-B 42nd turner, Jacksonville 8, Fla. ap20

COIN PITCH GAME — ALL ELECTRIC, new, fascinating; playdays, carnivals, fairs, concessions. Write, free details, Palmland Amusement Co., P. O. Box 531, North Bellmore, N. Y. my11

FOR SALE — PORTABLE SKATING RINK, size 134 by 52, complete except canvas, \$3,000. Write: Dwaine Babb, Cambridge, Minnesota.

FREE HANDWRITING ANALYSIS WITH "Roadman's Register" carnival money-making games. Only 50¢, postpaid. Satisfaction guaranteed. Ben Kandel, 202-B Jefferson, Eatonton, Ga. np

FREE MEXICAN, CUBAN IMPORTS CATALOGUE, Shoes, Purges, Belts of alligator tooled leather, Snake, Unborn Calif. Import Sales, Box 955, Pomona, Calif. ap20

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ap20

MUSIC STORE STUDIO, 30,000 WISCONSIN City, best franchises, gross \$50,000 yearly. Write: Box C-169, c/o The Billboard, Cincinnati 22, Ohio.

MAN WITH SOME CAPITAL TO DEVELOP and manage large park; 1300 acres, suitable for bathing, fishing, boating, skiing, trailer court, riding, etc. Peninsular Park, P. O. Box 1468, Pensacola, Fla. ap27

PROFIT BY SELLING IMPORTED Venetian Bead Earrings, clip style. Colors: white, black, rose. Three pair, \$1; dozen pair only \$3. D'Indri Imports, 5525 Quincey, Chicago 44, Ill.

REFRESHMENT STAND FOR SALE, SODA Fountain, Freezers, etc. You can sell anything in food or drink. At Hopatcong Bear Farm & Zoo, one block from largest beach at Lake Hopatcong. Stand, 12'x32'; Patio, 24'x30'; price, \$15,000. Terms: Box 488, Landing, N. J. Hopatcong 8-2176. ap20

ACTS, SONGS & PARODIES

ATTENTION — SINGERS, SONGWRITERS. Names and addresses of leading music publishers and recording companies, \$2.50. Lee Anthony, c/o Green Frog, Prescott, Arizona.

NEED COMEDY MATERIAL, THEN YOU'LL need "Comedy Notebook," the perfect collection of gags, banter, ad libs, etc. "Ten Parodies" free with this ad. \$3. Show-Biz Comedy Service (Dept. BB-16), 1613 East 29th St., Brooklyn 29, N. Y.

PUBLISHERS, RECORD CO.'S & ARTISTS. New, original material, free demonstration. Jess Thomas, 7020 Bethany, Shreveport, La.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

AGENTS & DISTRIBUTORS

A-1 SALESMEN, DISTRIBUTORS, PROMOTION MEN. Exclusive territory for nationwide Record Company to handle special promotion of new, unadvertised "apex" Records made to sell themselves wherever heard. "Your" agents repeat business alone good for several hundred dollars per week. Music experience not needed; could hand-cap, if you're a hustler we'll send particulars, record and franchise. We want the right man, not individual orders. Write Mr. Martin, 482 Broadway, Amityville, N. Y.

ATTENTION, HOSIERY, LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. my6

CARDED BALL POINT PENS, \$12.50 PER 100. Refills \$1 dozen. New Twin Refills, low imprint prices. Salesmen, write: Topval, Lyndhurst, N. J.

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklaces, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 1.00 dz.
Asst. Tie Slides, carded 1.25 dz.
Rosaries, imported 1.25 dz.
Summer Sets, boxed 1.20 dz.
Tie & Cufflinks Set, asst. 3.50 dz.
4-Pc. Rhinestone Sets, boxed 18.00 dz.
Summer Earrings, asst. \$7.00 & 12.00 gr.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 1.95 dz.
Cufflinks, carded, asst. 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.
SAMUEL SILVERMAN & CO., INC.
1620 Westminster St. Providence, R. I.

CLOSEOUTS—IDEAL FOR BOARDS AND Fairs. Imported Portable Radios and Mexican Feather Pictures. Tomart Co., 4322 Mt. Vernon Rd., Cedar Rapids, Iowa.

COLOSSAL AND LIFE-SIZE HUMAN FIGURES made to order with fiber-glass Plastic for roadside displays or attractions. Colorful and durable. Al Nichols, York Beach, Me.

DECALCOMANIA TRANSFERS NOW offered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. "Raleco," XL, Boston 10, Massachusetts. ch-np

EARRINGS — ASSORTED STONED AND tailored, \$6 per gross plus postage. C.O.D. Gross lots only. New England Jewelry, Dept. 6, 124 Empire St., Providence, R. I. ap27

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$6.50 gross
Tie Bars, carded 3.60 gross
Charm Bracelets 7.20 gross
Stoned Pins 7.20 gross
20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

1620 Westminster St. Providence, R. I.

ELVIS PRESLEY POPLIN WATERPROOF Mittens. Ideal gifts as prizes in games of skill and other promotions. Price \$3 per dozen. Retail selling price \$1.50 per pair. 691 Salem Road, Uniondale, N. Y.

GET THE "ORIGINAL" 1957 BLUE BOOK Directory of Manufacturers, Jobbers, Wholesalers. Deal direct with over 6,000 firms who supply anything up to 100% dealer discounts. Also new products. Free Wholesale Plan. Associated Wholesalers, 1016-BB Starr, Burlington, Iowa. ch-ap20

JAPAN DIRECTORY—LIST OF JAPANESE manufacturing exporters, plus Japan trade journal information and Japan opportunities. Just \$1 today. Nippon Annual, Box 6266-I, 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. ap20

NEW SUMMER CLOSEOUTS

Spring Floral Ear, asst. \$ 2.75 dz.
New Spring Colored Ropes 3.00 dz.
Gen. Cultured Pearl Pins & Necka 2.50 dz.
4 Pc. Pearl Set, boxed 13.50 dz.
Crystal Beaded Necklaces 4.00 dz.
Summer Neck Brace, Ear, Bxd. Dz. 4.80 dz.
Large Floral Ear, asst. 10.80 dz.
Floral Neck & Ear Set, boxed 2.50 dz.
Charm Bracelets, Asst. 2.50 dz.

NEW FREE DESCRIPTIVE LITERATURE ON HUNDREDS OF TERRIFIC VALUES
20% deposit with order, balance C.O.D.

KAREN ORIGINALS

45 N. Main St., Dept. B Bristol, Conn.
MEN'S WALLETS — PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage. C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. 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

SUPER COLOSSAL CIRCUS

(Formerly used as a premium by a major Co.) (Retail value \$50.00 each)
Circus Tent, 9 ft. square, 7 ft. high
2 Side Shows, ea. 5 ft. high & 2 ft. wide
48 Wonderful Giveaway Prizes
14 Balloons, 12 Pennants
Ringmaster Guide & Circus Music Record
Packing 2 etns. (knocked down). Weight: 18 lbs. Your cost \$5.00 each complete.

ALLISON'S Brooklyn 7, N. Y.
PENNANTS—ASK FOR SAMPLES AND prices on our line of Pennants for your season's needs. Easy to sell. Hart's, Marine City, Mich. my34

We'll Start You in Your Own STAMPING BUSINESS

Big year round business; steady income; big profits stamping Social Security Plates. Start at home in spare time. Send 50¢ for sample plate with your own name and Social Security number. Catalog free.

GENERAL PRODUCTS

188 State St., Dept. BB-10, Albany, N. Y.
SMALL IMPORTED "PEN KNIVES," \$1 dozen, \$8 gross. Key chain ball attached. Sturdy. Distributing, 1108 West Pitts, Pasadena, Tex. np

START YOUR OWN BUSINESS FOR AS LITTLE AS \$15

Sell by mail or locally, full or part time. Every home a prospect for our line of wall decorations. You'll make up to 57% profit! Write for complete information. (Inquiries also invited from established jobbers, distributors and mail order houses.)

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1345 Third Ave. New York 21, N. Y.

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
Guaranteed LIKE NEW!
BENRUS
ELGIN
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GRUEN
BULOVA
WATCHES

Choice Lot 6 FOR \$49
All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

Assortment, Men's Elgin, Waltham. Complete with Expansion Bands \$69.50
(Sample \$8.95)

SPECIAL LOT—Men's Elgin, Waltham Watches \$6.45 Each
5-Day Money-Back Guarantee

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

88¢ SALE SLUM!
Your choice any item—
88c per gross.
Minimum order \$10.00.
(This offer expires June 1, 1957)

6" Paper Horn
Paper Cigarette Whistle
2½" Tin Cricket
1½" Rubber Bat
1¾" Rubber Mouse
1" Rubber Spider
4" Rubber Dagger
Wire Puzzle
Butterfly Broach
12" Blowout
Paper Pill Puzzle
1½" Magnet
Paper Hat Mask
Rubber Razer
4" Flower Fan
6" Fingertap
2½" Rubber Lizard
2" Rubber Skeleton
25% dep. 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

Watch Makers' Special
Used Men's and Ladies' Wrist Watches, also Pocket Watches. As is—
5 for \$10
Wholesale only. 25% with order, balance C.O.D. Immediate delivery.
JOSEPH BROS. 5 S. Webster Ave. Chicago 3, Ill.

JEWELRY CLOSEOUTS
E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. 21.00
E3—Pierced Hoop Earrings, Gr. 8.50
E5—Stone E-Rings, Etc. Asst. Gr. 12.00
T1—Tailored Tie Sets, Bxd. Dz. 3.50
T2—Stone Tie Sets, Bxd. Dz. 3.50
T3—Assl. Tie Sets, Bxd. Dz. 4.50
T4—Tieslides, Carded, Dz. 1.25
T5—Marilyn Monroe Tie Sets, Dz. 10.50
T6—Cufflinks, Carded Dz. 1.25
O1—Odd Lot Necka & Bracea, Gr. 15.00
B1—Bracelets, Asst. Gr. 24.00
W1—Men's 6-Piece Watch Set 5.95
W2—Ladies' 5-Piece Watch Set 5.25
W8—Men's Stone Dial Watch 5.50
P12—Men's 10-Piece Watch Set 7.50
P15—Men's 10-Piece Watch Set 7.50
P16—6 Asst. Cuff Sets, Bxd. 3.00
P24—Men's 6-Piece Watch Set 5.00
25% samples of any items at reg. prices. 20% dep. bal. COD. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Providence, R. I.

CONCESSIONAIRES AND GIFT SHOPS MAKE BIG MONEY

with
GENUINE HAND WOVEN INDIAN STYLE WAMPUM BEADED NECKLACES
Assorted designs & colors
15" long

TERRIFIC \$1.00 SELLER!
Colorful Indian Designs
YOUR COST ONLY \$4.80 per doz. In gross lots only (\$4.30)
Appeals to Young & Old

Send \$5.00 now for sample doz. Shipped prepaid with money back guarantee. (10% less in gross lots.)

Cash in on this fastest selling item. Our references—Dun & Bradstreet or N. W. Nat'l Bank, Minneapolis.

RODEO LEATHER GOODS CO.
229 No. First St., Minneapolis 1, Minn.

SEND FOR FREE CATALOG

JOBBERS—PITCHMEN

NEW FOR '57
★ TWO TONE, FULLY AUTOMATIC top action retractable ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED.
\$15.84 per gross in 10 gross lots
—SAMPLE GROSS \$14.50—

★ 3-PIECE POCKET SETS with 3 different color ball pens with ink to match, handy comb and plastic pocket saver.
\$49.50 per gross in 10 gross lots
—SAMPLE GROSS \$51.00—

★ STANDARD GOLD CAP RETRACTABLES
\$13.50 per gross in 10 gross lots
—SAMPLE GROSS \$15.00—

Individually packaged
SILVER TIP REFILLS \$6.48 GR.
Buy the box in bulk & Save \$35.00 M

MODERN PEN MFG. CO., INC.
384 Broadway New York 13, N. Y.

THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb! You get attention with Myrlo products.

MYRLO CO., Dept. B
1231 Main Ave. Cleveland 13, Ohio

WATCH SPECIALISTS

FOR 67 YEARS

Copy of \$975 Diamond Bracelet Watch \$9.50
Natl. Adv. 10 Piece Watch Sets \$5.95
Free 50 Colored Sheets With Your Name; 14 Kt. Premium, \$60 per dz.
Catalog 17J & 7J Very Thin Men's, Women's Watches & Original Watch Sets

RESULT SALES (Dept. B)
380 FIFTH AVE., NEW YORK 36, N. Y.

SELL WHOLESALE—MEN'S PRODUCTS, large profits. Novelties, Combs, Gifts, Specialty Merchandise. Post paid shipments. Carleton House Distributors (BB), La Marque, Tex. ap27

SIGN LETTERS, READY-TO-USE CUTOUTS. Tempered Masonite, 3" to 24" high; many styles. Catalog free. Eyerly Co., Newton, Iowa. ap20

START YOUR BUSINESS, \$5 SUPPLIES 14 kt. gold sample worth \$15. Free literature. Watson Corp., 580 Fifth Ave., New York.

COSTUMES, UNIFORMS, WARDROBES

FLASHY CLOWN SUITS, \$15; SEQUINED Panel and Bra Sets, \$7.50; solid Sequined Gowns, G-Strings, Pasties. Complete line of Flashy Clown and Girl Show Costumes and Accessories. Free lists and folder. Leroy Carpenter, 4618 Park Ave., Weehawken, New Jersey.

FOOD AND DRINK CONCESSION SUPPLIES

IT'S NEW, A REAL MONEY-MAKER. TWIN Hot Dog on a Stick. New Wienie Toast Griddle, toasts and molds sliced bread around frank. Commercial electric model now in production. Send for details. Ipeco Products Co., 20 Camden St., Newark 7, N. J. POPCORN, BOXES, SEASONING, NEW Popcorn Machines, Popcorn Combs, Flax Machines, Gold Medal pre-popped Pop Corn "ready to eat." Three used Creators 41, one like new. New Electric Dispensers. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

FOR SALE

Stuffed Curios Comprising:

Dog with 2 heads
Stoat with 2 bodies and 8 legs
Siamese Twin Lamb
Sheep with 2 perfect heads
30 cases stuffed Birds—English and foreign
12-foot Crocodile
£400 the lot ex London.

Chicago Automatic Supply Co. 15 St. George's Rd., London S.E. 1, London
ARCADE, COMPLETE WITH FRONT, 30x60 Tent, 60 machines, two Studebaker 1 1/2 ton trucks, 8 new Vacuumatic Card Venders; have Meters, Pikes Peak, etc. \$3000 cash. Steele Amusements, M. R. #2, Valparaiso, Ind. Phone 4-8297.

ARCADE MACHINE CLOSEOUTS GIVEAWAY prices. Will trade for anything of value. Bring your truck. Long, 301 South-east 3rd, Richmond, Ind.

FOR SALE—SECONDHAND SHOW PROPERTY

AEROPLANE KID RIDE, SACRIFICE, \$395. Country Store Spinde in cabinet, \$50; Candy Floss Machine, \$125, complete stand. Cante, Lyndhurst, N. J. ap27

ATTENTION, ALL OUTDOOR ENTERTAINERS! Wonderful speaker system. Bring your voice within range of entire crowd. Label mike. Same as new. Mfg. by Chalenger Amplifier Co., Model CH30. Sacrifice for \$70. Alan McConnell & Son, Inc., 602-604 Jackson Bldg., Indianapolis, Ind.

BUILD KIDDIE RIDES FROM TESTED plans: Airplane, \$100; Chairplane, Auto, Carousel; Slipping Rocket, Coin-Operated Horses, \$5 each; aluminum Horses, \$54. Brill, Box 875, Peoria, Ill.

CROSLY MINIATURE FIRE ENGINE, good kiddie's ride. Seikel Amusements, Chippewa Lake Park, Chippewa Lake, Ohio.

FOR SALE—ALMOST NEW 32 FT. TWO Abreast Merry-Go-Round, also Kiddie Airplane Ride and Auto Ride. Write V. E. Slater, 60 E. 2nd St., South, Springfield, Uta.

FOR SALE

One 40x80 Tent

Good condition. Suitable for Carnival use or Roller Rink. Best offer.
Call Orchard 3-6739, Skokie, Illinois, or write BOX 885, The Billboard
188 W. Randolph Chicago, Ill.

FOR SALE—NO. 5 ELI WHEEL, V BELT drive, good condition, ready to go. Loaded on box trailer. Alle Blane, 44 Carleton St., Haverhill, Mass.

FOR SALE—RENSSELAER MINIATURE Train, G-12. Excellent condition. Phone 235V, Morocco, Ind. E. L. Smart.

FOR SALE—TUBS-O-FUN, FENCE, TUB Covers. Ticker Box, heavy duty Cable. Used one season. \$1600. No more, no less. Wm. Mastrolia, 83 Keasler Ave., Lodi, New Jersey.

FOR SALE CATERPILLAR

Good shape, overhauled motor, new all weather plywood floors and backs. Good plastic.

J. W. HILL

815 South Holmes Memphis, Tenn. Phone: Fairfax 7-4746

FOR SALE—3 ABREAST MERRY-GO-Round, large park machine in good condition. 42 hand-carved jumpers, 8 stationary and 2 chariots. Hugh J. McElwee, 630 Madison, S.E., Grand Rapids, Mich. Ch 5-9080.

FOR SALE—32 FT. FERRIS WHEEL, 1955 Smith and Smith. Operated same park two years. Contact Mrs. W. H. Goulding, Little Valley, N. Y. ap20

FOR SALE

To settle estate of the late Charles J. Martin, Medina, Ohio.
Complete Cookhouse and Grab Equipment, also Trucks. Contact:

Mrs. LaVerne Martin

R.F.D. #4, Medina, Ohio Ph: Med. 2-1168

KIDDIE RIDES—10-PASSENGER SWAN; 10-passenger Chair Swing; 6-ft. Merry-Go-Round, 6 wooden horses; Pictures, 25¢; not factory built, \$500. Popcorn Miller, 3525 So. Cedar, Lansing, Mich.

ONE 32-FT. MERRY-GO-ROUND, 24 JUMPING HORSES. This machine is all new except horses. Used one season and priced right. Lone Star Supply, 1701 Harrison St., Amarillo, Tex.

PHOTO BOOTH, COMPLETE, PORTABLE, \$65; Side Show Top, 25"x125", in bags, \$125. Excellent condition. Buddy Bernstel, 1017 Willow, Lebanon, Penn.

SELL OR TRADE FOR SPITFIRE, \$88; Lay Down or Ea. 10x10 Coin Pitch Rings, best African Dip Joints, complete truck for road, also gross new balls, \$25. Hat Machine, 3 gross hats, \$140. Baker's Enterprise, Box 1783, Myrtle Beach, S. C.

TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. Je15

THEATRE, 425 UNPASTERED SEATS, Cinemascope, air conditioned, in Illinois town of 3,100. Make an offer. Kaahfinder, Wichita, Kan.

Science Show Apparatus Tesla Coil, Gravity Neutralizer Melodyne, Frankenstein Action Props and Effects

Kenstric

853 26th St. Santa Monica, Calif. EX 52435

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my4

TWO HOT RODS, TRACK AND 1 1/2-TON Truck, \$400; Mugg Outfit in trailer, \$300; one complete Photo Booth, \$125. All good condition. Must sell by May 5. Bob Mooney, 124 E. Water St., Flemingsburg, Ky.

TILT-A-WHIRL

Used last year, \$2,000 or make offer, also metal Concession Trailer, 16 foot, fully equipped; also Frozen Custard Machine and Donut Machine, cheap. Summit Beach Park, Akron, O. Call Ed Palmer, Franklin 6-8174 or evenings Temple 6-2756.

6 ARCADE MACHINES—GIVEAWAY prices: 20x40 8" Wall, \$50; 16x16 Bear Pitch, \$250; Coke Bottle Joint, \$50; Arcade front, \$125. Long, 301 Southwest Third, Richmond, Ind. ap27

8' AND 6' CENTER JOINTS, FINE CONDITION. Ideal for Floss, Popcorn, Snocone or Grab. Bolstad, Box 344, Appleton, Minn. ap27

18 YOUNG PONIES, CONSISTING OF 9 males and 9 females, all for \$1,100 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.

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. my6

MISCELLANEOUS

BACK NUMBERS POPULAR SHEET MUSIC for sale. Old songs wanted. List 10¢. No stamps. Joe Boucher, Box 12-B, Ottawa, Canada.

CHAMBER OF COMMERCE DESIRES COMPLETE information and bids submitted from reputable firms handling Christmas parades. Tentative date: November 29 in the morning. Please act promptly. Decision to be made in near future. 229 North Genesee St., Waukegan, Ill. ap27

PROFESSIONAL FIBER-GLASS JUGGLING Clubs, 12 oz., properly balanced. \$8 each. Al Nichols, York Beach, Maine.

WANT STAGECOACH, ROAD COACH, TALLY Ho or unusual Wagons or Buggies. Write: Box 511, Lake George, New York. stating condition and asking price. ap27

M. P. FILMS & ACCESSORIES

COMPLETE SET—TWO PROJECTORS, Motlographs, Lamphouses, Motors, Spare Parts, \$195; 35MM. Sound Features, \$15. Opera House, Milbridge, Me.

