

# The Billboard

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## Auto Thrill Shows Still Pull Crowds

### Only Exceeded by Auto Races as Pop Draw; Few Open Dates for Stunters

By HERB DOTTE

CHICAGO — Automobile thrill shows continue as strong crowd-pullers today, more than 25 years after they first appeared on the scene.

Only auto races rate higher in drawing appeal among the standard attractions in the outdoor field.

Troupes of automobile stunters this year will find virtually the same number of dates as in any recent season.

The number of shows out, however, will be slightly smaller than at any time since the mid-30's. Shows hit their numerical peak in the postwar years when practically every aggregation of stuntmen, regardless of how it was managed, proved profitable.

Since the disappearance of the easy attraction dollar, mounting costs, and weak management in the case of some shows, has cut back the number.

Routes in the process became more compact, a prime requisite for thrill shows in these days. Now, the better thrill shows during their busy period, the fair season, have few open dates and other units have relatively tight schedules.

By working almost every day at fairs, shows spread their expenses and vastly increase their profit potential. The more astutely managed shows fill in some of the gaps in their fair bookings by playing at speedways.

Early dates, in the spring and thru early June, have become fewer with the passing of each year. These dates, played without the strong promotion given appearances at fairs, have become greater gambles in the face of mounting costs, and the always present danger of rain-outs or rain.

Few shows now are manned

sufficiently to handle the intensive advertising-publicity campaign so essential for successful still dates, those dates played without strong sponsorship or at a fair. During the first decade of thrill shows, several units out could well boast of having just about the strongest advance crews in all outdoor show business.

The war scattered these advance men and at war's end only a relatively small number returned to the thrill show exploitation field and newcomers meanwhile were few. Yet, at fairs, thrill shows invariably support their appearances with exploitation campaigns that rank among the strongest given by any fair attraction.

Generally, there has been no major departures in the types of stunts presented by thrill shows since the '30's. Still featured are T-bone or crashes between two speeding automobiles, roll-overs, ramp-to-ramp jumps over large obstacles, and, for lack of a better term, hell driving, as it is known in the business.

Stunts, to be sure, have been embellished, routines refined, and some twists added. One show, Aut Swenson's Thrillcade, departed last year from the general practice in its ramp-to-ramp jump, using an elephant, instead of a bus, car or cars, as the obstacle over which to jump a car.

The Swenson troupe has varied its routine the most, giving the show a circus twist, not only with the use of an elephant but in some instances with some horse acts and with specially built riggings, one of which, huge in size, enabled a car to loop-the-loop in mid-air. This year, Swenson, departing still further will present on a special, hydraulically operated stage, atop

## OLD BUDWEISER BREWS CAREER FOR VOCALIST

NEW YORK — The Anheuser-Busch Brewing Company last week launched an official campaign to build newcomer Steve Schulte as an established record artist, marking what is believed to be the first such sponsorship by a national manufacturer in the record field.

The brewery has budgeted \$600,000 for Schulte's career for the balance of this year, and plans to shell out \$1,000,000 on the singer in 1958, via record dates, radio and TV time, one-stop promotion, etc. Last week the company paid \$2,400 in line charges for two 15-minute segs, featuring Schulte on "Tonight" over NBC-TV.

Schulte's first four sides, cut by Murray Nash in Nashville, will be released under the ABC-Paramount label, although the singer is not under contract to any record company. His first disk, "Such a Fool," will be highlighted by a special push with juke operators. Some 830 Anheuser-Busch distributors will personally plug the platter in all locations featuring a juke box. The brewery is also furnishing special title strips to operators and one-stops.

Strong deejay exposure for the record is almost a certainty, since Anheuser-Busch, thru its company-owned advertising agency, D'Arcy, buys a substantial amount of local radio time on jockey shows throughout the country.

a truck, Johnny (Crazy Otto) Maddox playing a honky tonk piano.

Most shows shun the circus element given thrill shows by son. One, Earl Newberry's World Auto Daredevils, la imported the Cytrix Tro crack English motorcycle

(Continued on page 62)

## More TV 'Heart' Needed to Attract 'Legit' Authors

### Writing Team Says Pressures Limit Creative Freedoms

By BOB BERNSTEIN

NEW YORK — Why isn't Tennessee Williams working in television? Why not Lerner and Lowe, Frank Loesser, Arthur Miller, Elia Kazan? Most of the creative theater people are staying away from the medium and there's a simple, "corny" explanation, according to Betty Comden and Adolph Green.

The writing team of Comden and Green, among the TV absentees, scores television's lack of "heart" as the chief reason both for so many theater folk steering clear of it and for so many products of TV leaving the medium for other fields.

"Successful people can get money in any field. It's not at all a question of financial rewards being greater in one area," says Miss Comden. "For a writer, director, designer or performer, it's a matter of putting time and effort, which are after all limited during one's career, into the medium that brings each most freedom and satisfaction. Television gives them less freedom than any other, with ad agency-pressure, sponsor-pressure, network-pressure, rigid confinement to a given number of on-the-air minutes and lack of proper rehearsal time."

"Nobody has a sense of dedication in TV," says Green. "It's either apathy or a feeling inherited from industry spokesmen that TV is strictly business and should be treated as a business. Theater gives you that sentimental feeling of 'belonging' with the show-must-go-on attitude actually revered. Also, the electricity which

comes only when audience and cast are in the same physical place is hard to relinquish."

Typical of the absence of personal satisfaction is the project of bringing "Wonderful Town" to NBC-TV next fall. Comden and Green, who wrote the book and lyrics, have not yet been officially informed of the negotiations and will only be consulted to settle their fee. "With the exception of a Rodgers and Hammerstein rarity, the writer is excluded from the rewriting, casting, cutting and staging in TV," they point out.

The previous Comden and Green hits like "On the Town" and the current "Bells Are Ringing" may all wind up as TV specials, the team won't do TV originals until conditions change. The only change they see on the horizon this year is a small trend toward a break-in-period for a big show, what Rodgers calls the "New Haven-Boston schedule" of longer rehearsal periods, filming several times to see where improvements are needed and greater control vested in author and stager.

"With the medium under the control of too many commercial interests, more than radio, movies, night clubs or theater, it's no wonder that the authors of 'Death of a Salesman,' 'Streetcar,' 'My Fair Lady' and most of our really great plays and musicals are ignoring offers from networks," Jule Styne, their composer on "Bells," on the other hand, has "courageously" tried TV as a writer and producer.

"A few theater talents have, like Jule, tried it," says Green, "but others are convinced that the only way today to get involved with TV is to have your show telecast after a Broadway run. We did that with 'Peter Pan' and were delighted."

Theater folk stray to Hollywood and return; film folk stray to TV (Continued on page 2)

## Europe to Be Minus Thrills

CHICAGO — Europeans, who go for U. S. thrill shows, this year will go without.

The Suez crisis, which brought on gas rationing, caused the cancellation of the planned spring and early summer tour of some West European countries for Earl Newberry's Trans-World Auto Daredevils by Newberry and Abe Saperstein, of Harlem Globetrotters fame.

Newberry and Saperstein took the troupe over in 1955 and again in 1956 and it went over big in France, England, Switzerland and West Germany.

The show used U. S. Fords and the Simca, French car, in its performances.

Next year, the show will probably return to Europe, and may play Belgium and Holland as well as France, England, Switzerland and West Germany.

## NEWS OF THE WEEK

### Next Fall's Program Schedule Is Still Unsettled . . .

The TV networks have continued to jockey for position long into this spring selling season, with the result that at this late date the fall program line-up is still quite unsettled. Page 2

### Five More Anti-Trust Suits Filed Against TV Feature Distributors . . .

The Justice Department has filed suit against five more distributors of feature film to TV, charging them with compulsory block booking. All of these five have in the past year split up packages or even sold individual pictures. The government now has six such suits filed in all. Page 9

### Accent on New Material Diminishes Old Concept of "Catalog Value" . . .

Accent on new material tends to diminish the traditional concept of "catalog value." This is true both in the record and publishing segments of the music business. Public acceptance of new trends contrasts with the situation

in by . . . when great recorded performers . . . longer period of sale. Page 18

Building Campaign . . .

building campaign via trade-in disk promotion. For the month of May, dealers may offer customers one-dollar trade-in allowance on any album toward the purchase of any Red Seal classical package. Page 17

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## SPRING PRESSURES

### Jockeying for Fall Position Getting Rough for All Riders

NEW YORK—Preparations for the 1957-'58 season indicate the roughest kind of jockeying currently taking place in network TV among sponsors, agencies, packagers and networks. It had been expected that this would be a wide-open season with manifold opportunities open to packagers and sponsors, who would be in the driver's seat because of the large number of cancellations.

Instead, both CBS-TV and NBC-TV have been giving both sponsors and their agencies a rough time. And packagers have found the pickings less lush than expected. There have already been numerous examples of sponsor-network wrangling, among them the General Foods-Procter & Gamble hassle with CBS over the "I Love Lucy" cancellation and their refusal to buy the spectacular version of the show, and the same kind of struggle between Old Gold and CBS over its refusal to accept the network's suggestion that it sponsor "Perry Mason" next season in the Jackie Gleason time.

And on NBC, Kaiser and Armstrong obstinately refused to accept that web's suggestion that they move next season to Tues-

days, 10-11 p.m., a half hour later than their current time. They decamped, and took their business elsewhere. The same is expected to be the case with Gulf Oil, which refused to continue sponsoring "Life of Riley" on NBC thru the summer, tho a fall renewal was guaranteed. NBC has already sold alternate weeks of "Riley" to Lever Bros.

The conflicts between the webs and clients are only a reflection of the intensive competition between the networks in building up for next season. The networks are fearful that one wrong decision could haunt them. They feel that since they have the most to lose, they must call the plays.

Most packagers have been caught in a bind because of the jump MCA-TV has gotten on them by wrapping up numerous sales to NBC and the decision of CBS to install the most promising of its packages in key time slots.

MCA-TV's new NBC properties

are "Wagon Train," "Restless Gun," the new George Gobel-Eddie Fisher hour and several others. CBS has already locked in "Slezak and Son," Tuesdays, 8:30-9 p.m., and sold it to Shulton and Lever Bros. "Perry Mason" goes Saturdays, 8-9, and "Big Record" goes Wednesday 8-9.

The result has been intensified competition for the remaining time periods, putting packagers much more at the mercy of sponsors, who have become increasingly cost conscious.

The price of "The Five Star Show," the Frances Langford vehicle, has been dropped from \$80,000 weekly to \$55,000. The new Milton Berle show, "Follow That Man," has dropped from \$60,000 to \$43,500.

The next several weeks will be crucial, with a shakedown taking place that will see most of the open questions about next fall answered. Until then, the pressure will keep building up.

## SPONSORS TO DECIDE

### 'Dick 'n' Duchess' For 'Lucy' Spot?

NEW YORK — CBS-TV last week was close to making a deal with Sheldon Reynolds to purchase "Dick and the Duchess" for the all-important Monday, 9-9:30 p.m., period. The program has already been submitted to General Foods and Procter & Gamble for consideration. The current sponsors of "I Love Lucy" will probably renew the time period, but must yet find an acceptable property.

"Dick and the Duchess" is a situation comedy about a young American and his English bride in London. It was shot in London and features two unknowns. NBC is said to have had first look at the package, which is being peddled by William Morris.

Should General Foods and P&G

okay the show for the Monday time period, both the Monday night and Friday night programming situations at CBS would be clarified. "December Bride" would probably remain in the Monday, 9:30-10 p.m. slot, and Danny Thomas would be shifted to Fridays for General Foods if a convenient spot can be found there.

### Sheaffer Buys 'Lucy' Reruns

NEW YORK — The Sheaffer Pen Company last week bought about eight alternate weeks of the rerun version of "I Love Lucy" on CBS-TV. The buy would take care of the sponsor's advertising needs until Christmas, its most important selling season.

Gold Seal Wax has already committed itself for 20 alternate weeks of the situation comedy, which leaves the network in need of another alternate week sponsor after January 1. American Dairy was to sponsor alternate weeks of the stanza but bowed out when the network refused to slot it Mondays, 8-8:30. The show is expected to go Wednesday 8:30-8 p.m.

week commitment at the end of this season.

Carnation, the other alternate-week sponsor, however, must find whichever sponsor is selected acceptable. The program is on Mondays 8-8:30 p.m.

### 'Confidential' Loses Wildroot

NEW YORK—Wildroot's deal to sponsor half of "New York Confidential" next season fell thru last week. The reason is that CBS-TV failed to clear enough stations in the Saturday, 10:30-11 p.m. slot. An additional reason was that no co-sponsor had been found. It is understood that the network had been given until April 15 to accomplish one or the other of these objectives.

According to the reports, CBS was able to clear no more than 45 markets in the Saturday night period, and that it did not clear Wildroot's home town, Buffalo.

Rumors last week had it that ABC-TV was now interested in picking up "Confidential" from Television Programs of America.

### 'Wells Fargo' Half to Buick

NEW YORK—The Buick division of General Motors this week bought alternate week sponsorship of "Wells Fargo," Monday 8:30-9 p.m. on NBC-TV. It will replace General Foods sometime in June and share the show with American Tobacco.

The Western stanza has racked up impressive initial ratings. Reports are also current that Buick has additional funds available for more TV advertising. Kudner is the Buick agency.

### 'Burns-Allen' Half for Grabs

NEW YORK — CBS-TV is in the happy position of being able to choose from among several alternate week clients for Burns and Allen. Goodrich, its longtime sponsor, is bowing out of its alternate

### A LETTER FROM MR. SARNOFF

NEW YORK — Adult Westerns show "consistent audience strength" and have found "substantial favor" but are far from saturating the fall schedule, according to Robert Sarnoff, NBC president. "Of the 29 nighttime shows we have set, three are Westerns," says Sarnoff in his weekly newsletter to TV editors, scoring recent criticism of the trend toward six-guns.

The charge that the webs, particularly NBC, are "abdicate their creative functions to outside packagers and producers" is challenged by Sarnoff's statement that NBC has 50 per cent more series in the pilot stage than a year ago at this time.

### Reynolds Buys 'Harbor' Show

NEW YORK—R. J. Reynolds has bought "Harbor Master," a new Ziv-TV series, and is aiming it for the Thursday night, 8-8:30 slot on CBS-TV. The property stars Barry Sullivan who is already being seen on local stations in another Ziv series, "Man Called X."

The show concerns itself with a harbor pilot who functions in various port cities, concentrated mainly on the Eastern seaboard. The network, of course, must find the property acceptable. The buy will probably mean an expansion of R. J. Reynolds' network advertising, since it is retaining all of its present properties, except possibly "Wire Service" on ABC-TV, the renewal of which is being studied.

The boat used in "Harbor," incidentally, is owned by Sam Northcross, TV director of Reynolds' agency, William Esty.

### Am. Chicle Takes Half of 'Sugarfoot'

NEW YORK—American Chicle has bought half sponsorship of "Sugarfoot," the new Warner Bros. adult Western being reslotted by ABC-TV to alternate with "Cheyenne." Chesebrough-Ponds is expected to keep the remaining half of the Tuesday, 7:30-8:30 p.m., alternate-week hour, which it now owns fully for "Conflict."

The pairing of "Sugarfoot" with "Cheyenne" has necessitated the moving of "Maverick," the second new Warner Bros. Western, to a new spot. McCann-Erickson is considering the latter for an unnamed client in two time periods, Tuesday, 10-11 p.m. and Sunday, 7:30-8:30 p.m. With 14½ hours of prime evening time locked up for the web's fall schedule, out of 22 hours, each move bumps another property owned or backed by ABC money.

Also on the ABC sales front,

### McNiff in West for TvB

NEW YORK — Walter McNiff will head up the new West Coast office of the Television Bureau of Advertising. The office will be in operation by late May or early June in San Francisco to help sell sponsors on the West Coast on spot and network TV.

### 4 Big Accounts Hunt Agencies

NEW YORK—Four important accounts last week were reported looking for agencies. Sylvania is said to be dissatisfied with J. Walter Thompson and looking elsewhere. Benton & Bowles will resign the Studebaker-Packard account on July 3.

The Emerson Radio Phonograph Corporation is leaving the Grey agency. Western Air Lines, an account billing about \$600,000, is reported moving out of the Buchanan agency.

### Legit Authors Want TV 'Heart'

Continued from page 1

and return," says Miss Comden. "Where are the workers who think of TV as their home and return? They leave, like Paddy Chavafsky, for more responsive fields."

Bob Hope puts it another way. "All this nonsense about Shakespeare and Ziegfeld working in TV if they were alive!" says Hope. "No one wants to burn himself out in a season or two, writers as well as comics. Each creative person has just so many good ideas in his career," adds Miss Comden. "It's inevitable to want to place them where they will be mangled least."

### 'Play Ball' Kid Quiz for CBS

NEW YORK—Beginning June 1, CBS-TV will program "Play Ball," a kids' quiz show, in the Saturday 11:30-12 slot where it will replace "Tales of the Texas Rangers," which shifts to ABC-TV. "Play Ball" will have Happy Felton as emcee and will feature two major league ball players who will head up teams of nine youngsters each. The backdrop of the set of the program will contain a diamond. Teams will advance on bases as each youngster correctly answers queries.

### Kraike's Pilot of 'Dogs' Ready for NY Showing

HOLLYWOOD—Producer Mike Kraike has completed the pilot of his "Dogs Courageous" series, the first indie venture since leaving 20th Century-Fox-TV, and the show will be in New York for agency screening this week. Denver Pyle hosts the series.

## RERUN PATTERN

### ABC to Try Adventure Strip Before 'Mickey'

NEW YORK—ABC-TV will try low-budget rerun adventure strip in the 5-5:30 p.m. strip, in front of "Mickey Mouse Club" next season. Five first-run network shows of this season will be chosen this week from 15 under consideration.

The web, working backwards from "Mickey" to introduce several hours of daytime programming, has set "Glamour Girl" and "Lucky Lady" to precede the adventure group, with Lever Bros. mulling all three half hours.

The adventure strip will be opposing "Comedy Time," the NBC-

TV 5-5:30 p.m. strip of five comedy reruns, which has brought NBC improved ratings and business this past year. CBS-TV has also experimented with the idea, currently stripping "Our Miss Brooks," in the 2-2:30 p.m. slot.

For the first time, sponsors aiming at kid audiences will be getting a wide opportunity to buy network reruns at attractively low cost-per-thousands. ABC is thinking of repeating the pattern with a second strip in an earlier afternoon period, eventually putting still another into a morning slot.

# 'Ford Theater' Slated to Go Off Network

NEW YORK—The long running "Ford Theater," Wednesday, 9:30-10 p.m., on ABC-TV is expected to be canceled at the end of this season. The automotive sponsor has had the anthology series for four years, during which it produced strong ratings in the Thursday, 9:30-10 slot on NBC-TV where it was preceded by "Dragnet."

The shift to ABC in the fall of 1956, where it did not get the same kind of audience inheritance, was not satisfactory to the client.

The current cycle has been sold to a large number of clients as summer replacements and is expected to be included in Screen Gems "Top Plays of 1957" library this fall for sales to stations.

# Miller for 1/2 of NBC 'Game' On 5 Outlets

CHICAGO—The Miller Brewing Company, Milwaukee, purchased half sponsorship of the Saturday afternoon "Game of the Week" on NBC outlets in Peoria, Ill.; Tallahassee, Fla.; Bristol, Va.; Rochester, Minn., and Fayetteville, N. C.

Edward Vall, Miller ad manager, said that the sponsorships had become available two days before the season's opener because local sponsorship had not been obtained, thus the puzzling pattern of the purchase. He denied that the move was a test foreshadowing heavier buys in this direction on a national basis.

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# Revlon Eying Comedy Series

NEW YORK—With the dropping of its Wednesday, 10-11 p.m., slot on CBS-TV, Revlon has set aside its search for a replacement for "20th Century-Fox Hour," postponing decision on three mystery shows it has been mulling until it has examined the field for a half-hour situation-comedy series.

"The \$64,000 Question" and "Challenge" and the new Guy Mitchell show are set for CBS-TV and ABC-TV, with Revlon seeking a fourth buy for next season, preferably on NBC-TV. "Crime Club," an MCA-TV mystery hour, would find a berth on NBC if Revlon reconsiders it. The other mysteries being mulled by the advertiser have been "Nero Wolfe," a CBS-produced series based on the Rex Stout stories, and "Mystery Street," the M-G-M anthology headed for ABC.

# 'Wire Service' Future Mulled

NEW YORK — ABC-TV and R. J. Reynolds are taking a number of special Trendex ratings on "Wire Service" to determine whether the sponsor will stay with the property for the fall or put a new show into the Monday, 7:30-8:30 p.m., hour. The M-G-M "Mystery Street" series is a possible replacement.

The latest Trendex figures, for April 15, give the ABC hour an 11.4 and a 24.2 audience share, against a 10.1 and a 21.4 share for NBC-TV and an 18.3 with a 38.9 share for CBS-TV. The "Wire Service" is much improved in ratings in its Monday slot, the client's feeling is that a 30.0 share of audience is the minimum for renewal.

# NBC Mulling Tues. Drama

NEW YORK—NBC-TV would like to program a dramatic show in the Tuesday, 10-11 p.m. slot next fall.

The web has not made any decision as to which production firm will take it over. It is first pitching the idea at clients to see whether it can whip up any strong sales interest in the idea.

Another possibility for the 10-10:30 period is the Jane Wyman show.

# W-L Takes Big Net Step, Buys on NBC

NEW YORK—Warner-Lambert has taken a major step into network TV. The advertiser has bought two shows on NBC-TV. They are "The Restless Gun," Monday 8-8:30 p.m., and alternate weeks of "Tic Tac Dough," which goes Thursday 7:30-8 p.m. Warner-Lambert also owns six-tenths of "Premiere Performance," the NTA Film Network's feature presentation.

The spread is the biggest network one to date for the corporation, which this season sponsored only alternate weeks of "Hit Parade," NBC-TV, Saturdays, 10:30-11 p.m., which it has canceled after the current contract and commitment. Warner-Lambert, however, needs plenty of network time, since it now has a large line of products to peddle.

Among them are the Hudnut line of cosmetics, Listerine's mouth-

## AND IN THE SECOND ROUND

# Esty-Colgate Fuss: Who's Firing Whom From 'Adams and Eve'?

NEW YORK — Now that the second round of the William Esty-Colgate fracas has taken place, the question bugging advertising circle is who is firing whom from the "Mr. Adams and Eve" show?

The story begins back in 1956 when William Houlihan, the president of William Esty, told Edward Little, the board chairman of Colgate, to find another agency for his estimated \$15,000,000 worth of billings. The dispute centered about the fact that Colgate wanted to shift its Fab account to another agency and permit Esty to keep the leavings.

It was also at that time that Little reportedly told Houlihan that his company did not want to share any shows with other clients handled by Esty, so acrimonious was the break. He was referring to the Robert Cummings show, CBS-TV 8-8:30 Wednesday, and "Crusader," 9-9:30 Friday, on the same web, which were previously

bought for the R. J. Reynolds Tobacco Company by Esty. The agency had allowed Colgate to buy in as alternate week sponsor at that time.

Colgate, of course, currently is running out its commitments in both shows. Meanwhile, "Crusader," having been found wanting, was replaced by "Mr. Adam and Eve," which has turned in very strong ratings. When the Kaiser-Armstrong hassle with NBC occurred and Esty began considering a shift into Tuesday at 9:30 on that web for the Robert Cummings show, the agency notified Colgate what was in the works. Colgate replied that it had put in a bid for another prime NBC half hour for a show of its own and thus was no longer interested in continuing on Cummings. Colgate, of course, could not be moved into Tuesday at 9:30 anyway, since Procter & Gamble owns the preceding half hour, into which it will put "Meet Mr. McGraw" next season.

And so Cummings was moved this week with R. J. Reynolds owning the entire package, of which it will sell half.

But the switch came when Colgate moved too slowly to buy its own NBC half hour, and found that the network had already sold it to another client. Colgate is virtually certain to move out of its sponsorship of "Mr. Adam and Eve," its commitment for which ends by January 1. However, the question is whether Esty will give Colgate the boot, or whether Colgate will give its own notice to Esty.

The advertiser is in a dilemma, regardless, being badly in need of strong TV programming, yet giving up two of the safest bets in network video.

## HARD WORK

# Creators Are Often Left Out in the Cold

HOLLYWOOD—Can an independent producer or program creator keep control of his package in today's television market? In most cases the answer is "No," and in some extreme situations the man who created the program may be shunted aside entirely once the pilot film has been shot.

One interesting case is that of "Wells Fargo," created and produced by Frank Gruber and Nat Holt, because, in this instance, the authors were able to keep a large measure of control and participation in the series. Even so, they could probably be "outvoted" by the other stockholders if it ever came to a showdown.

One reason why Gruber and Holt have been able to keep control is that they provided their own star, Dale Robertson, for the series. In order to obtain him (after long negotiations), however, they gave up a good hunk of the show, apparently in the vicinity of 20 per cent.

MCA, which financed the pilot, took 33 per cent. This percentage,

in turn, was sold to NBC, when the show was bought by the network.

Had Holt and Gruber not supplied the star, terms would assuredly have been much less favorable. In the case of another series which Gruber is packaging, and for which he does not have a star, he's been offered a deal (and turned it down) in which he would keep only 25 per cent of the show.

On the other hand, what if a packager finances his own pilot? He is then faced with a real dilemma in attempting to sell it. Past experience has shown that, when neither agent nor network has financial interest in a program, they will not expend quite the sales effort they would under other circumstances.

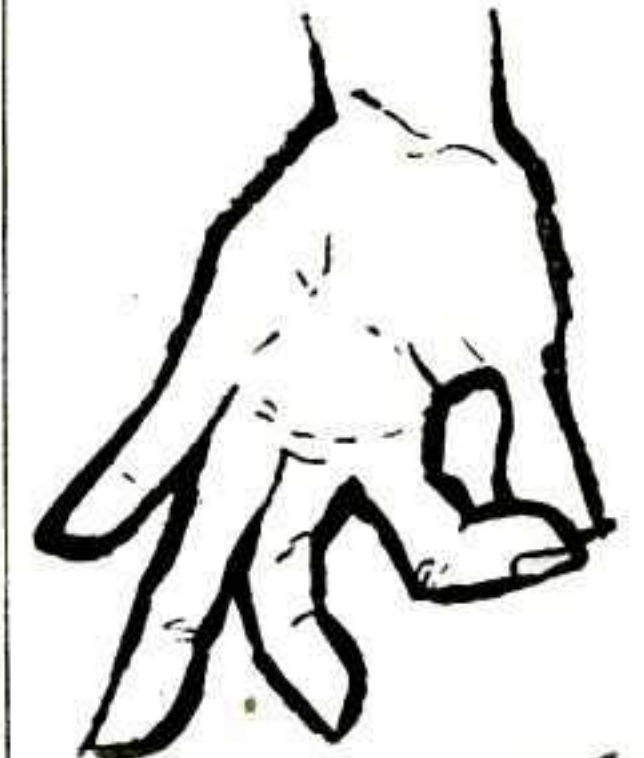
In some cases where a program creator is simply that, and no more, he is cut off without any percentage whatsoever, and receives only royalties as long as the series is on the air. Such instances are relatively rare, however, and occur only when the creator is in a weak bargaining position. Not unusual, tho, is the situation in which he gets no more than 10 to 15 per cent of the series.

In some circumstances producers have been able to circumvent the problem by becoming their own agents, or vice versa. Probably the two most notable examples are Don Sharpe and Don Feddersen, who, thru building up their own contacts, were able to sell programs directly to sponsors this season, and have, generally, kept autonomy over their series.

# Sponsors Eye Net Pubserv

NEW YORK — The sponsor market for network public service shows is opening up for the fall. Both the Dow Chemical Company and Westinghouse are reported interested in prestige public service stanzas on the CBS-TV web.

Dow is talking about a science series, and Westinghouse, a news in depth presentation. Discussions are only in the preliminary stages.