PASSION PLAY—35MM. AND 16MM. SOUND Prints, \$150 Print. Free list others. State 16MM. or 35MM. Minot Films, Inc. Milbridge, Me. ap27

16MM. SOUND FILMS, SALE AND EXCHANGE hundreds of titles. Free lists. Crawford Film Service, 412 Page St. Fort Worth 10 Tex. my6

PERSONALS

USE OUR ADDRESS PERMANENTLY. Your mail received and forwarded confidentially, \$3 monthly. Allied Amusements, 6209 Carter Ave., Baltimore 14, Md. ap27

PHOTO SUPPLIES DEVELOPING—PRINTING

CARNIVAL PHOTOGRAPHERS—WE HAVE Piedmont Direct-Positive Cameras and Eastman Paper and Chemicals in stock. Catalog mailed. Memphis Photo Supply, P. O. Box 1350, Memphis, Tenn. ap27

ENLARGEMENTS, HEAVYWEIGHT, SEVEN 5x7's or four 8x10's, \$1. No negative, 50¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. my4

COMIC FOREGROUNDS AND BACK-grounds Direct-Positive Cameras, Papers, Chemicals Mounts, Glass Frames, Photo Novelties Miller Supplies, 1535 Franklin, St. Louis 6, Mo. np

HASSAN PHOTO BOOTH 1 1/2 X 2—2 1/4 X 3 1/4, F-35 lenses, extra shutter; very good condition. Top frame, complete \$250. Minut Studio, 4840 West Fort St., Detroit 9, Mich.

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-1fn

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 post-paid. Tribune Press, Dept. 257, Earl Park, Indiana. je29

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2 x 11 Letterheads, 200 6 1/4 Envelopes, \$4.50 postpaid. Printing by Ace, Box 262, Lyndhurst, N. J. ap27

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

200 8 1/4 X 11 LETTERHEADS AND 200 6 1/4 Envelopes, \$3.75; black or blue ink. Mailto Press, 767-B Leith St., Flint 5, Mich. ap27

NOTICE EFFECTIVE APRIL 29 THE BILLBOARD WILL BE DATED MONDAY EACH WEEK

Distributed the preceding Saturday, most subscribers will receive their copies, and newstands in principal market areas will have copies available on Monday the date of issue.

NEW CLOSING DATE Your Classified Ad for April 29 Issue must reach Cincinnati by WEDNESDAY, APRIL 24

Thereafter Classified forms will go to press on WEDNESDAY each week for the following Monday's issue. All Classified advertising should be sent direct to THE BILLBOARD PUBLISHING CO. 2160 Patterson St., Cincinnati 2, O.

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 Repeat. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-150, 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.

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-1fn

SCENERY & BANNERS

ILLUSTRATE 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 Taper Ed, Box 368, Black Eagle, Mont. ap20

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. my18

NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Catalog free. Milt Zeis, 728 Lesley, Rockford, Ill. jy12

WANTED TO BUY

STUFFED HORSE OR OTHER ANIMALS for picture. Pictures returned. Rockerville Gold Town, Box 728, Rapid City, S. D.

WANTED—WALKING CHARLIE, NEW OR used. Contact Leo Whalen Jr., Cranmore Manor, Toms River, N. J.

WILL PAY HALF ORIGINAL FACE VALUE for mutilated coin. Any denomination. John Estill, 501 Hemphill, Fort Worth, Tex. my18

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20¢ a word—Minimum \$4 CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

BANJO—RHYTHM, SOLOS, VOCALS; other two-beat Dixie Men, write and tell all entertaining important Jig Adams, Montmartre Motel, Las Vegas. ap27

FAME & FORTUNE FOR U

Will train ambitious, sincere Girl, 21 to 25, to become top notch career Hypnotist on TV, stage, etc. Highly lucrative; unusual opportunity; no experience necessary. Free information, write to
Box 887, The Billboard
188 W. Randolph St., Chicago 1, Ill.

FIFTEEN GIRL STRIPPERS FOR STAG Show Circuit. Salary \$200 per week and commission. For details send measurements and photo. Robert O. Johnson, Albertville, Ala.

GIRLS WITH THEATRICAL INTERESTS for summer resort work. No experience. Have fun and earn at a New England resort. Write very fully, stating age; enclose photo. Box C-172, c/o The Billboard, Cincinnati 22, Ohio. ap29

NOW CONTRACTING Cowboy and Indian Acts, single or combination, for season, May 25 thru Sept. 16. Still spot; no nights. Send full particulars, photos returned.

TOTEM INDIAN VILLAGE Cooperstown, New York

GLASSBLOWER, ELDERLY GENTLEMAN preferred. Exhibition work, one location, summer. Production no object. Adirondacks. Write: Frontier Town, North Hudson, New York. ap29

PIANO IMMEDIATELY, SOCIETY TYPE fill-ins. Commercial combo. Long locations. Bill Grassick, Suttmillers Restaurant, 850 N. Main, Dayton 5, O.

RIDE FOREMAN NEEDED, TOP SALARY! Contact: Geo. Marshall, Ph. 1-7-4913, 208 W. Camden St., Baltimore 1, Md. ap27

WOMEN DWARFS OR MIDGETS FOR PROFESSIONAL WRESTLING Will train.
Write to and enclose photograph.
Lake Shore Park 808 Lake Shore Drive Chicago 11, Illinois

WANT TO BOOK ATTRACTIONS, ESPECIALLY colored, but will book whites. Magicians, Combs, Orchestras, etc. Must be up-to-date Box C-173, c/o The Billboard, Cincinnati 22, O.

WANTED CONTACT AT ONCE FOR SEASON of '37, Magician, outstanding western acts, hillbilly musical clown, male or female, for road show. Send photo, also information in first letter. National Exhibits, 804 Jackson St., Tupelo, Miss.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

AVAILABLE FOR SEASON—EXOTIC Dancer; revue preferred. Also consider placement as high-class annex attraction with reliable outfit. Excellent wardrobe and appearance, plus on transportation. Interested managers contact at once. Penny Law, c/o Hardy, 507 W. Market St., York, Pa. Phone 88270.

TATTOOED MAN, BODY COVERED. HAVE swell flash, wants with large Carnival. Tom McClendon, Route 1, Box 453, Rockingham, N. C. ap20

DRAMATIC ARTISTS

PROFESSIONAL ACTRESS, DANCE SOME, age 34, has photos. Interested in TV bookings. Contact: Maurine Dillinger, General Delivery, Corpus Christi, Tex. ap27

MISCELLANEOUS

ARRANGER, ANY STYLE. BOB VAN, 2501 Lowry Ave., N.E., Minneapolis, Minn. ap20

AT LIBERTY—GRAB OPERATOR, AGE 52, honest, dependable. Don't drink, good driver. Will cater to show folk. Desire trailer type, but will work others if well framed and clean. If you are looking for a good man, answer this ad. A Gould Sr., 3016 Reid, Houston 26, Tex. ap27

HAVE RABBIT, WILL TRAVEL—HARRY Albaker, "the only dead magician alive." Free, invisible Photograph Write: 1728 E. 32nd St. Lorain, O. ap27

SOCIAL DIRECTOR, SUMMER RESORT OR camp. Amateur Shows, Fun Parties, Square Dances my specialty. Fred Kelley, New Port Richey Fla. ap27

WANT WORK TO DIRECT AMATEUR Shows at summer resorts or follow Fairs as Salesman on wages and commissions. Write: Box C-174, c/o The Billboard, Cincinnati 22, O. my6

MUSICIANS

A-1 RINK ORGANIST AVAILABLE. 15 years' experience best locations. Prefer year-round operation. Any location. Write Box C-171, c/o The Billboard, Cincinnati 22, O.

ALL GIRL COMBO—DANCE MUSIC OR entertaining. Travel anywhere; cheaper terms on long contract. Box C-170, c/o The Billboard, Cincinnati 22, Ohio. my6

BASS, DOUBLE GUITAR, SINGS, READ, travel, thoroughly experienced, have car, wardrobe. Tuff Baker, 4308 Blair, Geneva 63999, St. Louis, Mo.

BASSMAN—NAME, EXPERIENCE, READ, fake solos. Anything, A-1 M.C., comedy pantomime, good material. Join organized entertaining combo or band. Photos, wire, write or phone: Musician, 383 Conenhill Ave., N. E. Atlanta 7, Ga. Phone Jackson 5-8771. ap20

DRUMMER AVAILABLE, YOUNG, MODERN. Wants work with young, modern combo. Swinger, top combo experience, improvise, read. Handsome appearance, age 25. Brady (Lot #308), 1274 N.W. 79th St., Miami, Fla. Phone: PL 77680 before 7:00 P.M.

ESTABLISHED 9-PIECE ORCHESTRA DESIRES summer location. Travel no object. Features special arranged dance style, vocals, novelties, etc. Cut shows. Instrumentation: 3 Sax (doubling all reeds), 2 Trumpets, Trombone, Piano, Brass Bass and Drums. Contact The Gadabouts Orchestra 109 Hazel Court, Creve Coeur 8, Ill. Phone 4-6382. np

EXPERIENCED DRUMMER—JOIN IMMEDIATELY location only considered; dance or show new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ap27

GUITARIST—SOLO, RHYTHM, VOCALS. Join immediately, combo, orchestra. All offers considered. Write or wire Howard Samuel, 1118 N. State, Chicago, Ill. ap27

JOHN METZ, FEATURED ORGANIST since 1954. Safety Harbor, Fla. (Famous resort hotel.) Available May thru November. Have latest Hammond equipment. Union.

One of America's Top Entertainers
JOHNNY EMERY
Organist, Pianist, Vocalist.
The correct music for any room.
Now that you've had the rest, try the best.

JOHNNY EMERY
c/o Cagon, 418 Church No. Adams, Mass.
PIANIST DOUBLING ACCORDION AND vibes desires location in New England. Single, all essentials. Write Ray Rose, c/o Gen. Del., Plattsburg, N. Y.

PIANO—EXPERIENCED, READ OR FAKE, combo or big band, any style, show experience. Gerry (Ross) Rosener, 859, S. Scott St., Mobile, Ala. ap27

THE FOUR MOODS—THAT BIG LITTLE dance band. Now booking weekends only thruout summer season. Write, wire, Walters, 119 Audubon Ave., New York City 32, N. Y. ap27

TRUMPET—NICE TONE, GOOD READER. Prefer section work. Jim Newsum, Box 352, Heavener, Okla. my6

PARKS & FAIRS

A NEW FREE BALLOON ACT FOR YOUR celebration. Hartman Air Bkt or old time balloon. A. J. Hartman, Burlington, Iowa. my6

AT LIBERTY—PAMAHASIKA'S PERFORMING Fox Terrier Dog; marvelous attraction. 3504 N. 8th St., Philadelphia 40, Pa. SA 5536. ap20

AT LIBERTY PAMAHASIKA—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. my11

HERE IS THE TOUGHEST ASSIGNMENT A Stunt Man can get. Sensational high diving as featured by Fox Movietone. You name your date and Capt. Mac will appear personally to put on a performance that will be long remembered. For particulars address Capt. Mac, 456 Lamphier Place, Warren, O. Tel. 45337. my6

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination. Magnolia, O. Route #1. je15

Sherman MASTER PAINTERS PRODUCTS 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 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton, \$1.00 per set. 25% dep., money order or bank check. Bai C.O.D., F.O.B. Chicago 916 S. Halsted St. Chicago, Ill. COOK BROS.

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 5601 University Way Seattle, Wash.

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1000 25c Charley Board	Prof. \$50.00	\$1.10
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1440 10c Barrel Board	Prof. 36.00	1.69
1000 25c Charley Tk.	Prof. \$52.04	\$1.49
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Exquisitely designed earrings, hand-made of tropical shells. Highlighted with imported rhinestones and simulated pearls. Fast sellers. \$6.50 per dozen postpaid, U.S.A. Money-back guarantee. Immediate delivery.

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Kick-Off Party Buffet on NVA Convention Bill

CHICAGO—There won't be a shortage of entertainment at the National Vendors' Association forthcoming convention to be held May 2-5 at the Conrad Hilton Hotel here. According to Jane Mason, convention secretary, two special events have been scheduled to take care of the lighter side of the program.

Kick Off

The first will be a kick-off cocktail party hosted by nine leading manufacturers. Anywhere from 250 to 300 persons are expected to attend the affair which will be held Friday (3) evening from 9 to 12 p.m. in the Williford Room. Featured will be Sid Sherman and his orchestra, with entertainment and refreshments served, all free.

Picking up the tab for the shindig will be: Samuel Eppy & Company, Green Duck Distributing Company; Karl Guggenheim, Inc.; Oak Manufacturing Company, Pee Wee Products Company, Penny King Company; Plastic Processes, Inc.; Paul A. Price Company and Victor Vending Company.

The following evening (4), Leaf Brands, Inc., will host a special invitational buffet dinner in the Waldorf Suite, starting at 7 p.m. Expected are 250 to 300 manufacturers, operators, distributors and guests. Music will be provided by Bert Rose and his orchestra with comedian Mickey Sharp providing the laughs.

Miss Mason emphasized that business will be strictly taboo at both sessions. The affairs are strictly to provide entertainment and relaxation for everybody and to enable the various manufacturers, operators, distributors and trade people to meet one another socially.

Lehigh Ready On 3-Column Candy Vender

EASTON, Pa.—Lehigh, Inc., here has gone into production on a three-selection candy machine which the manufacturer says lists for less than \$100. The unit was developed with the co-operation of the Hershey Chocolate Corporation.

The Take-a-Break candy machine has a capacity of 240 bars, with 80 in a column. The machine is set for a straight 10-cent vend.

Dimensions are 13 inches by 13 inches by 57 inches. Cabinet is baked enamel, with a locking base optional. Coin mechanism accepts two nickels or a dime and is equipped with a National slug rejector.

S. Jersey Cig Ops Plan Annual Fete

CAMDEN, N. J.—About 125 operators, distributors and manufacturer representatives are expected to gather at Chubby's night club here May 2 for the first anniversary cocktail party and banquet of the Cigarette Guild of South Jersey.

The organization consists of 24 operating firms. Martin Berger, of Cigar-O-Mat, Philadelphia cigar machine manufacturer, is one of the organizers. Leo Spector is chairman of the banquet committee.

Davidson Bros. To Move; Announce Change in Officers

LOS ANGELES — Davidson Bros., one of the nation's largest independently owned vending operating companies here, announced it is moving to new quarters in Los Angeles May 1.

At the same time, the firm announced a change in officership voted by the board of directors at its annual meeting this month. Davre J. Davidson will continue as president of the firm which he founded in 1936. He will also serve as treasurer. Harry R. Davidson was elected executive vice-president and Douglas Moore, vice-president. John Lumpf was re-elected secretary.

The firm moves from 3423 S. LaCienega Boulevard, where it has been located the past 10 years, to 5950 W. Jefferson Boulevard.

CAVA Studies Ethics Code For Adoption

LOS ANGELES—A continuance of a study of a proposed code of ethics and operational procedure was voted by the California Automatic Vendors' Association at a dinner meeting for operators only held in the Rodger Young Auditorium here Friday (5).

The discussion of the projects launched by CAVA was led by B. J. (Bob) Grenier, the group's president. Each operator member present was asked for his opinion of the establishing of a code. While sentiment was unanimous in favor of the code, the members postponed final action until the study is completed.

Near the end of the session, the association allotted time to the discussion of manufacturers' plans to establish supply depots in charge of trained personnel. Some of the manufacturers are already offering the service while several others have representation. Letters to factories asked to participate in the plan were read and discussed.

SPEAKER'S PROFILE

NVA Rostrum: Lobell, Mandell, Tokowitz

CHICAGO—Three key speakers scheduled to appear at the National Vendors Association convention to be held May 2 to 5 here at the Conrad Hilton Hotel represent a wide background in the vending industry covering distribution, manufacturing, operating, sales and purchasing.

They are Moe Mandell, NVA president, formerly an operator and now a distributor; Rolfe M. Lobell, manufacturing and sales; and Dan Tokowitz with a background in manufacturing, merchandising, sales and purchasing.

Mandell who started as a pioneer in the operating business in the late 20's, was appointed a distributor for the Northwestern Corporation, Morris, Ill., in 1935.

Later in 1941, he disposed of his operating interests to devote his time exclusively to distributing. He currently handles the distribution of a full line of vending machines, component parts and vendible merchandise.

Vending to Play Key Role At NRA Show; 9 Mfrs. Sign

CHICAGO — Vending is expected to play a prominent role in the 1957 National Restaurant Association convention and exhibit to be held May 6-10 at Navy Pier here.

Nine manufacturers of vending machines will exhibit along with 23 more suppliers to the vending industry.

During the last three years, NRA's annual meetings have devoted increasing attention to automatic merchandising in their business sessions and on the exhibit floor.

This year with industrial feeding growing in importance and practicality, vending is expected to assume an even more important place in the convention program.

While to date there has been no scheduling of any specific business sessions devoted exclusively to the vending industry, the subject

is expected to be covered in at least two meetings.

The first session will be a cocktail party for food service management contractors to be held May 7 from 4:00 to 6:00 p.m. at the Palmer House.

Hosting the affair will be a committee of 16 leading industrial catering firms, with attendance expected to include companies in food service contracting and industrial catering. The informal party is being held this year in preference to formal sessions held previously. A committee spokesman indicated that vending is becoming an increasing factor in industrial catering operations and is sure to come in for a major share of discussion.

The second session will be a shop talk forum for company-operated food service managers to be held May 9 at 2:30 at the Pier. Attending will be company food service

managers of leading industrial firms who are known to be putting increasing emphasis into the use of vending machines for industrial feeding.

Attendance Soars

This year as in the past, the show will not be open to the public but will be restricted to owners and operators of hotels, restaurants, motels, in-plant feeding installations, schools, hospitals, institutions and literally any place where food is a factor.

Despite this, the attendance figure is expected to hit 40,000, surpassing last year's total of 33,784.

The following manufacturers of vending machines as well as suppliers to the vending industry are scheduled to exhibit: Armour & Company, Beatrice Foods Company, Campbell Sales Company, Canada Dry Ginger Ale, Inc., Chocolate Products Company, Coca-Cola Company, Coinmeter Corporation, Eastern Electric, Inc., Continental Can Company.

Fearn Foods, Inc., General Foods Corporation, Griswold Manufacturing Company, H. J. Heinz Company, Charles Hires Company, Interstate United Coffee Corporation, Lern, Inc., Lily-Tulip Cup Corporation, The Bert Mills Corporation, Nedlog Company, Nehl Corporation, Nestle Company, Inc., Norris Dispensers, Inc., Orange Crush Company, Pepsi-Cola Company.

Petersen Oven Company, Selmix Dispensers, Inc., Seven-Up Company, The Silex Company, Steel Products Company, Temprite Products Corporation, Tested Appliance Company, Vendomatic, Inc.

FTC Charges 3 Gum Firms on Robinson Law

WASHINGTON—The Federal Trade Commission has issued complaints charging three manufacturers of chewing gum with discriminating among their customers in violation of the Robinson-Patman Law.

They are Leaf Brands, Inc., Chicago; Philadelphia Chewing Gum Corporation, Haverton, Pa.; Topps Chewing Gum, Inc., Brooklyn.

Each firm is charged by the FTC with selling its products to some customers at favored prices in violation of Section 2(a) of the Robinson-Patman amendment to the Clayton Act. The complaints allege that the result of these price discriminations may be to substantially lessen competition.

Leaf Brands and Topps are further charged with failing to make promotional allowances available to all competing customers as required by Section 2 (d) of the law. Leaf is also charged with paying brokerage to customers buying for their own account, which is a violation of Section 2(c) of the law.

The FTC charges that Leaf sells chewing gum and candies to some of its customers—jobbers and retailers—at discounts of from 4 to 6 per cent off the normal price, but that the company does not grant these discounts to others competing with favored customers.

The companies are granted 30 days in which to file answers to the complaints. Hearings are scheduled for June.

800 Attend Coffee Vending King Show

12 Machine Mfrs Exhibit 20 Models; Plant Execs, Caterers, Ops Talk Shop

DETROIT — Eight hundred plant representatives, industrial caterers and vending operators last week attended the two-day Coffee Vending Futurama, the second annual coffee vending exhibit sponsored by King Coffee, Inc., a coffee roasting firm.

Twelve vending machine manufacturers showed 10 self-brew models, two pre-brew units. A total of 20 machines of these 12 models were exhibited.

Purpose of the exhibit, staged at the firm's plant here, was to promote the use of fresh brew venders by plants. Lew King, general sales manager, said, "We are holding the exhibit because of the increasing growth of plants which provide a good market for coffee machines. And in our opinion, these machines

provide an efficient means of distributing coffee to plant employees."

Each manufacturer had its own display booth, with sales representatives on hand to explain the workings of their equipment.

Said King: "We're showing machines side by side so that the people who are going to use them can compare them and select the machine that best fits their particular needs."

The show opened last Tuesday. Charles G. Lindsay, of the Pan-American Coffee Bureau, spoke. He hailed the coffee machine as a welcome means of bringing high quality coffee to the employee at his place of work.