**WGAL-TV**  
Channel 8  
LANCASTER, PENNA.  
NBC and CBS

America's  
10th TV Market  
917,320 TV sets

Lancaster  
Harrisburg  
York  
Lebanon  
Reading  
Hanover  
Gettysburg  
Chambersburg  
Waynesboro  
Lewistown  
Sunbury  
Carlisle  
Pottsville  
Shamokin  
Lewisburg  
Hazleton  
Mt. Carmel  
Bloomsburg  
Hagerstown  
Frederick  
Westminster

STEINMAN STATION  
Clair McCollough, Pres.  
Representative **MEEKER**

**316,000 WATTS**

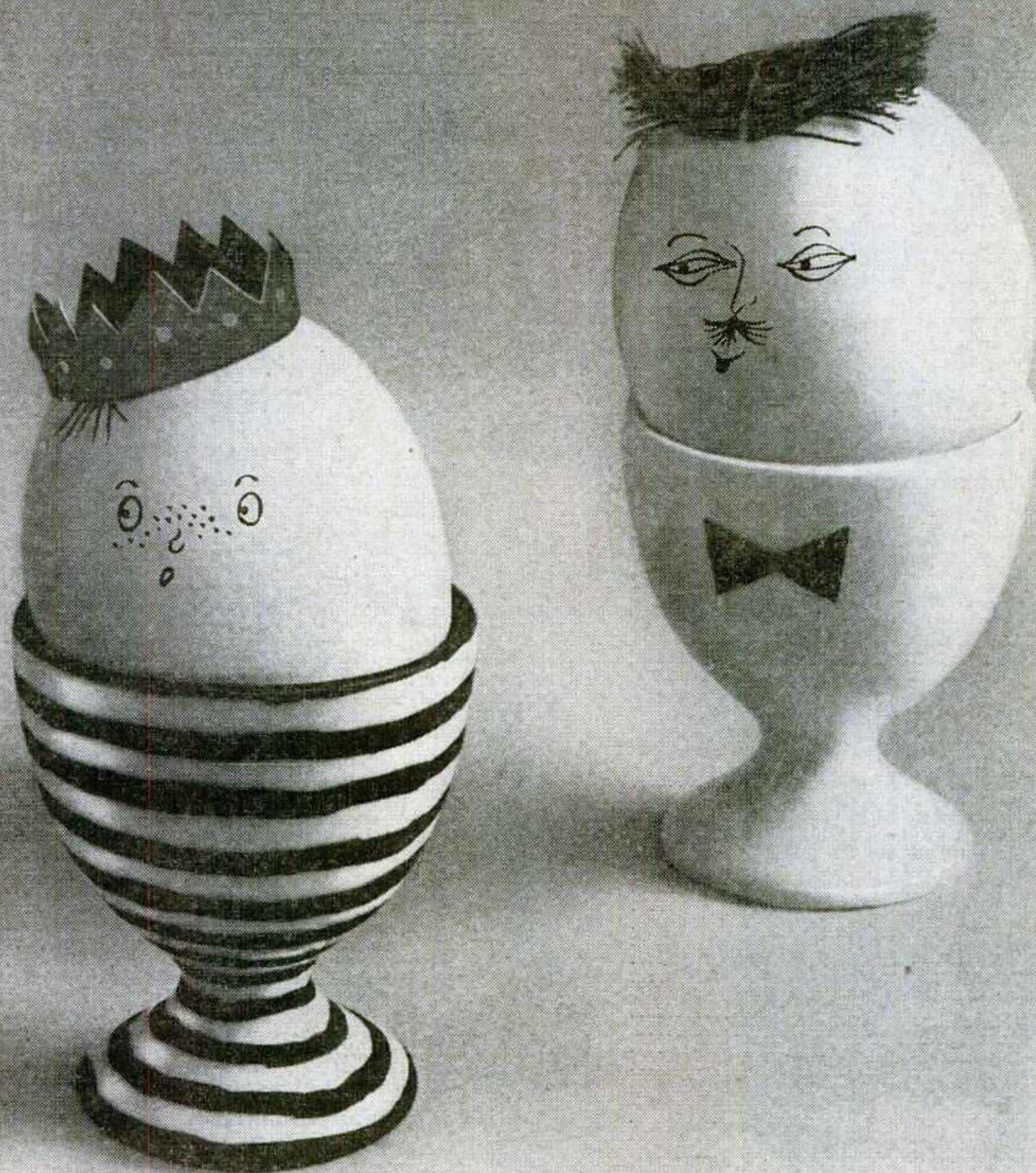
## Portrait of the American Family



**T**here'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



54D7-GEF-L24W

FEW MORE

# WGN Seeks New B'dcast Properties

CHICAGO—WGN, Inc., is now negotiating to purchase "several" new broadcasting properties. Both television and radio outlets are being sought.

All the stations are distant from the Chicago market to conform with Federal Communications Commission rules forbidding multi-ownership in any signal area. The station, however, is carefully avoiding hints as to where the properties are located.

A station spokesman said the WGN management feels it has developed a soundly profitable programming and commercial formula and the expansion move is designed to apply that formula to other markets. WGN has been one of the nation's pioneers in heavy use of feature film as well as a big consumer of syndicated programming. Some months ago the station broke off a Du Mont affiliation, and WGN Radio severed from Mutual. The TV outlet has been negotiating in recent days with Sylvester L. (Pat) Weaver for a possible hook-up with Weaver's projected "Program Service" network.

Ward Quaal

Ward L. Quaal, general manager, revealed last week that the station had boosted its business in March to 16.7 per cent over that of March, 1956. He said the increase "demonstrates that we can live better by the TV code than we did without it."

WGN-TV subscribed to the code in full last August when Quaal assumed managership, moving over from the Crosley Broadcasting chain.

Paralleling the projected expansion of WGN properties, the station's parent newspaper, The Chicago Tribune, recently bought The Chicago American from the Hearst chain and operates it as a separate entity.

# Armstrong to CBS-TV Hour, Alternating

NEW YORK—Talent Associates will produce the "Armstrong Circle Theater" for the third season, but in a new time period, Wednesday 10-11 on CBS-TV where it will alternate with the "United States Steel Hour." Revlon, which owns the hour thru this summer, relinquished the time, and Armstrong last week committed itself for next season.

The Armstrong switch was made after a dispute with NBC-TV. The client refused to go along with NBC's suggestion that it move its alternate week drama from 9:30-10:30 to 10-11.

# CNP Sets Up London Office

NEW YORK—California National Productions has established a London office to handle Europe as "a production source and selling market," with Gerald Adler named European program director. The British Isles and the Continent will "salvage many a film syndicator," according to a CNP executive, with stations opening at the rate of 10 each month this year.

Adler, former co-ordinator of talent and program contract operations for NBC-TV, leaves for England June 1.

# American Razor Launches Heavy Video Campaign

NEW YORK—The American Safety Razor Corporation, thru McCann-Erickson, has launched a heavy TV campaign. Besides the second year of quarter sponsorship on CBS-TV's "Game of the Week" over 160 stations for 26 Saturday afternoons, Safety Razor is sponsoring a series of half-hour film programs.

On WABC-TV the sponsor will offer "Men of Annapolis," and on 11 other markets it is paying for such films as "I Led Three Lives," "Crusader," "Highway Patrol," "Science Fiction Theater" and "Mr. District Attorney." The blurbs will plug Gem razors and blades, Pal double-edge and injector blades, and, for the first time this year,

# Nielsen Top Ten TV Web Shows

(Two Weeks Ending March 23, 1957)  
TOTAL AUDIENCE

Rank	Program and Network	Rt.
1.	Ed Sullivan (CBS)	50.3
2.	Perry Como (NBC)	44.9
3.	\$64,000 Question (CBS)	42.0
4.	Disneyland (ABC)	41.2
5.	Chevy Show, Bob Hope (NBC)	41.2
6.	Steve Allen (NBC)	41.0
7.	I Love Lucy (CBS)	40.1
8.	Saturday Color Carnival (NBC)	39.3
9.	Shower of Stars (CBS)	38.5
10.	December Bride (CBS)	37.6
AVERAGE AUDIENCE		
1.	Ed Sullivan (CBS)	39.8
2.	\$64,000 Question (CBS)	38.4
3.	I Love Lucy (CBS)	37.8
4.	December Bride (CBS)	36.0
5.	Perry Como (NBC)	35.3
6.	Ford Show (NBC)	34.8
7.	Chevy Show, Bob Hope (NBC)	34.7
8.	G.E. Theater (CBS)	33.9
9.	Private Secretary (CBS)	33.8
10.	I've Got a Secret (CBS)	33.3

Supreme electric home hair-cutting kits.

# Viceroy Takes Half of 'Arrow'

NEW YORK—Brown & Williamson, for its Viceroy cigarettes, has bought alternate weeks of "Broken Arrow" for next season, replacing the exiting General Electric. The show will remain in its Tuesday 9-9:30 p.m. slot on ABC-TV. Miles Labs has already renewed its half sponsorship.

Confirmation came last week of the General Mills and Procter & Gamble renewal of "Wyatt Earp" and the GE renewal of "Cheyenne," ensuring the return of the web's successful two-hour block of adult Westerns on Tuesday night.

Associated Products, Inc., for its Five-Day Deodorant Pads, has

# Screencraft's Fairy 'Tales'

NEW YORK—Screencraft Pictures, Inc., has acquired distribution rights to "Tic Toc Tales," a series of 15-minute films based on classic fairy tales. Don Poynter produced for Abe Saperstein TV Enterprises, using live actors in silhouette against animated backgrounds.

Earmarked for national sale, "Tic Toc" includes the TV-popular "Cinderella," "Jack and the Beanstalk," "Hansel and Gretel," "Sleeping Beauty" and "Beauty and the Beast."

bought alternate weeks of "Arrow" for the summer, bridging the gap between GE and Viceroy. Lever Brothers failed to exercise its option.

The Billboard Continuing

# COST-PER-THOUSAND Analyses of Network TV Shows in Class A Time

Based on March TV audience measurements of AMERICAN RESEARCH BUREAU

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.

COST PER THOUSAND

## HOMES

PER COMMERCIAL MINUTE

1.	LAWRENCE WELK (Dodge, ABC)	\$1.08
2.	TWENTY-ONE (Pharmaceuticals, NBC)	1.20
3.	\$64,000 QUESTION (Revlon, CBS)	1.73
4.	ED SULLIVAN (Lincoln-Mercury, CBS)	1.81
5.	CAVALCADE OF SPORTS (Gillette, Toni, NBC)	1.82
6.	CLIMAX! (Chrysler, CBS)	1.83
8.	I'VE GOT A SECRET (R. J. Reynolds, CBS)	1.83
6.	ALFRED HITCHCOCK (Bristol-Myers, CBS)	1.92
9.	I LOVE LUCY (Procter & Gamble, Ford, CBS)	1.95
10.	GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)	1.96
11.	WELK'S TOP TUNES (Dodge-Plymouth, ABC)	1.98
12.	DECEMBER BRIDE (General Foods, CBS)	1.99
12.	WHAT'S MY LINE? (Remington Shaver, Helene Curtis, CBS)	1.99
14.	STUDIO ONE (Westinghouse, CBS)	2.12
15.	YOU BET YOUR LIFE (DeSoto, Toni, NBC)	2.13
16.	LASSIE (Campbell, CBS)	2.14
17.	\$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)	2.15
17.	NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS)	2.15
19.	PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)	2.20
20.	G. E. THEATER (General Electric, CBS)	2.22

COST PER THOUSAND

## MEN VIEWERS

PER COMMERCIAL MINUTE

1.	LAWRENCE WELK (Dodge, ABC)	\$1.08
2.	TWENTY-ONE (Pharmaceuticals, NBC)	1.35
3.	CAVALCADE OF SPORTS (Gillette, Toni, NBC)	1.58
4.	ED SULLIVAN (Lincoln-Mercury, CBS)	1.80
5.	WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC)	1.94
6.	ALFRED HITCHCOCK (Bristol-Myers, CBS)	1.99
7.	\$64,000 QUESTION (Revlon, CBS)	2.07
8.	\$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)	2.10
9.	WHAT'S MY LINE? (Remington Shaver, Helene Curtis, CBS)	2.14
9.	CLIMAX! (Chrysler, CBS)	2.14
11.	WELK'S TOP TUNES (Dodge-Plymouth, ABC)	2.19
11.	I'VE GOT A SECRET (R. J. Reynolds, CBS)	2.19
13.	GUNSMOKE (Liggett & Myers, CBS)	2.22
14.	G. E. THEATER (General Electric, CBS)	2.32
15.	PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)	2.39
16.	I LOVE LUCY (Procter & Gamble, Ford, CBS)	2.41
17.	GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)	2.49
18.	YOU BET YOUR LIFE (DeSoto, Toni, NBC)	2.54
19.	PERRY COMO (Noxzema, Sperry Green Stamps, Kleenex, RCA, Sunbeam, Gold Seal, NBC)	2.57
20.	CHEVY SHOW (Chevrolet, NBC)	2.61

COST PER THOUSAND

## WOMEN VIEWERS

PER COMMERCIAL MINUTE

1.	LAWRENCE WELK (Dodge, ABC)	\$ .89
2.	TWENTY-ONE (Pharmaceuticals, NBC)	1.04
3.	I LOVE LUCY (Procter & Gamble, Ford, CBS)	1.17
4.	ED SULLIVAN (Lincoln-Mercury, CBS)	1.50
5.	\$64,000 QUESTION (Revlon, CBS)	1.53
6.	I'VE GOT A SECRET (R. J. Reynolds, CBS)	1.59
7.	ALFRED HITCHCOCK (Bristol-Myers, CBS)	1.65
8.	CLIMAX! (Chrysler, CBS)	1.67
9.	WHAT'S MY LINE? (Remington Shaver, Helene Curtis, CBS)	1.69
10.	WELK'S TOP TUNES (Dodge-Plymouth, ABC)	1.71
11.	DECEMBER BRIDE (General Foods, CBS)	1.76
12.	\$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)	1.80
13.	GODFREY'S TALENT SCOUTS (Toni, Lever, CBS)	1.81
14.	YOU BET YOUR LIFE (DeSoto, Toni, NBC)	1.88
15.	G. E. THEATER (General Electric, CBS)	1.91
15.	PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)	1.91
17.	STUDIO ONE (Westinghouse, CBS)	1.97
18.	PERRY COMO (Noxzema, Sperry Green Stamps, Kleenex, RCA, Sunbeam, Gold Seal, NBC)	2.00
19.	NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS)	2.04
20.	PERSON TO PERSON (Amer. Oil, Time, Inc., CBS)	2.05

COST PER THOUSAND

## CHILDREN VIEWERS

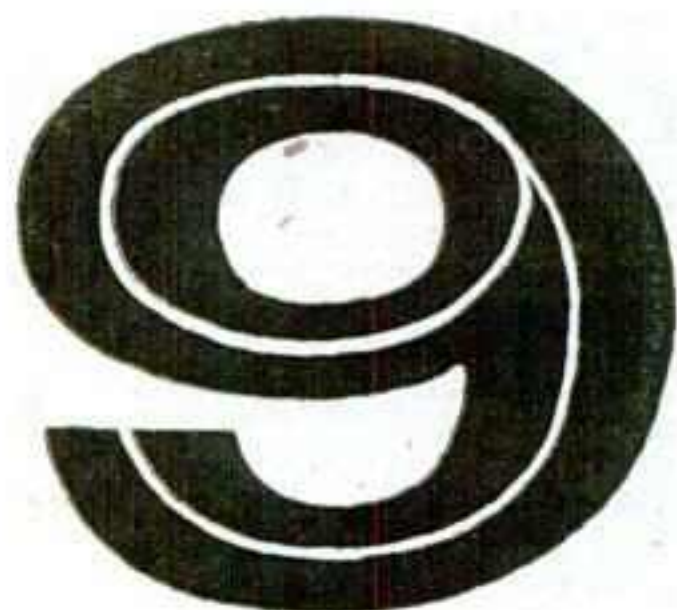
PER COMMERCIAL MINUTE

1.	DISNEYLAND (Amer. Motors, Amer. Dairy, Swift, Derby, ABC)	\$1.54
2.	LASSIE (Campbell, CBS)	1.57
3.	LONE RANGER (General Mills, Swift, ABC)	1.72
4.	ROBIN HOOD (Wildroot, Johnson & Johnson, CBS)	1.99
5.	RIN-TIN-TIN (National Biscuit, ABC)	2.03
6.	LAWRENCE WELK (Dodge, ABC)	2.37
7.	I LOVE LUCY (Procter & Gamble, Ford, CBS)	2.49
8.	CIRCUS BOY (Reynolds Metals, NBC)	2.51
9.	CHEYENNE (Chesebrough-Ponds, General Electric, ABC)	2.56
10.	PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)	2.73
11.	PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)	2.75
12.	BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	2.77
13.	ROY ROGERS (General Foods, NBC)	2.78
13.	THE BUCCANEERS (Sylvania, CBS)	2.78
15.	JACKIE GLEASON (P. Lorillard, Bulova, CBS)	2.87
16.	NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS)	2.88
17.	WYATT EARP (Procter & Gamble, General Mills, ABC)	2.94
18.	BROKEN ARROW (Miles, General Electric, ABC)	3.04
18.	PERRY COMO (Noxzema, Sperry Green Stamps, Kleenex, RCA, Sunbeam, Gold Seal, NBC)	3.04
20.	ED SULLIVAN (Lincoln-Mercury, CBS)	3.08

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### COMING COST PER THOUSAND ANALYSES:

Next week: Quiz Shows and Comedy-Variety-Music Shows  
Food-Beverage and Cigarette-Tobacco Sponsors  
May 6: Dramas and Situation Comedies  
Automotive-Petroleum and Appliance-Furnishings Sponsors



# TOP RATED SYNDICATED SERIES

presented by

## SCREEN GEMS

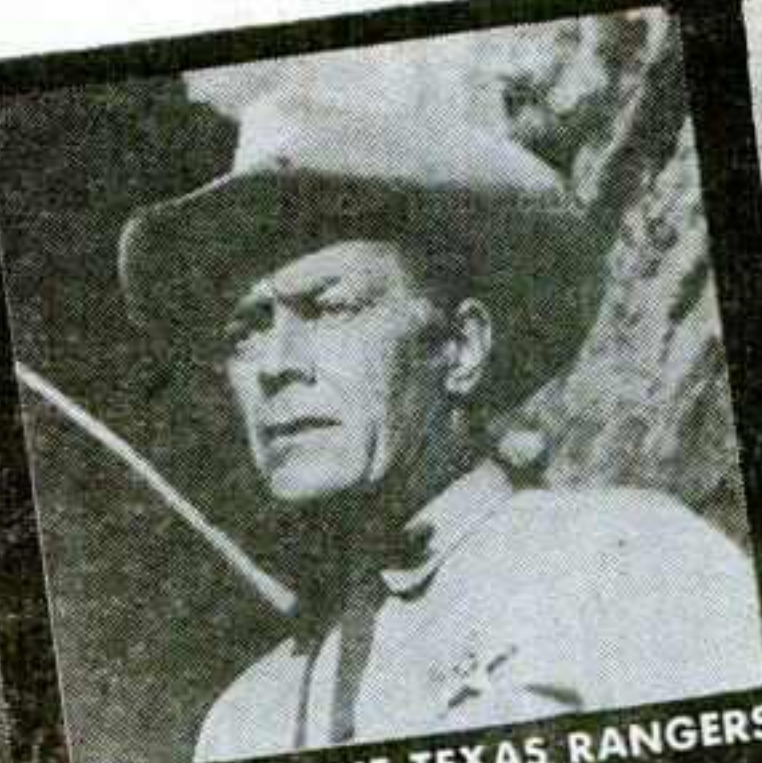
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

### TOP ATTRACTIONS FOR ADULT, JUVENILE and FAMILY VIEWERS!

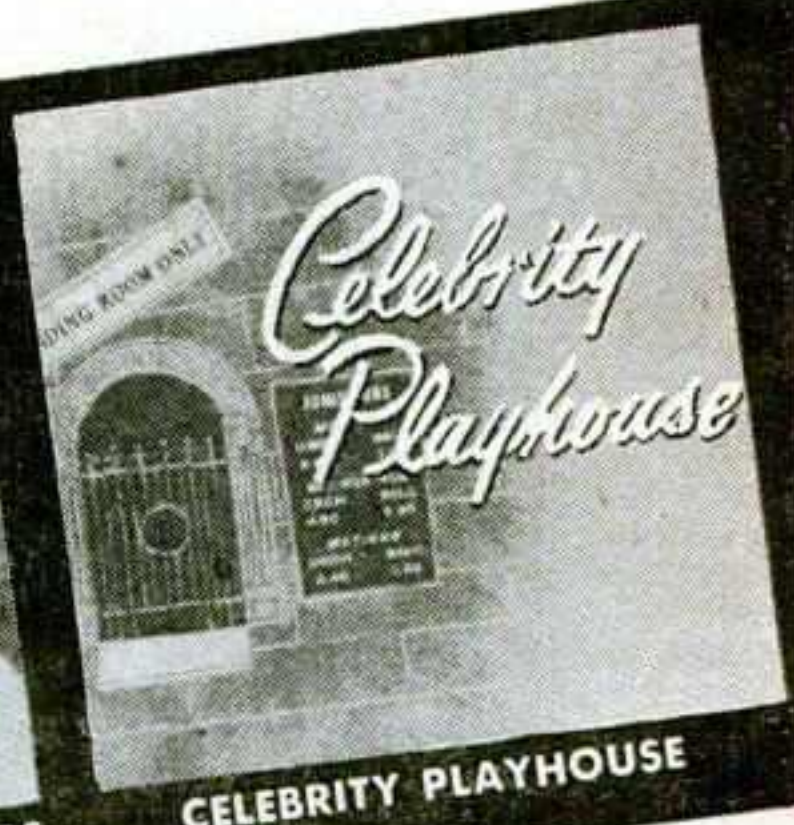
# 369 HALF HOURS

*All Star  
Theatre*

ALL STAR THEATRE



TALES OF THE TEXAS RANGERS



CELEBRITY PLAYHOUSE

TOP PLAYS  
of  
1957

TOP PLAYS OF 1957



JUNGLE JIM



DAMON RUNYON THEATRE



JET JACKSON

# 130 QUARTER HOURS



PATTI PAGE SHOW



THE BIG PLAYBACK

#### FOR INFORMATION CONTACT

**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

## Justice Wants Stations' Free Buying Reins

WASHINGTON—The Department of Justice's chief concern in the television industry is to "assure that TV broadcasters are economically unrestrained in their efforts to provide the viewing public with the best program fare available," anti-trust chief Victor R. Hansen told the Federal Communications Commission Bar Association luncheon Thursday (18). Where "legislation seems applicable," the Justice Department may have suggestions for Congress, based partly on recently published hearings of the Celler House Anti-Trust Subcommittee, the Senate Commerce Committee's as yet unreleased television networks report and the FCC's own Network Study Committee findings.

Recent actions against block-booking of feature films on TV by Loew's, and more recently by five other distributors (see separate story) are part of the Justice Department's aim to keep the programming competition on a fair basis, Hansen said. A fairly recent addition of feature films to TV has taken some of the "program shortages" strain from station owners, especially among the unaffiliated independent TV stations. Showings of feature films to date "have proved conclusively that TV audiences want these films" and the product holds "great economic importance" in the industry.

### Free to Buy

In view of all this, Hansen said, the Justice Department felt that TV station owners, like movie exhibitors, should be free to buy on a picture-by-picture basis.

On the over-all study of television, the Justice Department's investigations are continuing until—"We are satisfied that TV broadcasting is operating in free and open competition." Inquiry is going ahead on "alleged tie-ins between sale of network time and programs" and the "must-buy" policy. "Voluminous information" on the must-buy has been turned over by the FBI for Justice Department study, Hansen said.

## Fetzer to Head TV Board of Directors

CHICAGO—At a session held here immediately following the National Association of Radio and Television Broadcasters' convention, John E. Fetzer, WKZO-TV, Kalamazoo, Mich., was elected chairman of the Television Board of Directors.

He was the first chairman of the TV Code Review Board and has served on the NARTB Television Board since 1956. Fetzer succeeds Campbell Arnoux, WTAR-TV, Norfolk.

## Frederic to Screencraft

HOLLYWOOD—Marc Frederic, former general manager of the Teevee Company, this week was appointed v.-p. and general manager of Screencraft Enterprises, producers of telefilm commercials.

Hansen noted that his department was bending every effort to keep close liaison with the FCC and "where legislation seems applicable—with Congress." In this connection, he said, the Justice Department "had under careful study" the recently published hearings of Celler House Anti-Trust Subcommittee and is "looking forward with great interest" to the report on TV networks by the Senate Commerce Committee. All will be part of the Justice Department efforts to "apply properly the anti-trust laws" to this industry.

In the course of his talk, Hansen revealed that one of the complaints against block-booking of pre-1948 films on TV was made by the Japanese American Citizens' League, which objected to inclusion of anti-Japanese war films in the TV feature film libraries bought en bloc.

## NBC May Nix Opera Tours And Telecasts

NEW YORK—NBC will drop its opera telecasts and cancel its touring opera company after next season unless the former finds a sponsor and the latter makes a profit this fall, on the advice of Booz, Allen & Hamilton, management consultants still at work helping to reorganize the company.

Hallmark, Union Carbide and several other advertisers are reported mulling next season's five-telecast opera schedule, less than the current season's number.

## Sothern Offer Nixed by TPA

HOLLYWOOD—Ann Sothern, star of "Private Secretary," last week was reported to have put in a bid to buy the show outright from Television Programs of America. TPA turned down the deal primarily because the price wasn't satisfactory.

At the moment TPA has no set plans to produce any further films in this series. About 130 are in the can. TPA has been quite successful in syndicating the reruns under the title "Susie."

## CBS Hunts Hiatus Sub for 8-9 P.M. Saturday Period

NEW YORK—CBS-TV is looking for a summer replacement show to go into its Saturday 8-9 p.m. time period. The program planned for the time period, a new faces stanza, has been discarded because of the opposition of the prospective client, Old Gold.

Among the contenders for the hour slot is "The Best Jackie Gleason," a reprise of his winter series on kine.

## KOLN INKS MRS. AMERICA OF '56

LINCOLN, Neb. — Mrs. America of 1956 (Mrs. Ramona Dietemeyer) has been signed by KOLN-TV here as women's director for the station. Mrs. Dietemeyer also will serve as femsee of KOLN-TV's "Right Around Home" show, which airs from 11:30 a.m. to noon across the board. She will be the station's representative at community meetings and civic projects as well. The mother of five, Mrs. Dietemeyer won her first contest on the way to her national crown in the KOLN studios. She recently returned from a year's tour of this country and Europe.

## WOR to Book More Half-Hr. Film Into 9-10

NEW YORK — WOR-TV expects to make intensified use of syndicated film for its 9-10 strip next season. The station is already using such half-hour properties as "The O. Henry Playhouse," "State Trooper," "Crusader," and "Ford Theater" reruns in the 9-10 strip, and has found they improved its ratings 158 per cent, according to the February Nielsen study.

WOR-TV started the season with a show called "The Whodunit Theater," outdone versions of features, but found the ratings disappointing. Beginning January 21, it switched mainly to syndicated product and received the rating payoff.

Next fall it has already bought "Harbor Command," and "The New Adventures of Martin Kane" from Ziv-TV, and 78 more "Ford Theater" reruns from Screen Gems.

The current syndicated programs are mainly sponsored by Lipton Tea.

## NBC Pitches 'Crisis' at Two

NEW YORK — NBC-TV is pitching its new Monday night "Crisis" at two J. Walter Thompson clients, Sylvania and Ford. The automotive client is reported interested in alternate-week sponsorship, while Sylvania might go for one quarter.

Sylvania is also interested in the 9:30-10 p.m. time slot on ABC-TV where it may program a quiz show. The advertiser is dropping "The Buccaneer," its 7:30-8 vidfilm series on the CBS-TV network.

## Colgate Likes NTA's 'Alice'

NEW YORK — Colgate-Palmolive, thru Lennen & Newell, is mulling sponsorship of "Alice" for next season. The National Telefilm Associates' comedy series, produced by Desilu, deals with the adventures of a nine-year-old girl in New Jersey.

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

## New TV Spot Campaigns

Contracts Set in Every Region In Two Weeks Ending March 30

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks. Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)—Announcements; (ID)—Identifications; (Part.)—Participations; (Prog.)—Program Buy.

### On Eastern Stations

Ad Detergent, Colgate-Palmolive thru Lennen & Newell (Ann.)  
Arrid, Carter thru Sullivan, Stauffer, Colwell & Bayles (Ann.)  
Armour Pan of Gold Frozen Fried Chicken thru N. W. Ayer (Ann., Part.)  
Art Talent thru Art Instruction  
B & B Mushrooms, Grocery Store Products thru Ted Bates (Ann.)  
Beechnut Baby Foods thru Kenyon & Eckhardt (Ann.)  
Beeman's Gum, American Chicle thru Dancer-Fitzgerald-Sample (Ann.)  
Black Label Beer & Ale, Carlings thru Lang, Fisher & Stashower (Prog.)  
Carter's Little Liver Pills thru Ted Bates (Ann.)  
County Fair Triplets, Continental Baking thru Ted Bates (Part.)  
"Designing Woman" (Movie) M-G-M (Ann.)  
Dromedary Cake Mix thru Ted Bates (Part.)  
Evinrude Outboard Motors thru Cramer-Krasselt (Ann.)  
Fanny Farmer Candy thru Charles Rumrill (ID)  
Frenchette Salad Dressing, American Dietads thru Harry B. Cohen (Ann., Part.)  
Good Luck Margarine, Lever Bros. thru Foote, Cone & Belding (ID)  
Good News Bra, Warner Bros. thru C. J. Laroche (Part.)  
Ham Club Dog Food, Standard Brand thru Ted Bates (Ann.)  
Kitchen Bouquet, Grocery Store Products thru Ted Bates (Ann.)  
Kool Shake, General Foods thru Foote, Cone & Belding (Part.)

Kraft Caramels thru J. Walter Thompson (Ann.)  
"Kromus and She Devil" (Movie), 20th Century-Fox (Ann.)  
Life Magazine, Time thru Young & Rubicam (Ann., ID)  
Maxwell House Coffee, General Foods thru Benton & Bowles (Part.)  
Maybelline Eye Make-up thru Gordon Best (Ann.)  
Old Gold Cigarettes, P. Lorillard thru Lennen & Newell (ID)  
Oldsmobile Cars thru D. P. Brother (Ann.)  
Pepto-Bismol, Norwich Pharmacal thru Benton & Bowles (Ann.)  
Pillsbury Best Flour thru Campbell-Mithum (Ann., Part.)  
Rolaids, American Chicle thru Ted Bates (Ann.)  
Scotch Tape, Minn. Mining & Mfg. thru Batten, Barton, Durstine & Osborn (Ann.)  
Six o'Clock 7 Minute Fluffy Frosting, National Selected Foods thru Helton & Riggis (Part.)  
Socony Gasoline & Oil thru Compton (Ann.)  
"Stone Man" (Movie), Columbia thru Donahue & Coe (Ann., Part.)  
Time Magazine thru Young & Rubicam (ID)  
Uncle Ben's Rice, Grocery Store Products thru Ted Bates (Ann.)  
Utica Club & Beer & Ale, West End Brewing thru Harry B. Cohen  
Viceroy Cigarettes, Brown & Williamson thru Ted Bates (Ann.)  
"Zombies" (Movie), Columbia thru Donahue & Coe (Ann., Part.)

### On Southern Stations

C. F. Sauer Mayonnaise thru Gordon-Manchester (Ann.)  
Charles Antell Facial Frost thru Paul Venze (Prog.)  
Charles Antell Liquid Make-Up thru Paul Venze (Prog.)  
Charles Antell Super Lanolin thru Paul Venze (Prog.)  
Chevrolet Cars thru Campbell-Ewald (Ann.)  
Comet, Procter & Gamble thru Compton (Ann.)  
Duz, Procter & Gamble thru Compton (Ann.)  
Enden Shampoo, Helene Curtis thru Ed Weiss (Ann., Part.)  
Folger's Coffee thru Cunningham & Walsh (Ann., ID)  
Grant Salad Mixer thru Arthur Meyerhoff (Prog.)  
Grant Tool thru Arthur Meyerhoff (Prog.)  
Hollywood Bread thru Hopkins-Potwell (ID)  
Hutchinson Wax thru Henry Senne (Prog.)  
Kool Cigarettes, Brown & Williamson thru Ted Bates (Ann.)

LeHigh Acres, Grant thru Arthur Meyerhoff (Prog.)  
M & M Candy, Hawley & Hoops thru Ted Bates  
MFA Rat & Mouse Killer thru Neds & Wardlow (Ann.)  
Massoglia Hotels thru Harry Atkinson (Ann.)  
Oldsmobile Cars thru D. P. Brother (Ann.)  
Orkin Exterminator (ID)  
Pepto-Bismol, Norwich Pharmacal thru Benton & Bowles (Part.)  
Pest-Guard Shelf Paper thru Bloom (Ann., Part.)  
Post Cereals, General Foods thru Benton & Bowles (Part.)  
Pure Gas & Oil thru Leo Burnett (Ann.)  
Robot Gardner, Grant thru Arthur Meyerhoff (Prog.)  
Rolaids, American Chicle thru Ted Bates (Ann.)  
Slimagic, Charles Antell thru Paul Venze (Prog.)  
Texaco Petroleum Product thru Cunningham & Walsh (Ann.)  
Zest Beauty Soap, Procter & Gamble thru Benton & Bowles (Ann.)

### On Midwestern Stations

Arrid, Carter thru Sullivan, Stauffer, Colwell & Bayles (Ann.)  
Bobbi Home Permanent, Toni thru Tatham-Laird (Ann.)  
Blue Dot Duz, Procter & Gamble, thru Compton (Ann.)  
Budweiser Beer, Anheuser-Busch thru D'Arcy (Ann., ID)  
Bulova Watches thru McCann-Erickson (Ann.)  
Chiclet Gum, American Chicle thru Ted Bates (Part.)  
Cook Paint & Varnish thru Potts-Woodbury (Part.)  
Conoco Super Gasoline & Oil, Continental Oil thru Benton & Bowles  
DeKalb Seed Corn thru Western (Ann.)  
"Designing Woman" (Movie), M-G-M thru Donahue & Coe (Ann., Part.)  
Drano Lye, Drackett thru Young & Rubicam (Ann., ID)  
Flav-R-Straws thru Ruthrauff & Ryan (Part.)  
Folgers Coffee thru Cunningham & Walsh (Ann.)  
Gillette thru Maxon (Ann.)  
Goebel Beer thru Campbell-Ewald (Ann., Prog.)  
Hamm's Beer thru Campbell-Mithum (Ann., Prog.)  
Hill Bros. Coffee thru N. W. Ayer (Ann.)  
Hutchinson Wax thru Henry Senne (Prog.)  
John Robert Shoes, International Shoe thru D'Arcy (Ann.)  
Kool Cigarettes, Brown & Williamson thru Ted Bates (Ann., ID, Part.)  
Kool Shake, General Foods thru Foote, Cone & Belding (Ann.)  
Life Magazine, Time thru Young & Rubicam (Ann., ID)  
Maxwell House Coffee, General Foods thru Benton & Bowles (ID)  
Michigan Bell & Telephone thru N. W. Ayer (Ann.)

Miller High Life Beer thru Mathison & Assoc. (Ann.)  
Morton Pot Pies, Continental Baking thru Ted Bates  
Nair Lotion, Carter thru Ted Bates (Ann.)  
Old Judge Coffee & Tea thru Hirsch, Tamm & Ullman (Ann.)  
Pabst Blue Ribbon Beer thru Leo Burnett (Ann.)  
Pepto-Bismol, Norwich Pharmacal thru Benton & Bowles (Ann.)  
Phillips 66 Gasoline & Motor Oil thru Lambert & Feasley (Ann.)  
Pin It Home Permanent, Procter & Gamble thru Grey (Ann.)  
Polident, Block Drug thru Grey (Ann., Part.)  
Post Cereals, General Foods thru Benton & Bowles (Ann., Part.)  
Rise, Carter thru Ted Bates (Ann.)  
Rolaids, American Chicle thru Ted Bates (Part.)  
Royal Crown Cola, Nehi thru Compton (ID)  
Scripto Pencils, Leads & Erasers thru Donahue & Coe (Part.)  
Shell Super Gas & Oil thru Bruce B. Brewer (Ann., ID, Part.)  
Soil Off Paint Cleaner thru J. M. Mathis (Ann.)  
Speedway 79 Gasoline & Oil thru W. B. Dover (Prog.)  
Sugar Rice Krinkles, General Foods thru Benton & Bowles (Part.)  
Toni Home Permanent thru Tatham-Laird (Ann.)  
Velvet Blend, Procter & Gamble thru Grey (Part.)  
Viceroy Cigarettes, Brown & Williamson thru Ted Bates (Ann., ID)  
Walker Adams Clothing thru Powell & Schoenbrod (Prog.)  
Whitman Chocolates thru N. W. Ayer  
Windex, Drackett thru Young & Rubicam (Ann., ID)

(Continued on page 13)

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4 SHOWS

### Lever Bros. Looks Set For Autumn

NEW YORK—Lever Brothers looks close to being set for next fall. The soap company last week wrapped up alternate-week sponsorship of "Slezak and Son," Tuesday, 8:30-9 p.m., which it will share with Shulton, and also bought alternate weeks of "Life of Riley," NBC-TV, Fridays, 8:30-9 p.m., with the other sponsor not set as yet.

Lever also bought for next season "Have Gun Will Travel," which goes Saturday 9:30-10 p.m. American Home Products is the alternate sponsor of this show. Lever will probably renew the "Lux Video Theater," Thursday, 10-11, on NBC-TV, but is said to be shopping for a client who would give it alternate-week relief.

The three new Lever buys, plus the old show, actually represent somewhat of an expansion of its 1956-57 network advertising, an expansion probably geared to a greater TV selling effort for its old products and the use of video for its new ones.

### Ghost to Ghost By Rountree

NEW YORK—Martha Rountree Productions, Inc., is preparing a half-hour film series on a ghost to ghost theme. The films will be built around documented and eyewitness evidence of ectoplasmic manifestations in some 100 haunted houses in the New York and New Jersey area.

Such manifestations cover a period from the Revolutionary War to World War II. Boris Karloff is the top candidate for the role of "Host to Ghost." Miss Rountree's firm also does the "Press Conference" and "Leave It to the Girls" shows.

### Busch Takes More 'Kane'

NEW YORK—Busch Bavarian beer, Midwest brew of Anheuser-Busch, has bought four more markets for "The New Adventures of Martin Kane," for a total of 12, the largest regional buy for the new Ziv-TV mystery series.

Another new sponsor is P. Lorillard for Old Gold, which has bought "Kane" on WHIC-TV, Pittsburgh, putting the show in a current total of 86 markets.

93 IN 7 WEEKS

### 'Silent Service' in 16 Marts for Brylcreem

NEW YORK — Harold F. Ritchie, Inc., for Brylcreem, has made a 16-market buy in the Southwest of "The Silent Service," putting the California National Productions show in a current total of 93 markets. This is Brylcreem's biggest syndication buy, successful emphasis having been placed until now on feature film spots.

"Silent Service," whose sponsors range from Alka-Seltzer to LaRosa spaghetti to six beer companies, including hair tonic, cigars, bread, life insurance, grocery chains and Blue Cross, has been sold with "a trail-blazing campaign of exploitation and promotion," according to CNP. Much use of visits to submarines, Navy recruiting tie-ins, parades, weapon displays and

### 'Ranch Party' Up for Sale

HOLLYWOOD—Screen Gems will start syndication sales of "Western Ranch Party" in May. Produced by Bill Wagon Jr. (the program has been seen live on KTTV, Los Angeles, for the past several years), the series stars Tex Ritter as host and Jay Stewart as emcee.

Five of the half hours have been completed so far, with a total of 39 skedded to be shot.

A second series, "Johnny Night-hawk," will also be offered for syndication by the Columbia subsidiary, but no release date has been set on it as yet.

### ABC Talks Negro Variety Program

NEW YORK — ABC-TV is talking to advertisers about a Negro variety series, the nucleus of which would be "No Time for Squares," a 90-minute revue currently playing in a New York supper club.

Timmy Rogers, creator and star of the night club package, would repeat both roles on TV.

### BUCKING SPIRALING COSTS

## Harmon Still Able to Shoot Half-Hour Skein for \$30,000

HOLLYWOOD — Despite the continuous rise in telefilm production costs, due, during the past year, primarily to intangibles such as higher price for scripts, it's still possible to bring in a half-hour series for around \$30,000. This is being demonstrated by Bill Harmon, producing vet (Jimmy Durante Show, et. al.), who now turns out the Hal Roach "Blondie" program.

With the growing complexity of union contracts during the past several years, the producer has, more and more, had to become a sort of lawyer-financier in order to stay in film production. In terms of costs the small print in the various contracts can add up to thousands of dollars in a single half hour, and it's the producers who've learned to cut corners and slip thru loopholes (entirely legally) that are keeping their CPM's down.

Where can these cuts be made? Here is a fairly typical cost production sheet (figures are rounded off).

Above Line	
Story .....	\$ 2,000
Supervision .....	1,750
Cast .....	5,500
Agency Commission ...	600
Royalties .....	1,000
Production Staff .....	1,000
Below Line	
Wardrobe .....	300
Make Up .....	500
Set Design .....	250
Set Construction .....	2,000
Set Striking .....	250
Set Dressing .....	2,000
Set Op. ....	2,250
Electrical .....	750
Camera .....	1,250
Sound .....	1,250
Opticals .....	1,000
Film Lab .....	3,000
Editing .....	2,000
Transportation .....	300
Music .....	300
Insurance .....	300
Taxes for Benefits ....	2,100
Studio Charges .....	1,750
Totals .....	\$41,500
Contrary to what might be ex-	

pected, it is by cutting small items here and there that \$10,000 can be lopped off such a budget.

Above the line costs are fairly well fixed. Also stories can sometimes be bought for slightly less than \$2,000, the minimum going rate is about \$1,800. Cast can be cut somewhat. Good actors tho they may not have name values, are obtainable in the \$400 to \$500 range: The same actor, with a "name," would cost around \$1,000. By judicious cuts here and there, the acting budget can be decreased \$700 to \$800.

It is in below-the-line costs that small savings begin to add up. Wardrobe and make-up can be reduced by perhaps \$250 (depending on the number of actors). In the various operations connected with sets, \$2,000 to \$2,500 can be cut without affecting the quality of most productions. Camera work can be decreased by \$300, and sound by \$500. The opticals-film lab-editing classification provides opportunity for the greatest saving, perhaps \$3,000 (the speed and simplicity with which a producer and/or director works has a great deal to do with this). Music can often be eliminated (\$300), and, by reducing other elements, taxes and insurance can be brought down as much as \$600.

The cuts enumerated would bring the \$41,000 budget to \$33,050, and in many cases it's possible to slice even further. Each half hour is, of course, an individual case, and, if the cost of one item, e.g. transportation in the case of location filming, goes up, it's the problem of the producer to cut other items so that the budget can be brought back into equilibrium.

In the case of "Blondie" the \$30,000 budget is all the more remarkable because the program was sold only 10 days before it went on the air, with nothing but a pilot in the can and, when production has to be stepped up, overtime and other factors usually send costs skyrocketing.

NEW YORK — Henny Youngman, Phil Foster and Joey Adams will star in a situation comedy series satirizing "The Three Musketeers." The pilot, probably under the aegis of Goodson-Todman, is to be filmed next week.

## Gov't Charges 5 More With Block Booking of Feature Pix

NEW YORK—In filing anti-trust suits against five more feature film distributors, the Justice Department indicated it didn't care how small a group of films were sold, as long as they were sold in a group it was "block booking." United Artists, one of the defendants named last week, is "guilty" of actually selling no larger group than 39 pictures.

The five latest actions seem to pretty well cover Justice's attack on the feature film field.

The five distributors named last week are C&C (740 RKO pictures), Screen Gems (four groups of Columbia pictures, ranging from 39 to 104), Associated Artists Productions (754 Warner pictures in 13 groups), National Telefilm Associates (two groups of 20th Century-Fox pictures, 52 and 78 respectively, plus other groups in the past) and UA (one group of 39 plus a new group of 52 or 65 about to break lose).

The complaint in each case alleges that the distributor has "required" stations to buy pictures in groups in order to get any of their

pictures and that the deals have included pictures that stations did not really want.

Three of the new defendants issued "who, me?" statements.

An ironical twist to the situation is that there are several fairly well known instances in which these distributors, in order to close a deal, did in fact break up their carefully composed packages and gave stations what amounted to "picture-by-picture" deals.

Lou Chesler, board chairman of AAP, stated that "contracts have been made for as little as one picture to a single station." The one famous instance of this was AAP's sale of "The Roaring Twenties" to WRCA-TV here to start that station's "Movie 4."

It is also fairly well known that AAP broke up its Warner packages in order to get a deal with WCBS-TV, which bought 150 of the top pictures in the Warner library. The Warner library is still not sold out in New York.

NTA has broken packages frequently, witness its "TNT" and "Fabulous Forty" sales here in New York. Screen Gems sold "You Can't Take It With You" as a single picture to WRCA-TV, also for "Movie 4." And C&C has split up the RKO library for a number of stations that could not assimilate the entire library.

### King Resigns, Shore Stays

NEW YORK—Charles King has resigned as chairman of the board of King-Shore Films. The firm, owned by Sig Shore, president, and Steve Markelson, treasurer, has just acquired 21 feature films for further TV distribution.

Four of the new films are English-dubbed Italian movies, distributed for a short while by Nat Gassman's Amanda TV. The other 17 are British features, including "Home at Seven" and "Elusive Pimpernel," acquired from California National Productions. CNP had previously turned distribution of them over to Clift TV.

King-Shore has now placed its "Errol Flynn Theater" series in 65 markets for Seaboard Drug.

So, the defense the government is likely to face from these five distributors will be somewhat different from MGM-TV's, which up to the moment its suit was filed had sold only library deals except for one, which was cut in half.

Chesler, NTA President Ely Landau and a Screen Gems spokesman all asserted that their sales had been conducted in accordance with their understanding of the Paramount consent decree and that the sales of features in groups were strictly a matter of convenience to the stations.

Acting Attorney General William Rogers said the relief the government sought would not prevent stations from buying a large number of pictures at one clip for administrative convenience. "The only requirement would be that the distributors must permit the station to select the pictures making up the group and permit negotiations picture-by-picture."

### ABC PIX'S STRIPS

## Net Clients Pitched 'Fairbanks' Reruns

NEW YORK—ABC Film Syndication intends to push hard on spot sales for its daytime strips, pitching to large network advertisers to buy into its "Douglas Fairbanks Presents" reruns. Direct sales to such advertisers as Procter & Gamble may enable the distributor to recoup its investment much more quickly than the usual sales to stations.

In line with its attempts to woo the big web daytimers, ABC Film has made a study with American Research Bureau and Pulse statistics showing that women prefer dramatic programs from sign-on time to 6 p.m. According to ARB Nationals for 1956, daytime dramatic programming drew audience compositions of 50 per cent or more women, while the average daytime show had an audience of less than

50 per cent women. Shows programmed across the board garnered greater women's audience than one-a-week stanzas.

The "Fairbanks" strip formula, aimed at sponsors who want "consistent" advertising of five days a week, recalls the successful Official Films strategy of stripping "My Little Margie" and helping stations sell it to national spot advertisers. AAP, Inc., made spot sales on its "Popeye" cartoons, its chief buyer being Flav-R-Straws. Official is now using this method with its "American Legend" series.

The Fairbanks dramas are being stripped now in most markets where stations have bought the reruns. Pulse studies have rated it No. 1 among women in all syndicated film, regardless of type, for the past seven months.



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There's a vast new audience of admirers of Hedy Lamarr—and other great stars of that magnitude—who are getting to know Hedy and her glamorous contemporaries for the first time on television. Add to the younger audience the multitudes of steadfast fans-from-the-beginning, and you have an inkling of why Warner Bros. features, starring the greatest names in Hollywood, outdraw rival films consist-

ently in market after market from coast to coast.

A case in point: a Warner Bros. picture, "The Conspirators," starring Hedy Lamarr and Paul Henreid, shown on KOIN-TV in Portland, Ore., drew an ARB average of 15.7, against 5.8 and 5.3 for the two competing channels—opposing such top network shows as "Twenty-one." For more case histories and details on availabilities, write or phone

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# PULSE FILM RATINGS for February

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

## • Top 20 Film Shows

Rank Order	Show & Distributor	Avg. Rating
1.	Highway Patrol (Ziv)	17.3
2.	Eso Golden Playhouse (Official)	17.0
3.	Frontier Doctor (Hollywood)	16.5
3.	Life of Riley (NBC)	16.5
5.	Doug, Fairbanks Presents (ABC)	15.6
6.	Annie Oakley (CBS)	14.6
7.	Death Valley Days (Pacific Borax)	14.2
8.	Cisco Kid (Ziv)	13.5
9.	Popeye (Associated Artists)	13.4
10.	State Trooper (MCA)	13.2
11.	Code 3 (ABC)	13.0
12.	Superman (Flamingo)	12.8
13.	Science Fiction Theater (Ziv)	12.7
14.	Sheriff of Cochise (NTA)	12.6
15.	Sky King (Nabisco)	12.1
16.	Soldiers of Fortune (MCA)	11.7
16.	Waterfront (MCA)	11.7
16.	Wild Bill Hickok (Flamingo)	11.7
19.	Rosemary Clooney (MCA)	11.2
20.	Buffalo Bill Jr. (CBS)	11.0
20.	I Search for Adventure (Bagnall)	11.0
20.	Looney Tunes (Associated Artists)	11.0

## • Top Film Shows Among Men

Rank Order	Show & Distributor	Men Per 100 Homes
1.	Death Valley Days (Pacific Borax)	84
1.	Lone Wolf (MCA)	84
1.	Racket Squad (ABC)	84
1.	The Whistler (CBS)	84
5.	Dangerous Assignment (NBC)	83
5.	Drew Pearson (NTA)	83
5.	Mr. and Mrs. North (Schubert)	83
5.	The Falcon (NBC)	83
9.	Boston Blackie (Ziv)	82
10.	Championship Bowling (Schwimmer)	81
10.	Confidential File (Gullid)	81
10.	Dateline Europe (Official)	81
10.	Highway Patrol (Ziv)	81
10.	Inner Sanctum (NBC)	81
10.	Man Called X (Ziv)	81
10.	San Francisco Beat (CBS)	81
10.	Waterfront (MCA)	81
18.	Public Defender (Interstate)	80
19.	China Smith (NTA)	79
19.	Great Guildersleeve (NBC)	79
19.	I Led Three Lives (Ziv)	79
19.	Life of Riley (NBC)	79
19.	Mr. District Attorney (Ziv)	79

## • Top Film Shows Among Women

Rank Order	Show & Distributor	Women Per 100 Homes
1.	Doug, Fairbanks Presents (ABC)	96
2.	Celebrity Playhouse (Screen Gems)	95
3.	Dateline Europe (Official)	90
3.	Mr. District Attorney (Ziv)	90
5.	Dangerous Assignment (NBC)	89
5.	Dr. Christian (Ziv)	89
5.	Patti Page (Screen Gems)	89
5.	Your TV Theater (Ziv)	89
9.	O. Henry Playhouse (Gross-Krasne)	88
10.	Liberace (Gullid)	87
10.	Man Behind the Badge (MCA)	87
10.	Man Called X (Ziv)	87
10.	My Little Margie (Official)	87
14.	Eso Golden Playhouse (Official)	86
14.	Highway Patrol (Ziv)	86
14.	Mr. and Mrs. North (Schubert)	86
14.	Rosemary Clooney (MCA)	86
14.	Star Performance (Official)	86
14.	State Trooper (MCA)	86
14.	Studio 57 (MCA)	86
14.	The Falcon (NBC)	86

## • Top Film Shows Among Kids

Rank Order	Show & Distributor	Kids Per 100 Homes
1.	Laurel and Hardy (Governor)	93
1.	Looney Tunes (Associated Artists)	93
3.	Ramar of the Jungle (TPA)	92
4.	Buffalo Bill Jr. (CBS)	91
4.	Popeye (Associate Artists)	91
4.	Superman (Flamingo)	91
7.	Annie Oakley (CBS)	89
8.	Captain Midnight (Screen Gems)	87
9.	Little Rascals (Interstate)	86
10.	Hopalong Cassidy One Hour (NBC)	85
10.	Sky King (Nabisco)	85
10.	Steve Donovan, Western Marshal (NBC)	85
13.	Cisco Kid (Ziv)	84
13.	Jungle Jim (Screen Gems)	84
13.	Kit Carson (MCA)	84
13.	Range Rider (CBS)	84
17.	Hopalong Cassidy 1/2 Hour (NBC)	83
17.	Wild Bill Hickok (Flamingo)	83
19.	Cowboy G-Men (Flamingo)	82
19.	Gene Autry 1/2 Hour (CBS)	82
19.	Long John Silver (CBS)	82

## AB-PT Profit Dips in First 1/4

NEW YORK—American Broadcasting-Paramount Theaters has announced a net profit of \$1,743,000 for the first quarter of 1957, or 40 cents a common share, compared with \$2,570,000, or 60 cents a share for the same quarter in 1956. Results reflect a revenue reduction from ABC-TV, according to President Leonard Goldenson, based on sales made last season.

## Pharmaceuticals Finds 'Tell Truth' Has Tired Blood

NEW YORK—Pharmaceuticals, Inc., is shopping for a show to replace "To Tell the Truth." The program will probably remain in its Tuesday, 9-9:30 p.m., slot on CBS-TV until the fall. Pharmaceuticals and CBS-TV are said to feel that the show hasn't quite displayed sufficient rating strength.

# Season Marked by Highest Number of Show Casualties

HOLLYWOOD—With most of the tally now in, the past season has undoubtedly been the most casualty ridden in the history of TV. Of 32 new programs that went on the air last fall, there are only eight positive survivors. Eighteen shows are definitely going off, and a half dozen are still on the fence. These, it's to be pointed out, are only the series which went on the air in 1956, and does not include the many programs like Arthur Godfrey, "I Love Lucy," et al, which have been on for two or more seasons and are now being replaced. When these are added on, it can easily be seen that the program slate is being wiped cleaner than ever before.

Of the three nets, NBC was the most heavily hit, with 10 casualties and only two definite returnees. CBS is next with five off and two remaining, and ABC fared best with three gone and four coming back.

### Cost Factor

Altho ratings played the major part in decisions as to which shows were axed, the cost factor was more important than ever before. An example is "Bold Journey," which, tho its ratings have never been good, has such a low budget that it's a good cost-per-thousand buy and is being kept on for next season.

Casualties are as follows: NBC: "77th Bengal Lancers," "Circus Boy," "Sir Lancelot," "Stanley," "Most Beautiful Girl in the World"

## 'Annapolis' in ARB Climb

NEW YORK—"Men of Annapolis," which made its syndication debut in January, is making rating headway, according to the American Research Bureau's March reports. In Baltimore, it got the top syndicated show rating, 25.1, after having held sixth place in February with a 22.3. In Columbus, O., it moved up to fourth place with 22.1, after having run in sixth place with 17.6 in February. The show is distributed by Ziv-TV.

## Schwimmer Makes Three Appointm'ts

CHICAGO—Arthur E. Pickens Jr. was appointed vice-president in charge of programming of the Walter Schwimmer Company, film syndicator. Bernard Crost also was upped to veepee for sales, and Haan Tyler was appointed to head the company's West Coast sales operations.

(which is unique in that it was canceled before it even went on the air), "Noah's Ark," "Hiram Holiday," the Walter Winchell show, "On Trial" and "Hold That Note."