Joseph F. Giunette, of King Coffee, in charge of the show, predicted that "the vending machine supplying freshly roasted coffee in 1957 should enjoy a tremendous growth among industrial users in Michigan and Ohio."

He estimated that fresh coffee consumption by factory and office employees in the Detroit area may

(Continued on page 83)

Levine Named Eastern Sales Exec for N. Y.

VALLEY STREAM, L. I., N. Y. —Jack Levine has been named local sales representative for Eastern Electric, New Bedford, Mass., manufacturer of cigarette and food venders.

Levine, who has been a cigarette operator for 20 years and who has also been operating music for five years, will cover New York, Long Island, Northern New Jersey and Westchester County.

He is also head of the Nassau Cigarette Service here. Levine displayed the 22-column Eastern cigarette machine last weekend at the Suffolk-Nassau Amusement Company open house.

Levine replaced Bill Wiener and Murray Wiener as Eastern representatives here. The Wieners are with the Continental Vending Machine Company.

Tokowitz will speak on the "Chain Outlook on Vending Machines" as a highlight of Saturday's (4) business sessions.

Starting with Goldblatt stores in

(Continued on page 82)

KÉENEY'S Deluxe Combination Hot Coffee & Chocolate VENDER

the ONLY vender
with easy "Roll-Out"
INGREDIENT CONTAINERS
and CUP DISPENSER . . .

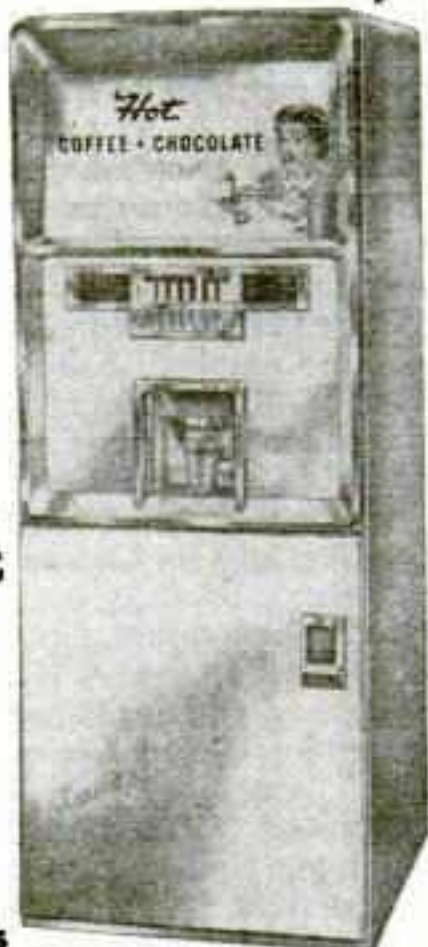
Just open the door and
roll out the
CUP DISPENSER,
INGREDIENT CONTAINERS,

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and
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BETTER
for
YOUR
BEST
MONEY
MAKING
SPOTS

SIZE:
23 1/2" W.
23" D.
60" H.

Keeney's



HOT SOUP VENDER

Keeney's SNACK VENDER



Neutral Gold Color
SIZE: 10" W. x
10" D. x 36" H.
Attach to or set
beside any hot
or cold drink
vender.

Write FOR FREE CIRCULARS TODAY!

J. H. Keeney & CO. INC.
8600 W. FIFTIETH ST. - CHICAGO 32, ILL.

GIVE TO DAMON RUNYON
CANCER FUND

NVA to Hear 3 Key Speakers

Continued from page 81

1929 after graduating from North-western University, he successively went thru various departments of

merchandising, purchasing, sales, and manufacturing to his present position. He is possibly one of the only people in the chain field who not only buys confections, but thru his affiliations with Marlowe, manufactures and sells to the chains as well.

Besides his business affiliations, he is well known on the Chicago scene for his work in civic and charitable groups, currently devoting the major portion of his spare time to the cancer foundation.

Anchor man of the group is Rolfe M. Lobell, who will present a book review on "Troubles With Gumballs," at the Saturday session.

Lobell, who is vice-president in charge of sales for Leaf Brands, Inc., has spent his entire career in the candy and confection industry, and is singularly equipped to speak on the outlook and potential of the bulk vending industry.

Since joining Leaf Brands in 1936, he has been very active working with bulk vending operators in helping them solve their problems. He played a prominent role in organizing the original National Association of Bulk Vendors, which was later changed to NVA.

Well known in candy circles, he is a past president of the Chicago Candy Club. He also chairmanned a U.S. Savings Bond drive during World War II which succeeded in raising the then unprecedented amount of \$7,400,000.

Lobell's business background includes association in an executive capacity with such firms in the candy and confectionery field as D. Auerbach & Sons and Rockwood & Company.

It was while he was with Rockwood that he developed flavored solid chocolate and the stack method of packing which won for Rockwood the Gold Medal First Prize at the National Packaging Show one year.

Shortly after, Lobell met Sol S. Leaf, a customer for Rockwood Products. He was offered the general sales managership of Leaf interests in Chicago, which he accepted.

PM Quarter Sales 11% Ahead of '56

NEW YORK — First quarter sales for Philip Morris, Inc., this year are about \$90,000,000, an increase of 11 per cent over the first quarter of 1955, according to O. P. McComas, PM president.

However, profit failed to keep pace with sales, as first quarter earnings for both years were 79 cents a common share each.

McComas said the firm will put its major effort behind its filter-tip brands; he added that the firm's share of the filter market is twice its share of the non-filter market.

Benjamin Sherman New UHAH Prexy

NEW ROCHELLE, N. Y.— Benjamin Sherman, vice-president of the ABC Vending Corporation and for many years a leading figure in the automatic merchandising industry, has been named president of the United Home for Aged Hebrews here.

Sherman has been a member of the Home's board of directors and its executive vice-president for many years. The Home's new \$1,300,000 building will be dedicated in June.

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Machine Exchange, Inc.**
Harmon Machine Co. Distributors
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To 1-6715
Write for prices.

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Versatile
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Versatile! That's the AMCO® line. If you have something to sell from vending machines, we have the unit for it. One- or two-coin models. Sturdy. Easy to install. Mechanically trouble-free. Big capacity. Cash box has own lock. A small investment brings big returns — just ask another operator!

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Designers and Manufacturers
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**FINEST RECONDITIONED
VENDORS**

Silver King, 1c or 5c	\$ 8.50
Acorn, 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
Victor Topper	10.00
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

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NEW YORK — The Hampton House Division of the Sol Cafe Manufacturing Company is now packing its vending coffee in a moisture-proof bag with a heat sealed Polyethylene - coated foil liner.

Hampton House makes a dry soluble coffee. The new bag is made by Arkell and Smiths, Canajoharie, N. Y.

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Bubble Ball Gum, 146-170 & 210 ct.	37 1/2 lb.
Chicle Ball Gum, 130 ct.	35 1/2 lb.
Clor-o-Vend Ball Gum	40 lb.
Clor-o-Vend Chicks, 320 ct.	40 lb.
Chicle Chicks, 320 & 520 ct.	36 lb.
Bubble Chicks, 320 & 520 ct.	27 1/2 lb.
Tab (short stick), 100 ct.	32 1/2 box
5-Stick Gum, 100 packs	\$1.90

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**VICTOR
Standard
TOPPER**
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BALL GUM
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30 day money-
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Write for lowest prices on filled
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N.W. Model 49, 1c or 5c	\$12.00
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Parc.	7.95
N.W. #33 1c Parc. B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.71
Pistachio Nuts, Large Tulip	.68
Pistachio Nuts, Vendor's Mix	.59
Pistachio Nuts, Sheik	.47
Cashew Whole	.44
Cashew Butts	.41
Peanuts Jumbo	.45
Spanish	.32
Mixed Nuts	.37
Tabby-Lets, 520 ct.	.32
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets 550 ct.	.40
M & M, 550 ct.	.50
Hershey-Lets	.43

Rain Bio Ball Gum, 60 ct. \$.28
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
Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. .45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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yourself how you can
make more money.
It's available in 1c,
5c or 10c play.
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details of this and
other Northwestern
money makers today.

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2473 ARMSTRONG STREET
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SPECIALTY**
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Northwestern TAB
VENDING EQUIPMENT
You'll hit the jackpot with this selective tab vender.
Our specialty is helping more operators make more
money

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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.

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3 Colors
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\$62.50



per carton of 5,000, F.O.B. factory.

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Chic 'n' Egg Charms.
\$45.00 per carton of 5,000,
F.O.B. factory.

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Lansdowne, Pa.



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HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

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BALANCE \$10.00
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All the news of your industry every week in The Billboard...

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Cliff A. Blake has been named factory representative for Eastern Electric, Inc. He is now displaying the Electro 22-column cigarette vender at his headquarters at 2847 West Pico Boulevard. . . . Sid Bloom, of Oak Manufacturing Company, is planning to introduce the new Premiere DeLuxe to the trade at the National Association of Bulk Vendors show at the Conrad Hilton Hotel in Chicago, May 2-5. Features of the new machine include larger capacity of both ball gum and souvenir trading as well as comic post cards.

Herman Stauffacher is reported to have bought the music route of William Ketcher-

sid in San Bernardino. . . . William Olson, San Pedro operator, is back from an extended trip that included Central and South America. . . . C. N. McMurdie, of the R. F. Jones Company in San Francisco, will soon visit Southern California with his wife and children. One of the things they plan to see is Disneyland.

Louis Germany, who has retired from the coin machine field, spent a busman's holiday visiting the jobbers along West Pico with Earl Fast. . . . Jimmy Wilkins, of Paul A. Laymon, Inc., and Frank Schultze, Rock-Ola factory representative, made a trip thru the southern part of the San Joaquin Valley to visit operators. . . . T. H. Loo, of El Centro, was in town to pick up new phonographs at Laymon's. . . . Bill Gordon, of Brawley, was in the city shopping for kiddie rides. . . . Oscar Noreiga, service manager for Impulsoro de Turismo in Tijuana, here for parts and supplies.

Fred Velie, who was formerly in the Badger Sales Company parts department, is rejoining the firm as an equipment salesman. . . . The fellows at Badger Sales gave a farewell party for William E. Happel, who will make his future home in Reno. He was associated at Badger for several years with his uncle, William R. Happel Jr. . . . Rodney Pantages on coin row for conferences with Ray Powers at C. A. Robinson Company.

Bill and Andy Lanzy have leased space at Sierra Distributors for their American Coin Machine Service. . . . G. B. Sam, veteran coin repairman, visited with Jack Simon at Simon Distributing Company. . . . Al Goodman, operator of the Arcade near the Nu-Pike in Long Beach, is using a battery of 21 bowling alleys. After seeing 14 playing on six alleys, Goodman added 15 more. He said that the bowlers hold people in the Arcade longer.

Boston

By CAMERON DEWAR

Operators are beating a more frequent path to Associated Amusements, Inc., these days, particularly around noontime. Reason: Ed Ravreby has set up a permanent coffee and sandwich stand among the phonographs and games, using a real silver coffee service. Another attraction is the lovely new receptionist, Pricilla Sullivan. Ed says business is booming, especially in 14-foot bowlers and new 200 phonographs.

Marsall Caras, at Trimount Automatic Sales Corporation, says operators are showing great interest in the new recording machine, Voice-O-Graph, and thinks it is likely to be a fine piece for summer spots. Big things are also expected at Trimount with the new Seeburg showing this week.

Victor Davignon, of Woonsocket, R. I., is busy getting his new purchase in shape. He just took over a large summer trade restaurant in Bellows Falls, Vt. He's looking forward to having operators drop in at "The Highlands" on Route 5. . . . One-Stopper Dick Mitchell, of Dick's Records, seen stepping out with his wife at Blinstrub's Village to hear Coral's Steve Lawrence. . . . Fellow one-stopper, Jerry Flatto, of Boston Record Distributors, also in the audience with his missus.

Bill McConnell, of Automatic Merchandising Corporation, trying out a new coffee machine at the Boston Trav-

eler. The Industrial Vendor brews 12 fresh cups of coffee at one time and appears to be finding favor with the newspapermen. It is on a month's trial run before being put into mass production.

A rare visitor around the Hub last week was Nunzi Manderelli, of

Mandy Amusement Company, Portland, Me. He's sad over the Maine legislature outlawing bingo games, but he's building his routes again with other types of equipment to replace the 115 spots he lost. . . . Lawrence Bettencourt, of Danvers, delighted with the gift of a \$75

(Continued on page 87)

New—For Additional Income

ADVANCE AMCO® HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33 1/2", width 4 1/2", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4 1/4" long, 1 1/4" wide, 7/64" thick.

Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

PRICE OF MACHINE

10c Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	18.65
50 or more	17.60

PRICE OF COMBS

	Gross
1 to 24 gross	\$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

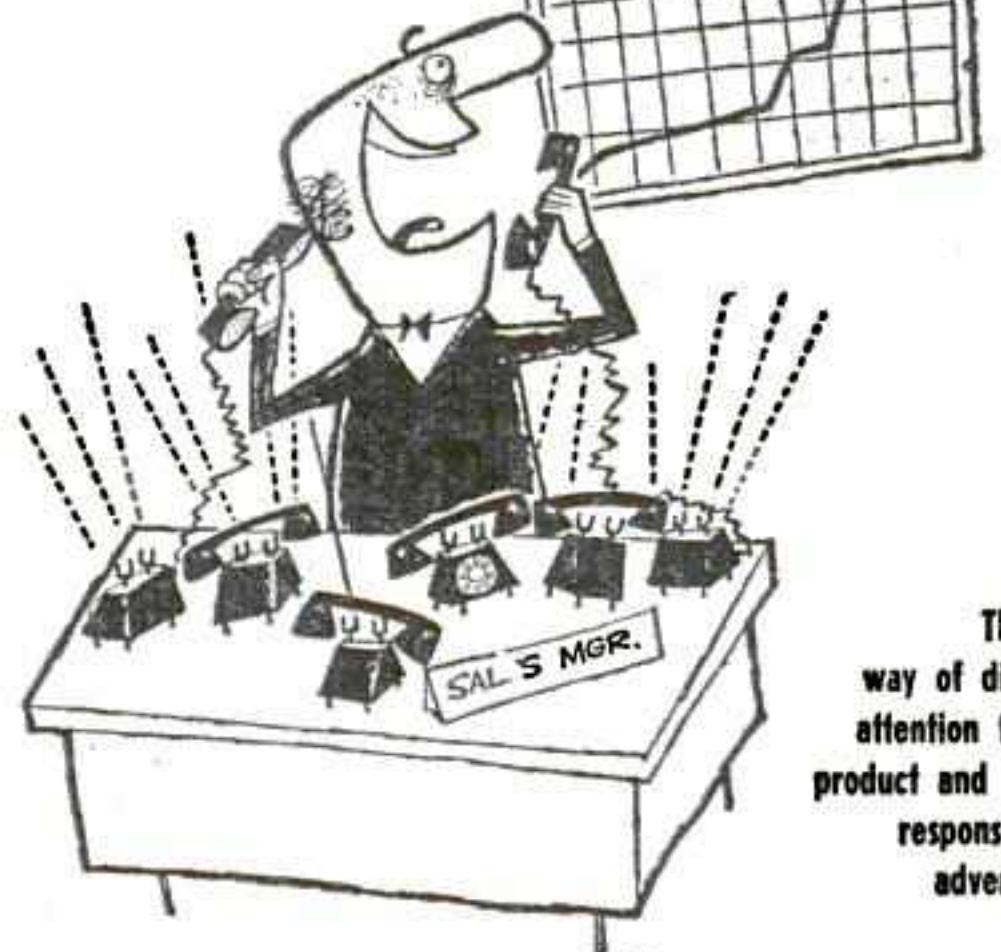
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The Billboard's NVA CONVENTION ISSUE

Dated—April 29

Advertising Deadline—April 24

● A Date to Remember

National Venders' Association Convention will be held at the Conrad Hilton Hotel, Chicago, on May 2 thru May 5.

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PEN PALS

Convert to 10c Letter Tells How & Why

RICHMOND, Va.—Richmond phonograph operators are trying an idea which while not new, is nevertheless proving very successful in helping them convince location owners that the dime is a necessity.

It comes under the banner of successful public relations that leaders in the juke box industry have for years been trying to develop the with less than spectacular success.

The Music Machine Operators of Richmond took the bull by the horns and made up a letter to be sent to their customers. The letter presents with cold facts and figures the problems and profit pinch the operators are facing today and why.

It's accompanied with a brief [\(Continued on page 86\)](#)

DIME THINS: MORE WAYS THAN ONE

DENVER — People have been complaining for years that the dime isn't what it used to be.

The complaint took on new meaning for a group of Denver operators recently—and they had more than inflation to blame.

Coin boxes were yielding an increasing number of shaved down pennies—cut to the exact size and weight of a dime.

The police were alerted, and a number of "stake-outs" were spotted throught the city, which led to the arrest of 12 high school boys who had been using power tools to change the coins.

BAKER ATTENDS NATD SHOW AS BUYER, SELLER

CHICAGO—At least one operator attending the National Association of Tobacco Distributors held here two weeks ago was doing so both as buyer and seller.

Dave Baker, head of Melotone Vending Company, Inc., Arlington, Mass., and an officer of Music Operators of America, attended as an interested operator of a large cigarette vending route, and therefore as a buyer.

But he was there to sell, too, in his official MOA capacity to corral cigarette vending manufacturers for exhibits at the MOA show in May. Earlier, he had been instrumental in getting into the MOA fold several big cigarette venter manufacturers. This time, he was working on two he had missed. As he left the show, he bagged one: Lehigh, Inc.

Name G. Mahlum General Manager Minthorne Music

LOS ANGELES—George Mahlum has been named general manager of Minthorne Music, Jean Minthorne, head of the firm, said here. Mahlum succeeds Hank Tronick, who resigned after 11 [\(Continued on page 86\)](#)

Record 500 Attend N. J. Operators' Fete

NEWARK, N. J.—A record turnout of 500 persons jammed the Elizabethan Room of the Hotel Essex House here Saturday night (6) at the 20th anniversary dinner-dance of the Music Guild of New Jersey.

CMMA Elects Slate, Changes Meeting Dates

LOS ANGELES — The yearly election of officers highlighted the regular monthly meeting of the Los Angeles division of the California Music Merchants' Association, held here March 21.

Following on the agenda was a discussion of copyright legislation, association rules and regulations, personal property tax revisions and a membership drive.

The association also announced that their meeting night has been changed to the second Monday of each month. Meetings will be held at the association offices at 2822 W. Pico Boulevard, with "any music operator visiting the Los Angeles area invited to attend."

Officers elected to serve for the coming year were: Walter J. Hemple, president; Larry Collins, vice-president; Jerry Jacobs, secretary, and Al Cohn, treasurer.

Elected to the board of directors were: Walter Levy, Sam Ricklin, Harvey Kirby, Al Cohn, Ben Korte, Lee Walker, Les Cordell, Dean Brown, Fred Ross and alternates Duane Butts and Bill Leuenhagen.

The Los Angeles local is one of the seven divisions of the CMMA that elects officers on an annual basis.

Conducting the election of officers and presiding over the balance of the meeting was George A. Miller, State president and business manager of the CMMA.

Vince Passaro, business manager of the local division also announced that the association is making a strong drive for new members and progress along these lines had been most satisfactory.

AMI Distributors Begin Op Showings of New H Models

CHICAGO — AMI distributors began operator showings of the firm's new model H phonograph line last week.

Originally scheduled for a later date, the surprise unveilings were held for operators as shipments of the firm's three new models arrived for distributors less than a week following AMI's distributor showing in Grand Rapids.

The H line features 200 and 120-selection models. A third model, with 100-selections, is also being shown to test field reaction. On the basis of this reaction, AMI

will decide whether to put it into full production.

Chief feature of the new line is a completely re-designed cabinet with identical styling for all three models.

Slightly smaller than the previous year's G line, the new H models have rounded lines, with a complete wrap-around windshield window enclosing the front of the machine.

Title Strips

Title strips have been moved, and are now framed toward the

rear of the cabinet, in front of the record carriage.

Lighting of the title strips is from the front on a flood-light principle instead of behind the strips as in the past.

Cabinet is of chrome, stainless steel and vinyl trim.

All three models come equipped with a credit accumulator which is interchangeable on the 200-selection and 120-selection units.

The 200-selection model also carries as standard equipment a 50-cent chute, dual pricing and [\(Continued on page 86\)](#)

Seeburg Bows New Models; 450 Attend Showing in N.Y.

NEW YORK—Some 450 juke box operators, record company executives, and financial and banking men packed the grand ballroom of the Sheraton-Plaza Hotel here to see the first East Coast showing of the new Seeburg 200 and 100-play music machines.

A noise like a jet zooming thru space was the sound effect that accompanied the unveiling of the two models by Meyer Parkoff, head of the Atlantic-New York Corporation. Styling of the 200 features a jet motif, with three red-lighted jets on a mesh grill. (See separate story in adjoining column.)