CBS: "The Brothers," the Herb Shriner show, "High Finance," "Hey, Jeannie!" "The Buccaneers."

ABC: The Ray Anthony show, "Circus Time" and "Treasure Hunt."

Returning are: "ABC: "Bold Journey," "Lawrence Welk's Top Tunes," "Broken Arrow" and "Jim Bowie"; CBS: "Playhouse 90" and

## 'Whirlybirds' Is In 152 Markets

NEW YORK — CBS-TV Film Sales has now sold "Whirlybirds" in a total of 152 markets, including all top 15 markets and 80 of the top 100 markets, the distributor revealed last week. It has just sold five more markets on an individual basis, and Continental Oil, the largest regional sponsor, took nine more markets, giving it a total of 56.

Total sales contracts written on the series so far represent a gross of about \$33,500 per film, the distributor said.

The five latest markets sold are Cincinnati, to WKRC; Dayton, O., to WHIO for sponsorship by Kroger Stores; Roanoke, Va., for sponsorship by Greenhill Meat; WTIC-TV, Hartford, Conn., and Beaumont, Tex.

## Art Kalman, AAP Exec, Dies at 46

NEW YORK — Art Kalman, Eastern sales manager of AAP, Inc., died last week of a heart attack. He was 46 years old.

Kalman had been in the film business 28 years. After World War II he was assistant to the president of the J. Arthur Rank Organization. He has been with AAP since its founding.

## M-G-M 'Thin Man' Interests Borden

NEW YORK—Borden is said to be interested in the MGM-TV "Thin Man" series as a possible replacement for "The People's Choice" on NBC-TV next fall.

The pilot is being held up over difficulties in casting the title role of the comedy-mystery, with David Wayne and Peter Lawford mentioned as possible choices.

"Zane Grey Theater"; NBC: The Steve Allen show and Tennessee Ernie Ford.

### Jury Out

The jury appears to be still out on "Kaiser Aluminum Hour," (which may move to ABC) "Wire Service," "West Point," "Giant Step," "Panic" and "Mr. Adams and Eve." The latter two were mid-year replacements for series that folded earlier.

As might be expected, Westerns fared best, with not a single casualty among them. Adventure shows, the other big trend of the season, did not do as well as expected. It's interesting to note, however, that in the latest Nielsen Program Type Comparisons situation comedy still holds a slight edge over Westerns, with an average audience of 26.7 to 26.5. Westerns, however, appear the safest bet, with a high to low spread of 32.6 to 18.7 versus comedy's 37.8 to 11.6.

And, apparently, the audience is still able to absorb more Westerns. "Wells Fargo," going into the slot vacated by "Stanley," hit 31.3 average rating on its first Nielsen, topping "Arthur Godfrey's Talent Scouts."

## Interstate TV's 7-Pic Package In 25 Marts

NEW YORK—Interstate Television's new package of seven pictures has been sold in about 25 markets.

The NBC o&co's in New York, Chicago, Washington and Philadelphia bought it. It was also sold to WCKT, Miami; WEWS, Cleveland; KRON, San Francisco; Dallas-Fort Worth, Kansas City, Mo., and Salt Lake City.

The pictures were produced between 1947 and 1953. All but one of them were originally released by Allied Artists, the parent of Intersate. The pictures include "The Babe Ruth Story," "Dillinger," "Black Gold" and "Affair in Monte Cristo."

## Borden, GF Renew 'Fury'

NEW YORK — Borden's and General Foods have signed a 26-film renewal on "Fury," the horse show produced by Television Programs of America.

In a Saturday morning period, the show drew a February Nielsen rating of 25.1, reaching 9,275,000 homes. It's on NBC-TV, 11-11:30 a.m.

**"MR. DISTRICT ATTORNEY"**  
STARRING DAVID BRIAN



**#1** SYNDICATED SHOW IN BIRMINGHAM  
PULSE, SEPT., 1956  
**28.3**

### BEATS NETWORK SHOWS INCLUDING:

- Disneyland ..... 21.0
- Climax ..... 22.4
- This Is Your Life ..... 23.0
- Jackie Gleason ..... 15.8
- Dragnet ..... 19.3
- ... and others.

NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!

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

● WHICH PRODUCER OF TV FILM COMMERCIALS EXCELLED FOR **QUALITY!**

RANK	PRODUCER	POINTS
1.....	MPO TELEVISION FILMS .....	124

● WHICH PRODUCER OF TV FILM COMMERCIALS EXCELLED FOR THE **SPEED** WITH WHICH IT COMPLETED PRODUCTION!

RANK	PRODUCER	POINTS
1.....	MPO TELEVISION FILMS .....	97

THE BILLBOARD, APRIL 6, 1957

MPO TELEVISION FILMS, INC. 15 East 53rd Street, New York 22, MU 8-7830



*Thanks, most humbly, to all among the 1148 advertising agency executives who voted us these proud honors in The Billboard's 4th Annual TV Commercials Awards.*

*We pledge to continue to deliver the kind of tv commercials services that have won us this outstanding recognition.*

MPO Television Films, Inc.

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- Lawrence Madison
- Gerald Hirschfeld
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- Arnold Kaiser
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- Ross Sutherland

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- Stella Wallach
- Sandra Buckner
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- Judy Kringstein
- Mary Rolfe
- Betty Kanzell
- Joanne Vee
- Mary Millea

TV Commercials in Production

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

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues.

(Continued from last week)

Table with columns: Sponsor, Product & Agency (Show, if any) No. (Seconds), Type (C-Color), Commercials Producer. Categories include Food and Beverage, Other Foods, Transportation, Gasoline, Lubricants, Other Fuels, and Drugs and Toiletries.

BEISBOL PLUGS ZIV'S SHOWS

MEXICO CITY—Ziv-TV Programs has formed a semi-pro beisbol (baseball) team here and has tied the team in with publicity for its films showing here and throught South America.

Warner Adds 'Texan' Films

HOLLYWOOD—Warner Bros., continuing its emphasis on Westerns, has scheduled production on the pilot for another hour series titled "The Texan."

New TV Spot Campaigns

Continued from page 8

On Southwestern Stations

Cook Paint & Varnish thru Pott-Woodbury (Ann.) Disabled American Veterans thru Clemens, Esau & Gericke (Prog.)

Lucky Lager Beer thru McCann-Erickson (Ann.) Maxwell House Coffee, General Foods thru Benton & Bowles (ID)

On Rocky Mountain & West Coast Stations

Procter & Gamble, Velvet Blend Shampoo, Grey... 3 (60) SA, SE... Transfilm Procter & Gamble, Lilt, Grey (I Love Lucy)... 1 (60) LA... Transfilm

P. A. IN ROANOKE

John (Hawkeye) Hart Moves Client's Goods

ROANOKE, Va.—Another instance of effective use of a program's star is the appearance here last week of John Hart of "Hawkeye and the Last of the Mohicans."

No statistics were immediately available, but the sponsor here, Bunker Hill canned beef, did rushing business during Hart's two-day visit, and was still going strong at the end of the week.

"Hawkeye" plays WDBJ-TV, Wednesday, 7:30-8 p.m. The station ran extensive newspaper ads announcing Hart's store appearances.

the visit and referring to the newspaper ads for the schedule.

Hart made several appearances on the station, on the wake-up hill-billy show, on the afternoon Western show and in the mid-commercial of "Hawkeye" itself.

Hart's next personal appearance will be in Los Angeles the week of May 6, when the show switches from KRCA-TV to a better period on KABC-TV.

Singer Wants 'Big Record'

NEW YORK — Singer Sewing Machine is said to put in a bid for alternate weeks of the 8:30-9 p.m. period on Wednesdays, CBS-TV.

The current clients in that period, Bristol - Myers, Kellogg, American Home Products and Pillsbury, have not given word of their renewal.

45 Buy SG's 39-Pic Pkg.

NEW YORK — Screen Gems has now sold its latest package of feature films, "Hollywood Premiere Parade," to about 45 stations.

Some of the stations that bought the 39-picture group most recently are WCKT, Miami; WCCO-TV, Minneapolis-St. Paul; WGR-TV, Buffalo; WWJ-TV, Detroit; KOB-TV, Albuquerque, N. M.; KOTV, Tulsa, Okla.; KONO-TV, Honolulu, and KWK-TV, St. Louis.

CNP Merges All Promotion

NEW YORK — Arthur Perles, publicity director of California National Productions, has been named director of promotion, in a consolidation move integrating advertising, promotion and publicity.

Screen Gems Will Make TV Series About 'Gunga Din'

NEW YORK — Screen Gems will produce "The Adventures of Gunga Din" based on the character of the regimental beastie in Rudyard Kipling's poem.

The motion picture version of "Din," produced by George Stevens, played on WOR-TV's "Million Dollar Movie" only two weeks ago.

# NARTB Sets Drive to Open Courts to TV

WASHINGTON — An all-out campaign to give electronic journalism the same access to public proceedings as other media was mapped last week (17) by the Freedom of Information Committee of the National Association of Radio and Television Broadcasters.

Robert D. Swezey, WDSU Broadcasting Corporation, New Orleans, committee chairman, said the decision for an aggressive nationwide campaign was made following progress reports on achievements by Freedom of Information Committees currently operating in 32 states. The new drive will try to establish committees in all 48 States.

Broadcasters will be provided by NARTB with materials to help them get access to the news at the State and local levels. Prints of a film, "Electronic Journalism in the Courtroom," recounting the successful use of radio and TV in covering the Graham trial, will soon be available.

Backgrounding the effort is the work of NARTB President Fellows and Judge Justin Miller, consultant, in trying for amendment of American Bar Association's Canon 35, which prohibits radio and TV coverage of trials.

Looking to the future, the Freedom of Information Committee has decided to report to the NARTB membership on the latest techniques and equipment which can be used by broadcasters in covering all types of public proceedings. The group would also draft a code of conduct for the guidance of radio and TV newsmen assigned to cover court and legislative proceedings.

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

Offices in principal cities throughout the United States



MCA TV Film Division

**PROGRAMMING—**  
the key to successful TV advertising

**THE BILLBOARD—**  
the key to successful programming

## PULSE LOCAL RATINGS FOR FEBRUARY

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

**LOS ANGELES**  
7 TV STATIONS—1,837,400 TV HOMES  
Population—5,666,200 (3d in U. S.)  
Buying Income—\$11,272,051,000 (3d)

Retail Sales—\$8,036,302,000 (3d)  
Food Sales—\$1,842,322,000 (2d)  
Drug Sales—\$254,796,000 (3d)  
Automotive—\$1,595,823,000 (2d)

Above market statistics are for Los Angeles and Long Beach and include the following counties:  
Los Angeles, Orange

**TOP NETWORK SHOWS**

1. I Love Lucy, KNXT, M. .... 32.9
2. Colgate Theater, KTTV, F. .... 31.4
3. Ed Sullivan, KNXT, Su. .... 30.2
3. Phil Silvers, KRCA, M. .... 30.2
5. Groucho Marx, KNXT, Th. .... 29.7
6. \$64,000 Question, KNXT, T. .... 29.2
7. Playhouse 90, KNXT, Th. .... 27.7
8. Alfred Hitchcock, KNXT, Su. .... 27.3
9. Climax, KNXT, Th. .... 27.0
10. Do You Trust Your Wife? KNXT, T. .... 26.2

**TOP MULTI-WEEKLY SHOWS**

1. Mickey Mouse Club, KABC, M.-F. .... 17.4
2. Queen for a Day, KRCA, M.-F. .... 11.6
3. Popeye, KTLA, M.-F. .... 10.1
4. News-George Putnam (10 p.m.), KTTV, M.-F. .... 9.5
5. Million Viewer Theater, KTTV, M.-F. .... 9.3
6. Big News (10:30 p.m.), KNXT, M.-F. .... 9.2
6. Cartoon Carousel, KTLA, M.-F. .... 9.2
8. Cartoon Express, KHJ, M.-F. .... 8.5
9. Matinee Theater, KRCA, M.-F. .... 8.4
10. CBS News, KNXT, M.-F. .... 8.1

**TOP FEATURE FILMS**

**Once Weekly**

1. First-Run Movie, KCOP, T. 8:30-10 p.m. .... 6.9
2. Saturday Theater, KHJ, S. 2:30-4:00 .... 4.9
2. Movie Premier, KCOP, S. 7:30-9:00 .... 4.9
2. Channel 9 Matinee, KHJ, Su.-1:00-2:30 .... 4.9
5. Sunday Matinee, KHJ, Su.-2:45-4:00 .... 4.1
5. Saturday Westerns, KHV, S.-9:00-10:00 a.m. .... 4.1

**Multi-Weekly**

1. Million Viewer Theater, KTTV, M.-F.-10:45-12 mid. .... 9.3
2. Channel 9 Theater, KHJ, M.-F., Su.-9:00-10:30 .... 5.7
3. Early Show, KNXT, M.-F.-4:30-6:00 .... 5.4
4. Del-Mysteries, KTTV, M.-F.-4:45-6:00 .... 5.2
5. Big Movie, KNXT, M.-F., Su.-11:30-12 mid. .... 4.9

**TOP SYNDICATED FILMS**

1. Life of Riley (NBC), KHV, M.-8:30 .... 18.0
2. Highway Patrol (Ziv), KTTV, M.-9:00 .... 15.0
3. Dr. Christian (Ziv), KTTV, M.-7:30 .... 13.4
4. Confidential File (Guild), KTTV, Su.-9:30 .... 13.3
4. Badge 714 (NBC), KTTV, S.-7:30 .... 13.3
6. Men of Annapolis (Ziv), Th.-7:00 .... 13.2
7. Science Fiction Theater (Ziv), KTTV, M.-8:00 .... 13.0
7. Code Three (ABC), KTTV, M.-9:30 .... 13.0
9. Mr. District Attorney (Ziv), KTTV, S.-9:00 .... 12.4
10. San Francisco Beat (CBS), KTTV, S.-9:30 .... 11.9
11. Badge 714 (NBC), KTTV, W.-9:30 .... 11.7
12. I Led Three Lives (Ziv), KTTV, S.-8:30 .... 11.4
13. Frontier Doctor (Hollywood TV), KTTV, W.-9:00 .... 10.9

**NEW YORK**  
7 TV STATIONS—4,096,800 TV HOMES  
Population—14,124,600 (1st in U. S.)  
Buying Income—\$28,954,669,000 (1st)

Retail Sales—\$17,069,367,000 (1st)  
Food Sales—\$4,380,677,000 (1st)  
Drug Sales—\$423,332,000 (1st)  
Automotive—\$2,243,498,000 (1st)

Above market statistics are for New York and N. E. New Jersey and include the following:  
Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester, N. Y.; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union, N. J.

**TOP NETWORK SHOWS**

1. Person to Person, WCBS, F. .... 44.2
2. Ed Sullivan, WCBS, Su. .... 37.8
3. Jackie Gleason, WCBS, S. .... 36.7
4. Playhouse 90, WCBS, Th. .... 36.3
5. Lineup, WCBS, F. .... 34.2
6. Phil Silvers, WCBS, T. .... 33.3
7. Groucho Marx, WRCA, Th. .... 33.2
8. Climax, WCBS, Th. .... 32.8
9. I Love Lucy, WCBS, M. .... 32.3
10. Caesar's Hour, WRCA, S. .... 32.0

**TOP MULTI-WEEKLY SHOWS**

1. News, Wea., Sports (11 p.m.), WCBS, M.-F. .... 18.7
2. Mickey Mouse Club, WABC, M.-F. .... 15.8
3. Popeye, WPIX, M.-F. .... 13.3
4. Late Show, WCBS, M.-F. .... 12.5
5. Looney Tunes, WABD, M.-F. .... 11.8
6. News, Wea. (11 p.m.), WRCA, M.-F. .... 11.4
7. CBS News, WCBS, M.-F. .... 10.1
8. 7 o'Clock Report, WCBS, M.-F. .... 9.4
9. Captain Kangaroo, WCBS, M.-F. .... 9.3
9. Queen for a Day, WRCA, M.-F. .... 9.3

**TOP FEATURE FILMS**

**Once Weekly**

1. Picture for a Sunday Afternoon, WCBS, Su.-1:30-2:30 .... 8.3
2. Friday Night Movie, WABD, F.-9:30-10:30 .... 3.2
2. Warner Brothers, WABD, Su.-4:00-5:00 .... 3.2
4. East Side Kids, WABD, S.-5:00-6:00 .... 3.0
5. Wednesday Night Movie, WABD, W.-9:30-10:30 .... 2.9

**Multi-Weekly**

1. Late Show, WCBS, M.-S.-11:15-12 mid. .... 13.0
2. Early Show, WCBS, M.-F.-5:30-7:00 .... 8.9
3. Movie 4, WRCA, M.-Su.-5:30-6:30 .... 6.6
4. Million \$ Movie, WOR, M.-Su.-7:30-9:00 .... 3.2
5. All Star Movie, WATV, Mu.-Su.-7:00-8:30 .... 2.1

**TOP SYNDICATED FILMS**

1. Paragon Playhouse (NBC), WRCA, W.-10:30 .... 14.8
2. Highway Patrol (Ziv), WRCA, M.-7:00 .... 13.9
3. Popeye (Assoc. Artists), WPIX, M.-F.-6:00 .... 13.3
4. Doug, Fairbanks Presents (ABC), WRCA, M.-10:30 .... 12.3
5. Looney Tunes (Assoc. Artists & Guild), WABD, M.-F.-6:30 .... 11.8
6. Death Valley Days (Pacific Borax), WRCA, W.-7:00 .... 10.2
7. Brave Eagle (CBS), WPIX, Su.-5:30 .... 9.3
8. Science Fiction Theater (Ziv), WRCA, F.-7:00 .... 9.2
9. Soldiers of Fortune (MCA), WPIX, Su.-6:00 .... 8.9
10. Guy Lombardo (MCA), WRCA, Th.-7:00 .... 8.6
11. Rosemary Clooney (MCA), WRCA, S.-7:00 .... 8.4
12. Superman (Flamingo), WABC, T.-6:00 .... 8.0
13. Captain Midnight (Screen Gems), WPIX, Su.-5:00 .... 7.9
14. Popeye (Assoc. Artists), WPIX, S.-5:30 .... 7.3

**SAN ANTONIO**  
4 TV STATIONS—137,200 TV HOMES  
Population—580,500 (36th in U. S.)  
Buying Income—\$764,766,000 (50th)  
Retail Sales—\$631,713,000 (41st)

Food Sales—\$138,155,000 (45th)  
Drug Sales—\$17,422,000 (50th)  
Automotive—\$126,944,000 (43d)

Above figures include following counties:  
Bexar

**TOP NETWORK SHOWS**

1. Ed Sullivan, KENS, Su. .... 45.9
2. G. E. Theater, KENS, Su. .... 41.5
3. Alfred Hitchcock, KENS, Su. .... 41.0
4. \$64,000 Question, KENS, T. .... 40.2
5. I Love Lucy, KENS, M. .... 37.9
6. Godfrey's Talent Scouts, KENS, M. .... 36.2
7. \$64,000 Challenge, KENS, Su. .... 36.0
8. Perry Como, WOAI, S. .... 35.6
9. What's My Line? KENS, M. .... 34.9
10. Burns and Allen, KENS, M. .... 34.9

**TOP MULTI-WEEKLY SHOWS**

1. Mickey Mouse Club, KONO, M.-F. .... 25.0
2. News (10 p.m.), WOAI, M.-F. .... 18.9
3. Backyard Theater, KENS, KENS, M.-F. .... 17.8
4. Arthur Godfrey, KENS, M.-Th. .... 15.7
5. Garry Moore, KENS, M.-F. .... 15.3
6. Tennessee Ernie, WOAI, M.-F. .... 14.8
7. Matinee Theater, WOAI, M.-F. .... 14.4
8. First-Run Theater, WOAI, M.-F. .... 14.2
9. Queen for a Day, WOAI, M.-F. .... 13.8
10. Guiding Light, KENS, M.-F. .... 13.7

**TOP FEATURE FILMS**

**Once Weekly**

1. Sunday Movietime, WOAI, Su.-1:00-2:30 .... 18.2
2. Hollywood Theater, KONO, T.-9:00-10:00 .... 17.0
3. Saturday Theater, KENS, S.-10:45-12 mid. .... 11.4
4. Channel 12 Theater, KONO, S.-11:30-2:00 .... 10.5
5. Western Show, KENS, S.-4:00-5:00 .... 9.8

**Multi-Weekly**

1. Backyard Theater, KENS, M.-F.-4:00-5:00 .... 17.8
2. First-Run Theater, WOAI, M.-S.-10:30-12 mid. .... 14.2
3. Afternoon Movietime, WOAI, M.-F.-12:00-1:00 .... 12.3
4. Movietime U. S. A., KENS, M.-F.-12:00-1:00 .... 11.2
5. 20th Century Theater, KONO, M.-Su.-10:15-12 mid. .... 10.0

**TOP SYNDICATED FILMS**

1. Highway Patrol (Ziv), WOAI, Th.-7:00 .... 31.0
2. Stage Seven (TPA), KENS, T.-9:30 .... 30.2
3. State Trooper (MCA), KENS, F.-9:30 .... 30.0
4. Death Valley Days (Pacific Borax), KENS, S.-9:30 .... 26.2
5. Sheriff of Cochise (NTA), KONO, T.-8:30 .... 24.9
5. Soldiers of Fortune (MCA), WOAI, S.-9:30 .... 24.9
7. Badge 714 (NBC), WOAI, M.-9:30 .... 22.9
8. Wild Bill Hickok (Flamingo), KENS, M.-6:00 .... 21.9
9. Sky King (Nabisco), KENS, S.-11:30 a.m. .... 21.5
10. Dr. Hudson's Secret Journal (MCA), WOAI, Th.-9:00 .... 21.0
11. Waterfront (MCA), WOAI, W.-9:30 .... 20.9
12. Code Three (ABC), WOAI, Th.-9:30 .... 20.7
13. The Tracers (Minot), KENS, Su.-10:00 .... 20.5
14. I Search for Adventure (Bagnall), KENS, F.-10:00 .... 19.7

**SAN FRANCISCO**  
5 TV STATIONS—795,700 TV HOMES  
Population—2,613,100 (7th in U. S.)  
Buying Income—\$5,696,328,000 (6th)

Retail Sales—\$3,334,262,000 (7th)  
Food Sales—\$815,868,000 (7th)  
Drug Sales—\$102,169,000 (7th)  
Automotive—\$580,360,000 (7th)

Above figures include following counties:  
Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano

**TOP NETWORK SHOWS**

1. Ed Sullivan, KPIX, Su. .... 41.6
2. Groucho Marx, KRON, Th. .... 41.5
3. I Love Lucy, KPIX, M. .... 38.2
4. Perry Como, KRON, S. .... 37.9
5. Dragnet, KRON, Th. .... 35.2
6. \$64,000 Question, KPIX, Su. .... 34.2
7. What's My Line? KPIX, Su. .... 32.0
8. Do You Trust Your Wife? KPIX, M. .... 30.9
9. Godfrey's Talent Scouts, KPIX, M. .... 30.5
10. Boxing, KGO, W. .... 30.4

**TOP MULTI-WEEKLY SHOWS**

1. Queen for a Day, KRON, M.-F. .... 18.1
2. Big Movie, KPIX, M.-W. .... 16.0
3. NBC News, KRON, M.-F. .... 15.5
4. Modern Romances, KRON, M.-F. .... 15.4
5. Mickey Mouse Club, KGO, M.-F. .... 12.6
6. CBS News, KPIX, M.-F. .... 12.1
7. Popeye, Misc., KRON, M.-F. .... 11.9
7. Shell News (6 p.m.), WPIX, M.-F. .... 11.9
9. Comedy Time, KRON, M.-F. .... 11.2
10. Art Linkletter, KPIX, M.-F. .... 10.7

**TOP FEATURE FILMS**

**Once Weekly**

1. Movie Time, KRON, Su.-6:00-7:30 .... 19.1
2. Major Premier, KRON, F.-10:00-11:30 .... 16.8
3. Fabulous Theater, KPIX, Su.-5:30-7:00 .... 13.9
4. Movie Hits, KRON, S.-11:00-12 mid. .... 11.0
5. Big Movie, KPIX, S.-11:00 12 mid. .... 9.7

**Multi-Weekly**

1. Owl Theater, KRON, M.-Th., Su.-10:30-12 mid. .... 11.4
2. Golden Gate Playhouse, KRON, M.-F.-3:00-5:30 .... 9.0
3. Jubilee Movie, KPIX, M., W.-F., Su.-11:45-12 mid. .... 8.2
4. Big Matinee, KPIX, M.-F.-4:30-5:30 .... 4.8
5. Noon Theater, KGO, M.-F.-12:00-1:00 .... 1.9

**TOP SYNDICATED FILMS**

1. Life of Riley (NBC), KRON, Th.-7:00 .... 24.3
2. I Search for Adventure (Bagnall), KPIX, Th.-7:30 .... 23.5
3. Rosemary Clooney (MCA), KPIX, Su.-9:30 .... 23.2
4. Man Called X (Ziv), KRON, W.-10:30 .... 20.2
5. Highway Patrol (Ziv), KRON, T.-6:30 .... 19.9
6. Captain David Grief (Guild), KRON, F.-8:30 .... 19.5
7. Badge 714 (NBC), KPIX, W.-9:00 .... 19.2
8. Science Fiction Theater (Ziv), KRON, S.-7:00 .... 19.0
9. Code Three (ABC), KRON, Su.-10:30 .... 17.5
10. Science in Action (TPA), KRON, M.-7:00 .... 16.5
11. Sheriff of Cochise (NTA), KRON, S.-6:30 .... 16.2
12. Captain Midnight (Screen Gems), KRON, S.-5:00 .... 15.9
13. O. Henry Playhouse (Gross-Krasne), KPIX, Th.-7:00 .... 15.2
14. Last of the Mohicans (TPA), KPIX, T.-6:30 .... 14.9
15. Men of Annapolis (Ziv), KPIX, S.-10:30 .... 14.7

## Interpretation

Give ten producers the very same storyboard and you'll have ten spots of varying effectiveness.

The difference is "interpretation."

The Caravel creative group includes men with strong advertising agency experience . . . men who understand the requirements of agencies . . . and who are skilled in interpreting their views in effective motion picture form.

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## SHORT SCANNINGS

By CHARLOTTE SUMMERS

Harold C. Lund, Westinghouse Broadcasting Company's vice-president, in charge of KDKA-AM-TV, Pittsburgh, has been appointed to the WBC board of directors. . . . Another promotion, this one at Ted Bates, will move James C. Douglass from vice-president to senior vice-president on May 15. Also on that date, Richard A. R. Pinkham will move from NBC to join the agency as vice-president and director of the TV-radio department, reporting to Douglass.

Charles Van Doren, of "Twenty-One" fame, has signed an exclusive contract with NBC-TV as public affairs consultant and creator of programming ideas. The quiz winner's first assignment will be advisory work in addition to some ap-

pearances on the web's quintet of educational shows launched recently. . . . Mystery and science fiction writer Anthony Boucher has been signed as consultant on original script material for "Crisis," the full-hour series which NBC-TV has scheduled for a September debut.

The Katz Agency, station reps, have added five new men to their staff. They are James Edward Muse and Thomas E. Kniest for the newly opened St. Louis office, and Gordon George Zellner, Stephen M. Salonites and Jesse Lowen for the New York office. . . . Herb S. Kaufman, project director of American Research Bureau in Washington, is moving to the New York sales office to handle selected accounts.

Bill Rogers, announcer for "\$64,000 Question" and its off-

spring, "\$64,000 Challenge," is celebrating his 20th anniversary in broadcasting this week. . . . David Schoenbrun, CBS correspondent in France, is the author of the tome, "As France Goes," which is being published by Harper & Brothers. . . . A two-hour telecast over WABD, New York, honoring the late Humphrey Bogart will originate from the Waldorf-Astoria Starlight Roof on Easter Sunday, sponsored by Bymart-Tintair.

**Lestoil Buys More TV**

NEW YORK — Lestoil, the liquid detergent, is using more markets in the East. Adell Chemical Company, the manufacturer of the product, has added spots on WPIX, here; WNBC-TV, Binghamton, N. Y.; WARM-TV and WDAU-TV, Scranton, Pa.; WBRE-TV, Wilkes-Barre, Pa., and WGLV, Easton, Pa.

The product was introduced into Philadelphia in December.

## IMPORTANT NOTICE TO ALL RECORD COMPANIES

Due to the revision of The Billboard's publication schedule, it has become necessary to move up our deadline for record reviews—singles and albums both.

### SINGLES . . .

In the past, all singles (all categories) received by Thursday of any week have been eligible for consideration as Spotlight Review picks, which, if selected, would be spotlighted in the following issue. . . .

Now, in order to be considered for a Spotlight Review in the issue dated the first following Monday, a single must be received in our New York office no later than Wednesday.

### ALBUMS . . .

In order to speed up the publication of album reviews, we urgently request that you send review copies to the New York office as far as possible in advance of general release. The weekly deadline for receipt of albums in New York henceforth will be Thursday.

## Biggest Col. Beat For Ellington LP

NEW YORK—One of the biggest album promotion drives has been set by Columbia Records in conjunction with United States Steel and BBDO on behalf of Duke Ellington's fantasy, "A Drum Is a Woman." The Ellington opus, regarded as the first jazz spectacular and the first TV show inspired by an album, will be done in compatible color television over CBS on May 8.

In addition to distributing copies of the complete album within its own organization, U. S. Steel had Columbia mail more than 150 LP's to key city TV editors. Special audience kits, containing a 45 r.p.m. of excerpts from the album, a 12-inch LP of recorded spots by Ellington together with scripts, and a complete brief of the May 8 show, are being mailed to TV promotion managers and program directors. The program managers are also being serviced by CBS-TV with film trailers, mats, slides, etc.

## Phonocards To Double Tape Library

NEW YORK — Bing Crosby Phonocards, producers of paper back records for industrial promotion, is expanding its permanent tape library 100 per cent. The new library covers every category from classical to rock and roll.

The firm, only operation of its type that manufactures its own records, is also making endorsements "by well-known singers and personalities" available for recorded sales messages, according to its president, Edward A. Di Resta.

Selected radio stations will also be furnished promotional kits and the special 45 r.p.m. record. The 45 r.p.m. disk will also be distributed within the U. S. Steel organization.

U. S. Steel's ad campaign, of 100-line, 200-line and 600-line sizes runs from May 5 thru May 8, with key outlets covered, including Los Angeles, San Francisco, Washington, Chicago, Boston, Detroit, St. Louis, Cleveland, New York, Philadelphia and Pittsburgh. Publicity in national magazines will continue thru the performance date.

"A Drum Is a Woman," produced on records and released in mid-February by Irv Townsend, will be done on TV by Theater Guild under the direction of Marshall Jamieson.

## Columbia Writes Finis to 10"-ers

NEW YORK—Columbia Records is liquidating its line of 10-inch LP's. All the majors are now out of the 10-inch business. The disks are still being issued by various specialized indies, but even here the quantity is diminishing.

The Columbia disks—the CL 2500 line—are being offered at closeout prices. Distributors will pay 53 cents per package, and it is expected that the list price will be 99 cents. Many of the albums are expected to go rack and mass merchandise operations.

The Columbia 10-inch line debuted about two years ago as the House Party Series, a line

## ASCAP-ers More R&R-Conscious

Bourne Has 20 R&R Sides on Tap for Future Release

NEW YORK — Tendency of standard ASCAP publishing firms to give more attention to the rock and roll medium is highlighted by current activity at Bourne, Inc. Lester Sims, general manager, is acquiring pop material in all its facets, including rockabilly, and is known to have some 20 rock and roll sides already cut by major and indie labels ready for release within the next eight weeks.

Sims is using several approaches. One of these is to get rock and roll performances on great standards. An example is the Big Maybelle version of "All of Me" recently released on Savoy. Another approach is to channel the talents of ASCAP writers into the rock and roll medium.

Says Sims, with reference to ASCAP writers: "Don't take to the (Continued on page 58)"

## Coast Diskeries Hit Sales Peak

Over-All First Quarter \$ Volume Tabs General Increase of Better Than 25%

HOLLYWOOD — Estimated first quarter sales for Coast-based record companies are currently at an all-time high water mark, giving vent to speculation in many quarters that Hollywood may one day rival New York as the focal point of the music business.

Tho the latter opinion is more wishful thinking than fact, few can deny the gains local diskeries have made in recent years. Capitol Records, of course, is the "Cinderella" story of the disk business, while other companies in the last two years have shown remarkable strength in catalog and in the stability of their firms. In this latter category are Dot Records, a recent newcomer to the West; Imperial Records, in the record business for 12 years; Verve Records, the Norman Granz jazz empire; Specialty, Aladdin, Pacific Jazz, Good Time Jazz and Contemporary

Records, Modern Records and two relative newcomers in the industry, Liberty and Era Records.

While no official figures are available for all companies, sales thru January, February and March of this year indicate that local recording companies have increased their volume by more than 25 per cent. Capitol Records is reputed to have had sales in excess of \$4 million for each of the first three months, and if such a figure is maintained for the balance of the year the company will show gross sales nearing the \$50 million mark at year's end. Capitol will issue its financial report at the close of its fiscal year ending June 30; the latter expected to be an all-time high for the firm.

Randy Wood, president of Dot Records, reports sales totaling \$2,850,097 for the first quarter with all indications pointing to continued increases. Wood pointed to sales of approximately 250,000 records in one day last week, via Gale Storm's "Dark Moon," Jim Lowe's "Four Walls," a new Pat Boone release, and the Hilltopper's "Marianne." Album sales continue to rise, said Wood, with the company set to step up its schedule of EP Releases.

Lew Chudd, Imperial Records (Continued on page 54)

## Victor Woos Traffic Via Trade-In Bait

Slack-Season Customers Lure Calls for \$1 Allowance for Old Wax on New Buys

NEW YORK—On May 1, RCA Victor will kick off the first of its 1957 "slack-season" traffic-building promotions for disk dealers. It's a trade-in record sale, to last at least one month.

All during May, dealers may offer their customers a \$1 trade-in allowance on any old album toward the purchase of any current Red Seal classical album. The trade-ins may be 78 r.p.m. sets, 45 r.p.m. sets or LP's, on any label whatsoever. Each package, however, must be one that originally listed at \$2 or more. In other words, \$2.98, plus a trade-in will buy a \$3.98 Victor album.

According to W. W. Bullock, manager of the Victor album department, a customer may trade in as many sets as he wishes, but no more than one old set can be credited against each new set.

Bullock anticipates that this gimmick will be the greatest stimulus to the sale of classical disks since Victor reduced the suggested list price to \$3.98 two years ago.

Bullock also pointed out that a stocking deal at this time would not help the dealer where he really needs help. "The man to go after here is not the dealer, but the customer—to bring him into the store during this normally slack period." Bullock told The Billboard that he sincerely hopes other record companies will follow suit with similar offers. "Increased traffic helps all of us," he stated.

In this plan, the dealer gets his full mark-up on all sales. He will be required to turn in his trade-in (Continued on page 58)

## Decca Preems New 'Spoken Word' Series

NEW YORK—Decca Records has unveiled a new set of spoken word albums, tagged the Parnassus Series. The series takes its name from the mythological Mount Parnassus, sacred to the Muses, inspirers of the arts.

The new series contains readings by John Gielgud, Arnold Moss, Alexander Scourby, Pamela Brown and Agnes Moorehead. Titles include, "Famous Poems That Tell Great Stories," "William Shakespeare, Immortal Scenes and Sonnets"; "The Fun Makers, An Evening With the Humorists"; "The Heart Speaks, Lyrics of Love"; "The Heroic Soul, Poems of Patriotism," and "Words to Live By, Prayers and Inspirations." Each album contains explanatory notes by Louis Untermeyer.

## Merc. Lists 13 LP's for April

NEW YORK — Mercury Records' mid-April album release features 13 LP's—seven pops, three jazz and three classical.

The pop line-up spotlights Patti Page's "Page 2," Buddy Morrow's "Golden Trombone," Harpo Marx's "Harpo in Hi-Fi," "The Three Flames at the Bon Soir," "High Fidelity in the Land of Oom Pah Pah" with Karl Von Stevens' ork, Pete Rugolo's "Reeds in Hi-Fi," and Sophie Tucker's "Bigger and Better Than Ever."

New jazz packages on EmArcy are "The Great Stars of Jazz Under One Roof," featuring six of the label's top jazz artists; "Maz Roach Plus Four," and "Clifford Brown All Stars."

Classical album line-up spotlights Tchaikovsky's "Aurora's Wedding" from "The Sleeping Beauty" and the "Black Swan pas-de-deux from "Swan Lake" taken from Mercury's complete record- (Continued on page 58)

## ONLY BAD NEWS TRAVELS FAST

NEW YORK—Altho Jim Reeves' new RCA Victor disk, "Four Walls," is breaking for a hit both pop and country, the artist still doesn't know he has a big one.

Reeves is "somewhere in Germany" with Victor's c.&w. overseas entertainment unit, and as yet Victor execs have not been able to locate him to give him the good news.



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## CATALOG DE-EMPHASIS

# Music, Record Trades Lean More to New Songs, Disks

By JOEL FRIEDMAN

HOLLYWOOD — The continued emphasis on new disk product and new song material is gradually diminishing the importance of a catalog to record companies and music publishers.

In the main, the situation is true only of those record firms and publishers who have depth of catalog to begin with. It is by no means true of all firms, while the value of a catalog can only be measured by a specific firm's merchandising approach.

Capitol, Columbia and RCA Victor unquestionably have adopted the viewpoint that new albums are the primary sales tool in the disk market, with Capitol by far the most outspoken adherent of the policy that "new albums are the lifeblood of the dealer's business."

Basically the problem is purely one of economics. As more new album product is put on the market, the record dealer must decide whether or not to absorb all the new packages and in addition continue to fill in stock on older, less active merchandise. There appears to be little question that he can do both, certainly not in large quantities.

At the manufacturer's level, there are problems of production that are to be considered too. Despite the fact that all metal parts of a given album are on hand and are probably already paid for, there still exists a point at which it no longer is profitable to press additional stock. Just what this level is depends, of course, upon

each firm's operational overhead, the generally speaking, the major diskeries will strike an album from its available roster when sales fall below 500 packages per year. In a good many instances, the major firms and a good many independents have been able to revamp their catalog by introducing new covers on old material, or culling tracks from several packages and thereby producing a so-called "new idea."

Catalog sales still represent a vital part of any company's business, tho the life span of an album is gradually growing shorter. While there is no such thing as an average sale of a package in its second year on the market, the norm appears to be somewhere between 1,000 and 5,000 units, depending,

of course, on the artist and type of repertoire offered.

By year's end, the disk business seems certain to exceed 1,000 new album releases, tho it is highly doubtful that as many catalog deletions will occur.

Music publishers are faced with the same situation more or less, with virtually the bulk of their catalog revenue now limited to mechanical royalties and some performance coin. The old-line houses are interested in new material, new pop recordings and, to some extent, have all but done away with the "copyright value" concept that has existed for many years. With sheet music sales at their lowest ebb ever, the publishers realize the importance of new material all the more.

## \$2.98 LP Specials Merc. Summer Push

CHICAGO — Mercury Records' summer season promotion this year will be a special \$2.98 price push on a list of 30 selected albums. The push will start May 15 in stores, and run thru June 30.

Under the tag, "The World in Hi-Fi," the company will list an assortment tying in with the international travel season, incorporating material from many locales. Of the 30 sets, about 12 will be

newly issued, according to Mercury veepee, Art Talmadge.

All items on the list will cost the dealers \$1.98 each. Dealers and distributors will have a 100 per cent exchange privilege on the merchandise, and will have the option of 60 days dating.

Merchandise will include such top catalog items as Patti Page's "Manhattan Tower," "Pines of Rome" and also "Scheherazade" by

(Continued on page 58)

## Dot-Par Deal Cues Expansion

NEW YORK — The sale of Dot Records to Paramount Pictures—formally consummated here April 12—included the delivery of 54,000 shares of Paramount Pictures Corporation's common stock to stockholders of Dot.

Randy Wood, who will continue to operate as president of the label, was elected a veepee of Paramount. Wood, who is mapping out "major" expansion plans for Dot in both the singles and LP field, stated that in the financial year ending April 30, 1957, Dot expected to do a gross business of \$6,800,000 and to show earnings of \$1,100,000 before taxes.

Dot's album expansion plan, which kicks off in May with the release of the one-hour soundtrack waxing of the Cecil B. DeMille film, "The Ten Commandments," will operate in all categories—pop, jazz, classical, spoken word, movie and legit. At the same time, the label is readying new sales and merchandising programs on its current LP catalog for fall.

Wood noted that Dot will "acquire whatever additional facilities are needed to accommodate its expanding operation." The seven-year-old label currently has five platters on the pop best seller chart, more than any other label.

## Col. Adds to Educat'l Staff

NEW YORK — Columbia Records' educational department under Milt Selkowitz, sales director for special markets, has added Marian Tilin to the New York staff. Miss Tilin, who has had 12 years' experience as manager of San Francisco's Record Shop and extensive background as a children's librarian, will be responsible for improving and developing Columbia's educational catalog.

## Chudd Treks Overseas for Distrib Hype

HOLLYWOOD — Lew Chudd, president of Imperial Records, leaves for a 10-day tour of Europe this week (24), where he will expand current distribution facilities in France and Italy and record Slim Whitman, currently playing a string of theater dates in England.

Chudd will spend four days in London recording Whitman, and plans to release the sides in Europe and the United States next month. He then flies to Paris for distributor meetings with Pathe-Marconi who will press and distribute the Imperial line in France and Belgium, and then goes on to Rome for similar discussions with Ricordi & Company to cover Italy.

Prior to his return here, Chudd expects to meet with a number of European recording companies to obtain leasing rights in the U. S. for foreign masters.

## Victor Gets Belafonte Ink On New Pact

NEW YORK — Harry Belafonte, who in the past year has developed into RCA Victor's biggest album property, and a big singles seller as well, was finally snared to a new disk contract last week. He had been without a contract for the past month.

Belafonte's deal reportedly is for a long term, and carries one of those fabulous guarantees reminiscent of the Golden Age of Record Deals—which was the late 1940's.

In the current issue, Belafonte has two albums on The Billboard's Best Selling Chart, including the No. 1 album, "Calypso," and the No. 4 set, "An Evening with Belafonte." His "Mama Look-a-Boo" is No. 13 on the Best Selling Singles Chart.

## Enter the First Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

### WHO IS ELIGIBLE:

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

### PRIZES:

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

### HOW TO ENTER:

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

### TOURNAMENT DETAILS:

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

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

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

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

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I Have Enclosed  Check  Money Order for \$10.00

## VICTOR TO GIVE 'NEW GIRL' FULL TREATMENT

NEW YORK — For the first time in a year and a half, or since RCA Victor split its disk division into separate singles and albums departments, the company is linking together for one big joint promotion. Subject of the special push is the forthcoming Broadway musical, "New Girl in Town."

Victor, which has original cast rights to the Bob Merrill score, is shaping up a campaign involving the cast album, a special Red Seal EP and three pop singles. The show, which received great notices in its New Haven tryout, and which opened in Boston Thursday (18), is due here May 19.

The EP will be an instrumental set of four tunes cut by the Boston Pops Ork under Arthur Fiedler. The singles include excerpts already released by Tony Martin and Hugo Winterhalter, plus one more yet to come.

Kicking off the promotion is a disk jockey contest, with two categories, one for single jocks, and one for married jocks. (Program directors and librarians are also eligible.) Requirement for contestants is a letter written to promotion chief Charlie Hall telling about "an interesting, unusual or funny experience you may have had with a 'New Girl in Town.'" It's supposed to run around 100 words or less, and will be judged on the basis of cleverness, originality and humor.

First prize for a single spinner will be a Saturday eve dinner date with a pre-selected model or show-

girl (possibly from the show), included in a two-day weekend trip to the Big Town, with all expenses paid. And, of course, tickets to the show.

For the lucky married jock, the first prize will be an all-expense paid two-day excursion, and tickets, with his wife.

Second and third prizes in both categories will be an RCA Victor "Congressional" tape recorder, listing at \$160.

Deadline for entries is midnight, June 30, and winners will be announced two weeks later.

Victor is making up special deejay disks of the score, complete with voice tracks of the stars, including Gwen Verdon and Thelma Ritter, and also of the various pop artists.

Ad-wise, Victor is going into the show's Playbill with two pages, the New Yorker, Esquire, Saturday Review, New York Times (full page with Bruno, N. Y.—regular distributor participating for local dealers), the Schwann and Long Player catalogs, and with a full page feature ad in the Save-On-Records bulletin. Dealers will get a four-color point-of-sale piece.

HOLLYWOOD — Buddy Bregman, pop artist and repertoire director of Verve Records, has signed motion picture conductor Conrad Salinger to a term recording contract. Salinger will etch a package of his own movie music for the label, with an early release date set for his first work.



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EYDIE GORME... "I'LL TAKE ROMANCE" (ABC Paramount 9780)

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

KITTY KALLEN... "STAR BRIGHT" (DECCA 30267)

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SCOUT SCHOOL ROOM TALENT

Charts Cue Current Upswing Youthful Artists & Cleffers

By JUNE BUNDY

NEW YORK—The emergence of the teen-ager as the dominant figure in the singles disk field at the consumer level has also sparked a "youth" trend in the artist and songwriter field. Analysis of the best selling charts shows that many current best sellers were written and/or performed by youngsters.

The Billboard's retail chart, last week, for instance, listed 19-year-old Jimmy Bowen's "I'm Stickin' With You," 20-year-old Buddy Knox's "Party Doll," 19-year-old Tommy Sands' "Teen-Age Crush," 18-year-old Eddie Cochran's "Sittin' in the Balcony," 21-year-old Steve Lawrence's "Party Doll" and Charlie Gracie's, (also under-21) "Butterfly." At 22 Presley is a "senior" member of the singles best seller group, along with Pat Boone, who has yet to reach 25.

Gracie also penned "Ninety-Nine Ways," cut by Tab Hunter who is still in his early twenties. Knox and Bowen co-authored "I'm Stickin' With You" and "Party Doll," and one of the biggest hits this year—"Young Love"—was penned by two Atlanta teen-agers, 18-year-old Carole Joyner and 19-year-old Ric Cartey. Cartey also sings on the RCA Victor label. Johnny Dee, 21-year-old college student and a Colonial record artist, wrote "Sittin' in the Balcony," and "A Rose and a Baby Ruth," Melvin Endsley, 22, was only 21 when he wrote "Singin' the Blues."

Other youngsters with recent best selling singles to their credit are Sonny James, 21; Patience, 11, and Prudence, 14; George Hamilton IV, 19; Brenda Lee, 10; the Lennon Sisters, all in their low or middle teens; and, of course, 14-year-old Frankie Lyman and the Teen-Agers.

Scout School Yards

The artist and repertoire departments of all labels, major and indie, are scouting the school yards these days, and the bulk of new artists signed are kids. RCA Victor currently has the Kids (a family trio ranging in age from 13 to 15); the Carol Sisters, 13 and 19; Lila, 14 and Ronnie, 13; Paul Evans, 19; Eddie Dano, 21; Nan Castle, 16; David Houston, 21; Myrna Lorrie, 16. Lila and Ronnie also wrote the tunes for their first release "School" and "My Heart Is Breaking."

Verve has 16-year-old Rickey Nelson. Artists in the under-21 age group at Decca include Tina Robin, Eddie Blue, Glenn Reeves, Pat Kirby, the Dream Weavers, Judy Scott and the Jave Sisters. Young disk names at MCM include Con-

nie Francis, Dean Jones and Barry Gordon. Roulette's Dorianne Gray is 18.

Columbia has the Collins Kids, Jimmy Boyd, and Jill Corey. Cadence's new country and western warbler-writer team the Everly Brothers, is a teen-aged duo. Capitol's young line-up includes Wanda Jackson, 19; Wynn Stewart, 21; the Four Preps, all in their teens; and Ann Leonardo, also a teen-ager. ABC-Paramount has Wayne and Jerry Newton, 12 and 15.

The youth trend in the singles record field is particularly interesting when contrasted with the motion picture business, in that altho the film industry has long recognized that teen-agers make up a substantial part of its au-

dience, it has yet to concentrate on creating product almost exclusively for or about teen-agers.

The youth trend in the singles field, of course, has worked a hardship on many veteran disk artists and songwriters for some time, in that labels are evidently increasingly convinced that kid performers and writers are in greater rapport with today's teen-age market.

The youth trend, as yet, has not had an appreciable impact on the pop album market, where veteran artists and writers still dominate the best selling LP charts. However, rock and roll packages are being turned out in increasing numbers this year, and record manufacturers are keeping a close eye on their sales progress as a guide for future album production.

HUB EXPANSION

Distrib Mirrors Indie Label Rise

By RALPH FREAS

BOSTON—Records, Inc., indie distributor for a big part of New England, recently moved to newer, brighter, bigger quarters. The move is, first of all, evidence of a well-managed distributorship. But, in the bigger all-industry picture, it demonstrates how the indie labels and their affiliate distributors have grown, and how their product has made inroads in an industry dominated not too long ago by a handful of major manufacturers.

No amount of trend study and business analysis could describe the indie position better than a simple statement of Cecil Steen, Records, Inc., topper.

"We were forced into this new situation," he says.

In other words, the labels he distributes have maintained such a consistently good level of popular demand that he had to provide facilities to meet it.

**Unique Mode of Operation**  
 The new facilities of Records, Inc., are unique. It is probably the only completely self-service wholesaler in the record industry. In the main showroom occupying almost 90 per cent of the floor space (sales

offices take up the other 10 per cent), 3,000 different LP albums are displayed. Full LP covers are shown in row after row of specially designed racks.

Seven-inch versions of the racks permit display of 370 EP's. Almost 300 singles can also be displayed and 45 of the quickest movers can be stocked to a depth of 600 in large bins. The trays on the LP racks can accommodate 15 of a number.

Many Labels Carried

Why does a distributor need a self-service type of operation? It's a logical question and Cecil Steen has a logical answer.

"We carry over 40 different labels," says Steen. "It would be difficult to spread out that many before the dealers without self-service. Besides, 50 per cent of our business is done on a will-call basis. We had 120 dealers call on us Monday and Tuesday this week. That's out of about 350 dealers in the area."

Dealers will use a wheeled metal basket to carry their purchases to the check-out counter very much like the one their wives use in buy-

(Continued on page 24)

PETER DE ROSE MEMORIAL WEEK

APRIL 23-30



Music World pays Tribute to Composer of "Deep Purple" on occasion of Radio-TV-Pioneer's 4th commemorative Anniversary.

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- ON THE OREGON TRAIL

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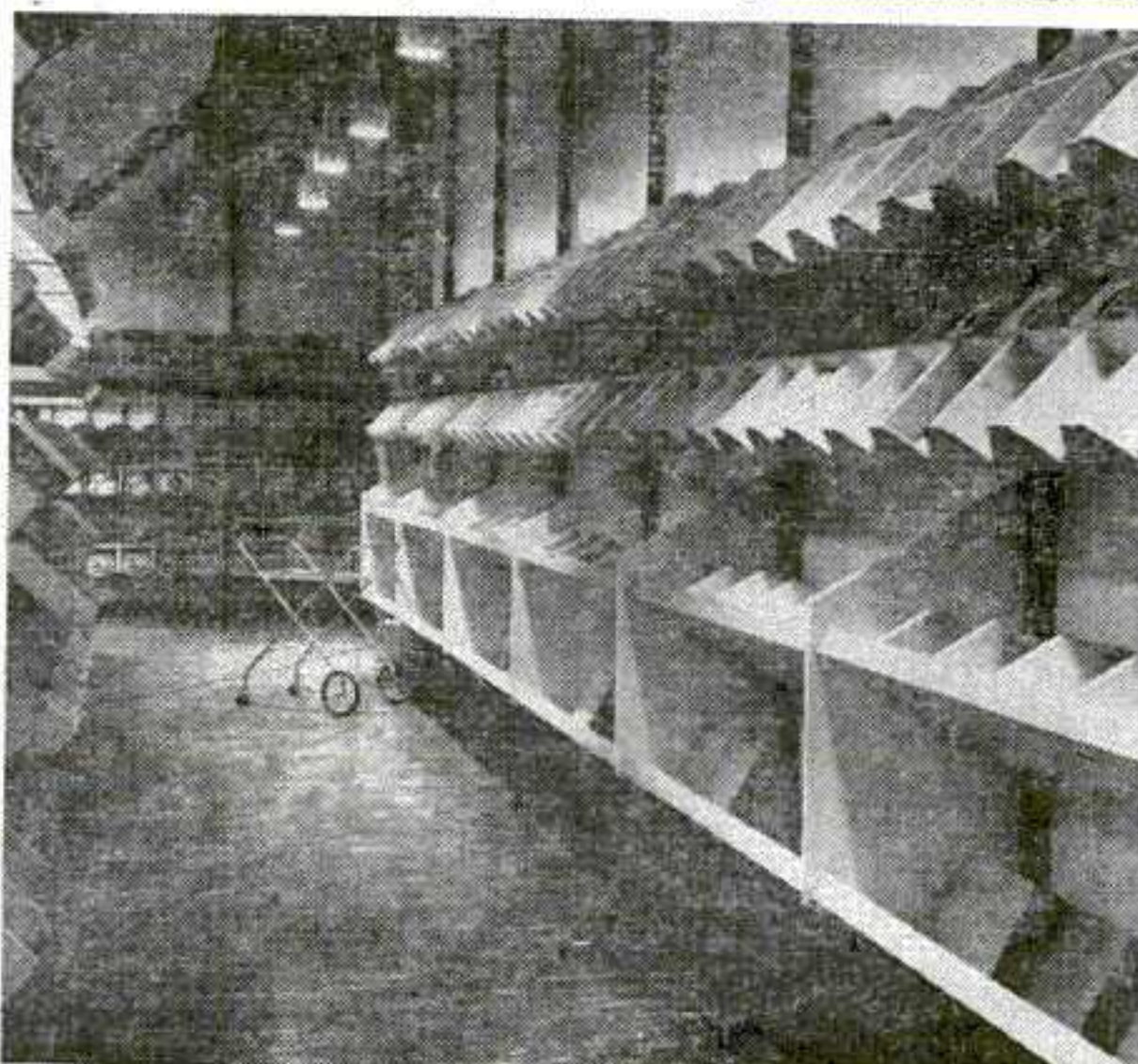
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ANOTHER BMI "PIN-UP" HIT

I'M WALKIN'

Recorded by FATS DOMINO, Imperial

Published by REEVE MUSIC COMPANY



Almost 300 singles can be displayed on these racks, of which 45 are the quick-movers. In the lower bins, the quick-movers can be stocked to a depth of 600 of a number. Notice supermarket-type cart in the middle distance. Dealers wheel these from rack to rack, picking out the numbers they need. Payment is made at check-out counter.

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## ASCAP Checks Cue Pubberies' Wrath

NEW YORK—Temporary curtailment of mail service here last week may have delayed delivery of ASCAP first quarter royalty checks but there was nothing slow about the stormy reception given them by a wide clique of Brill building pubbers. Reason for the anguished wailing: The checks were not only extremely small in comparison to the expected take, but a number of fractured publishers were advised that they owed ASCAP money.

Frankly bewildered, several turned to a series of recent letters from ASCAP prexy, Paul Cunningham, classification committee chairman, Louis Bernstein, and comptroller, George Hoffman, which explained the methods of computation. "This is the most absurd bunch of double-talk I've ever seen," said one, pointing to the letters. "I'm so confused now, I'd rather just pay them the money and forget about it."