Theme of the showing was "The [\(Continued on page 90\)](#)

Sparks Hosts Seeburg Ops

ATLANTA — Sparks Specialty Company, Seeburg distributors here, held a showing April 9 of the new Seeburg juke box line. About 60 operators and their personnel attended.

Guests included A. H. Miller, Southeastern sales manager for Seeburg, Elmer Eades, RCA-Victor Southeastern sales manager, and Sam Wallace & F. T. Ryall, Yancey Company.

Acting as hosts for the meet [\(Continued on page 90\)](#)

300 Attend Opening Of Moore's Center

DJ Promotion Launches Festivities; Open House Saturday Runs for 16 Hours

FREEPORT, L. I., N. Y.—In what was one of the most impressive openings for the juke box industry ever held in these parts, some 300 members of the industry and scores of teen-age music fans flocked to Sandy Moore's new

record center and inspected the new office and shop facilities of the Suffolk-Nassau Amusement Company over the weekend.

The festivities began at 11 a.m. Saturday (6) with a special disk jockey show over WKIT, a round trip sports car run to Miami and a hundred screaming youngsters.

They wound up 4 a.m. Monday morning when the last guests pulled out of the parking lot. In between, the tempo never slackened.

DJ Show

Saturday's program had Lee Donahue, disk jockey who runs "Night Train" over WKIT, broadcast his hour show from the record shop.

As soon as the program was over, Donahue hopped into his Jaguar in an attempt to set a new round-trip record to Miami Beach. He missed his goal—50 hours—by a few hours, returning to Long Island late Monday (8).

But Donahue's trip served to promote a disk by a 12-year-old girl and also to promote the record [\(Continued on page 89\)](#)

CHICAGO — Seeburg's new KD-200 selection and L-100 selection phonographs were officially unveiled last week in a series of operator showings held throught the country. (See separate stories beginning in adjoining column.)

The new 200 features a re-designed square angular cabinet. A trio of lighted red plastic jets are mounted on the front over a background of silver metal. The entire cabinet is chrome trimmed.

Retained from previous models [\(Continued on page 90\)](#)

200 Attend Philly Show

PHILADELPHIA—More than 200 operators from Eastern Pennsylvania, Southern New Jersey and Delaware were guests of the Atlantic-Pennsylvania Corporation Wednesday night (10) at the grand ballroom of the Warwick Hotel to view the two new Seeburg models.

On hand from the factory to explain the technical operation of the new units was John Chapin, field engineer. Also from the factory was another field engineer, John Stuperitz, while Jack Gordon, Eastern sales representative, spoke on the development of the record and juke box industries, emphasizing [\(Continued on page 90\)](#)

400 Ops at Trimount Show

BOSTON — With the theme, "The Jets Have Landed," Trimount Automatic Sales Corporation introduced two new Seeburg phonographs to more than 400 operators from all over New England.

In the midst of a dinner party in the Louis XIV Room of the Hotel Somerset President David S. Bond gave the first showing of the machines to be held in the Northeastern States.

Each operator, his wife and family was given a lapel card upon entering which bore the new Jet [\(Continued on page 90\)](#)

New Senate Bill to End Juke Exemptions

• [Continued from page 21](#)

present bill reflects the O'Mahoney intent to effect a compromise that "would not put anyone out of

business." The original anti-juke exemption bill made no exceptions and would have erased the exempting clause of the 1909 Copyright Act which reads:

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

The new bill retains six of the original sponsors of the Kilgore Bill, including Senators Kefauver (D., Tenn.), Wayne Morse (D., Ore.), William Langer (R., N. D.), Hubert Humphrey (D., Minn.), Fred C. Payne (R., Me.) and Matthew M. Neely (D., W. Va.).

A bill to exempt small hotel owners from performance royalty on juke box or radio or TV music in public rooms was introduced in February by Rep. Wm. S. Hill (R., Colo.).

UP TO 48 HOURS EARLIER DELIVERY
for The Billboard — beginning with the first issue in May (actually dated Monday, April 29).

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A
ROCK-OLA
FOR EVERY LOCATION

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

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

Congressmen to Head Speaker Roster at '57 MOA Convention

Names Not Yet Announced; Op-Writer Panel Set; Haddock, Others to Speak

CHICAGO—Congressmen will head the speaker roster at the annual convention of the Music Operators of America to be held at the Morrison Hotel here May 19-21.

Names of those to address the group have not yet been announced. Altho their subject matter has not been made known, it is believed they will at least include a discussion of the juke box exemption clause of the Copyright Act in their speeches.

Also featured at the business sessions will be a round-table dis-

ussion between songwriters and music operators on the music industry. The specific agenda of the discussion has not yet been finalized, but it is not intended to include any discussion of copyright legislation.

Other speakers slated to address general meetings of the convention will include John Haddock, president of AMI, Inc.; speakers in the business of public relations who will discuss their field, and prominent music operators. The value of trade associations will be the topic of at least one speaker.

Announcement was made by George A. Miller, MOA president, who said that 16 committees of association members were blueprinting the convention.

At press time 39 exhibitors had been signed for the convention.

General meetings have been scheduled for May 20 and 21, with a possible session for members only slated for May 22.

Besides the general meetings there will be the usual forum meetings moderated by members of the board of directors of MOA. Dates have not been finalized.

Among operators who will take part in the business sessions will be Dave Baker, president of the Eastern Massachusetts Association; Hirsh de La Viez, chairman of the entertainment committee; Sidney H. Levine, chairman of the bylaw committee; J. Harry Snodgrass, chairman of the banquet ticket and finance committee, and Al Denver and Clint Pierce, co-chairmen of the general convention committee.

Election of officers will be held Monday (20), with admittance by membership card only. Also on that date the exhibitors' luncheon, sponsored by the MOA, will be held at 12:30 p.m.

Banquet

The banquet and floorshow are scheduled for Tuesday evening (21) with 13 leading record stars signed for the bill to date. The committee has announced that there would be one and maybe two mystery artists appearing on the program who would not be announced. Tickets for the affair have been set at \$20 per person.

A pre-conference meeting will be held by the MOA board of directors before the convention

officially opens on Sunday (19), with the directors also planning a meeting with the phonograph manufacturers in a closing banquet to be held Wednesday (22) at 7:30 p.m.

Ladies' Program

A program for the ladies has been arranged starting with a luncheon-fashion show to be held in the Terrace Casino Room of the Morrison Hotel Monday (20). Acting as hostesses for the event will be Mrs. Cissie Gersh, Mrs. Marie Pierce and Mrs. Juanita Miller.

There will also be a sight-seeing trip for the ladies on Tuesday (21) under MOA auspices, with mesdames Clinton Pierce, Howard Ellis, Martin Britz, James Toliano and George Miller acting as hostesses. Tickets will be available at the membership booth for both occasions.

Hill New Partner Arcade Music Co., Little Rock Firm

LITTLE ROCK, Ark. — Joe Hill, former field salesman for Standard Automatic Distributing Company, Wurlitzer phonograph distributors, has bought an interest in Arcade Music Company and will be a partner with C. E. Craig in the operation of the business.

Price of the transaction was not disclosed, but the partners announced the name of the firm would remain the same.

Standard Automatic Distributing has not yet announced a replacement for Hill, who covered phonograph and game sales in the Arkansas territory.

Hill's new role will be to oversee operations of the route while Craig will manage the office and related affairs. The partners added that they are in the process of an expansion which will start with the purchase of additional long alley bowling games, with other equipment to be added later.

Record 500

Continued from page 85

Robin, Coral; Jerry Vale, Columbia; Joe Rankin, xylophonist, and Dick Olson, Mark. Guest conductor was Dick Jacobs of Coral.

Officers of the MGNJ are Sam Waldor, president; Clio Rosazza, vice-president; Robert Harvey, secretary. The board of directors includes the officers and Humbert Betti Jr.; Edward Burg, Harry Goldman, Harold Chasen, Herman Halperin and Jules Rusoff.

Staff officers are Dick Steinberg, executive director; Schapira and Farkas, counsel; Humbert Betti, trustee, and Leo Levin, market research.

Harold Chasen was general chairman for the affair.

Name Mahlum

Continued from page 85

years to become a partner in the C. A. Robinson Company.

Mahlum joined Minthorne in December, 1945, and for eight years was an outside salesman for Seeburg equipment, which the firm distributes in Southern California and Southern Arizona. Four years ago, he became manager of the background music division.

Roy Provencher, who for the past several years has been an outside salesman for the Seeburg phonograph, has been transferred to the firm's Beverly Hills store that sells background music sets for homes exclusively.

Chi Ops See New AMI "H"

CHICAGO — Approximately 150 operators from Chicago and surrounding territory attended a showing of the new AMI "H" line held at Automatic Phonograph Company showrooms here, April 9 thru 12.

All three models of the firm's line were spotlighted in an attractive stage-type setting surrounded by point of purchase flashing-colored display lights.

Hosting the event which included an abundance of food and refreshments, was manager Mike Spagnola, servicemen Ray Grier and John Havrila and hostess for the four-day fete, La Verne Murray.

Operators attending the showings included: Marvin Bear, Louis Arpia, Phil Levin, Sam Weinstein, Earl Kies, Julius Zimmeroff, Ken Voeck, Norman Dompke, Donald Amato, Arthur Valasquez, Morris Travers, Alex Trujillo, Sam Florio, Frank Florio, Vic Lucas, Lenny Strand, Ben Iacullo.

Rocky Iacullo, Roy Gallet, Ray Perkins, Otto Menconi, Sal De-Laurentis, Joe Filitti, Bob Lindelof, A. Hesch, Elmer Larson, M. Galgano, Abe Koren, Roosevelt Jones, Dave Henderson, Jacob Nomden, Richard Nomden, Ed Holstein, John Emrich, Frank Padula.

Vic Conforte, Rudy Kitt, M. Santacatarina, Dave Koren, Art Menconi, Jerry Schuman, Tom Viviano, Joe Meyer, Ken McDonald, Galesburg; Frank LaPorte, Chicago Heights; M. Rosenzweig, Spring Valley; M. Byrne, Spring Valley; George Stojkovich, East Chicago; Joseph Levanduski, Waukegan; Everett Johnson, Pete Altier.

From Rockford, Ill., were Lou Casola, Bob Kellaney, Ron Meline, Charles Marik, John Demico, Sam DiBello, John Turner, Eugene Gendreau; Rocco Schiralli and A. J. Strongin, both of Gary.

AMI Distribs

Continued from page 85

automatic volume control, all of which are optional on the 120-selection machine. The 100-selection machine comes without any of the above features, tho the automatic volume control can be had as optional equipment.

Both the 200 and 120 models feature push-button selection.

Mechanically, the H line is fundamentally the same as the G. All three machines carry a multi-horn hi-fi speaker system.

The windshield can be lifted from the front for easy servicing. The entire record table and carriage slide out from the rear of the machine. Amplifier unit is also removable.

AMI is also showing new hi-fi wall, corner and ceiling speakers as extra location equipment.

Price of the new units was not disclosed.

Help Wanted

WANTED — PHONOGRAPH AND BINGO Mechanic, no drunks, no drifters, permanent job, good living conditions. Music Machine Co., Brunswick, Ga.

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities; immediate delivery. Write for prices. Veedee Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-ap27

Routes for Sale

FOR SALE—ROUTE, ONE OF THE BEST in the nation. Music, Bingos, Bowlers. Price, \$95,000 cash or will finance one-half. Box M-192, c/o Billboard, Cincinnati 22, Ohio. ap27

Used Coin-Operated Equipment

FOR SALE—DAHLBERG COIN RADIOS, 10¢ per hour; under-pillow Speakers for hospitals, used. Box M-183, c/o Billboard, Cincinnati 22, O. np

48 USED 2-COMPARTMENT SUGAR BO 77. 1¢ Bulk Vending Machines, attractive and sturdy. \$250 for all. Nelson Vending Co., P. O. Box 660, Meriden, Conn. ap20

MILLS PANORAM & 24 SOUNDIE FILMS. Approximately 19,000 plays. Perfect mechanical condition, good appearance. Price \$200. Carl Beddo, Shamokin, Pa.

MILLS PANORAMS, COMPLETE, EXCELLENT condition. Reasonable, also extra equipment. Parts, Boxes, Transformers, Films. Removal sale. Soundies Distributors, 83 Pinewood, Albany 8, N. Y. Tel.: 2-1544.

SHIPMAN DUPLEX STAMP MACHINES. \$10 each; Triplex, \$29.50 each, like new. Folders, direct factory prices. We buy. U.S.P., Waterbury 5, Conn. ms8

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. Tells all you have to know to start and build a successful Tube Tester business, including all forms Catalog sheet free on request. Dept. BC-2, Calox Manufacturing Co., 3815 Martin Court, Seaford, L. L., N. Y. Tel.: Castle 1-2777. ch-1fn

U-Select-It Candy & Coffee, Royal "17" & Mercury Cigarette, Whites Comb Machines & Supplies. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

VENDING MACHINES—PARTS, ALL SUPPLIES; Ball Gum, all sizes; 1 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 320 or 520 ct; Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ap27

Wanted to Buy

CASH—HIGHEST CASH PAID FOR C. C. Blinkers, United and Genco Guns and Wms, Baseballs, Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call Ca. 6-0283.

PEPPY MUSICAL CLOWN AND GRANDMA Fortune Teller. L. A. Gregory, 1245 5th Ave., S.E. Cedar Rapids, Iowa. ap20

USED VENDING MACHINES WANTED—We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call. Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. ap20

USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Baker, 600C Spring Garden St., Philadelphia 23, Pennsylvania. ch-1fn

JUKE BOX OPERATORS

Get The Billboard's Music Record Programming and Buying Guide NOW!

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763

My Name

Company Name

Street Address

City..... State.....

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

Convert to 10c

Continued from page 85

general living index showing the increase in prices from 1939 to 1954, citing the demise of such common day items of yesteryear as: nickel coffee, 75 cents steak dinner, 15-cent cigarettes, 50-cent haircuts, nickle shoe shine and 5-cent street car and bus fare.

The index shows that for all of the items, the price in the last 15 years has more than doubled and in many instances—tripled.

In their covering letter, the association tells location owners that their operating expenses have likewise soared, citing examples of equipment, labor and servicing cost increases.

It very plainly, and without flowery terms, explains why operation at a nickel is no longer feasible and asks the location owners' cooperation and understanding.

Members of the association have found the letter to be a big help in making dime conversions, commenting that "when presented with the facts, the locations are always more apt to go along. It's only when a man is kept in the dark, without a justifiable explanation that he will resist any attempt at a change."

Coming Soon

FASTER, MORE VALUABLE BUYING SERVICES

for Billboard's 49,498 Weekly ABC Paid Readers

beginning with the first issue in May (actually dated Monday, April 29) when Billboard gets delivered to readers . . .

UP TO 48 HOURS EARLIER

PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of April 13, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$100.00	\$ 75.00	\$100.00
Model B (48) 40 sel., 78 RPM.....	125.00	75.00	125.00
Model C-40.....	210.00	109.50	125.00
Model C (50) 40 sel., 78 RPM.....	150.00	109.50	125.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	125.00	285.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	285.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	425.00	295.00	400.00
Model E-120 (53) 120 sel., 45 RPM.....	475.00	375.00	445.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	575.00	650.00
ROCK-OLA			
1428 (48) 20 sel., 78 RPM.....	\$ 99.50	\$ 49.50	\$ 95.00
1432 (50-51) 50 sel., 78 RPM.....	200.00	135.00	169.00
1434 (50-51) 50 sel., 78 RPM.....	300.00	149.50	225.00
1434 Fireball.....	275.00	124.50	219.00
1436 A- (53) 120 sel., 45 RPM.....	275.00	169.50	195.00
1438 (54) 120 sel., 45 RPM.....	450.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM.....	725.00	625.00	695.00
SEEBURG			
149 ML (48) Remote 20 sel., 78 RPM.....	\$ 99.50	\$ 74.50	\$ 99.00
HM-100-A Hideaway.....	225.00	160.00	215.00
M-100-A (49) 100 sel., 45 RPM.....	250.00	100.00	225.00
M-100-B (51) 100 sel., 45 RPM.....	475.00	375.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	665.00	475.00	525.00
M100G (54) 100 sel., 45 RPM.....	675.00	575.00	665.00
M-100-R.....	775.00	665.00	665.00
M-100-W.....	649.00	575.00	625.00
WURLITZER			
1100 (47) 24 sel., 78 RPM.....	\$125.00	\$ 89.00	\$ 89.00
1250 (50) 48 sel., 45 or 78 RPM.....	165.00	69.00	130.00
1400 (51) 48 sel., 45 or 78 RPM.....	185.00	135.00	175.00
1500 (52) 104 sel., 45-78 RPM Mix.....	325.00	195.00	210.00
1650 (53) 48 sel., 45 RPM.....	375.00	249.50	285.00
1700 (54) 104 sel., 45 RPM.....	695.00	395.00	635.00
1800 (2/55).....	825.00	645.00	775.00
PINBALL GAMES			
BALLY			
Atlantic City (5/52).....	\$ 65.00	\$ 39.50	\$ 50.00
Beach Beauty (1/55).....	375.00	300.00	335.00
Beach Club (2/53).....	75.00	60.00	60.00
Beauty (11/52).....	65.00	60.00	65.00
Big Time (1/55).....	225.00	175.00	225.00
Bright Lights (5/51).....	55.00	35.00	49.50
Bright Spot (11/51).....	50.00	49.50	50.00
Broadway (12/55).....	395.00	195.00	375.00
Dude Ranch (9/51).....	65.00	60.00	60.00
Frolic (10/52).....	125.00	49.50	60.00
Gaiety (3/55).....	195.00	70.00	110.00
Gaytime (6/55).....	225.00	165.00	200.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ice Frolics (1/54).....	70.00	45.00	50.00
Miami Beach (9/55).....	245.00	175.00	225.00
Nite Club (3/56).....	475.00	385.00	435.00
Palm Beach (7/52).....	105.00	35.00	65.00
Palm Springs (11/52).....	85.00	60.00	60.00
Spot Lite (1/52).....	85.00	25.00	49.50
Surf Club (3/54).....	75.00	65.00	65.00
Variety (9/54).....	135.00	80.00	125.00
Yacht Club (6/53).....	85.00	49.50	60.00
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$195.00	\$125.00	\$175.00
Home Run.....	175.00	110.00	125.00
EVANS			
Saddle & Turf Club Model (10/53).....	\$275.00	\$175.00	\$225.00

	High	Low	Mean Avg.
Saddle & Turf (10/53).....	\$225.00	\$195.00	\$195.00
GENCO			
Invader (3/54).....	\$145.00	\$125.00	\$145.00
GOTTLIEB			
Arabian Knights (11/53).....	\$125.00	\$110.00	\$125.00
Chinatown (10/52).....	75.00	45.00	75.00
Crossroads (5/52).....	70.00	45.00	75.00
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	230.00	225.00	225.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	195.00	135.00	175.00
Duette (3/55).....	225.00	205.00	225.00
Flying High (2/53).....	99.00	64.50	85.00
Four Stars (6/52).....	85.00	40.00	75.00
Frontiersman (11/55).....	200.00	125.00	175.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	95.00	95.00	95.00
Green Pastures (1/54).....	125.00	125.00	125.00
Guys & Dolls (5/53).....	135.00	45.00	95.00
Gypsy Queen (2/55).....	210.00	165.00	185.00
Happy Days (7/52).....	95.00	95.00	95.00
Harbor Lites (2/56).....	210.00	150.00	195.00
Hawaiian Beauty (5/54).....	135.00	99.50	135.00
Jockey Club (4/54).....	165.00	100.00	134.50
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	325.00	265.00	295.00
Marble Queen (6/53).....	100.00	89.50	100.00
Mystic Marvel (3/54).....	135.00	100.00	125.00
Niagara (12/51).....	65.00	29.00	64.50
Pin Wheel (10/53).....	115.00	85.00	110.00
Poker Face (8/53).....	100.00	75.00	100.00
Queen of Hearts (12/52).....	110.00	85.00	110.00
Score-Board (3/56).....	305.00	250.00	265.00
Select-A-Card (4/50).....	375.00	295.00	375.00
Shindig (9/53).....	115.00	90.00	115.00
Skill Pool (8/52).....	75.00	50.00	75.00
Sluggin' Champ (4/55).....	195.00	170.00	195.00
Southern Belle (6/55).....	185.00	155.00	175.00
Stage Coach (11/54).....	195.00	165.00	175.00
Toreador (6/56).....	345.00	310.00	325.00
Tournament (8/55).....	275.00	245.00	275.00
Twin Bill (11/55).....	175.00	135.00	175.00
Wild West (8/51).....	295.00	245.00	250.00
Within Well (9/55).....	175.00	165.00	165.00
UNITED			
ABC (2/52).....	\$425.00	\$365.00	\$395.00
Cabana (3/53).....	45.00	45.00	45.00
Caravan (11/56).....	375.00	325.00	375.00
Circus (8/52).....	50.00	50.00	50.00
Hawaii (6/54).....	175.00	69.50	100.00
Leader (10/51).....	115.00	80.00	95.00
Manhattan (4/55).....	135.00	85.00	100.00
Mexico (3/54).....	195.00	71.00	135.00
Nevada (8/54).....	195.00	50.00	125.00
Pixie (9/55).....	225.00	150.00	195.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	295.00	225.00	275.00
Starlet (11/55).....	245.00	215.00	220.00
Stars (6/52).....	45.00	45.00	45.00
Tahiti (8/53).....	175.00	50.00	90.00
Triple Play (8/55).....	495.00	190.00	315.00
Tropicana (11/55).....	110.00	110.00	110.00
Tropics (7/53).....	65.00	49.50	65.00
Zingo (10/51).....	65.00	65.00	65.00
WILLIAMS			
Army & Navy (10/55).....	\$ 95.00	\$ 39.50	\$ 60.00
Big Ben (9/54).....	145.00	135.00	135.00
Colors (11/54).....	195.00	129.50	169.50
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	135.00	95.00	125.00
Disk Jockey (11/52).....	85.00	39.00	85.00
Fairway (6/53).....	90.00	49.00	90.00
Grand Champion (8/53).....	95.00	45.00	95.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	25.00	75.00
Jalopy (8/51).....	90.00	90.00	90.00
Jolly Joker (10/55).....	140.00	95.00	95.00
King of Swat.....	275.00	225.00	245.00
Lazy Q (2/54).....	110.00	110.00	110.00
Major League (2/54).....	150.00	145.00	145.00
Nine Sisters (1/54).....	110.00	50.00	110.00
Palisade (7/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	165.00	125.00	155.00
Quarterback (10/49).....	295.00	85.00	275.00
Race the Clock (1/55).....	225.00	225.00	225.00
Rainbow 5 Ball (11/48).....	150.00	100.00	110.00
Regatta (10/55).....	195.00	135.00	175.00
Screamo (4/54).....	110.00	75.00	110.00
Sea Jockeys (11/51).....	75.00	40.00	65.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	140.00	70.00	140.00
Spitfire (2/55).....	145.00	95.00	95.00
Star Pool (10/54).....	125.00	95.00	100.00