Another respected publisher said his check was about 10 per cent of what he figured was coming to him, on the basis of his own record of performances. Another vaunted member of the 1650 Broadway fraternity was asked to refund to ASCAP about 80 cents, while still another had a deficit balance of over \$40 on his account. The latter

exploded: "I'll close up my ASCAP firm. Who needs it? They're driving us all into BMI."

The wide area of discontent was apparently occasioned by delays encountered by ASCAP's accounting department in getting out checks last December. Because complete data on which to compute fourth quarter 1956 payments was lacking, December distribution was based on an estimate with respect to performance, which in turn was based on performance credits for distribution made in the second and third quarters last year. Since December distribution was based solely on estimates, differences had to be made up in April. In other circles, traders said that some of the lower payments were due to revised performance credits for sustaining radio shows.

## Am-Par Makes Chancellor Distrib Deal

NEW YORK—ABC-Paramount Records has set up another unusual distribution deal, whereby the label henceforth will distribute all Chancellor Records releases via Am-Par distributors across the country.

The deal, which was made by Am-Par prexy, Sam Clark, and Chancellor execs, Robert Marcucci and Peter DeAngelis, last Thursday (18), is similar to Am-Par's recent arrangement to distribute all Colonial Records under the latter firm's own label.

In both cases Am-Par originally purchased masters from the smaller companies and released them under the ABC-Paramount label (George Hamilton IV's "A Rose and a Baby Ruth" from Colonial, and Cozy Morley's "I Love My Girl" from Chancellor). The distribution arrangement was subsequently worked out by Clark, and Colonial chief, Orville Campbell, expressed the desire to retain his label's identity.

Clark, a one-time Boston distributor himself, apparently operates on the theory that a best seller by any label name smells as sweet as long as Am-Par shares in its sales success.

The first Chancellor disk distributed by Am-Par under the Chancellor label will be Jodie Sands' "With All My Heart," released in Philadelphia a couple of weeks ago.

## Cap. Makes Shifts in Rep Dept.

HOLLYWOOD—Capitol Records expanded its repertoire department last week, with President Glenn E. Wallichs disclosing the appointment of Tom Morgan to the firm's pop singles division, and the shift of Andy Wiswell to the album department.

Wiswell will continue to headquarter in New York, tho he will now function as an album producer. He formerly handled both pop singles and album chores for the label in the East. No replacement for the singles repertoire was announced. Wiswell will report to Francis Scott, head of the album department.

Morgan, with Capitol since 1951, will headquarter on the Coast, reporting to Wallichs. He most recently was a district sales manager in the Midwest, and before that a branch manager for the label in Boston.

## Leahy Exits Unique Post

NEW YORK—Joe Leahy, artists and repertoire chief, and Buddy Friedlander, promotion director, have resigned their posts at RKO-Unique Records.

Leahy, one of the founders of the label, continued as an employee when the firm was purchased by the RKO Teleradio interests about a year ago. He will now become an independent operator, taking over the entire studio facilities of Unique at 1697 Broadway here. He will continue for the time being to act in an a.&r. consulting post for Unique and will cut disks now planned. Following these immediate commitments, Unique, according to spokesmen, will take a hiatus from new production and will focus on current disks, now actually on the market.

The move also frees Leahy to make independent commitments for himself in film scoring work. He also plans an early European junket, during which he will seek out new material and talent for LP recordings.

Friedlander's resignation comes on the heels of a long stay at Mercury Records, followed by a brief, two-month tenure at Unique. He also intends setting up shop shortly as an independent record producer. Full details of his plans will be released in a couple of weeks, Friedlander said.

## Eve Boswell Here To Promote Disks

NEW YORK—Eve Boswell, one of the top British recording thrushes, arrived here Wednesday (17) for a short visit to promote her recordings (released here by Capitol). On Tuesday (23) she will fly to the Coast.

Miss Boswell, who arrived without a work permit, hopes to gain a change of status in order to be able to accept offers for one-shot TV appearances here and on the Coast. She also hopes to cut some sides here, possibly with Nelson Riddle backing.

## C&W Talent Booking, Disks Boom in Nashville

By BILL SACHS

NASHVILLE—This city, long dubbed the country and western music capital of the world, has been experiencing a decided boom in c.&w. activity the last six months, both from a recording and talent-booking standpoint. The upward trend, according to those in the know, first began early last fall but has been especially notable since the first of the year.

Most pronounced is the increase in recordings of country and western music. President George Cooper, of the Nashville local of the American Federation of Musicians, reports that recording activity here has gained 33 per cent in the last six months, making this one of the foremost recording centers in the nation.

On the talent-booking end, Walter "D." Kilpatrick, head of Station WSM's Artist Booking Service, reports that personal appearances of "Grand Ole Opry" performers is at an all-time high. "Opry" talent, he reports, played 356 dates in February alone.

The same optimistic report comes from Jim Denny, who has been going it alone with his Jim Denny Artists Bureau here, since leaving his post as WSM talent booker six months ago. Denny, who like his chief competition here, the WSM talent bureau, continues to handle among the top c.&w. talent in the country, says that business for his new firm has been far above expectations.

Denny's biggest booking coups were the handling of the talent for the Philip Morris Country Music Show, now on its second 13-week stanza of presenting free country music shows under the cigarette firm's sponsorship thru the South, and his most recent signing to furnish the bulk of the talent for Connie B. Gay's new TV country music show, heard each morning, Monday thru Friday, over the CBS-TV network via WTOP, Washington.

## London Preps Mantovani Push

NEW YORK—London Records is kicking off a gigantic new "May Is Mantovani Month" promotion in which there is a prize for almost everyone except the customer who buys the most Mantovani albums. The promotion centers on the maestro's new "Film Encores" release and 18 other Mantovani packages.

London has studied all key dealers with distributors with an eye to setting up three levels of quotas for every dealer, depending on the dealer's volume and past performance. If a dealer orders quota "A" (the lowest level) he gets a 5 per cent discount. For quotas "B" and "C" he can get 8 and 10 per cent off respectively.

Practically all promotion money on this campaign is tied into point of sale display. The diskery provides the materials and the dealer can then hire his local artist or window dressing expert to help him set up the display. On these costs the diskery offers a 50-50 co-op deal. When dealers request their credit, they can submit photos of their windows. Owner of the winning display gets \$50 and a courtesy prize will be awarded all entrants.

There will also be a performance contest for dealers. In this contest there will be 130 prizes, topped off by an all-expense one-week vacation for the winning dealer and a companion of his choice. Clerks in each of the 130 prize winning stores will also get special prizes.

The promotion will be in effect for dealers from April 22 to May 24 with a July 10 dating plan in effect. Price protection is guaranteed to December 31, 1957, and the whole plan includes a 100 per cent exchange privilege.

## RCA to Double Rockaway Pressing Pace

NEW YORK—Record production at RCA Victor's Rockaway, N. J., pressing plant is expected to double its current pace by the first of next year.

According to Roy McClay, Victor's general plant manager, the path is being cleared to this expansion of services by the construction of a new warehouse adjoining the Rockaway plant. This edifice, which should be completed by November, will have 125,000 sq. ft. of floor space.

Space in the present plant now being used for warehousing will be converted to manufacturing, said McClay.

## PARLOR PIANISTS GET SHEET MUSIC BREAK

NEW YORK—In a move to increase its sheet music sales, E. H. Morris Music will henceforth publish three different piano parts on each new tune in its catalog. The move was prompted by a survey Morris' general professional manager, Sidney Kornheiser, recently made of leading jobbers, dealers and educators and parlor pianists. The survey showed that present-day piano parts are too difficult for the average sheet music buyer.

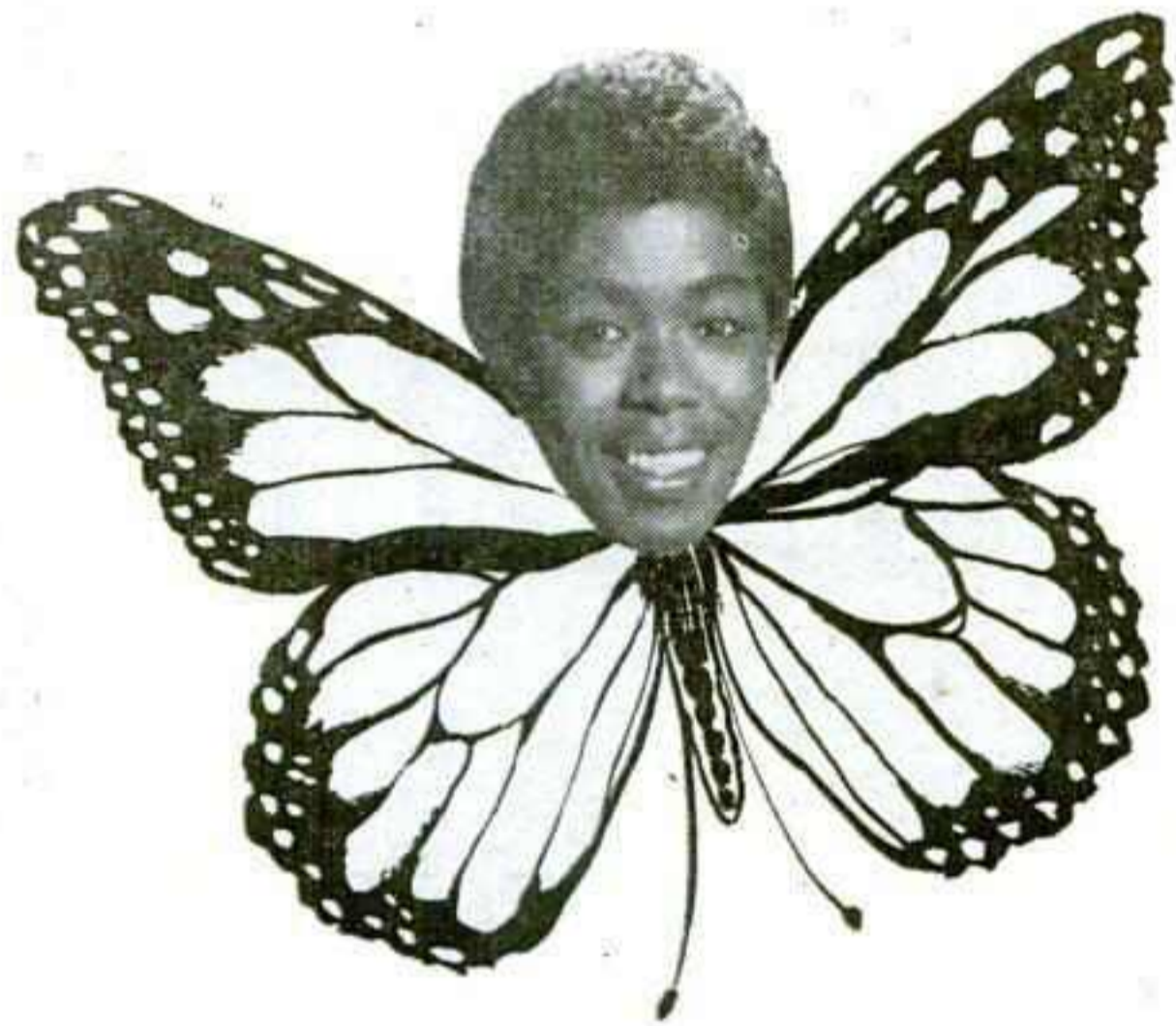
Beginning immediately, Morris will publish a special "Easy for Everybody Edition" piano copy-written especially for use by both amateur and professional musicians—of all new songs published by the firm. At the same time Morris will publish a more complicated professional copy and a "Big Note Simplified Edition" for beginners of each tune. Altho professional copies were originally written expressly for pro-musicians, Kornheiser notes that in recent years

publishers have been using the same plates for both regular and professional copies. As a result, he contends, the average piano part today is "quite formidable," thus cutting down on sheet music sales to parlor pianists and even some professional musicians.

The Morris survey showed that many amateur pianists find piano parts so difficult today that instead of buying sheet music they prefer to work out their own simplified versions with the aid of the lyric magazines and repeated spinning of recorded versions of the tune.

Kornheiser is readying special promotional display material on the new "Easy for Everybody" copies, which will be made available to dealers and sheet music jobbers. In addition to making up three printed piano versions of each new tune, Morris also plans to stimulate sales on standards in its catalog, via special "Easy for Everybody" copies on many oldies.

# "POOR BUTTERFLY"



# SARAH VAUGHAN

**A GREAT NEW HIT!**  
FROM HER FABULOUS ALBUM  
"GREAT SONGS FROM HIT SHOWS"

**NOW AVAILABLE AS A SINGLE!**

MERCURY 71085



meanwhile... ..



In Cincinnati, the new Saturday printing schedule is going into effect and press deadline is now only hours away. But a Page One story is still sitting in the New York editorial office, getting the editor's final go-over.

Because this story is immediately important to a great many people in the music industry, the facts **must** be in the next issue of The Billboard . . . **delivered to the major markets on Monday morning!**

Which means the story still has to be set in type . . . proofread and matted in Cincinnati . . . then rushed to the presses waiting to roll in St. Louis . . . and all by Saturday morning!

This is a problem?

Happens all the time at The Billboard. The music industry beats with new developments right up to the end of the week and to report them, The Billboard literally must wait to the last minute in New York before putting the paper to bed out in Cincy.

To span the miles and the minutes, Teletypesetters in the New York office are hooked up electronically to the Linotypes in the composing room . . . and the men punching the keys in the office on Broadway simultaneously set type in the Buckeye State via remote control. There, mats are made and sped by plane and train to the presses 400 miles farther west.

Last-minute marvels are s.o.p. at The Billboard . . . whose job is to report **on the dot** all the news, facts and figures vital to the entire music industry.

# BACK AT THE PLANT

At the Teletypesetters in Billboard's New York office, Larry Lomenzo and three others operate Linotypes in Cincinnati by remote control. They transfer the reporters' stories onto tape, using a perforated code . . . feed it into a transmitter which sends the code, via private, leased teletype lines, directly to the Linotypes at The Billboard's printing plant in Cincinnati. As the coded impulses reach the operating unit located on the Linotype, they electronically release the required brass type dies or matrices. The Billboard was the first business paper to install this super-fast, deadline-hitting development!

By constantly investing in the newest and best communications and printing equipment, The Billboard insures the entire music industry of getting the freshest news . . . fastest.

Effective April 29, Billboard's new Monday morning delivery to the major markets all over the country provides even speedier service . . . faster, more valuable buying services . . . newer, earlier advertised offerings. The Billboard now starts the week with the news vital to the music business!



—The Billboard Publishing Company—

## THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

# CONWAY TWITTY "I NEED YOUR LOVIN"

MERCURY 71086

## COMMENTS

- "This Boy Is Sick" Dr. Marvin Glick, Chicago
- "Heard His Record, Sold My Phonograph" Polly Ann Kohen, South Bend
- "Someone Should Scare Him, Those Hiccups Are Dangerous" Jim McCormick, Beloit
- "What The Hell" Pete Fabri, Evansville
- "Maybe I'm Nuts, I Like It" Barbara Kalmutz, Palm Beach, Fla.
- "Does He Need A Voice With A Name Like That?" Ron Gerwates, Philadelphia
- "This Boy Without Any Doubt Will Be A Smash!" Don Seat, New York

**SERIOUSLY IT LOOKS  
TREMENDOUS - DON'T MISS IT!**

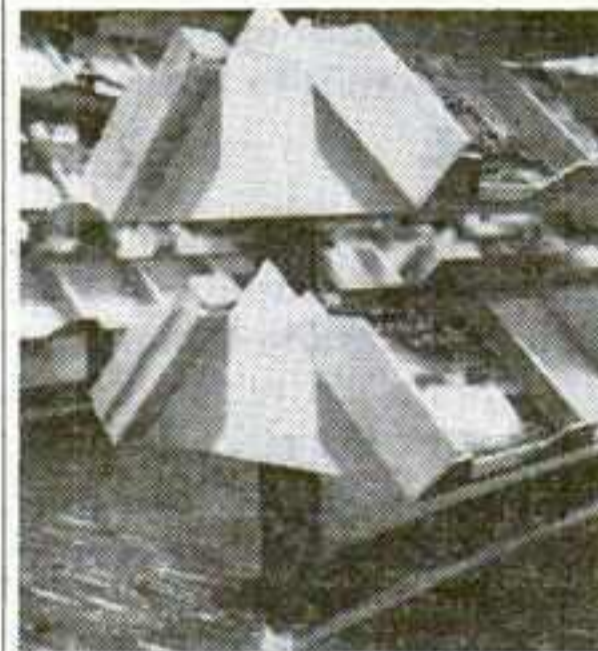


## Distrib Mirrors Indie Label Rise

Continued from page 19

ing groceries at the local supermarket. And like their wives, they will probably buy a greater variety of merchandise in greater numbers because it's there, because it's attractive and because, like any other shopper, they buy partly on impulse. In buying more merchandise, it behooves them to do a better job in their own stores in reselling it.

To aid dealers in their purchases, there will be a well-informed salesman on the floor during peak traffic periods and another salesman at the check-out counter will be able to direct dealers to any label on display. On their way into the self-service display area, dealers will also be provided with a mime-



Close-up of racks shows simple construction. Racks are made of half and quarter-inch plywood, mounted on a two-by-four frame. The diamond-shaped support for the trays can be inverted to support shelves for self service display of accessories, phonos, radios and tape recorders.

ographed floor plan indicating the position of each label. They'll need this diagram. It's part of Steen's modus operandi to change the placement of the merchandise from time to time. He doesn't want a dealer to go directly to where he knows the Atlantic label, for instance, is on display, make a purchase and immediate leave. Rather, he wants the dealer to move thru different areas of the display room where he will be exposed to different types of merchandise. He'll buy more that way, Steen figures.

### How Distribber Sees Himself

Cecil Steen has a clear picture of where he, and any other distributor, fits into the record business. He's not only interested in moving disks out of his warehouse. He wants to be sure that the dealer can move them out of his store.

"The dealer," Cecil points out,

"can wait for activity on a record. We have to create activity."

To this end, he is in regular contact with deejays in the New England area, keeping them informed, urging spins of the labels he handles and doing a general public relations job. In addition, he sponsors a half-hour show a week over pop music outlet WORL, deejay Dave Maynard presiding.

He is also father-confessor, adviser and quasi-partner to new merchants entering the business.

"There are a lot of new accounts opening up in this territory," says Steen, "The first thing I do is sit down and talk turkey to the guy to see whether or not he can make it, whether or not he has sufficient capital, and whether or not he has a thoro grasp on the business. If I think he can make it, I give him all the advice I can on inventory problems, buying, displaying, location and knowledge of that market, and so forth, to get him started on the right foot."

Steen sees his new display arrangement as a stimulus both to old and new accounts. The design of the racks is so original (Julian Borowka, architect, conceived them), so striking in appearance and so functional that many dealers have announced plans of copying them.

### New Set-Up Aids Manufacturers

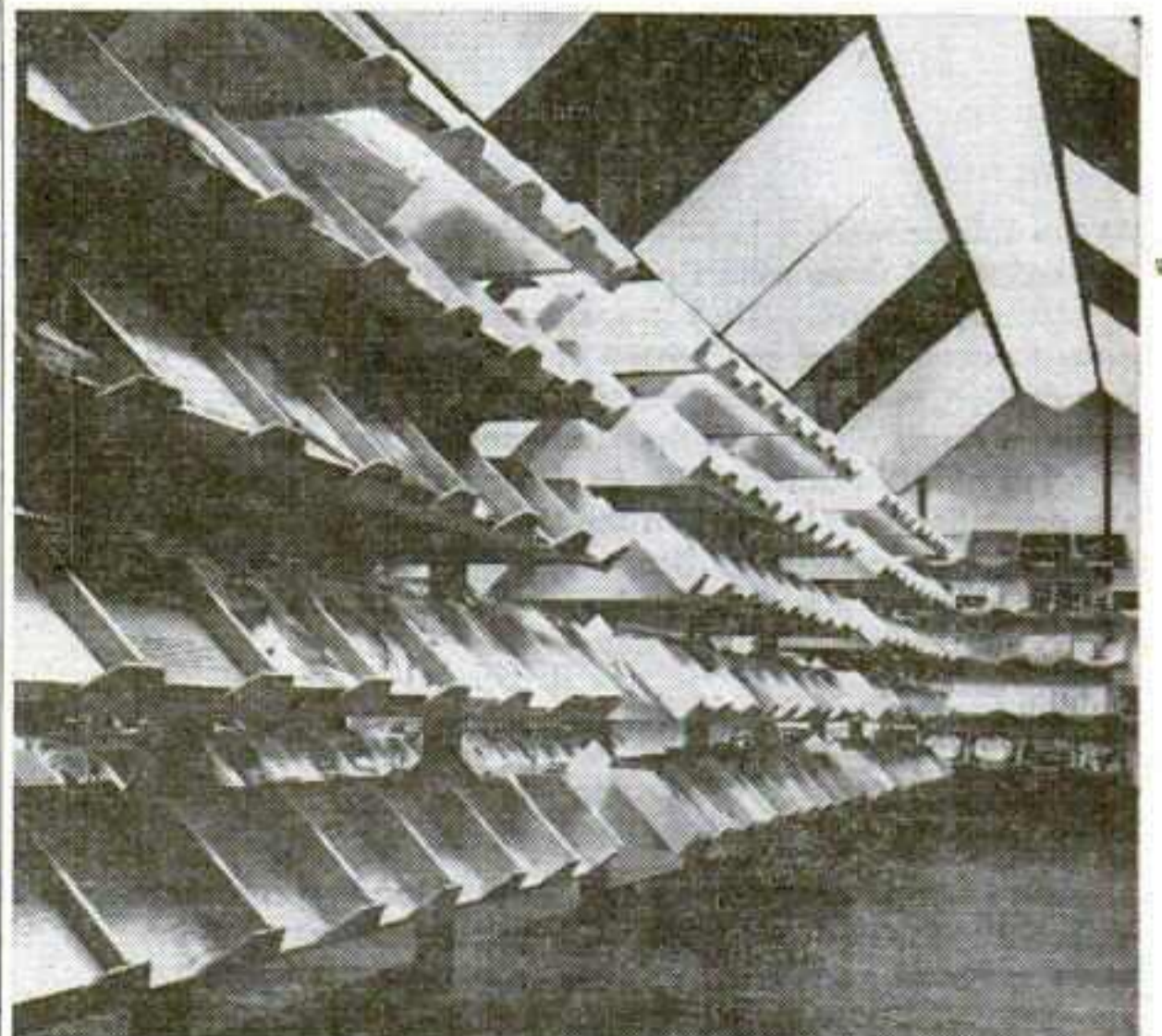
In his middle-man position, the distributor has to help the manufacturer as well as the dealer. Steen believes his new set-up does just that.

"We have to do any overall job for the manufacturer," he says. "We not only have to sell the hot items—almost anybody can do that—we have to sell across the board. Our new self-service arrangement is tailored to do that job."

What the year ahead holds for Records, Inc., is anybody's guess. If the indie labels maintain and firm their position—and there is little evidence that they will not—their distributors will continue to grow, to invent and to contribute ideas that benefit the entire industry.

As Cecil Steen put it, when The Billboard asked what the new showrooms cost: "It adds up to a heluva lot of money. We haven't spared anything to make it what we had in mind."

And then as an afterthought and mindful of the vagaries of the record business—"We haven't bought the building we're in. Everything can be moved out but the floor."



Three thousand different LP's can be displayed in the Records, Inc., showrooms. The LP racks above hold 15 in depth. White panels, set at angle above racks, will carry names of various labels, make browsing easier. Lighting comes from fluorescent panel running overhead the length of each aisle.

## See No Action This Session On Juke Bill

WASHINGTON — Altho hearings have been promised, none are immediately in prospect on the new O'Mahoney (D., Wyo.) Senate Bill S. 1870 to remove the juke box exemption from performance royalties. A ground-swell of argument is beginning to make itself felt as Hill phones jangle with criticism of the new bill from some quarters, and praise from others. One lawyer long associated with the juke exemption struggle between ASCAP and Music Operators of America, predicts that it is "highly unlikely that any final action will be taken on this bill in this session."

The bill, which would amend the 1909 Copyright Act to remove juke box exemption from performance royalties, makes the operator liable for infringement.

The operator is defined as "any individual, partnership, association or corporation exercising ownership or primary control over any such machine and having primary responsibility for the selection of the place at which such machine is operated."

No performance royalty payments would be required of the location owner, unless he "owns or exercises primary control over the machine and has exclusive control over its placement for operation." This would free proprietors of all types of taverns, small or large hotels, "milk bars," drugstores, etc., from having to pay performance royalty on mechanical music which the new bill now terms "public performance for profit." The bill would also omit the original wording of the Copyright Act which provided that the performance royalties could not be collected "unless a fee is charged for admission to the place where such reproduction or rendition occurs."

The Copyright Office has consistently held for an amendment which would "achieve consistency" in this copyright area—bringing juke box music under the same royalty obligations as all other types of music. However, Copyright Office spokesmen say they will have to "take under study" the bill's provision exempting the location owners from any infringement.

In introducing his bill (12), Chairman O'Mahoney, of the Senate Judiciary Subcommittee on Patents, Royalty and Copyright, commented: "The measure is very controversial." He remarked: "Of course, hearings will be held upon the bill." He hoped it would "be helpful to those who write the songs which are sung, those who sing the songs, those who make the records, those who make and who

(Continued on page 58)

## KLAC Shuffles D.J. Line-Up

HOLLYWOOD — Station KLAC, Los Angeles, revamped its disk jockey line-up again last week, with singer Jack Smith joining deejay ranks and Peter Potter resuming his daily broadcasting chores.

Smith recently emceed the "Place the Face" show on television and has emceed the "Welcome Traveler" show on both radio and TV from Chicago for the past year.

In resuming his daily jockey show, Potter replaces Bill (Silbert) Bradley, who took over eight months ago when Potter decided to work weekends only. Potter continues with his "Juke Box Jury" show on TV locally and the regional version of the program via kinescope, tho he recently wound up his transcribed AM version.

## Cap. Preps Huge Sands Album Push

HOLLYWOOD—Capitol Records will conduct one of the biggest promotional campaigns ever given to a single pop album beginning this week, with the company earmarking an estimated \$10,000 to hypo the sales of its rush Tommy Sands LP, "Steady Date."

Special divider displays, with and without easels, have been prepared and have been sent to all Capitol branches for redistribution to record dealers. Day-Clo Album streamers, a post card mailing and co-operative ad mats are also being made available to dealers. In addition, disk jockeys will receive a specially prepared EP taken from the album, plus 7 by 14 color insert, and a bulk allocation of the complete LP will also go to DJ's.

Since his appearance on the "Kraft TV Theater" some two months ago, Sands has guested on more than a dozen network tele-shows. He's been signed to a 20th Century-Fox movie pact, will play a week's engagement at the Roxy in New York the first week in May and also has been set for another Kraft stanza on May 8.

## Bourne Buys New Educat'l Catalogs

NEW YORK—Bourne, Inc., is continuing its expansion in the educational field. Ken Walker, educational director and sales promotion manager, stated that along with an increase in sales, the firm was going ahead with the addition of new catalogs in this field. One of Bourne's recent acquisitions is the Walter Schumann choral catalog, which contains such copyrights as "Poor Man Lazarus," "Mary's Boy Child," etc. Bourne intends to launch this catalog in the band field.

Another acquisition by Bourne is the Bach Music Company of Boston, which contains the Cooperin instruction books, Carl Richter's Music Appreciation Series and over 1,000 piano solos and duets. Henry Delafield, composer and arranger who has owned the catalog for over 40 years, will continue to write and act as a consultant to Bourne.

Bourne intends to add more educational and standard material shortly.

## Haverlin to Address L. A. BMI Clinic

HOLLYWOOD — Carl Haverlin, president of Broadcast Music, Inc., will be the principal speaker at the annual BMI clinic here Friday, May 3, at the Sportsman's Lodge. In view of the recent open attack on ASCAP and the present impending congressional hearings involving the two performance societies, the meet is expected to play to capacity audiences.

Other speakers scheduled to appear include Hugh Brundage, KMPC, Los Angeles; Marion Templeman, KWPC, Muscatine, Ia.; Virgil Sharpe, KOWH, Omaha, Neb., and J. Frank Jarman, WDNC, Durham, N. C.

Meeting, one of 42 thruout the country, will be highlighted by an informal shirt-sleeve session during the afternoon.

FOURTEEN  
YEAR OLD

CAROL  
HUGHES

A GREAT NEW  
HIT RECORD!

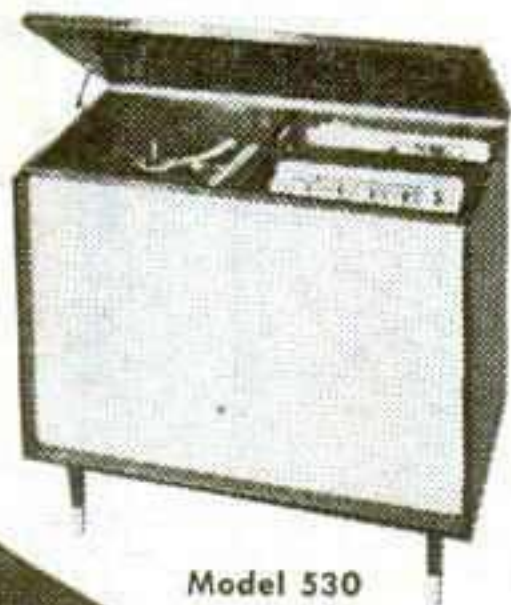
"MY BIG  
BROTHER'S  
FRIEND"

AND  
"LOVER BOY"  
MERCURY 71095



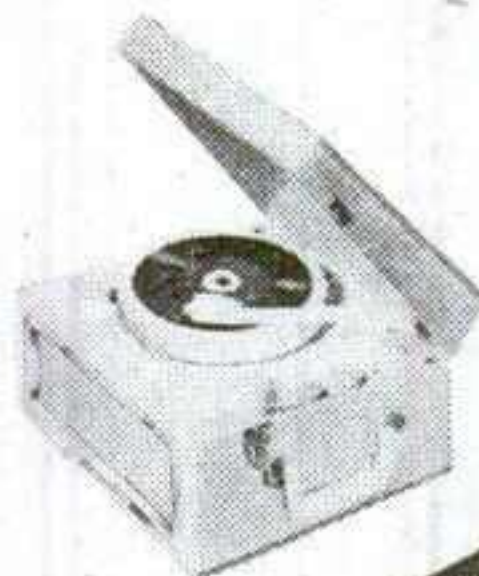
Only with Columbia  
you can join the  
**HI-FI PREMIUM PARADE**

**Now offer Hi-Fi Accessory Kits with Sales of Columbia Phonographs!**



Model 530

The hottest natural in the industry...naturally from Columbia to increase traffic and sales in your store now right through the summer! Now offer *exclusive* Hi-Fi Accessory Kits with every sale of any Columbia phonograph! Handsomely styled record carrying cases contain diamond needles, record brushes, sprays, cloths, 45 rpm spindles, even record albums! Promotion covers every price category and includes entire 14-phonograph Columbia line, from magnificent "360" K-2 console combination (model 530) to famous manual portable (model 512)—America's top-selling phonograph in its class according to Billboard's most recent dealer sales survey! For special newspaper ads, radio spots, display materials, supply of kits, call your Columbia distributor today!



Model 512

Sell more Columbia models 530, 528, 527, 524 with



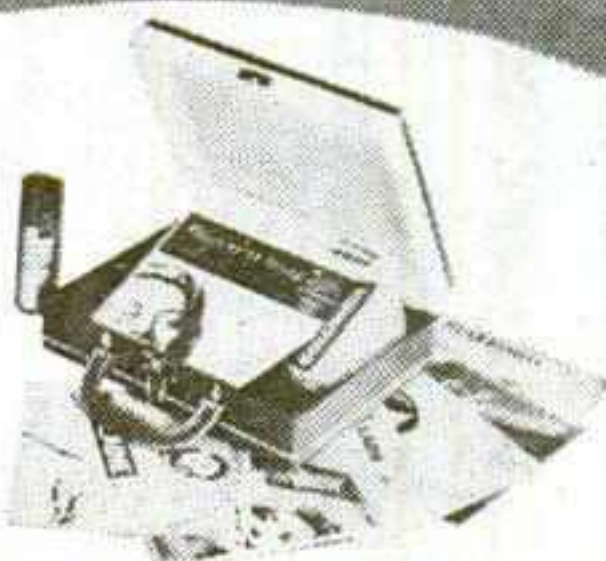
**1** \$68 Columbia Library Quartet for just \$29.95. 4 handsome library-type storage volumes with room for 80 ① record albums. Accessories include diamond needle, 5 ① record albums, spindle, spray, cloth, brush.

Sell more Columbia models 526, 522, 518 with



**2** \$45 Columbia "Attaché" Hi-Fi Insurance Premium Kit for just \$22. Washable-finish Cavalry Tan attaché case with room for 25 ① record albums. Built-in storage space for accessories. Includes diamond needle, spindle, spray, cloth, brush.

Sell more Columbia models 517, 516, 515 with



**3** \$21 Columbia Super Hi-Way Kit for just \$10.50. Sturdy washable plastic carrying case comes packed with 10 Columbia extended play record releases. Separate compartment contains 45 rpm spindle.

Sell more Columbia models 540 and 514 with



**4** \$17 Columbia Hi-Way Kit FREE! Handsome, sturdy charcoal and white case comes packed with 10 new extended play releases by popular Columbia performers like Guy Mitchell, Tony Bennett, Jo Stafford, 4 Lads! Available at half price with models 512 and 513.

Call your

**COLUMBIA PHONOGRAPHS**

distributor now!

① "Columbia" ② Reg. Prices are suggested list.



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

BUYERS' BONUS

Columbia's Phono Deal

To kick off the second quarter, Columbia has another premium tie-in geared to boost phono sales. Unlike the first-quarter premium (diamond needle, surprise package of LP's), which applied to console sales only, the new promotion is on the entire phono line.

Beginning May 1, dealers will be able to offer a half-price buy on record carrying cases supplied with records and/or other accessories. In some cases, the price benefit to the phono buyer amounts to as much as \$34.

Premiums fall in four categories and apply to four different phono classifications.

Hi-Way Kit (carrying case and 10 EP records; \$17 value). This premium applies on the purchase of low-end models 512, 513, 514 and 540. With the 512 and 513, the Hi-Way Kit may be purchased for \$8.50. It is a free bonus with the 514 and 540.

Super Hi-Way Kit (carrying case with automatic 45 spindle and 10 EP's; \$21 value). Kit costs half, or \$10.50 with purchase of phono models 515, 516, 517.

Hi-Fi Insurance Kit (attache case which can hold 20 LP's and which contains record care accessories—cloth, spray, brush, 45 spindle and diamond needle; \$45 value). This kit will sell for \$22.50 with the purchase of one of the de luxe portable models 518, 522 and 526.

Library Quarter Hi-Fi Insurance Kit (four record storage cases which hold 80 LP's five 12-inch LP's, and the full line of accessories in the Hi-Fi Insurance Kit; \$68 value). This kit will sell for \$29.95 with the console models 527, 528 and 530.

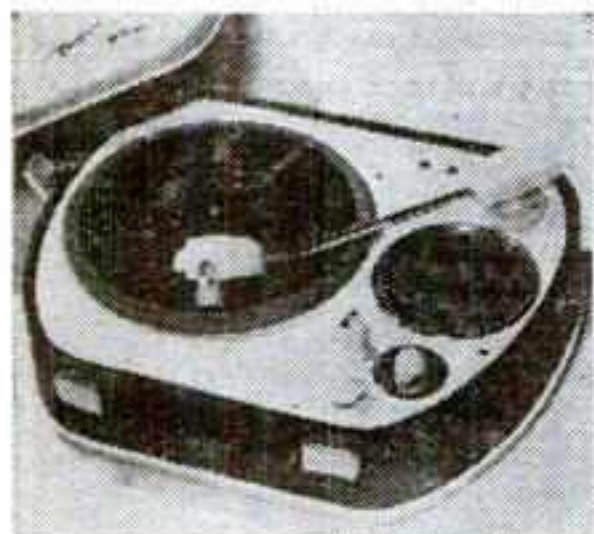
The promotion is aimed at the approaching graduation-vacation season. It ends July 15. A comprehensive promotion campaign backs up the program. It includes trade and consumer advertising, a 17-piece dealer promotion kit, key-city spot radio plugs. Versatile ad mats for dealer use have been created. They may be used interchangeably with any model phono.

NEW PRODUCTS

AUDIO-MASTERS DEBUTS TRANSISTOR PLAYER . . .

A three-speed transistorized portable record player is being introduced into the American market by New York City's Audio-Master Corporation. The unit is a German import and it is called the Buton.

The unique player is contained in a three-tone carrying case, measuring 13 x 11 x 5 inches. It



may be carried anywhere since it is built to withstand the jars and jolts of traveling.

The Buton uses four special transistors with an output of 450 ma. The motor operates on a six-volt battery, playing at three speeds. Manufacturer claims a frequency response for the unit of from 50 to 13,000 cps. List price is \$89.50.

ADMIRAL SHOWS THREE NEW PORTABLE RADIOS . . .

Admiral Corporation's new portable radio line includes an AC-DC-battery model and two 12-volt all-transistor battery sets. All have leather-grained, vinyl-covered steel cases, treated to prevent rust and corrosion.

One of the transistorized units has six and the other eight transistors. They will play up to 1,200 hours on eight ordinary

flashlight batteries which deliver 12 volts to the printed circuits.

The three-way portable contains five tubes included selenium rectifier. Battery automatically disconnects when plug is removed for insertion into AC or DC outlet. Suggested list prices on the three-way portable begin at \$29.95.

The six-transistor set is available in three finishes and is priced at \$59.95. The eight-transistor model is available in two colors and is priced at \$69.95.

NEW HI-FI SPEAKER FROM KNIGHT . . .

Allied Radio Corporation announces the new Knight Tri-Fi, a 12-inch speaker offering three-way design at moderate cost. The Tri-Fi has three concentric radiators, one for bass, one for mid-range and one for treble frequencies.



The speaker has high-frequency level control and built-in cross-over network. Power capacity is 25 watts and it is said to have a frequency response of from 35 to 15,000 cps. (plus or minus 5 db.). Impedance is 18 ohms.

The unit is priced at \$49.50 and it carries an unconditional guarantee for one full year.

How Credit Plan Stimulates Sales

- More credit than cash customers not unusual for Dedham Music Shop
- Charge system got store off to a good start two years ago

By RALPH FREAS

DEDHAM, Mass.—Charge It! That's the invitation extended to most of its customers by the Dedham Music Shop, principal disk outlet in this small Boston suburb. Harry Fields, owner and chief factotum of the the shop, is sold on the system. In fact, he says that some days his charge business amounts to three times the business he does in cash.

A Head Start

When Harry opened Dedham Music a little more than two years ago, he had a definite advantage over anyone else who might have opened in that spot at that time. His advantage was a brother-in-law who had been running a kiddie's wear shop. Harry and his brother-in-law put their heads and good business sense together to launch the new disk shop.

As a starter, Harry's brother-in-law provided him with a list of 500 of his best charge customers. To each of them, Harry sent an invitation to the opening of the Dedham Music Shop. He enclosed a charge privilege card (see illustration below) completely filled in and told them they could buy anything in the house on presentation of the card.

Of the original 500 names, about 100 responded and are active accounts up to the present time. Of course, many other names have been added.

Teen-Agers Charge It, Too

Adults aren't the only ones who enjoy charge privileges. When

a charge privilege card is proffered a customer, it extends to that customer's children, with the important proviso that the parents go along with the idea.

Few of his young customers abuse the charge privilege and, when they do, a phone call to the parents will generally clear up any difficulties.

"We had one youngster," says Harry, "who ran up a bill of \$60 one month. She's a nice kid and her parents are well off but it bothered me a little. So I said to her, 'Joyce, are you buying all these for yourself?' She'd sometimes buy two of a number. She told me that a few of her friends were having birthdays and that she was buying them for gifts. Still, it bothered me and I figured I'd better call the parents. I got her mother on the phone, explained the size of the bill and asked if it was all right. The mother was very nice about it. She said it was all right and thanked me profusely for calling her. The girl still buys records on the charge and I have peace of mind about selling to her."

Well-Heeled Citizens

Part of the explanation for the success of Dedham Music's charge system is the type of clientele served by the shop. Most of the people in Dedham are financially well-fixed and they have more than their share of millionaires. It is uncommon but not improbable for a customer

to come in, pick out \$150 worth of LP's, and tell Harry Fields that their chauffeur will be around to pick up the purchase. Such customers are accustomed to unlimited credit and expect it from local merchants.

No Exchanges or Refunds

Harry Fields is not as liberal with exchanges or refunds as he is with credit. The store has a strict policy of "no refunds or exchanges."

"I don't want to sell a customer used merchandise," states Harry. "I tell the customers 'you're paying \$4 for a record and I want to sell you a \$4 record.' I can't be sure that my merchandise is 100 per cent fresh if I accept exchanges. Of course, if a record is defective, I make it good. But defective records are the only ones I'll take back."

Credit on Phonos

In the small but well-stocked phonograph department, customers will notice several signs inviting them to inquire about convenient time payment plans. These are provided for the less well-heeled citizenry of Dedham. Harry Fields offers credit on phonos but he doesn't take any of the risk. He sells the paper to a local finance company. This has worked out very satisfactorily.

Trade-In, Trade-Up

Inadvertently, the Dedham Music Shop also does a brisk traffic in phono trade-ins. It often happens that a customer will buy a cheaper phonograph, then, in shopping for records, will hear a higher-priced unit with a better quality sound. If the customer is agreeable, Harry Fields will give back the full purchase price of the cheaper model on the purchase of a more expensive unit. The model which is traded in is sold at a slight discount. This procedure satisfies two customers and the dealer too.

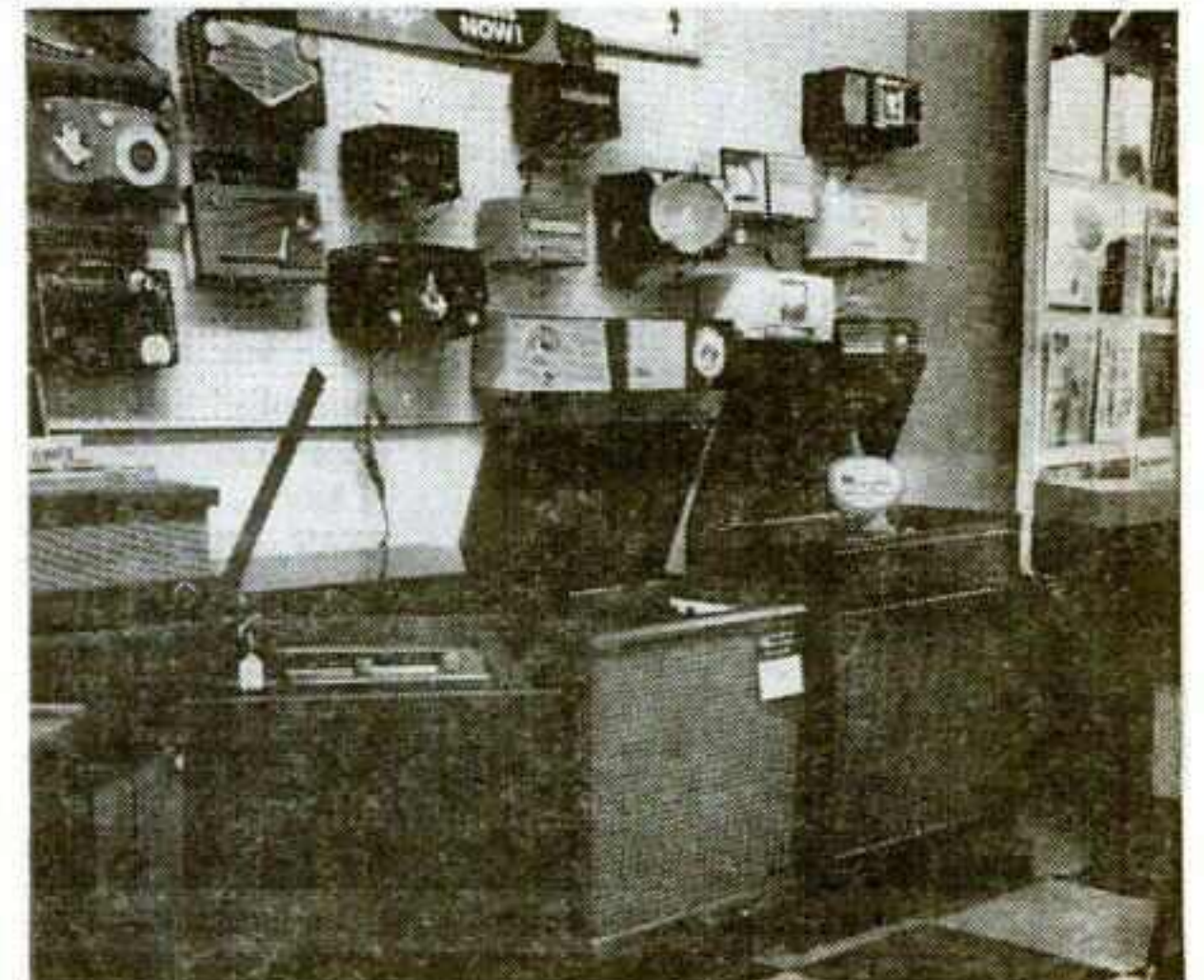
Dedham Music's methods may not be the most orthodox in the world but they are successful. In the long run, that's the only criterion for intelligent merchandising.



Above: Available floor space is intelligently used with the aid of W. L. Stensgaard racks on three walls. The racks take up very little space yet display plenty of albums. Owner Fields has only room enough for one island browser display. He could use a shop twice the size but is satisfied that he uses every inch to advantage in his present location.



Dedham Music Shop owner, Harry Fields, demonstrates how teen-agers audition records with lorgnette-type ear phone. Listening with an ear phone is private and reduces noise in store.

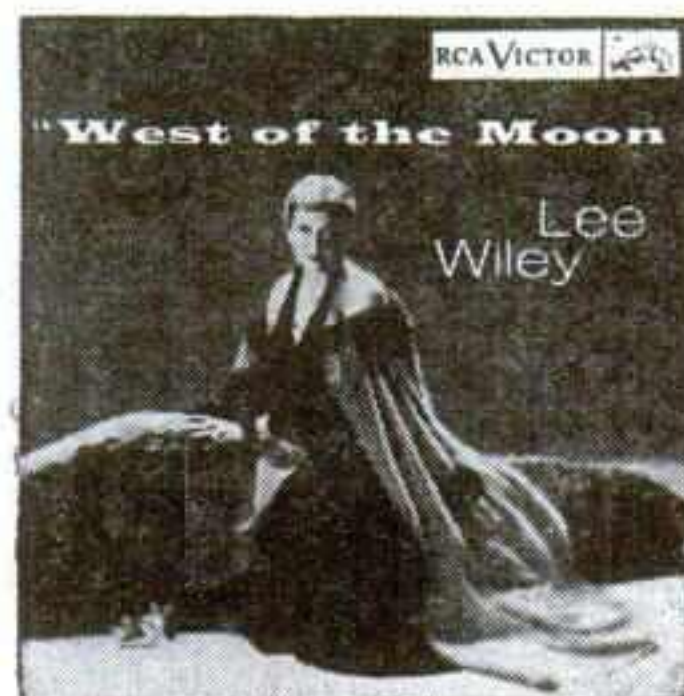


Right: High-end phonographs are in the front of the store where they gain maximum attention from every customer call. Low-end phonos face them on the left side of the entrance. Magnavox is the featured line. Notice how the table model radios are easily displayed on pegboard rack.

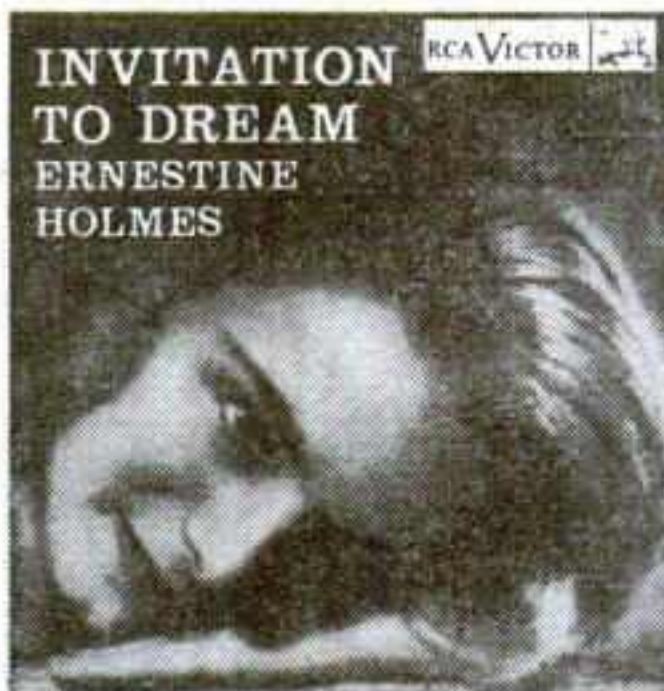
# NEW SENSATIONS IN SALES FOR MAY FROM RCA VICTOR RECORDS



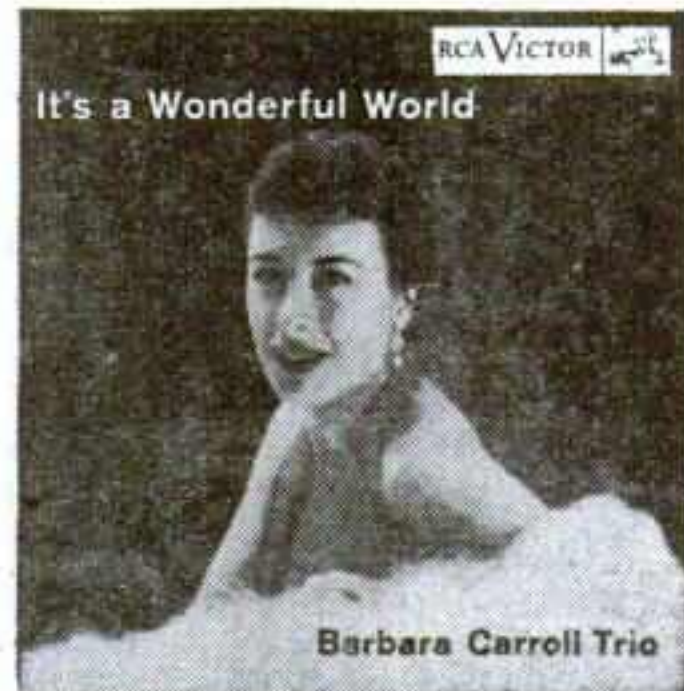
**WEST OF THE MOON.** Wonderful Lee Wiley, the songstress with Sales Appeal, proves it again, with a dozen great standards she's never before recorded.



LPM-1408, EPA 1,2,3-1408



LPM/EPB-1259, EPA-807



LPM-1396, EPA 1-1396



LPM-1359, EPA-944



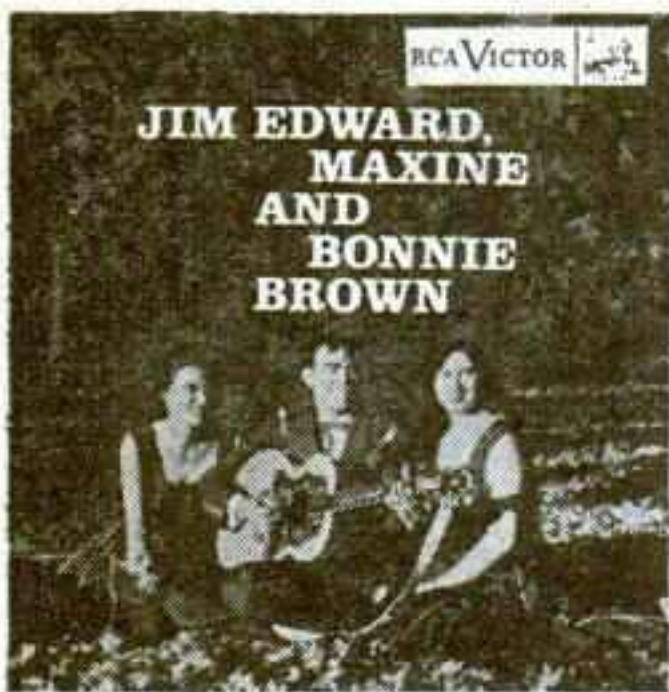
LPM/EPB-1378



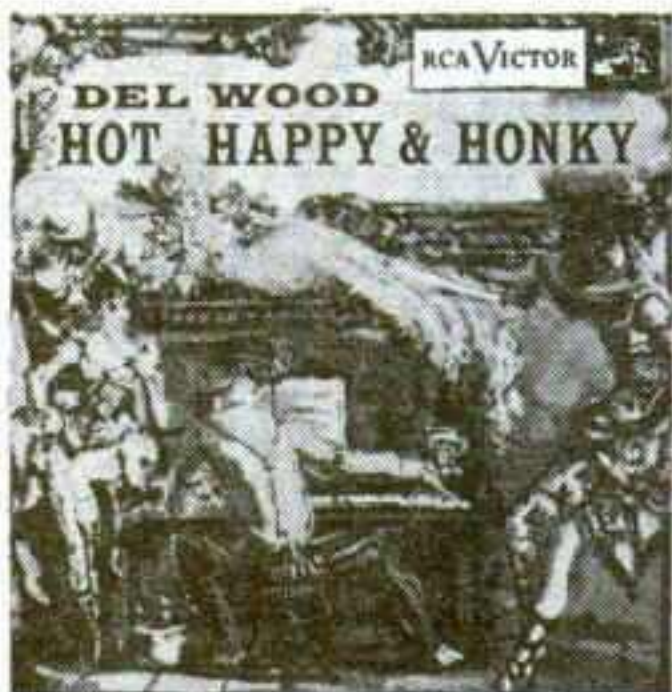
LPM-1411, EPA 1,2,3-1411



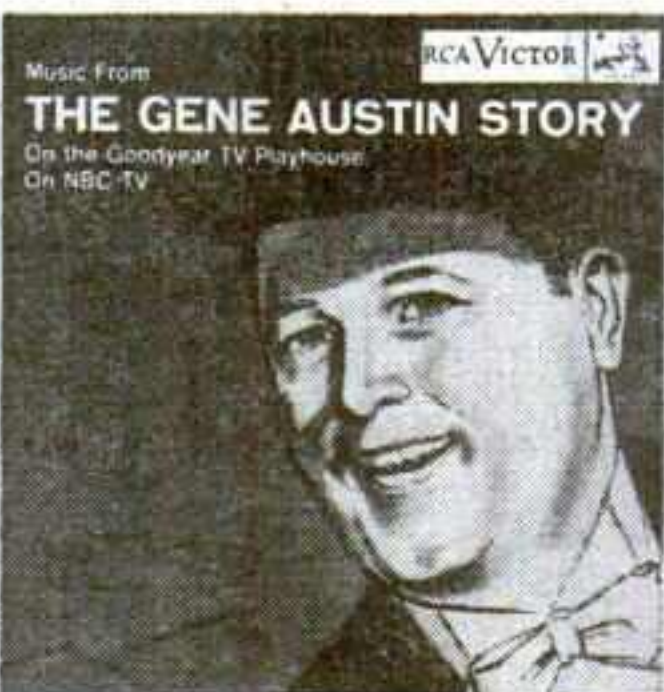
LPM-1412, EPA 1,2-1412



LPM-1438, EPA 1-1438



LPM-1437, EPA 1,2-1437



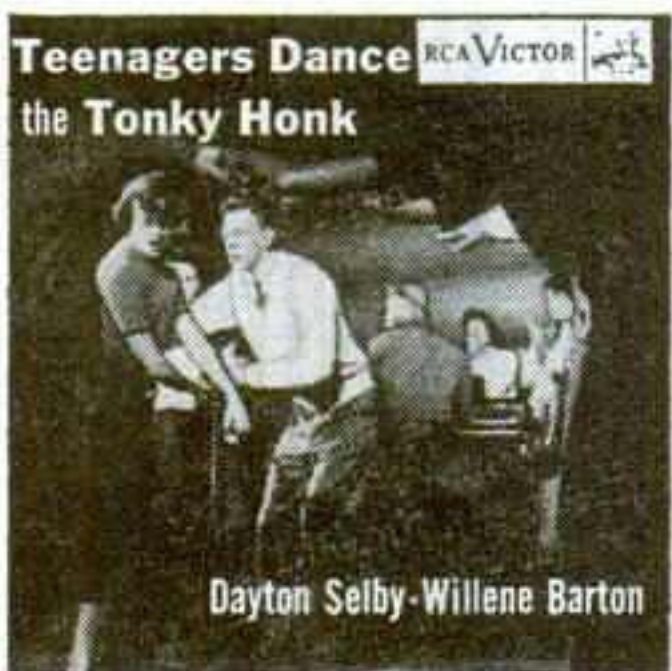
EPA-4057 (ON 45 EP ONLY)



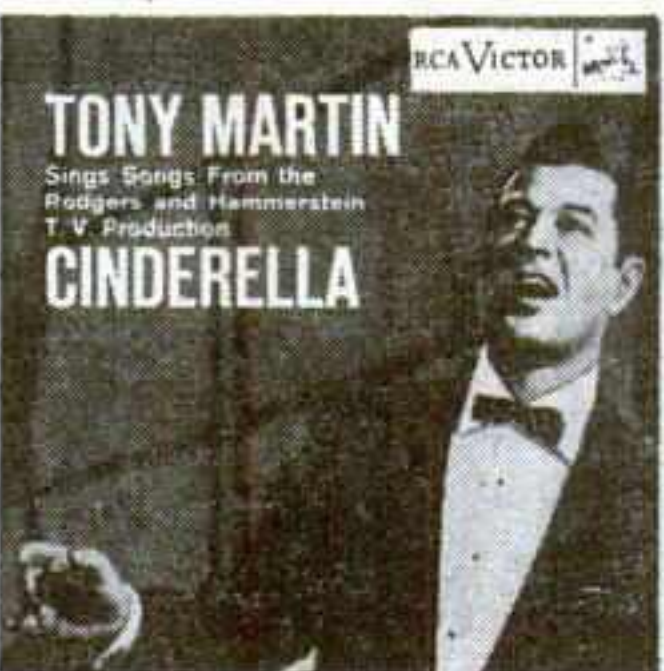
LPM-1472 (AS ADVERTISED IN LOOK AND FAMILY CIRCLE)



LPM-1338, EPA-983, 984, 985



EPA-4055 (ON 45 EP ONLY)



EPA-4056 (ON 45 EP ONLY)



LPM-1051, EPA-918



LPM-1334, EPA-901

Here's your May release of great new profit-builders from RCA Victor! Mood music, jazz, love ballads, country tunes, they're all slated to please a particular segment of your market - to sell and sell big. Especially with the new low-price 45 EP Economy Package.