	High	Low	Mean Avg.
Thunderbird (5/54).....	\$165.00	\$110.00	\$135.00
Times Square (4/53).....	85.00	50.00	85.00
Twenty Grand (12/52).....	85.00	35.00	85.00
Wonderland (5/55).....	180.00	125.00	180.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50).....	\$350.00	\$110.00	\$135.00
Advance Bowler (CC) (5/53).....	110.00	95.00	100.00
American Bank (American Shuffleboard) (5/52).....	95.00	95.00	95.00
Arrow (CC).....	260.00	215.00	225.00
Banner (U) (8/54).....	155.00	125.00	135.00
Bikini (K) (6/54).....	150.00	95.00	130.00
Bonus Bowler (K) (3/54).....	265.00	95.00	95.00
Bonus Score Bowler (CC) (4/55).....	275.00	195.00	215.00
Capital Deluxe Shuffle Games.....	435.00	225.00	365.00
Capitol (U) (6/55).....	275.00	195.00	225.00
Carnival (K) (5/53).....	195.00	50.00	185.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Champion (B) (5/54).....	300.00	125.00	195.00
Chief (U) (11/53).....	115.00	95.00	95.00
Clipper (U) (5/55).....	265.00	149.50	210.00
Clipper Deluxe (U) (5/55).....	265.00	195.00	195.00
Clover Shuffle (U) (1/53).....	125.00	39.50	75.00
Club (K) (4/53).....	75.00	60.00	65.00
Comet Targette (U) (11/54).....	150.00	110.00	145.00
Comet Deluxe (U) (11/54).....	345.00	125.00	245.00
Cross-Cross (CC) (11/53).....	150.00	75.00	115.00
Cross-Cross Targette Deluxe (CC) (1/55).....	275.00	125.00	150.00
Cross-Cross Targette Regular (CC) (1/55).....	125.00	100.00	100.00
Crown (CC) (4/53).....	150.00	45.00	85.00
Diamond (K) (5/53).....	160.00	95.00	160.00
Domino (K) (5/53).....	65.00	60.00	60.00
Double Score (CC) (3/53).....	75.00	65.00	70.00
Feature (CC) (7/54).....	135.00	95.00	125.00
Fifth Inning Deluxe (U) (6/55).....	395.00	225.00	295.00
Fireball (CC) (11/54).....	195.00	85.00	165.00
Flash (CC) (9/54).....	190.00	150.00	190.00
Gold Cup (CC) (7/53).....	150.00	95.00	110.00
Gold Medal (B) (3/55).....	295.00	195.00	250.00

COINMEN YOU KNOW

• Continued from page 89

Clarence A. Camp, president of Southern Amusement Company, and Parker Henderson, his general manager, are also reported to be interested in bringing out a disk. They have a singer under contract.

Twin Cities

By JACK WEINBERG

Distributors report that operators are showing considerable enthusiasm in the new six-pocket pool games and that the units are proving good money-makers. The large bowling games still continue to get a good share of operator attention, according to Harold Lieberman, of Lieberman Music Company. . . . Solly Rose, Sandler Distributing Company, echoed this report and said his firm, too, is busy filling pool table orders from operators.

Don Leary, long-time coinman in Minneapolis, and Harold Theisen, Minneapolis operator, have merged their concerns, with Theisen actively in charge of the business while Leary devotes his time to his retail appliance and record store. The merged firm still headquarters in Leary's establishment. The owners are seeking a new name for their enterprise.

Cecil Terveer, Winona, Minn., in town buying new music, as was Pete Vanderhyde, Dodge Center, Minn. . . . Ben Weiss, Bemidji, Minn., bought large bowling alleys. . . . Roy Hagen, Slayton, Minn., added pool tables and music to his route. . . . For Harold Rose, Fargo, N. D., it was a pool table order. . . . Ditto Kelly Diedrich, Chaska, Minn., and Harold Havenor, Eleva, Wis. . . . Frank Kummer, Spring Valley, Minn., bought used music and games. . . . Don Hazelwood, Aitkin, Minn., shopped for records and supplies. . . . Mr. and Mrs. Jim Stolp, Greenbush, Minn., were on a shopping tour here last week. . . . So was Oscar Englund, Alexandria, Minn., as well as Jim Larraby, Gravitte Falls, Wis.

Morris Berger, Duluth, bought pool tables. . . . So did Royal Hegan, Slayton, who also ordered music. . . . Gordon Wornson, Mankato, Minn., was in town shopping. . . . Henry Galep, Menominee, Wis., came in for pool tables and large bowlers. . . . Matt Huppert, Red Wing, Minn., bought pool tables.

Detroit

By HAL REVES

Kenneth Styles, head of Jet Music Service Company, is expanding his route with the purchase of new phonographs, concentrating on installation of new 200-selection machines. . . . Nino Garofalo, who has been in the music business here for about 12 years, has changed his route name from Nino's Music to the Nino Music Company and has moved out on the East Side, near the Grosse Pointe area. He is holding his route to a one-man operation, with most of his own time devoted to a trucking business in which he is also interested.

Another GIANT STEP in The Billboard's Continuing Program of Improved Service to Readers (and When Readers Profit, So Do Advertisers):

UP TO 48 HOURS EARLIER DELIVERY beginning with the first issue in May (actually dated Monday, April 29)

The Dairy Milk Vending Service, owned by Thomas H. Devereaux, has been rechristened the Dairy Milk Vending Company. Operating for the past three years, the firm has accounted for a large percentage of the half pint sales of the Detroit Pure Milk Company, headed by Sam Angott, of a family well known in the coin machine business, in addition to its operation of orange drink units.

Denver

By BOB LATIMER

Veteran phonograph operator Ray Ruhland, owner of Ray's Music Company here, has become a location owner himself, with the purchase of the Sportsman Bar in Morrison, Colo., 20 miles southwest of Denver. Ruhland, needless to say, will use the bar as an ideal test location for experimenting with phonograph merchandising operations.

A huge increase in the student body of the University of Colorado here has developed similar increase in juke box play, according to Elton Diness, largest phonograph operator in the Colorado foothills area. Recent decisions by the board of governors has approved installation of phonographs in many areas in the

(Continued on page 95)

L. A. Ops See New Seeburg

LOS ANGELES — Approximately 400 music operators turned out for the showing of the new 100 and 200 selection Seeburg phonographs at Minthorne Music here Monday (8) thru Wednesday (10), with Jean Minthorne, head of the firm bearing his name, reporting a number of sales of the new machines.

Operators and their guests were hosted at a buffet luncheon by Mr. and Mrs. Minthorne; George Mahlum, general manager; D. J. Donohue, Seeburg representative in the 11 Western States, and Jack LaRue, factory engineer.

Several recording artists visited during the showing. Among them were Margaret Whiting and Jimmy Mulcahy.

Among operators at the showings were H. O. Chapman, Nick Carter, Sam Ricklin, D. D. McClurg, Walt Schinkal, Noble and Marian Craver, Don Edwards, Glover Dockins, Carl Lykke, Frank Champin and Walt Tatum.

Atlas Shows In Chicago

CHICAGO — Atlas Distributing Company unveiled both models of the new Seeburg line in a showing held April 9 to 12 for operators from Chicago and surrounding areas.

Both the new KD-200 and L-100 were spotted thruout the showrooms amidst colored lights. Two "opened-up" models were also on hand enabling operators to examine the internal mechanism of the machines.

Sales pitch was keyed around the album theme with a large chart displayed showing that while sales of singles dropped from \$148 million to \$95 million in the last three years, album sales climbed from \$46 million to \$225 million.

The idea was that operators should recognize the increasing interest in album music and key their programming accordingly. Along

this line, Seeburg was making available a special point of purchase wall piece which operators could display in a location, calling attention to the juke box as well as showing four album jackets which the operator could change according to the preference of the location patrons.

A buffet of food and refreshments was served thruout the four-day affair.

On hand from the Atlas organization were Ed and Morrie Ginsburg, Nate Feinstein, Harold Schwartz, Bill Phillips, Stu Fishbein, and servicemen Frank Bock and Manuel Herman.

From the Seeburg factory came district sales manager Bob Dunlap and Newel Bellami, service engineer to explain details of both models.

Among operators and companies who were represented at the showings were: Gino Menconi, Otto Menconi, J. Frazen, D.C.I. Music, Progressive Music, Austin Music, Atlantic Music, Reliable Music, Maria Santacatarina, J. McGowan, South Central Music, Sam Chambers, Ray Bandyk, Al Paschke, Northshore Music, Frank Evans and M. Sago, all of Chicago.

D. O. Harris, Gary, Ind.; Eugene Brown, Robbins, Ill.; Rudy Kitt, Riverside; Andy Brexa and Ed Bukala, East Chicago, Ind.; Tim McGraw, Champaign, Ill.; Ken McDonald, Galesburg; Pete Westmeyer, Bloomington; Matt Pohl, Hammond, Ind.; Joe Yaegel, Decatur, Ill.; Don McDonald, Ottawa, Ill.; A & B Automatic, Oak Park, Ill.; B & B Novelty, Elmwood Park, Ill.

From Rockford, Ill., came: Bruno's Music, J. Turner, Lou Casola, R. Meline, Bob Kennedy, C. Merrick.

Showing for Missouri Ops

KANSAS CITY — Approximately 250 operators attended a showing of the new Seeburg line at W. B. Music Company, Inc., here, April 7. The firm also held showings in Springfield, Mo., April 9; Joplin, Mo., April 10, and Wichita, Kan., April 11.

Representing the Seeburg organization were Gunnar Gabrielson, district manager and Ed Huskey, field engineer.

Personnel representing W. B. Music included: Harry M. Silverberg, president, and Mrs. Silverberg; Edward Lyon, sales manager; Charles Page, Dean McKenzie, salesman; Al Correia and William Perry, mechanics; Bill Mandina, Corky Badami, shop personnel, and from the office Dolores Novo Cradac, Wanda Triplett, Ada Hill and Rhea Silverberg.

Seeburg's N. Y. Bow

• Continued from page 85

"Greatest Story Ever Told," with Parkoff and Jack Gordon expounding that theme to the guests.

Gordon traced the history of the record industry as regards 78's, 33 $\frac{1}{2}$'s, 45's and 45 EP's. He pointed out how Seeburg has anticipated trends and, at times, cajoled the operators to do what, in the long run, was for their own benefit.

Gordon also broke down sales figures of singles and EP's from 1953 to 1956, showing that while the single market has remained virtually at a standstill, the album market has zoomed ahead and now has a large lead over singles.

EP Trend

He told the operators that EP's must figure heavily in their programming, and that dual pricing, with 10-cent play for singles and 15-cent play for albums, is necessary if the operator wants to give adequate selectivity and make a fair profit for his efforts.

Parkoff explained the new ma-

chines in detail to the operators, showed slides which depicted the thinking of Seeburg in the automatic phonograph industry, then pulled the string which unveiled the new models. As soon as the string was pulled, the room was enveloped with the strains of Benny Goodman's "Let's Dance."

While the purpose of the evening was to introduce the new models, it also served as a social affair for the trade. Cocktail hour began at 5:30, and dinner was at seven.

Operator Groups

The following representatives of operator groups were present: Al Denver and Nash Gordon, Music Operators of New York; Dick Steinberg, Music Guild of New Jersey; Carl Pavesi, Max Klein, Seymour Pollak and Lou Tartaglia, Westchester Operators' Guild; Tom Greco, New York State Operators' Guild; Jim Tolisano, Connecticut Operators' Guild, and Claire Morano, Associated Amusement Machine Operators of New York.

The legal profession was represented by Sidney Levine, counsel for the Music Operators of America and the Music Operators of New York, and Ted Blatt and Ben Haskell, counsels for the Associated Amusement Machine Operators of New York.

Record executives were Dick Linke, Columbia; Paul Southard, Times-Columbia; Al Levine and Sam Keeneholtz, Ideal Distributors (M-G-M); Buddy Friedlander, RKO Unique, and Jack Silverman, Bruno-New York.

Representing the financial world were Art Silbert and Bob Krause, Standard Factors. Ziggy Lane, Carousel recording artist, represented the talent.

Seeburg's Chi Bow

• Continued from page 85

has been the revolving program drum selector with Tormat memory unit, dual pricing system, and stationery record magazine. A credit accumulator builds playing credit up to \$1, with the 50-cent chute available as optional equipment.

A new selection-playing indicator with a magnifying window is now located on the base of the record-playing mechanism and moves along with it for identification of the record being played.

Chief mechanical variation is a new printed circuit electronic system which is made up of seven small individual boards, each replaceable for easy servicing. The entire system is mounted on a hinged door at the back of the machine.

Other new features include a removable coin mechanism, advanced hi-fi system, safety lid support and a concealed spring latch for the jet assembly.

100-Selection Model

The L-100 is considerably smaller than the KD-200 model and is designed along the same square angular lines. Title strips are mounted on a front panel, instead of the revolving drum characteristic of the larger machine.

The 50-cent chute is again optional. Play is on a straight credit and cancel system, with no provision for dual pricing.

Record magazine, playing mechanism, and selection system are fundamentally the same as on the larger model. The 100 also comes equipped with the new printed electronic system, which is interchangeable with the 200-selection model.

Sparks Hosts

• Continued from page 85

were Sparks personnel: R. M. Sparks, president, Mrs. Flora S. Kennerly, executive vice-president, James L. Simpson, vice-president, Robert C. Dinwiddie, Dewey A. Corley, Byron McCrimmon, Jim Faulk, Jack Harris, Hohn Kaiser,

Smoky Love, Henry Gardner, and Catherine Allen.

Operators attending the showing from Atlanta, included: Frank Jenkins, Sam Cohen, R. O. Langley, Alfred Friedman, Jason Janolous, C. P. Dinwiddie, Slim Scarborough, Yank Venable, Charlie Venable, John Bailey, T. L. Thompson, Walter Groover, J. M. Barnes, Claude Thompson, Harold Sammons, Pete Lankford, James Floyd and R. E. Green.

Also in attendance were M. H. Calhoun, Lyons; Frank Gregory, Moultrie; Mr. and Mrs. Hilton Ramey, Tiger; Lige Pittard and Jack Lancaster, Duluth; Mr. and Mrs. Frank Bevers, Marietta; H. H. Estes and James Estes, Griffin.

Also, George Burch, Jack Burch and W. F. Pirkle, Gainesville; D. W. Bell, Dothan, Alabama; Sambo Bowden, Emmett Bishop and Charles Johnson, Athens; Pee Wee Cowart, Carrollton; Frank J. Pirkle, Gainesville; W. R. Hobbs Sr., Cordele; Mrs. Mary Peddy, Lake Berkeley; and Frank Doles, Tifton.

Bill Ham, Athens; William Doolittle, Thomaston; Pop Rainwater, Rome; James Crews, LaGrange; Glen Souter, Dalton; George Nader, West Point; and Walter Edmondson, Hapeville.

Other operators from Atlanta were George Bush, Don Asbell, Mrs. Mary Ruth Simpson, C. A. Venable, Ray Payne, George Nour, Mrs. Stella Cohen, Mrs. Frankie Cavender, Mrs. Rose Hawkins, R. L. Moody, Ray Cordell, Jake Friedman and Jack Gelbart.

Trimount Show

• Continued from page 85

slogan, symbolic of the triple jet design on the new 200 Seeburg. Beautiful blond models were on hand to greet the guests and conduct them to the glittering new phonographs arranged around the big room.

Screen Viewer

The spacious stage was decorated with lights playing dramatically on a single 200 model. To one side, a screen viewer was used to point up the sale of album records over the years. The new Seeburg is the first machine to take album records.

Hosting the occasion, along with Dave Bond was Irwin Margold, general manager; Marshall Caras, assistant general manager, and salesman Dan Brown, David Riskin and Russ Eckel. From the service department, and giving advice on the technical aspects of the new machines were Bob Bourque, William Staniewicz, Paul D'Angelo, Robert Gibson, Donald Williams, George Rabinovitz and Arthur Schindelmeyer.

Philly Show

• Continued from page 85

the trend toward EP programming.

Nat Solow, general manager of Atlantic-Pennsylvania, introduced the following guests: Edward Meredith and Arthur Silbert, Standard Factors; I. H. Jones, J. D. Henderson Jr., William Moore Jr., Ray Erfle and Frank McHenry, all of the Board Street Trust Company; Joe Silverman, Amusement Machine Operators of Philadelphia; Martin Berger, Cigarette Guild of South Jersey; Harry Sablosky, Eastern Pennsylvania Amusement Machine Operators' Association; Mac Lesnick, Baltimore Seeburg distributor, and Harry Rosen, one of the deans of the juke box industry.

A-P Staff

The Atlantic-Pennsylvania staff, headed by Solow, included Bill Adair, Maury Stein, Tom Mullins, Mel Sonier, Lenny Schneller, Zav Hovesepian, Miles Horowitz and Arnold Silverman.

The evening began with a cocktail party followed by dinner. The presentation and shop talk kept the party going until midnight.

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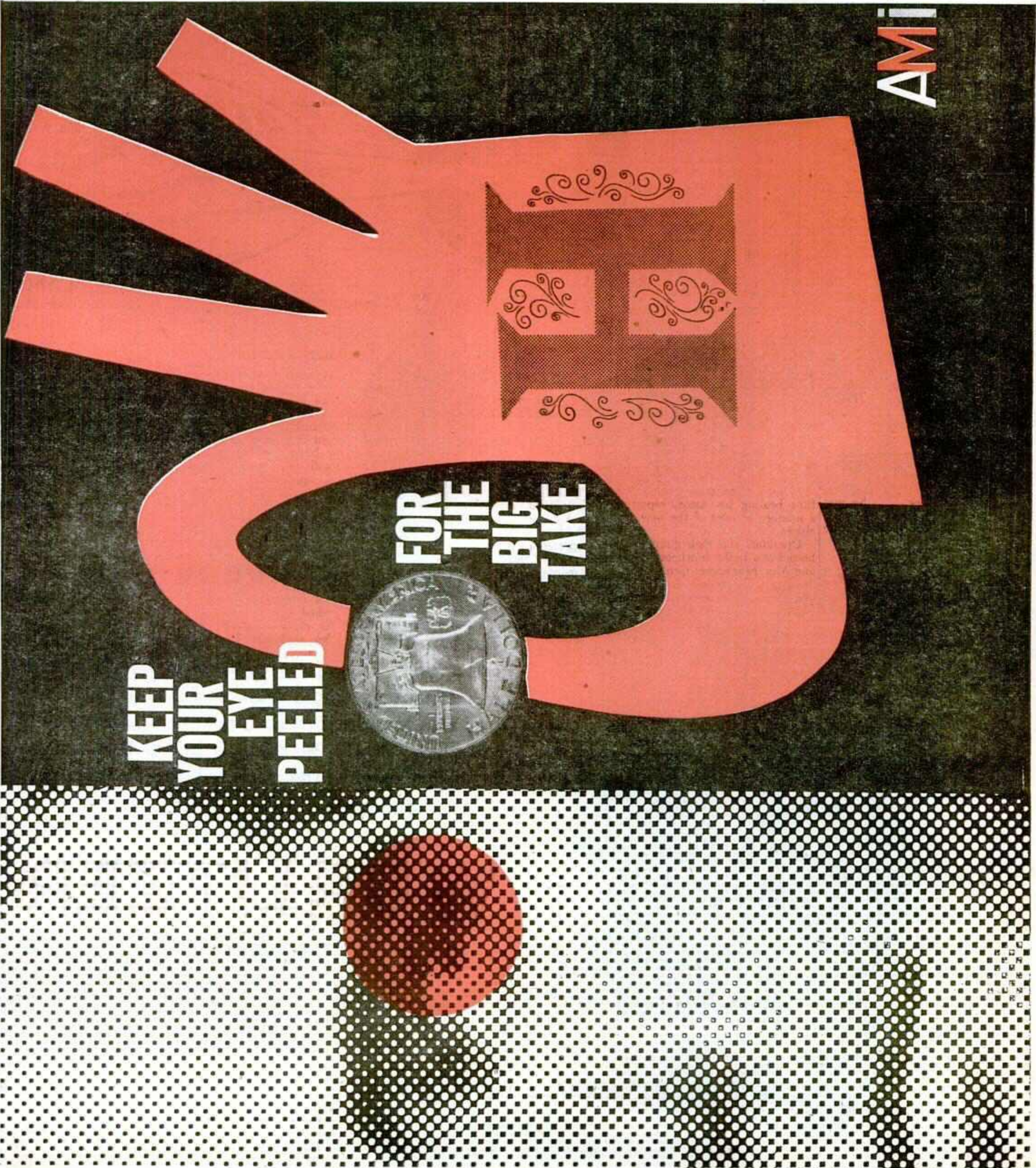
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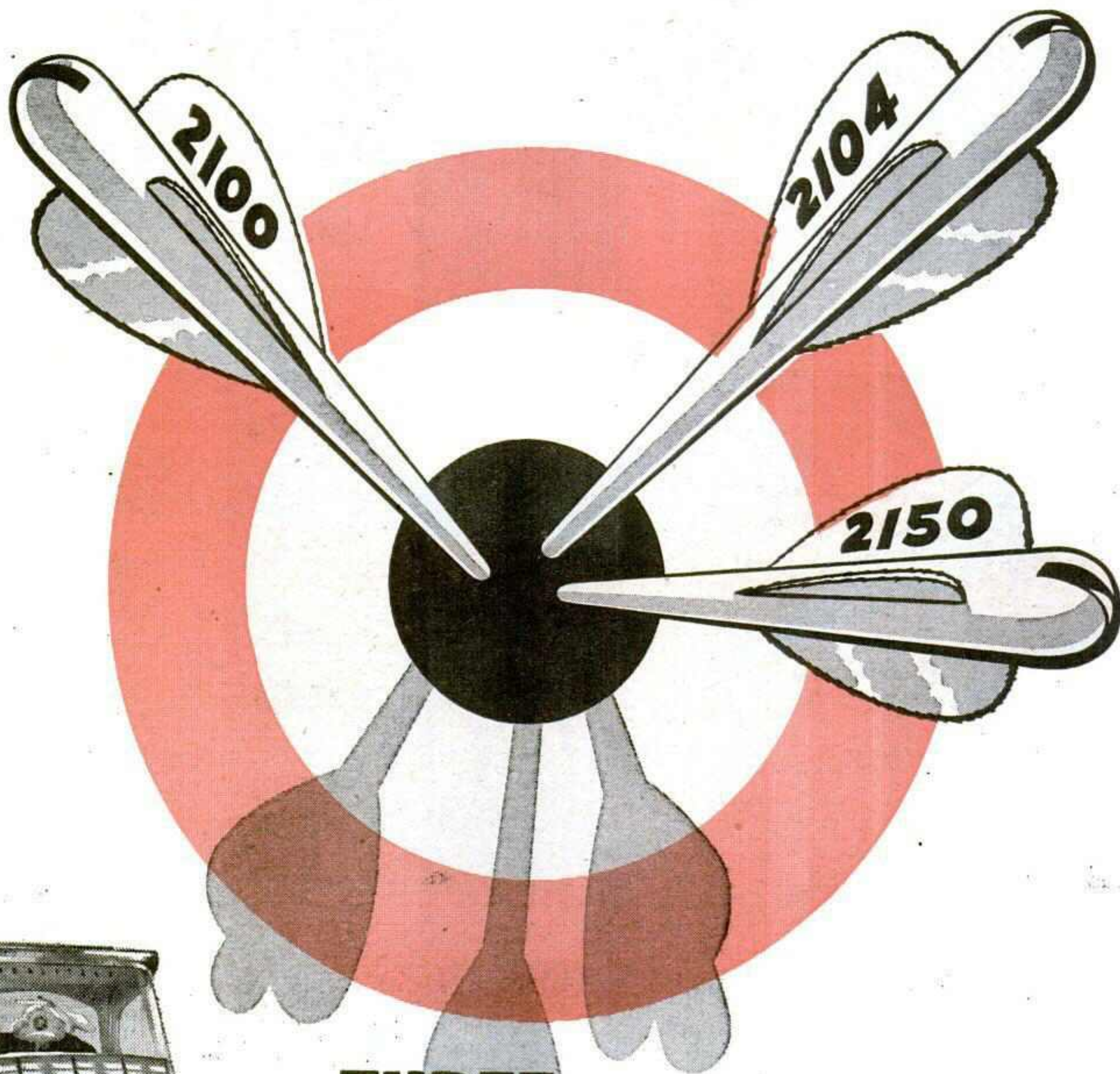
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Max Roth Cited By JWV Post For Pub. Service

WILKES-BARRE, Pa. — Max Roth, head of the Roth Novelty Company, local juke box and game distributor, has received the 1957 Distinguished Service Award of the Irving Rutstein Post of the Jewish War Veterans for outstanding service to the community.

The local daily newspaper, The Wilkes-Barre Times Leader, had this to say about the selection. The following is part of a Times Leader editorial:

"While the Post canvasses the field annually, the award is made only in those years when a local resident has met the exacting requirements. Last year, for instance, the committee did not make a recommendation.

"Mr. Roth, who is head of the Roth Novelty Company, is president of Ohav Zedek Synagogue and vice-president of the Jewish Community Center. He is the father of Philip Roth who gave his life for his country during World War II.

"In the three decades Mr. Roth has been in Wilkes-Barre, he has acquired a reputation for civic enterprise and philanthropy which throws additional light on the unanimous decision of the committee to honor him this month.

"Mr. Roth joins a distinguished company of Christians and Jews who have qualified under the strict rules which govern the award."

Maine Ops Meet, Elect Group Slate

PORTLAND, Me.—Game operators in this State held the first meeting of the newly formed Maine Amusement Association last week in Augusta. Elected chairman of the group, which includes operators at the State's several beaches, was Morris Packett, of Portland.

Other officers are: Buddy Drew, of Winthrop, treasurer; Charles Laughton, of York Beach, secretary, and Charles Sharpe, of Portland, public relations director. The association was organized to fight a ban on free plays on pinball machines, but will dedicate itself to all of the interests of game operators.

The second meeting will be held this week in Augusta.

Fischer Distribs Build Long-Term Pool Sales

TIPTON, Mo.—R. W. (Bill) Weikel, Fischer Sales & Manufacturing Company sales manager, last week gave credit to his firm's distributors "for having developed a sane approach to the pool game market potential, in contrast to the frantic pace which marked the 1955-1956 bumper pool game rush."

Fischer, in the pool game business 10 years, launched a new bumperless six-pocket pool model last October which has since set a new spark of life to the pool game field. Now at least 10 manufacturers are producing this type of game, in what may become a second pool boom period.

Fischer has recently added floor

Canada Ops Shed Games For Jukes

TORONTO — Canadian game operators continue to have tough sledding in 1957. Activity is generally slow, with pinballs showing the greatest strength. Shuffle games and pool games are both mediocre, operators report.

Al Clavir, Toronto Trading Post, a leading games distributor, said that most operators are swinging over to juke boxes from games because of the legal restrictions on the latter.

Games are found, for the most part, in Penny Arcades, which in turn are found in the summer resorts.

Financing on games is not easy. One-half the sale price is asked, and payment is spread over three months at 1 per cent interest per month.

Business in 1956 was 20 per cent over that of 1955. Distributors say, however, that they will settle for the "same business in 1957."

Witsen Says Export Trade Never Better

PHILADELPHIA — Abe Witsen, of the International Scott Crosse Company, reports that his firm's export business has been spurring in recent weeks, with an average of 100 machines a week being shipped for the export market.

The rush of export business has caused Witsen to add a night shift to get orders out and change the operation from five to six days a week.

Witsen recently opened a new Arcade here. It is his 17th in the Philadelphia area. The Arcade is a summer location, open only six months a year.

Legal Action on Games Under Way in 5 States

LOUISVILLE—An overhaul of Kentucky pinball laws was recommended by a Jefferson County grand jury. The jury urged repeal of the 1950 statute which states that pinballs are not gambling devices; that license fee limitations be boosted to "prohibitive" degree; that the games be prohibited in places which are frequented by persons under 21 years of age.

Canada Ops Shed Games For Jukes

space to its Tipton plant and set up a vastly increased national distributor group. Production and service facilities have similarly been increased.

The firm is producing both wood and slate-topped tables. Weikel said that the slate tables are particularly popular in the East, where sales since February have been more to slate than wood composition tops.

Weikel announced the newly consolidated Fischer distributor organization as follows:

Paster Distributing Co., Milwaukee; World Wide Distributors, Chicago; Mayflower Distributing Co., St. Paul; Badger Sales Co., (Continued on page 99)

N. Y. State Police Crack Down On Pins in Series of Raids

86 Seized, 49 Arrested; Operators Pull Equipment; Court Action Seen

ALBANY, N. Y.—The fears of New York State pinball operators became confirmed last week when State Police Superintendent Francis McGarvey ordered a State-wide roundup of all games which operate with balls and a plunger.

McGarvey issued the order after State troopers, staging simultaneous raids, seized 86 machines and arrested 49 persons in five counties Friday (6). It has been reported that 40 machines were seized in Peekskill alone, with the pins stored in the local fire department headquarters.

State Police of Troop K, with headquarters in Hawthorne, picked up 78 machines and arrested 45 persons in Dutchess, Westchester and Putnam counties.

Another eight machines were confiscated and four persons arrested near the Canadian border in St. Lawrence and Jefferson counties.

Last week word of the action must have leaked out, as operators in the Northeastern quarter of the State began pulling their machines off location in anticipation of the raids (The Billboard, April 13).

The raids began last month in Albany County under the direction of Sheriff Patrick Casey, with the co-operation of Assistant District Attorney John T. Garry II. Some 30 machines were seized, including shuffle alleys, bowling games and pool tables.

McGarvey Statement
Commenting on the latest raids,

McGarvey said, "We told troopers to pick them up after we discovered the machines being brought into New York from other States all of a sudden."

Last week State Police of Troop D staged a similar series of raids in 16 communities in the central part of the State. They seized 40 machines and made 28 arrests.

McGarvey said recent court decisions had brought out that machines that offered free games were considered gambling devices. Previously, troopers had arrested pinball operators only when they gave out prizes.

Sudden Blow

The actions of State police evidently have caught the operators unprepared. Whether the police have the authority to seize a game merely because it is a coin-operated pinball is a matter of debate here.

Some lawyers feel that the game must be intrinsically a gambling device to be in violation of the law. They charge that while a game with a free play device may

(Continued on page 94)

Ops Eye Resorts As Bowler Spots

14, 18-Foot Games Primed for Heavy Grosses at Busy Summer Locations

CHICAGO — Game operators are looking to the roomy, crowd-pulling summer resort locations for a bumper crop of coin box coins this season.

Reason for even bigger expectations than usual this spring is the popularity of the new long bowler games. The new 1957 games shape up as natural attractions at the warm weather haunts.

Where many of these games were squeezed out of city locations because of size and expense

factors, these drawbacks are not apt to appear as frequently at the fresh air retreats. The resort spots offer more elbow room and, more often than not, more customer traffic.

The fact that up to six players at one time can compete in play at the long bowlers and that a game can be run off in a matter of minutes, makes for heavy play, providing that the games prove as popular under the country air as they have within city walls. There is no apparent reason why they won't.

Other games slated for resort action this season are the always popular baseball games and the new six-pocket type pool games. Pinballs as usual will rack up good receipts where they can be operated without legal difficulties. Shuffle bowlers played with pucks are expected to lose ground to the new long bowlers played with balls as they have at city locations thus far this year. Novelty type games and kiddie rides are also scheduled for a workout with the vacationers.

7 Game Firms To Exhibit At Chi MOA Show

CHICAGO — Seven coin-operated amusement game manufacturers have confirmed their reservations for exhibits at the **Musio Operators of America Convention** May 19-21 at the **Morrison Hotel** here.

Game manufacturers slated for the show to date are: **American Shuffleboard Company**, Union City N. J.; **Auto-Photo Company**, (photo machine used at Arcades) Los Angeles; **Capitol Projector Corporation**, New York; **Fischer Sales & Manufacturing Company**, Tipton, Mo.; **Irving Kaye Company**, New York; **Nyack Slate Company**, Nyack, N. Y.; **United Manufacturing Company**, Chicago.

Expected to be shown at the convention are coin-operated pool games, long-bowlers, and Arcade equipment.

N. Y. Game Ops Contest Police Pinball Seizures

BEACON, N. Y.—Two local game operators have refused to take laying down the action of New York State Police in confiscating pinball machines (see separate story).

Tom Goble, Hudson Valley Amusement Company, and Mrs. Gertrude Brown, Paramount Vending Company, have decided to test the legality of the police action in the courts.

They have retained Normington Schofield, Beacon attorney, to represent the location owners who have been arrested for maintaining "gambling devices."

No Free Play

Gobel told The Billboard this week that police have picked up pinball machines with no free-play devices and confiscated them as a violation of the gambling code.

The operators maintain that the

pinballs are amusement devices as long as no free plays are allowed and as long as no prizes are given. Some 15 of Gobel's games were picked up and the location owners served with summonses.

The Beacon cases could have an important bearing on the future of pinball machines in New York State. If the confiscations and arrests fail to stick, it will open to serious question the seizures made thruout the State.

Senate Probe

Most common opinion held in the trade about the cause of the pinball crackdown is that New York State authorities are watching the Senate labor probe closely and are bending over backward to avoid censure.

It was also learned that Sam Schlesinger, Poughkeepsie operator, has retained counsel and will fight the seizures in court.

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Legal Action

• Continued from page 93

on pinballs. Also approved was an ordinance levying a \$25 tax on coin pool and bowling games.

CINCINNATI—A move to enforce a new pinball ordinance got under way here with a motion to dissolve or modify a temporary restraining order standing in the way of seizures. The order, issued by Judge Charles S. Bell years ago on behalf of Westërhaus & Company, prevents police from seizing any pinballs out those on which law violations have been detected. Free-play pins were banned in Cincinnati earlier this year.

WATONSVILLE, Calif. — A pinball operator here, John Moncovich, has appealed a recent Santa Cruz County Superior Court decision that four different models of in-line pinballs are illegal. The case will be appealed to the State District Court of Appeals on the basis that pinballs are games of skill and do not come under the State's anti-slot machine law. John McCarthy, attorney for Moncovich, stated, "It should be made clear which machines are legal and which aren't . . . and there shouldn't be any discrimination among counties." He claimed that similar machines are in operation in Monterey and San Benito counties.

N. Y. Pin Raids

• Continued from page 93

be in violation, or the giving of prizes may be a breach, a pinball played solely for amusement is a legal game.

Operators are talking of getting legal counsel and fighting the seizures in the courts, but to date no concrete action has been taken.

Few Replacements

Few of the operators who have pulled their pins off locations have replaced them with bowlers or pool tables, but that will be the next step.

Operators who are running tournaments with shuffle alleys under the sanction of the Alcoholic Beverage Control Board have not been bothered. But some fear that overzealous enforcement officers may hit them as well.

Several operators are unloading their pinballs on the export market, feeling that their operation in New York State can never be taken for granted. Others are keeping their games in safe places and waiting to see what happens next.

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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

when answering ads . . .
Say You Saw It in The Billboard

COINMEN YOU KNOW

Continued from page 90

college which formerly disallowed them. Adding five new juke boxes to his string in the past few weeks, operator, Jack Wycaver, of Ideal Music Company, Greeley, has be-

come the largest operator in North Central Colorado. . . . A seldom-seen visitor to the Denver area was Nick Bizzuti, phonograph operator from Pueblo, Colo., who visited distributors in mid-March.

Los Angeles

By SAM ABBOTT

Mr. and Mrs. Phil Robinson returned from a wedding anniversary trip to the Hawaiian Islands. Phil arrived here to see the demand for bowling games increasing. While in Hawaii, they visited with Martin Bromley. . . . Bromley, of Service Games in Honolulu, is expected to make a trip to the mainland, which will be the first lap of a world-wide tour.

Irving Bromberg, who is well known in the coin machine field, and Mrs. Bromberg leave soon for a three-month stay in the Hawaiian Islands. They will visit with their son, Marty, only for a short time before he leaves for the mainland. . . . Richard Strouss, of Minthorne Music's used equipment department, is on the sick list.

Paul Vogel, who manages Minthorne Music's used equipment de-

partment, ran into some trouble when he sold his home in Hollywood and bought another in Burbank. He could not get moved into the new home and had to put the furniture in storage. . . . George LiColi, Pomona music operator, was in the city shopping for parts and equipment. . . . Lowell Ayres,

of Inglewood, was in town, as was L. L. McCune, of Bellflower. . . . Ted Simonson, Bakersfield operator, recently underwent surgery and is reported recuperating.

Ed Wisler, Sierra Distributors, is remaining off the road (Continued on page 96)

ALUMINUM DE-GREASED DISCS

For STANDARD AND HARVARD Metal Typers
Packed in Rolls of 100
Available with Special Imprint
CALL OUR PARTS AND SERVICE DEPT.
For All Your Typer Needs

STANDARD HARVARD METAL TYPER, Inc. 1318 N. WESTERN AVE. CHICAGO 22, ILL. • EV 4-3120

EXHIBIT'S STAR SHOOTING GALLERY \$95.00
(22 Remington Rifle)
Coin Operated—Reconditioned—Ready for Location.

READY FOR LOCATION—1st COME, 1st SERVED!
KIDDIE RIDES—COIN-OPERATED

Exhibit Space Patrol	\$150.00	Merry-Go-Rounds	\$295.00
Royal Rocket Ride	130.00	Standard Metal Typer	250.00
Clown See-Saws (Lrg.)	125.00	Standard Engineer	125.00
Clown See-Saws (Srg.)	160.00	Exhibit Space Gun	50.00
Chi Coin Super Jet	245.00	Genco Sky Gunner	100.00
Exhibit Junior Jet	95.00	Goales	85.00

KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade.
Send us your list and requirements.
Export Inquiries Invited . . . All Prices F.O.B. Chgo. . . . All Phones: Uptown 8-1369.
CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

WANTED TO BUY UNITED BOLEROS

IN WORKING CONDITION
Write or phone prices wanted

HOUSER AMUSEMENT COMPANY

462 E. HIGH STREET BELLEFONTE, PENNA.
ELgin 5-3475

JOE ASH SAYS:
WRITE FOR SPECIAL PRICE ON SEEBURG V-200's!

Exhibit RINGER BALLS \$195.00

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.
666 N. Broad St., Phila. 30, Pa. • POPlar 9-4495
You can ALWAYS depend on ACTIVE ALL WAYS Write or wire for prices.

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

PHONOGRAPHS!
Seeburg V200 \$795
Seeburg R. . . . 695
Wurlitzer 1800 595

SUPPLIES
Rotation Balls, Sets \$12.50
Del. Rotation Balls, 18.50
Playfield Cloth . . . 9.50
Pins, 1 to 10, Per Set . . . \$.48
Plastic Pee Bottles, Each . . . 1.25
Triangle Racks, Each 1.25
Oversize Cue Balls, Each . . . 2.00

SHUFFLES UNITED
SUPER BONUS \$290
* IMPERIAL . . . 90
* ROYAL . . . 80
* OLYMPIC . . . 70
* STAR 10TH FRAME . . . 55
KEENEY
* DIAMOND . . . \$160
* BIKINI . . . 130
* PACEMAKER . . . 80
* DOMINO . . . 40
* CARNIVAL . . . 50
* 10 PLAYER . . . 50
* Indicates Match Play

PURVEYOR DISTRIBUTING CO. Better Buys
4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNiper 8-1814

BINGO

CLOSED TERRITORY BINGO

200
Late, Reconditioned, Clean
KEY WEST—BIG SHOW
DOUBLE HEADER
PARADE—VARIETY
MIAMI BEACH
NITE CLUB—BIG TIME

Write • Wire
Box 93, The Billboard
1564 Broadway
N. Y., N. Y.

To Our Customers All Over the World...

THANK you for your patience. In the past few weeks we have taken on additional crews who are working on a day and night schedule to insure the quickest possible shipment of your equipment. Many shipments are en route to your country now. Remaining shipments will be filled this week, just as soon as we can load them onto the waiting ships. We appreciate your kind co-operation and patience while we serve you.

WE WANT NOT

WE HAVE BALLY BALLS-A-POPPIN' AVAILABLE FOR EXPORT

● GOTTLIEB PINS
● BALLY BINGOS

WRITE • WIRE • PHONE

INTERNATIONAL SCOTT CROSSE COMPANY
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

EXCLUSIVE New England Source for every make, every model—REGULATION 6 POCKET POOL IF WE HAVEN'T GOT IT . . . IT DOESN'T EXIST!

BOWLING ALLEY CLOSEOUTS!

BALLY MYSTIC	\$125
UNITED LIGHTNING DELUXE	150
UNITED COMET	150
UNITED GRAND CENTRAL	95
UNITED MANHATTAN	85
UNITED 10TH FRAME STAR	85
CASCADE	65
CLOVER	65
KEENEY SPEED GAME	100
CHI. COIN BOWLING TEAM	200
CHI. COIN NAME BOWLER	75
CHI. COIN DOUBLE SCORE	75
CHI. COIN CROWN	100
CHI. COIN ADVANCE	100

UNITED REGULATION BALLY CONGRESS BALLY ABC
WRITE—WIRE—CALL

MUSIC—WURLITZER

2000 1900	1650	\$285
1800 1700	1500/50	210
	1500A/50A	310
WRITE—WIRE—CALL	1400	175

SEEBURG

V-200	\$815
R	665
G	595
W	595

AMI

G-200	\$815
E-120	395
F-120	595
E-80	385

ARCADE & MISC.

CAPITOL MIDGET MOVIES . . . \$ 95
NATIONAL SHUFFLE BOARD, 22 Ft. . . . 150

SPECIAL—BALLY BINGO

100 Late Models—Like New
KEY WEST NITE CLUB
BIG SHOW BROADWAY
DOUBLE HEADER MIAMI BEACH
PARADE VARIETY

HIGHEST CASH PRICES \$\$\$\$ PAID for your entire list

WANTED: BALLY & UNITED BINGOS
WURLITZER—SEEBURG—AMI—ROCKOLA MUSIC
GOTTLIEB & WILLIAMS 5-BALLS
GENCO—CHI. COIN—WILLIAMS SKEEBALL

298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040

Redd DISTRIBUTING CO.
Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

WE WILL SHIP ANYWHERE

COINMEN YOU KNOW

Continued from page 95

for a brief spell to help out in the headquarters here. . . . Norty Beckman, of Norty's

Record Center, Sierra, is re-vamping the displays to give the records more prominence.

"NOW DELIVERING UNITED 11' and 14' BOWLING ALLEYS"

SHUFFLE ALLEYS

United Rainbow	\$110.00
Ace	110.00
Speedy	125.00
Mercury	150.00
11th Frame	125.00
Lightning	185.00
Clipper	195.00
Capitol	195.00
Super Bonus	245.00
Pool Alley	295.00
Select Play	295.00
Regulation	350.00
Handicap	395.00
5th Inning	125.00
Bally Blue Ribbon	250.00
Gold Medal	250.00
ABC	250.00
C.C. Miami Shuttle	195.00

DRINK VENDORS

Spacarb 3-Drink	\$295.00
3D50	295.00
4D51	295.00
Bart Mills Coffee, Model 500	295.00
Bart Mills Coffee #202, with hot chocolate attach	195.00
Bart Mills Coffee M-54	365.00

COUNTER GAMES

Adv. Shockers	\$225.00
Marc. Grips	25.00
Go. 3-Way Grippers	25.00
Pop-Up	20.00
Kickers-Catchers, new	52.50

RIDES

Big Bronco	\$325.00
Bally Space Ship	275.00
Drive Yourself	295.00
Elsie the Cow	295.00
Fire Engine	395.00
Lane Miss America	295.00
Lane Carousel	325.00
Midget Racer	250.00
Palomino Horses	295.00
Round the World	425.00
See Saw	225.00
Texas Merry-Go-Round	325.00

ARCADE EQUIPMENT

Atomic Bomber	\$125.00
Auto Photo	1,495.00
Bally Big Inning	85.00
Bally Defender	125.00
Balloonomat	295.00
2 Pl. Basketball	225.00
Boomerang	75.00
Coon Hunt	100.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	85.00
Foot Ball	85.00
C.C. 2-Man Hockey	295.00
Dale Gun	50.00
Evans Bat-A-Score	145.00
Flash Hockey	225.00
Ex. Hi Ball	95.00
Genco Quarterback	285.00
Genco Champion	275.00
Baseball	275.00
Harvard Metal Typer	135.00
Hayburners	75.00
Wms. Jet Fiter	225.00
K.O. Fiter, P.S.	325.00
Keeney Air Raider	150.00
Keeney Submarine	125.00
Lite A League	75.00
Liberator	75.00
Knotty Peaks	25.00
Midget Movies	125.00

CIGARETTE MACHINES

Lahigh 12 Col., new	\$235.00
Eastern Electrics, 12 col., new	289.50
Mercury, 9 col.	165.00
National 950	110.00
National 930	95.00
P.X., 10 Col.	110.00
Electro, 8 col.	95.00

CANDY MACHINES

Mills 5-Col. Candy	\$ 65.00
Shipman 2-Col.	18.00
Gum & Mint	18.00
U-Select 5z Candy	42.00
Vendall, 8 Col.	110.00
Stoner's 6 Col.	125.00
S.M., 8 Col., new	235.00
Ship, 6 Col., new	139.50
Kleenez, 10z	25.00

MUSIC

Seeburg A	\$225.00
Seeburg A, 45 RPM	245.00
Seeburg V-200	845.00
A.M.I. A	75.00
A.M.I. C	150.00
A.M.I. D-40	195.00
A.M.I. D-80	325.00
A.M.I. E-120	475.00
A.M.I. F-120	450.00
Wurlitzer 1400	185.00
Wurlitzer 1500	195.00

Muto. Card Vendors	\$50.00
Muto. Photomat	350.00
Muto. Lord's Prayer	Write
Muto. Voice Recorder	375.00
Oracle of the Sphinx with cards	150.00
Panorams	325.00
Pitch'm & Bat'm	175.00
Polar Gun	295.00
Pop Set	65.00
Genco Rifle Gallery	175.00
Silver Bullets	125.00
Shoe Brush Up	95.00
Shoe Shine	150.00
Ex. Shoot'g Gallery	175.00
Sidewalk Engineer	175.00
Skill Jump	45.00
Silver Gloves	225.00
Speedway Bombs	150.00
Keeney Sportsman	195.00
Spear the Dragon	125.00
Undersea Raider	125.00
Foot Vibrator	150.00
Genco Wild West	250.00
Wms. Crane	75.00
Zodiac, new	295.00
Zingo	65.00
Zodiac Vendors	89.50

BINGOS

Atlantic City	\$ 50.00
Beauty	45.00
Beach Beauty	350.00
Brite Spot	60.00
Brite Spot	50.00
Cabane	45.00
Circus	50.00
Gay Time	210.00
Double Header	475.00
Dude Ranch	65.00
Gayety	110.00
Ice Frolics	70.00
Nite Club	385.00
Pixie	225.00
Surf Club	45.00
Spot Lite	50.00
Tropics	65.00
Tropicana	110.00
Yacht Club	50.00

150 254 COIN-OPERATED RADIOS FLOOR MOD. \$45.00

WURLITZER DISTRIBUTOR

... Percy Shields, who operated for a number of years and was more recently associated with Minthorne Music before an illness, was in Pico visiting friends. He dropped in to see Hank Tronick at C. A. Robinson Company. He was associated with Tronick when he was manager of Minthorne Music.

Ben Chemers, who was formerly local manager of the California Music Merchants' Association, keeps in touch with the operators thru frequent visitors to West Pico. . . . Bob Causey, who retired from the coin machine field some years ago, is now operating a novelty store in a Los Angeles suburb. His high school class is planning a reunion, marking 40 years since the diplomas were awarded.

Milwaukee

By BENN OLLMAN
Harry Jacobs Jr., president of United, Inc., announced the pro-

FINEST RECONDITIONED EQUIPMENT

WILLIAMS	
SIDEWALK ENGINEER	\$175
CRANE	150
PICCADILLY	250
STAR POOL	80
GOTTLIEB	
RICOCHET (2 Pl.)	\$175
BALLY	
BROADWAY	\$350
PARADE	400
VARIETY	89.50
GAYETY	89.50
CHICAGO COIN	
Round the World Trainer	\$550
ONE-THIRD DEPOSIT	

THE HUB ENTERPRISES
32 S. Charles St., Baltimore 1, Md.
LEX 9-6446-7

motion of Woody Johnson to general manager of the firm. The new post will cut down the amount of time spent by Johnson on the road calling on operators, and will enable Harry Jr. to spend more time in the territory. . . . Leo Krenz, United, Inc.'s bookkeeper, left his job recently for a position with a firm in another business. . . . United, Inc., recently became the State distributor for Valley Manufacturing Company, of Bay City, Mich.

Coinmen stopping in at the United, Inc., headquarters in search of equipment were: Herb Tonnell, Appleton; Val Andreas, Oshkosh; Francis Nardi, Ishpeming, Mich.; John Jesinski, Sheboygan; Cliff Bookmeier, Green Bay, and Dick Suchomel, Madison.

Route receipts are holding up very well this spring, says George Schroeder. Dime play conversions continue to be made, he adds, although the pace has slowed down somewhat. Schroeder's routeman, Emil Sauler, reports that his own record label, Mono Records, has recently hit the market with a new Romy Gosz old-time music release. Operator reaction has been gratifying, he says, to the numbers, "The Dove Waltz" and "Who's Going to Love You," by the Romy Gosz group.

Wayne Whittow is the new routeman hired and currently being trained by the Mitchell Novelty Company. . . . Erv Beck, Mitchell Novelty Company office manager, has just returned from a brief visit to the Twin Cities. Head man Joe Beck reports that "About 70 per cent of our machines are now set at a dime. Receipts have shown about a 30 per cent climb in the average spot switched to a dime."

Garth Vosberg, veteran shop foreman for Paster Distributing Company, died here last week. He was 42 and had been with the firm for 12 years. . . . Six-pocket pool games are in demand, according to Jerry Groll, of Paster Distributing Company. A flock of upstate operators coming in to do their equipment shopping last week included Harry Koskoski, Niagara; Ray Jenner, Waupaca; Al Janisch, Beaver Dam, and Pete Flath, Escanaba, Mich.

Hartford

By ALLEN M. WIDEM

Bernard B. Richman, 47, veteran New London, Conn., vending operator died April 6. He was general manager and partner in the New England Cigar and Tobacco Company and the Acme Automatic Sales Company. . . . Eastern Records Distributing Inc., moved to new and larger quarters at 26 Clark Street, East Hartford, Conn. Floor space is increased from 1,800 to 5,000 square feet. Dick Godlewski and associates hosted the trade at an open house April 14.

For SALE In BELGIUM BINGO and ONE BALL ROUTE Consisting of 120 Top Locations PRICE \$45,000.00 (ALL CASH) Money Back Within 8 Months FOR INFORMATION CONTACT BELGIAN AMUSEMENT COMPANY 112 Belgielei Antwerp, Belgium

ARCADES NEW MACHINES

"SQUOITS"

Water Polo. Two-player competitive game. Fast action. Fun with water. No plumbing required. Self-contained. Proven top money maker. Best game of the season. Ruggedly built and trouble free. Write for full details today.

Williams Crossfire Gallery	Write
Genco Circus Gallery	Write
Muto. Lord's Prayer Vendor	Write
Muto. St. Christopher Vendor	Write
Relaxalator, Foot Vibrator	\$240.00
Chicago Steam Shovel	245.00
Williams	245.00
Peppy the Clown	245.00
Auto Test	850.00
Standard Metal Typer	450.00
Roovers Name Plate Machine	330.00
Harvard Metal Typer	
Floor Sample	345.00
Graphoscope, Coin Telescope	645.00
Exhibit Jungle Hunt, Rifle	495.00
Lancer Horse	695.00
Goldie Horse	695.00
Trotter Horse	395.00
Vacumatic Electric Card Vendor	205.00
Drive-In Movies, Kiddies	495.00
Wms. Jet Fighter	245.00
Muto. Bangorama, Kiddy	325.00
Muto. New Voice Recorder	
2 speed with musical introductions	1850.00
Wms. Sidewalk Engineer	195.00
Air Football	295.00
Rock and Roll	95.00

MIKE MUNVES CORP.
577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677

READY FOR LOCATION

All machines have been thoroughly cleaned

MUSIC

5 ea. Seeburg V-200	Write
6 ea. Seeburg 100-R	\$685.00
3 ea. HF 100-G's	595.00
10 ea. M-100 C's	485.00
3 ea. AMI G's 120's	715.00
11 ea. AMI F 120's	595.00
2 ea. AMI E 120's	395.00
2 ea. AMI E 80's	355.00
5 ea. Wurlitzer 1700's	645.00
5 ea. Wurlitzer 1800's	765.00
35 ea. 3 W1 CHROME SEEBURG WALL BOXES	50.00
40 ea. AMI 120 Wall Boxes	62.50
AMI STEPPER	45.00
AMI BAR BRACKETS	

Write for Quantify & Price

BINGOS

Broadway	\$365.00
Nite Club	455.00
Gaytime	195.00
Yacht Club	65.00
Spot Lights	45.00
Bright Lights	40.00
Bright Spot	45.00
Atlantic City	45.00
Bally Beauties	55.00

5 BALLS

Quartet	\$ 55.00
Queen of Hearts	65.00
C.O.D.	65.00
Dragonette	135.00
Frontiersman	165.00
Green Pastures	85.00
Marble Queen	75.00
Gypsy Queen	155.00
Twin Bill	145.00
Derby Day	195.00
Gun Club	50.00
Skill Pool	50.00
Lazy "Q"	70.00
Globe Trotter	25.00
Cueette	55.00
Spiffire	95.00
Sky Way	95.00
Lovely Lucy	95.00
Times Square	60.00
China Town	55.00
Shindig	85.00

BOWLERS

Keeney Bonus	\$ 75.00
Keeney American	125.00
Bally Jets	95.00
Bally Champion	85.00

OXYGEN MACHINE Used only 2 weeks. Cost \$225.00 new; Now only \$110.00.

Telequiz	\$ 85.00
Bally Champion Horse	325.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co.
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MEIrose 5-1593



M. S. GISSER
Sales Manager

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715



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

WURLITZER WALLBOX SPECIALS	
5204, 104 Selection	\$19.00
5204A, 104 Selection	35.00
5205, 104 Selection	45.00
5207, 104 Selection	49.00
5206, 48 Selection	35.00
4851, 48 Selection	25.00
4820, 48 Selection	19.00
3020, 24 Selection	9.00

\$57.50

WORLD EXPORT WESTERN EXPORT Corp. DAVIS Distributing
Exclusive Seeburg Distributors
738 Erie Boulevard East, Syracuse 3, N. Y., U.S.A.
PHONE: GRanite 5-1631

Sanitation in Milk Venders Hypos Sales

LOGAN, Utah—Operators of milk vending equipment can attribute much of their success to modern sanitation techniques, according to Harold Wainess, Chicago, consultant in sanitary science and public health, in a recent address delivered at the 23d annual Utah Dairy Manufacturing course in Utah State Agricultural College.

He suggested that the dairy industry must co-operate with vending operators to insure complete protection of the public's health.

Wainess pointed out that plastic milk and cream containers for bulk and milk dispensers and coffee venders eliminate the problems of sanitation common to the milk can.

He emphasized that such bags to maintain their public health efficiency must be completely sealed at the fabrication plant and remain that way until used at the dairy.

He also told technicians that milk keeps as long as four weeks under proper refrigeration without losing its fresh flavor when it is pasteurized at ultra-high temperatures.

Lorillard Bows Menthol, Filter Newport Brand

NEW YORK—The P. Lorillard Company will soon introduce a long mentholated, filter-tip cigarette named Newport. The brand, currently being field tested in a West Coast city, will be the first Lorillard brand to come in a crush-proof box.

Speaking before 450 stockholders at the firm's annual meeting in the Ambassador Hotel here Tuesday (2), President Lewis Gruber said the new brand is being made on an experimental basis.

He added that "whatever we do with the product, it will in no way

detract from or lessen our intense campaign to improve the sales positions of the Old Gold filters and Kents."

Gruber said that January and February sales are ahead of the first two months of 1956, and it is expected that the first quarter of this year will top the first quarter of last year.

Gruber held that Lorillard's two principle filter brands, Kent and Old Gold filters, are responsible for the sales improvement. He explained that the firm's sales and advertising policies will concentrate on filters in face of the generally declining market for non-filter cigarettes.

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!

Wurlitzer 1800\$795
Wurlitzer 1250—
45 RPM 125
Seeburg V200 795
Seeburg M100BL .. 450
AMI B or C 75
AMI G200 795

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIC—1/2 Deposit, Balance C.O.D.

SPECIAL BOWLING & POOL SALE

Chicago Coin Bowling Team...\$245.00 C.C. Miami Shuffle\$ 59.50
C.C. Starlite w/Free Play... 110.00 C.C. Gold Cup w/Giant Pins.. 75.00
C. C. Hi Speed Crown..... 65.00 United Regulation 345.00
w/Giant Pins

SPECIALS

AUTOMATIC SCORING POOL TABLES
\$49.50 Each

Chicago Coin Advance Pool, Automatic Pool, Heoligan Pool, Exhibit Skill Score.

T & L DISTRIBUTING CO.

Wurlitzer Distributor
1663 CENTRAL PARKWAY MAIN 1-8751 CINCINNATI 14, OHIO

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

Hurry! Hurry!

GAMES ONLY A FEW LEFT

like new, "CLEAN AS A WHISTLE" and ready for your locations

BRAZIL (like new)\$400.00
MONACO 395.00
SOUTH SEAS 345.00
STARDUST 275.00
STARLET 225.00
PIXIE 195.00

REX'S "CONSOLETTÉ" is STILL the talk of the business because it CUTS equipment costs. Replaces from 4 to 8 Wallboxes.

REX
COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y.
Phone: 2-8255

SOME DISTRIBUTORSHIPS ARE STILL AVAILABLE
Write for Costs and Literature Today!

DUKE'S JUKE HIGHLIGHT OF ENGLISH TOUR

LONDON—The battle is on to lure tourists to Britain's stately old mansions, and juke boxes are in the running.

The Duke of Bedford has installed a juke box stacked with rock 'n' roll tunes at Woburn Abbey, his ancestral home.

NEW! 6 POCKET

SIZE—74"x41"x32"

- ✓ Attractively finished grey cabinet
- ✓ Cue Ball return
- ✓ Choice of A. B. T. double 10c or 25c chute
- ✓ Separate locked coin compartment
- ✓ White and black beaded score rack
- ✓ Anti-cheat system

Each table comes equipped with one set of beautiful ARAMITH numbered balls 1-15, triangular ball rack, four cues, instruction book, Kelly bottle and peas, and repair kit.

MARVEL Mfg. Co.

2845 W. Fullerton Chicago 47, Ill. Dickens 2-2424

PLAY BALL! with WILLIAMS' NEW 1957 BASEBALL

Absolutely the Greatest Baseball Game Ever Made!!!
Match and Replay Features Galore



WILLIAMS' GREAT NEW 6 POCKET POOL

United's BOWLING ALLEY Game of the Year!

GUNS

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BARREL OF FUN

Coin Machines Part of Model Frontier Store

PHOENIX, Ariz.—One of the West's largest collections of ancient coin games went on parade here when A. J. Bayless Market, a chain of supermarkets with Phoenix headquarters, opened its new \$50,000 "Cracker Barrel Store."

Built as an exact duplicate of the pioneer store from which the Bayless Market grew, the new "Cracker Barrel Store" is a museum of retailing history, including more than 3,000 items which have been used in food store operation since 1850.

Spaced thruout the display are some 30 pioneer amusement and vending machines, including: a "poker machine" which dealt the player a poker hand via nickel operation; a dozen antique slot machines; a horse race amusement machine; an early pinball model. Also included are a nickel-operated pencil vender; early gum, candy and cigarette and cigar venders. Several Swiss music boxes and street hand organs are also included.

These, like many of the items featured thruout the store, were donated or loaned to A. J. Bayless, head of the supermarket chain, when news of the project began circulating.

Open six days a week, the old-time store is expected to become a major tourist landmark in the Phoenix area.

The 150 by 50-foot building has the once-familiar pine false front of yesteryear, a covered boardwalk, hitching post, cigar store Indian. Inside are such familiar memories as slabs of bacon hung on hooks, lithographed tin boxes for cookies, beans, seeds, flour; jugs, bottles, plates, cracker and pickle barrels, ancient cash registers, scales and other operating equipment.

In the center of the store is an antique stage which once plied its way between busy Arizona pioneer towns, a completely restored 1909 Ford, and a collection of pot-belly iron stoves, including the original stove in the first Bayless store in Joshua, Tenn.

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- C. C. STEAM SHOVEL..... 185
- Mut. 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
- Mut. ROCK 'N' ROLL..... 85
- Wms. QUARTERBACK 85
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- C. C. SUPER H. R., 6-PL. 185
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Continued from page 93

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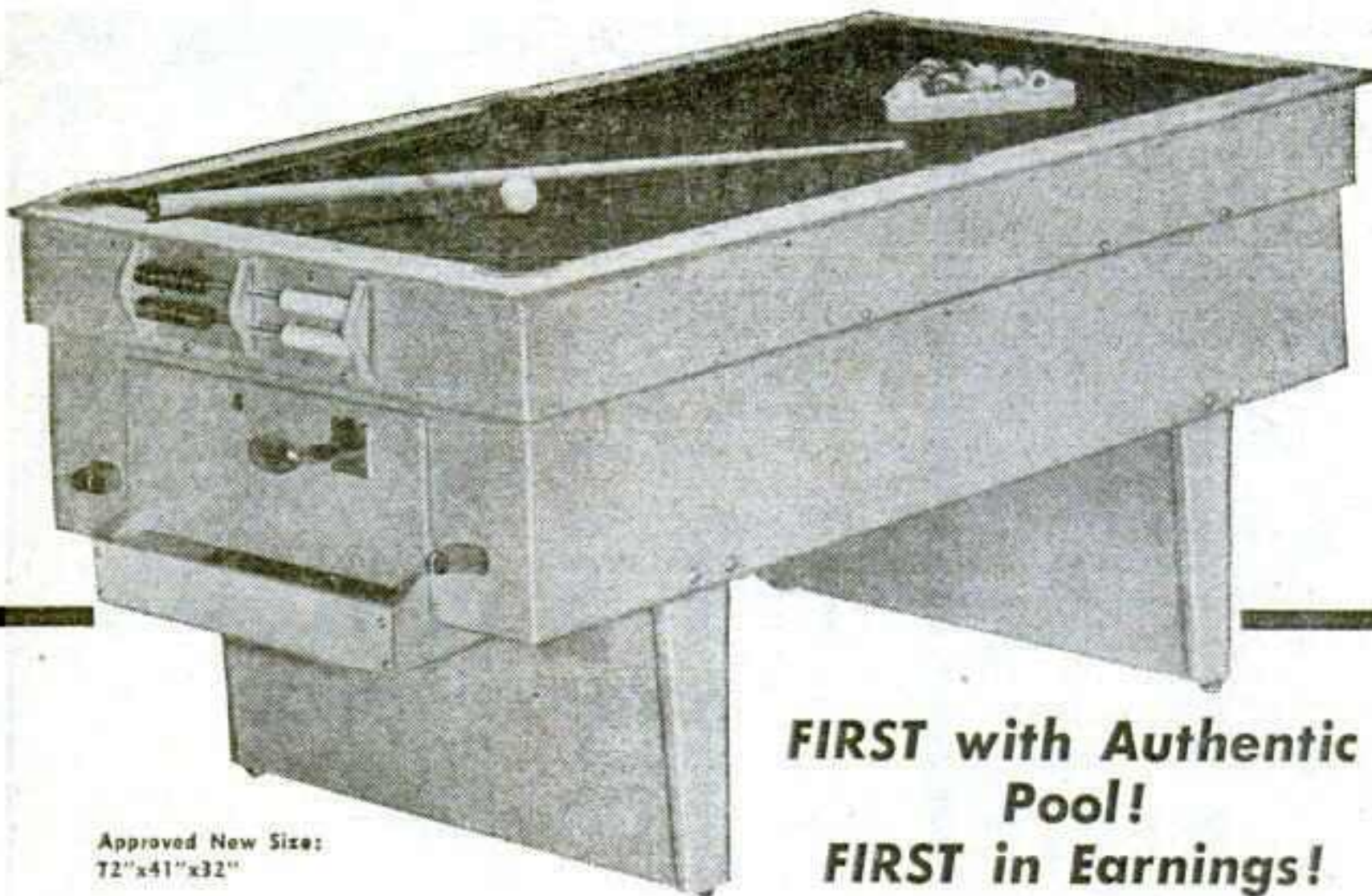
Wms. DLX. 4-BAGGER	\$315	Un. STAR SLUGGER	\$285
Wms. KING OF SWAT	245	Un. SUPER SLUGGER	255
C.C. HOCKEY	245	Genco SUPER BIG TOP	325
C.C. STEAM SHOVEL	145	Genco BIG TOP	295
Genco 2-PL. BASKETBALL	195	Ex. SPORTLAND	145
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Guest of honor will be Ralph S. Williams, former president of Faber, Coe & Gregg, Inc. Chairman of the \$100-a-plate dinner is Julius Strauss, president of the General Cigar Company.

Among the associate chairmen are Robert Z. Greene and Arthur H. Gluck, both of the Rowe Manufacturing Company, and Matthew Forbes, of the Harrough Corporation.

Co-chairmen are Marcus Glaser, Glaser Brothers; Lewis Gruber, P. Lorillard Company; Paul M. Hahn, American Tobacco Company; Ira Katz, Metropolitan Tobacco Company; Joseph Kolodny, National Association of Tobacco Distributors; Emery M. Lewis, Brown & Williamson Tobacco Corporation; W. B. Lewis Jr., Liggett & Myers Tobacco Company; Alfred E. Lyon and O. P. McComas, Philip Morris, Inc.; E. A. Mishkin, Bayuk Cigars; J. W. Peterson, U. S. Tobacco Company, and S. J. Silberman, Consolidated Cigar Corporation.

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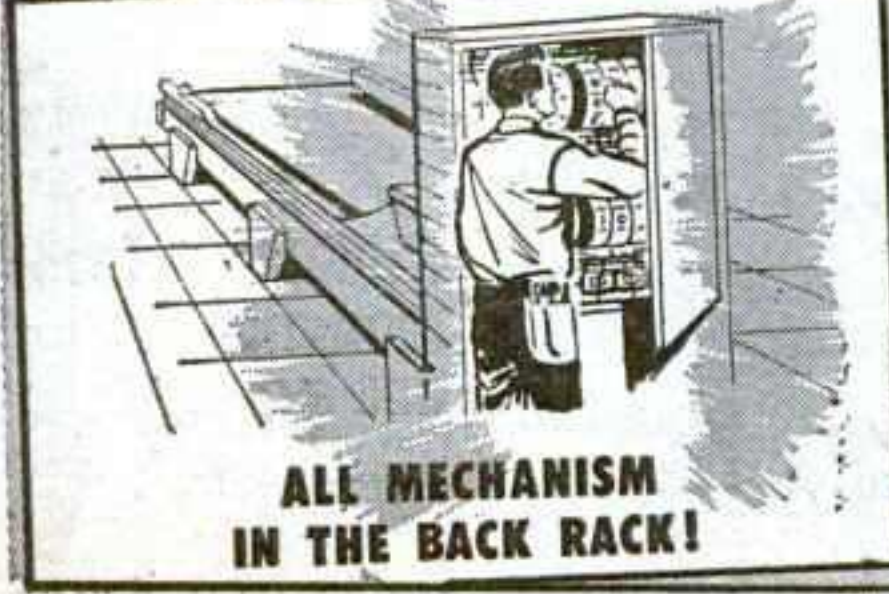
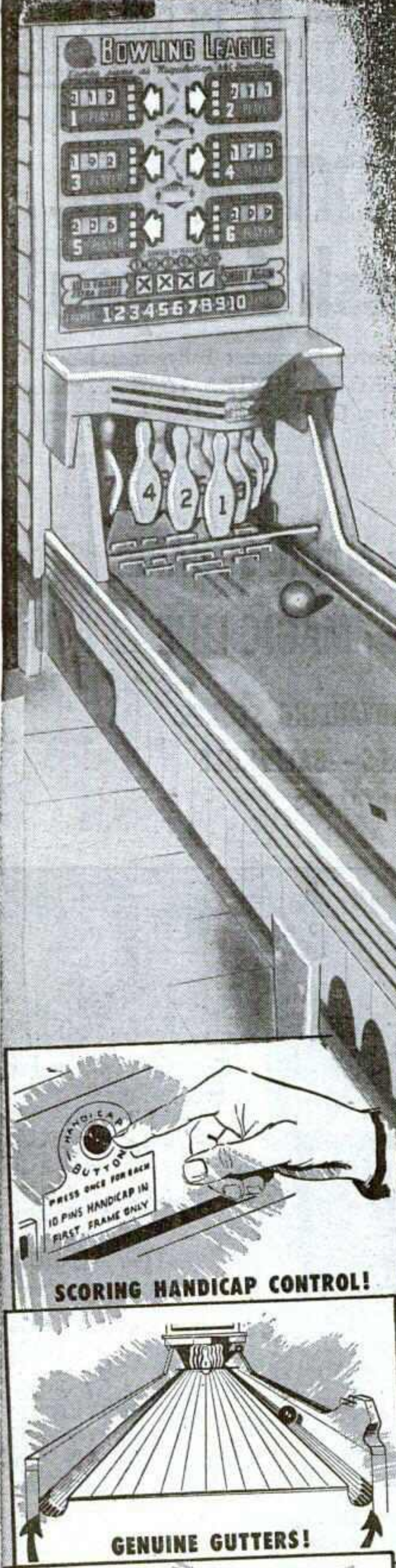
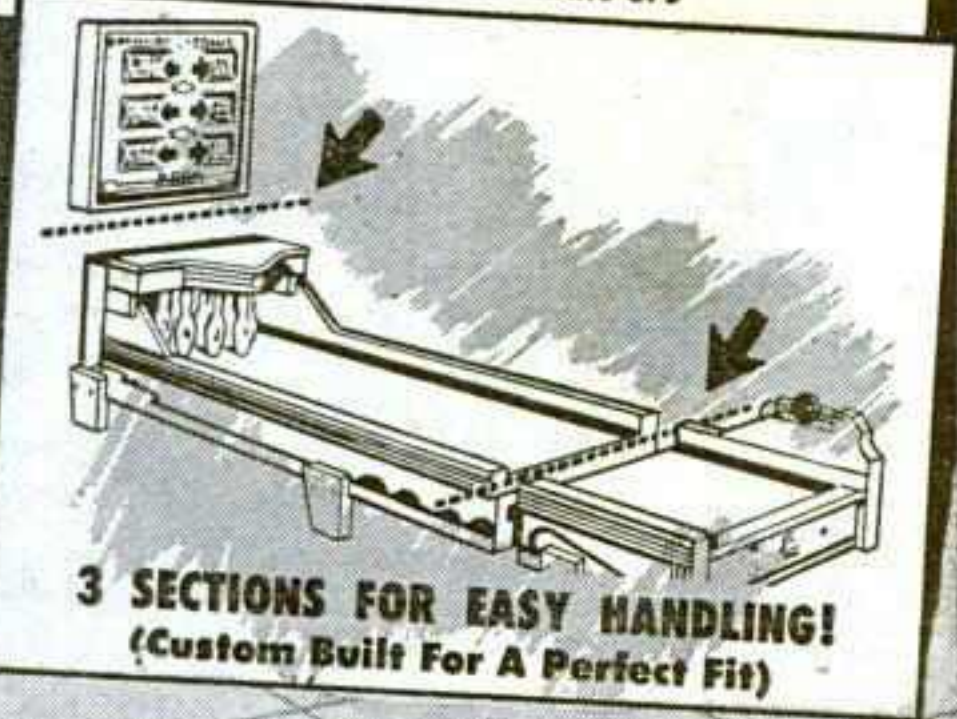
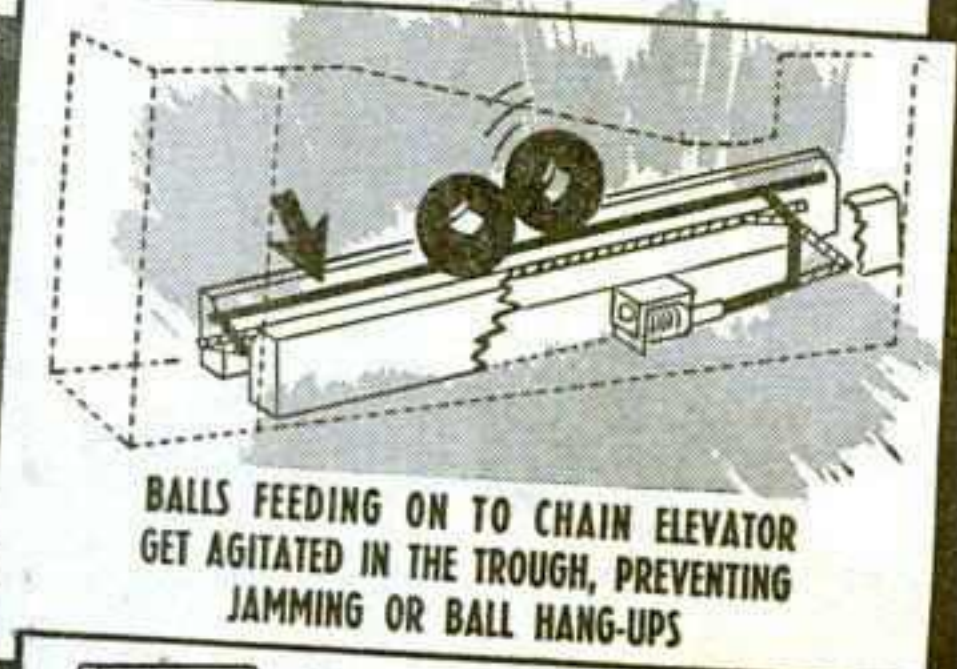
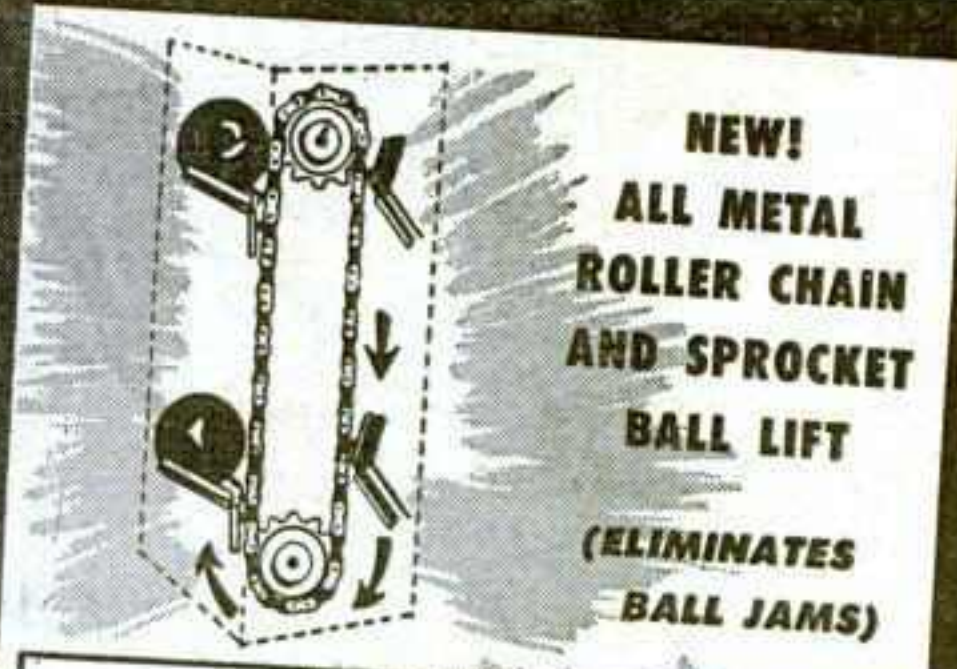


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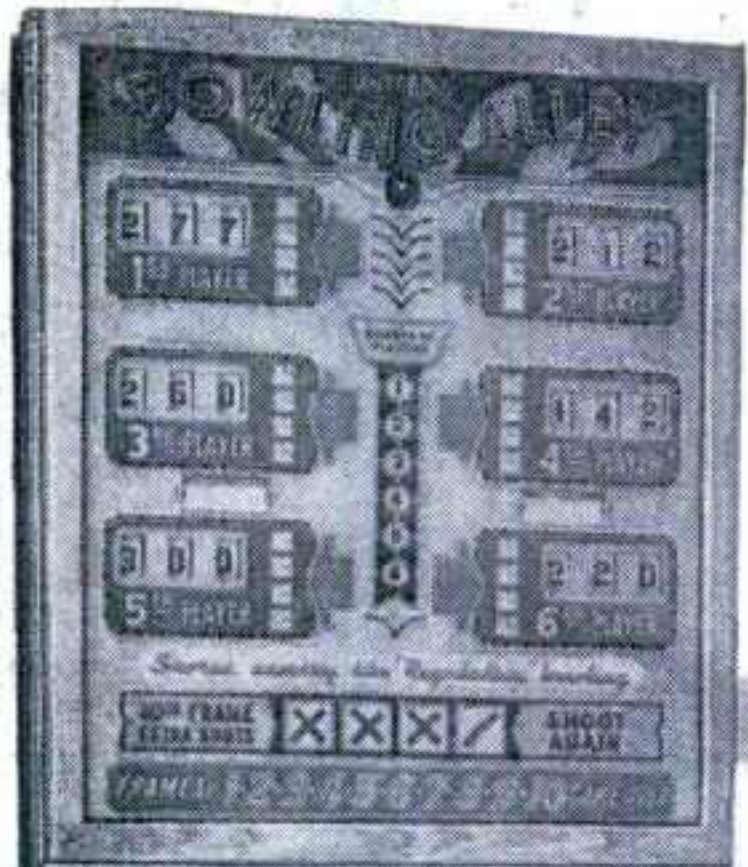


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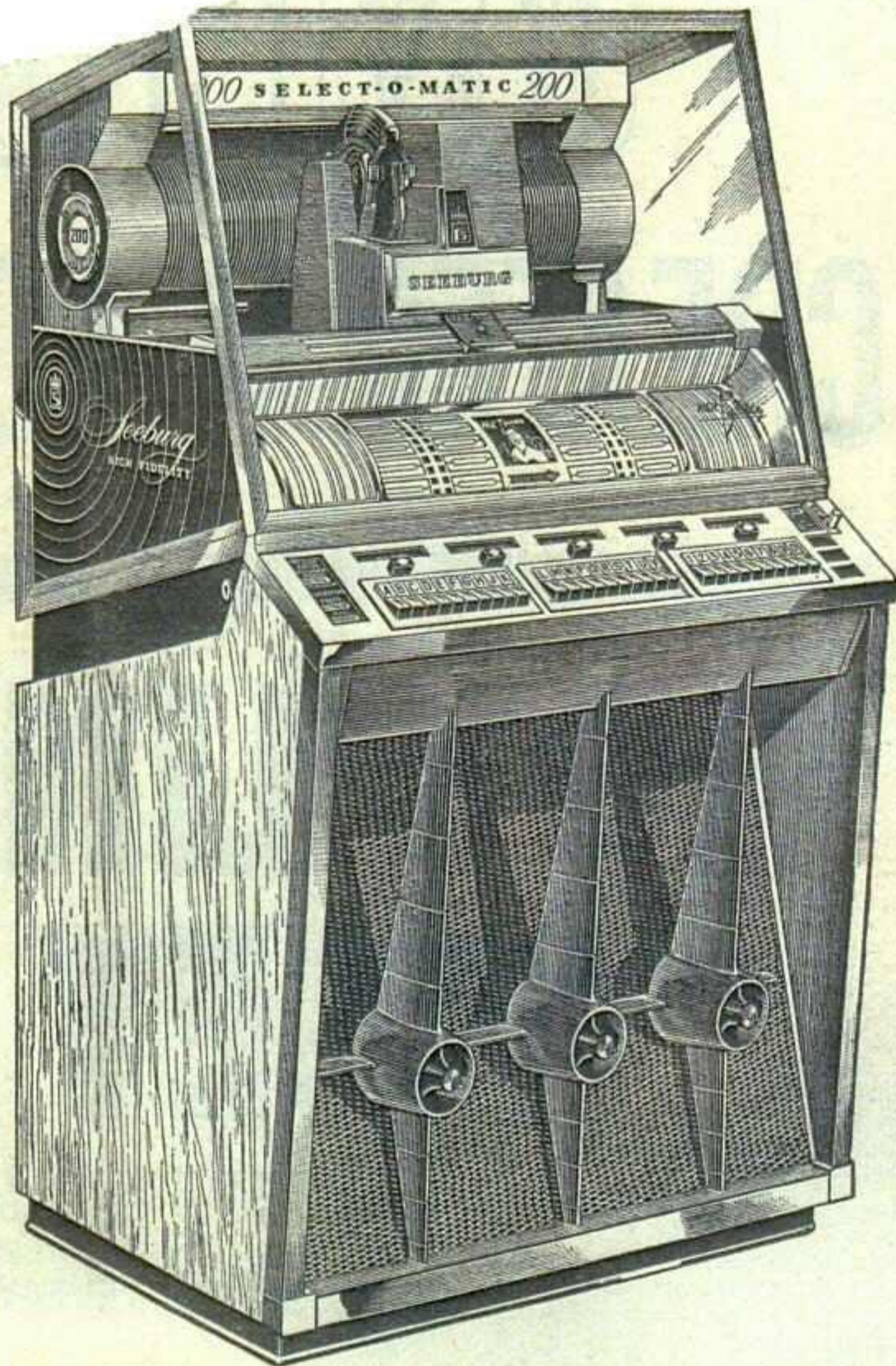
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