Ads for many of these offerings are running in HIGH FIDELITY, DOWN-BEAT, HI-FI MUSIC AT HOME, SCHWANN, LONG PLAYER, THIS MONTH'S RECORDS, FORTY-FIVER. Stock up now, display the albums prominently, and stand by for sales action. A call to your RCA Victor Record Distributor now will put you in line for record sales to rival all sales records.

Nationally Advertised Prices

**BUILD TRAFFIC—BOOST SALES WITH YOUR PROFIT-MAKING 45 EP ECONOMY PACKAGE**  
 New Low Prices:  
**\$1.29** 1-record; **\$2.49** 2-record;  
**\$2.98** 3-record



**RCA VICTOR**  
TRADE MARK 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. AN EVENING WITH BELAFONTE...RCA Victor LPM 1402
4. HYMNS—Tennessee Ernie Ford...Capitol T 756
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. CLOSE TO YOU—Frank Sinatra...Capitol T 789
10. ELVIS—Elvis Presley...RCA Victor LPM 1382
11. AROUND THE WORLD IN 80 DAYS—Sound Track...Decca DL 9046
12. SONGS OF THE FABULOUS FIFTIES—Roger Williams...Kapp KXL 5000
13. SUDDENLY IT'S THE HI-LO'S...Columbia CL 952
14. JERRY LEWIS JUST SINGS...Decca DL 8410
15. HOWDY—Pat Boone...Dot DLP 3030

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. Cinderella...Original Cast Columbia OL 5190
2. The Platters, Vol. II...The Platters Mercury MG 20126
3. Casa Loma in Hi-Fi...Glen Gray Capitol W 747
4. Rock, Pretty Baby...Sound Track Decca DL 8429
5. Day By Day...Doris Day Columbia CL 942
6. Pat Boone...Pat Boone Dot DLP 3050

Most Played by Jockeys

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

- 1. LOVE IS THE THING—Nat (King) Cole...Capitol W 824
2. CALYPSO—Harry Belafonte...RCA Victor LPM 1248
3. CLOSE TO YOU—Frank Sinatra...Capitol W 789
4. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's...Columbia CL 952
5. DAY BY DAY—Doris Day...Columbia CL 942
6. GREAT SONGS FROM HIT SHOWS—Sarah Vaughan...Mercury MGP-2-100
7. AN EVENING WITH HARRY BELAFONTE—Harry Belafonte...Victor LPM 1402
8. 'S WONDERFUL—Ray Conniff...Columbia CL 925
9. ROCKIN'—Frankie Laine...Columbia CL 975
10. FOUR FRESHMEN AND FIVE TRUMPETS—Four Freshmen...Capitol T 763

Spotlight on Sound

BRITTEN: YOUNG PERSON'S GUIDE TO THE ORCHESTRA; DOHNANYI: VARIATIONS ON A NURSERY TUNE (1-12)—Capitol P 8373

Britten's exposition of the modern symphony orchestra is a "natural" for demonstration, deliberately conceived to present the various solo instruments and choirs at their most virtuosic and most characteristic. In this respect it has the advantage over specific demonstration albums which rely on editorial collections from isolated works. The recording is exceptional for fidelity to timbres and for fine definition.

Review Spotlight on...

Popular Albums

CALYPSO HOLIDAY (1-12) — Norman Luboff Choir, Columbia CL 1000

This is the label's May \$2.98 pop "Buy of the Month" and a brisk seller it should be. The Luboff group has a consistent record for selling power. The fact coupled with these sterling performances in a very popular vogue should make for not only big counter action but for widespread disk jockey exploitation as well.

DANCE TO THE MUSIC OF LESTER LANIN (1-12)—Epic LN 3340

Lanin's first dance package was among the label's most successful albums. This one should measure up. It contains about 34 tunes—pop standards, Viennese waltzes, show material, etc.—played without a break by the ork. It's eminently danceable. In fact, the material on this package was recorded at a party given by Mr. and Mrs. Cornelius Vanderbilt Whitney, and this very album could provide the catalyst necessary to make any party a happy occasion. Package is a sure money-maker.

EP Album

HERE COMES FATS (1-EP) — Fats Domino, Imperial EP 147

Another strong Domino entry for every type of outlet. These four by Fats stand very well on their own and the pulling power of the artist's name gives extra sales assurance. The instrumental arrangement of "As Time Goes By" is tops, with the saxes delivering a strong rhythmic figure behind the piano melody. The hard-driving treatment of "Hey La Bas" also rates attention. "The Rooster Song" and "My Happiness" complete the disk. None of this material has been available on singles. Good deejay material also.

Semi-Classical Albums

CHOPIN BY STARLIGHT (1-12)—The Hollywood Bowl Symphony Orchestra. Carmen Dragon, Cond. Capitol P 8371

Popular appeal of selections and proven success of previous Dragon releases augurs well for sales to mood music audience. However, exaggerated effects and somewhat "mushy" sound of predominant strings may not appeal to the musical cognoscenti. Much of this material has been better translated in some versions of "Les Sylphides," but it will sell regardless.

Special Merit Jazz Album

SAXOPHONE COLOSSUS (1-12)—Sonny Rollins Quartet, Prestige LP 7079

This one is aptly named, and Rollins' latest

effort should really start musicians buzzing. The tenorman is one of the most vigorous, dynamic and inventive of modern jazzmen. Every track is packed with surprises, the Rollins develops each solo with great architectural logic. The giant is most satisfyingly supported by the incomparable Max Roach, drums; Dough Watkins, bass, and Tom Flanagan—a modern Teddy Wilson—on piano. "You Don't Know What Love Is" shows fantastic ballad invention, or try the fast "Strode Rode." You can sell this.

Special Merit Classical Albums

BACH PARTITAS AND SONATAS FOR UNACCOMPANIED VIOLIN (3-12) — Nathan Millstein, Violin, Capitol PCR 8370

For collectors, this could be the fiddle package of the year. The previously issued Sonata No. 1 and Partita No. 2 are reissued with the other two Sonatas and two Partitas of the complete set. Those who were disappointed with the complete set by Heifetz will find the ruggedness and majesty they missed are here in these thrilling performances of some of the greatest music ever written. For a demo, start with the Gigue on Side IV and play right thru the famous Chaconne. The sound is excellent.

Album Cover of the Week



BEETHOVEN: SONATA NOS. 30 AND 32; Victor Schioler Piano, Capitol P 18046. Even the "low-brows" will be drawn to this interesting study of Beethoven's face. An imaginative use of green and coral tones against a dark background gives the painting an intense and dramatic effect. As a display cover, it's a sure eye-catcher. Cover designed by John Altoon.

Reviews and Ratings of New Albums

Popular

BON VOYAGE...86 Al Nevins Ork (1-12") RCA Victor LPM 1337 The whistle of the Queen Mary starts the musical narrative, and the glamor, romance and excitement of an ocean voyage are created in the sequence of songs that follow. The imaginative orchestrations, whether lush, brassy or comic always retain the flavor of a sea cruise with ship bells and sounds included to enhance the effect. The package is an excellent item for deejays, and should also be a good seller.

DANNY AT THE PALACE...82 Danny Kaye (1-12") Decca DL 8461 New life will be infused into Danny Kaye's perennials thru this transfer to the 12-inch format, complete with new art work. Familiar contents including "Anatole of Paris," "Ballin' the Jack" and "Triplets" do not depend on hi-fi for continuing appeal.

MY FOOLISH HEART...78 Donna Fuller With Pete Rugolo Ork (1-12") Liberty LRP 3024 Thrush's disk debut is a good one. Her delivery—in the bluesy-torchy vein—comes across as well-suited to the small chic-type club. Choice of (Continued on page 31)

Classical

BRITTEN: YOUNG PERSON'S GUIDE TO THE ORCHESTRA; DOHNANYI: VARIATIONS ON A NURSERY TUNE (1-12")—Victor Aller, Piano; Concert Arts Symphony Orchestra; Felix Slatkin, Cond. Capitol P 8373...88 Dealers should harness big potential appeal for three markets: classical, hi-fi specialists, children. Outstanding cover will focus attention on this package of brilliant and charming musical content matched by extraordinary sound. Good coupling, performed with verve, reinforces issue against competition. Demonstrate beginning of Dohnanyi; Britten, almost at random.

MOZART: CONCERTO NO. 21 in C (K. 467); CONCERTO NO. 27 IN B FLAT (K. 595) (1-12")—Rudolf Serkin, Piano; The Columbia Symphony Orchestra; Alexander Schneider Cond. Columbia ML 5013...86 Two of the most famous and most mature Mozart concerti receive their most satisfying recording in some years. The coupling, thanks to fine modern sound, should supplant the same grouping as done by Casadesus in the pre-LP diskings. Schneider, conducting with his violin, gets a beautiful ensemble feeling from the participants. Sell this to anyone who likes the Mozart symphonies. It's standard stock not likely to be superceded in the near future. (Continued on page 32)

Jazz

HOLD THAT TIGER!...86 Lawson-Haggart Jazz Band (1-12") Decca DL 8453

For drive, exuberance and high-flying solos in the Dixie idiom, this package makes it all along the line. Fourth in a series dedicated to branches from the New Orleans traditional tree i.e., Windy City Jazz, Louis' Hot 5's and 7's, this one treats a bunch of classics made famous by the Original Dixieland Band. Performance and sound is excellent, and is certain to satisfy younger fans and collectors, as well. Unfortunately, no personnel listing is given. Easy seller—just drop needle anywhere.

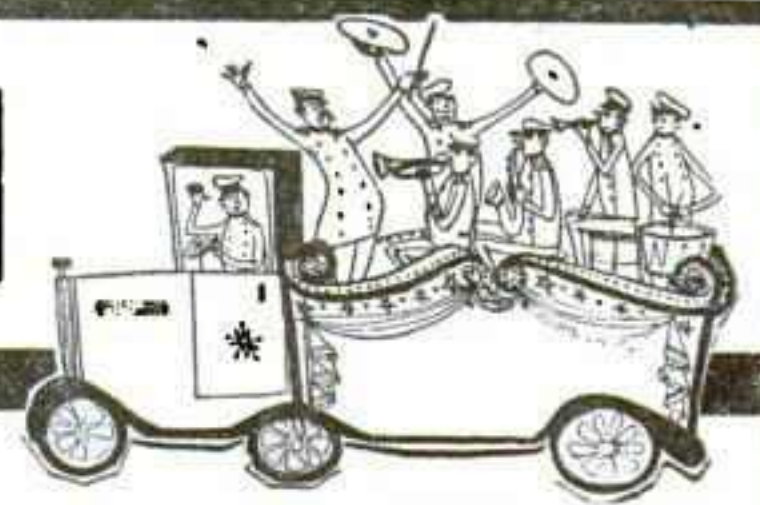
MUSIC TO LISTEN TO BARNEY KESSEL BY...85 Barney Kessel Vol. 4 (1-12") Contemporary C 3521

The subtle marriage of woodwinds and Barney Kessel's guitar is a brilliant, tasteful delight. There's little doubt of Kessel's tremendous wealth of imagination as shown by his superb playing, as well as these arrangements. Virtually every track is a standout, tho "My Reverie" is the icing on the cake. Visually, the package is one that appears to be sale- (Continued on page 34)

# GET ON THE



# BANDWAGON



**Alice Lon**  
EARLY SPRING

A-KNOCKIN' AT MY BABY'S DOOR  
55006 • 9-55006



**"Big" Tiny Little**  
SCHOOL DAY

THAT'S THE ONLY WAY TO LIVE  
9-55007 • 55007



**Joe Therrien, Jr.**  
COME BACK TO ME  
DARLING  
LET'S GO DOWNTOWN

9-55005 • 55005



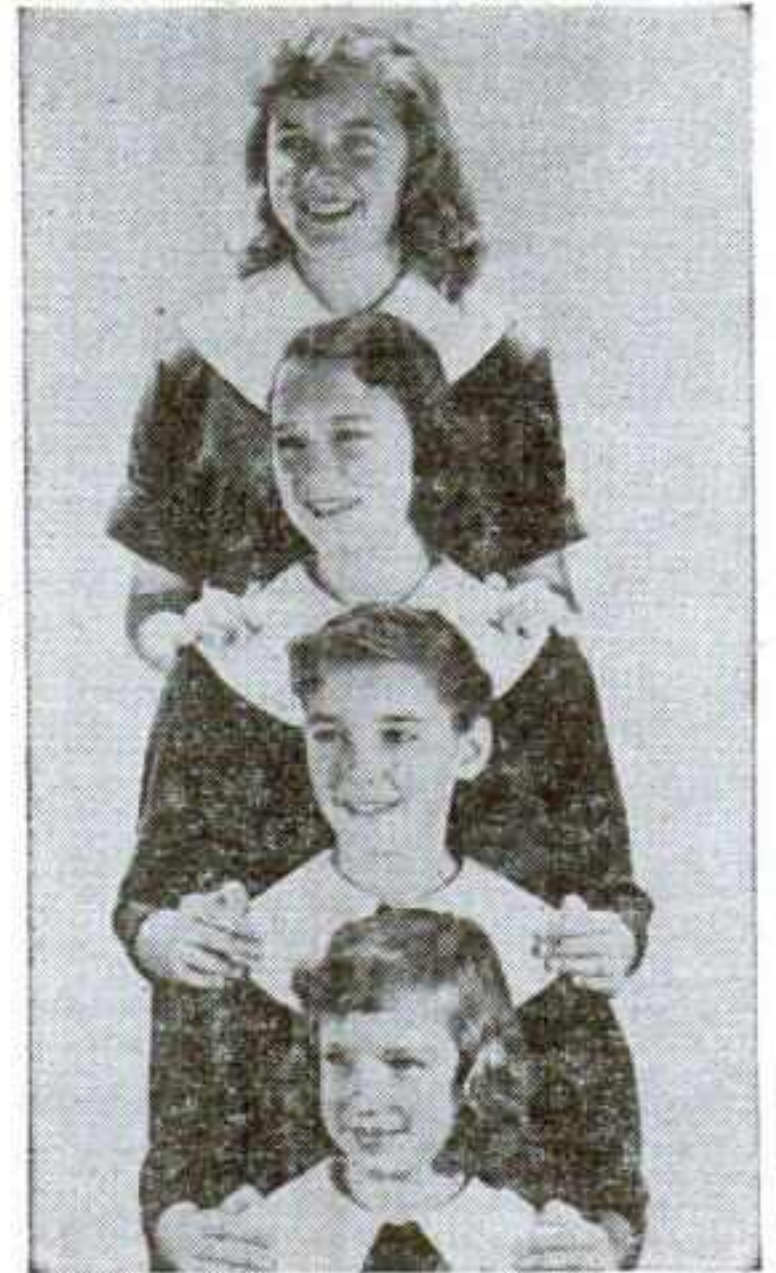
**Pumpkin**  
BOOM-BOOM

1/2 PAST 17

55004 • 9-55004

## A BRUNSWICK BLOCKBUSTER

# The Lennon Sisters



## YOUNG AND IN LOVE

# TEEN AGE WALTZ

55000 (78) 9-55000 (45)



**Bunny  
Paul**

**BUZZ ME  
POOR JOE**

55003 • 9-55003



**Vicki  
Young**

**CHEER LEADER FLIP  
PEN & PAPER  
SWEETHEART**

9-55001 • 55001

**The Three Kittens**



**CAT 'N' MOUSE  
TRINIDAD TRANSFER**

55002 • 9-55002

# Reviews and Ratings of New Popular Albums

Continued from page 29

material was excellent and obviously tailored to the voice. "Mister Blue" and "Dusky January" are good cases in point. Demonstrate the better-known "My Foolish Heart." A striking album cover effectively catches the spirit of the album.

### CONTINENTAL TANGOS . . . . .72

Marcel Feijoo Ork (1-12")  
Decca DL 8434  
Here is fine, slick sound given the full engineering treatment by Deutsche Grammophon. Maesiro and his crew give Argentine-style projection to some top-notch, Continental tangos. Exceptionally easy on the ear on all counts and will spark interest with any who has a feverish foot for the rhythm. Demonstrate "Pom-Pi Di Pom!" or "Hernando's Highway" for the devotees.

### AN EVENING WITH RODGERS AND HAMMERSTEIN . . . . .72

Cyril Ornadel Ork (1-12")  
Rama RLP 5002  
Melodies from "Oklahoma!" "South Pacific," and "Carousel" are presented in this very listenable package. Deejays will find this an excellent new source of Rodgers and Hammerstein songs. The "D" is omitted from Rodgers on the cover, but the contents make up for the typographical error. The LP is not likely to be a contender for the best selling chart, but it should amass a fair share of coin.

### LOTS OF LOVE . . . . .70

Dave Apollon Ork (1-12")  
Romance DA 101  
Yet vaudevillian Dave Apollon turns in some fancy mandolin work on this set of love songs. Rather than hack gypsy music, wax is better than fair mood stuff. Arrangements by Gene Garf are excellent, while the backdrop of sweet violins is a superb blend for Apollon on mandolin. Fidelity here is fine, and set deserves play by dealers and jocks alike.

### BLOSSOM DEARIE . . . . .69

(1-12")  
Verve MG V 2037  
Blossom Dearie is the name of both album and singer. Hers is a smoky sort of voice, and she handles a tune musically. Package embraces standards, and offers thrush a sultry moment or two via some French lyrics on "It Might As Well Be Spring," "Tou Doucement" and "Comment Allez Vous." "Thou Swell" is the best of the lot. This is the gal who organized and arranged for the Blue Stars in France. Their solo debut will attract some attention from hip jocks, but no great sales are foreseen.

### SO NICE TO COME HOME TO . . . . .69

Cyril Ornadel Ork (1-12")  
Rama RLP 5003  
Ornadel and the Westminster Orchestra of London play a dozen Cole Porter tunes here—"So in Love," "Rosalie," "Night and Day," etc. Fine repertoire, good performance—with a lush sound. However, very moderate buying is indicated, for this repertoire is much duplicated on many labels by talent with strong name power. The packaging has a sexy cover, which, of course, ties in with the title tune. Other than this, the package fills no specific needs.

### MAESTRO OF THE GUITAR . . . . .68

Rudi Vanelli (1-12")  
Verve MG V 2038  
Despite the artistic merit shown here, the sale of this one will probably be quite rough. Rudi Vanelli displays excellent guitar work, tho the market for this material is limited. One side features pops, while the other a number of such semi-classical pieces as "Pavane," "Clair De Lune." It's

good mood music and deserves airing as such.

### FLIGHT TO ROMANCE . . . . .67

Aldemaro Romero Ork (1-12")  
RCA Victor LPM 1209  
A package of mood music—impressions of Latin-America. There is, for instance, a Colombian "Pasillo," "Sombras," a Bolivian "Bailecito," "Lamento," etc. This album is well-recorded. Manufacturers other than Victor— notably Capitol—are constantly tapping the Latin field for material and releasing packages in this or similar moods. Moderate potential is indicated.

### LOS CHURUBALES DE ESPANA . . . . .66

(1-12")  
RCA Victor LPM 1415  
This is roughly translated as "The Boys From Spain." Album is composed entirely of beautifully recorded Spanish music of primarily a pop flavor. Group not to be confused with Los Chevaliers de Espana. Notes on the package in English and Spanish indicate dual market potential—with primary appeal in Spanish circles. Cover is a lovely seaside color photo with an old Spanish church. Entire concept of the album is carried out nicely except market potential of the end product seems questionable.

### MELODIES OF FAITH AND HOPE . . . . .65

Richard Ellasser, Organ (1-12")  
M-G-M E 3217  
These are melodies taken from a variety of sources—films, oratorio, legit, musical, etc., and are designed for low-keyed listening pleasure. "Beautiful Isle of Somewhere," "You'll Never Walk Alone," and Schubert's "Ave Maria," are examples. This is not one of those packages for hi-fi tests inasmuch as few of the typical organ pyrotechnics are involved, nor is the recording of the quality that gets the most out of a set's capabilities. Some bands here, would be very adaptable for funeral parlor use, but otherwise fairly limited appeal is indicated.

### FROM THIS MOMENT ON . . . . .62

The Four Grads (1-12")  
Liberty LRP 3039  
Another new vocal group, with a series of slicings made in England by the Canadian group. The tunes, "Young and Foolish," "The Night Is Young," etc. are nice and easy going, but whether this group offers something new and different enough is questionable. It will depend largely on whether jocks can be convinced, and in view of the competition on the current scene, that would appear doubtful. Group should get an "A" for effort, that may be wasted in today's blizzard of LP's.

## Rhythm & Blues

### THE BEST VOCAL GROUPS IN ROCK 'N' ROLL . . . . .67

(1-12")  
Dooto DL 224  
About the only important group on this package is the Penguins, and their slicings are old. There's nothing bad about any of the groups—they all sing in moderately professional style—but lack of names and lack of any big singles hits on the disk to spark attention, will be a handicap. R.&b. jocks probably are not used to thinking in terms of albums, so support from that area may be missing. Groups include Meadowlarks, Pipes, Romancers, Medallions, Calvanes, Cuff Links, Souvenirs, Birds and aforementioned Penguins. Go slow on this one till the kids show some interest.

# The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

## Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

1. RACHMANINOFF: Piano Concerto No. 2; Liszt: Piano Concerto No. 1.—Rubenstein, Chicago Symphony (Reiner) . . . . . RCA Victor LM 2068
2. TCHAIKOVSKY: 1812 Overture; Capriccio Italien—Minneapolis Symphony (Dorati) . . . . . Mercury MG 50054
3. BEETHOVEN: Sonata in C-Sharp Minor, Op. 27, No. 2 ("Moonlight"); Sonata No. 21 in C, Op. 53 ("Waldstein")—Horowitz . . . . . RCA Victor LM 2009
4. MOZART: Wanda Landowska . . . . . RCA Victor LM 6044
5. TCHAIKOVSKY: Nutcracker Suite; Rossini: William Tell Overture; Waldteufel: Skaters—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1986
6. KHATCHATURIAN: Gayne Ballet Suite; Kabalevsky: The Comedians—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5113
7. BEETHOVEN: Symphonies No. 1 and 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
8. DEBUSSY: La Mer; Ravel: La Valse; Valse Nobles et Sentimentals—St. Louis Symphony (Golschmann) . . . . . Columbia ML 5155
9. VERDI: Aida (Complete) (With Libretto)—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6132
10. SCHUMANN: Concerto in A Minor for Piano and Orchestra, Op. 54; Strauss: Burlesque in D Minor for Piano and Orchestra—Serkin, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5168
11. ESPANA—Hollywood Bowl Orchestra (Slatkin) . . . . . Capitol P 8357
12. THE CONCERTO: Works by Grieg, Liszt and Rachmaninoff—Rubenstein, Chicago Symphony (Reiner); RCA Victor Symphony (Wallenstein) . . . . . RCA Victor LM 6039
13. BEETHOVEN: Symphonies Nos. 5 and 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
14. NOCTURNE—Hollywood Bowl Orchestra (Dragon) . . . . . Capitol P 8363
15. RACHMANINOFF: Piano Concerto No. 2; Prelude in G Major; Prelude in G Minor—Istomin, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5103
16. BORODIN: Polovetsian Dances; Rimsky-Korsakov: Coq D'or Suite—London Symphony (Dorati) . . . . . Mercury MG 50122
17. GROFE: Grand Canyon Suite; Mississippi Suite—Hollywood Bowl Orchestra (Slatkin) . . . . . Capitol P 8347
18. COPLAND: Appalachian Spring; Billy the Kid—The Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5157
19. MENDELSSOHN: Violin Concerto in E Minor, Op. 64; Tchaikovsky: Violin Concerto in D Major, Op. 35—Francesatti, New York Philharmonic (Mitropoulos) . . . . . Columbia ML 4965
20. RAVEL: Bolero; Rimsky-Korsakov: Capriccio Espanol—Detroit Symphony (Paray) . . . . . Mercury MG 50020

## Ballet

1. TCHAIKOVSKY: Nutcracker—Toscanini . . . . . RCA Victor LM 1986
2. KHATCHATURIAN: Gayne Ballet Suite—Ormandy . . . . . Columbia ML 5113
3. COPLAND: Appalachian Spring; Billy the Kid—Ormandy . . . . . Columbia ML 5157
4. OFFENBACH: Gaite Parisienne (Complete)—Fiedler . . . . . RCA Victor LM 1817
5. TCHAIKOVSKY: Swan Lake, Acts 2 and 3—Stokowski . . . . . RCA Victor LM 1894
6. RAVEL: Daphnis et Chloe—Munch . . . . . RCA Victor LM 1893
7. STRAUSS: Graduation Ball; Meyerbeer; Les Patineurs—Levine . . . . . Capitol P 8360
8. DELIBES: Coppelia; Sylvia—Monteux . . . . . RCA Victor LM 1913
9. TCHAIKOVSKY: Swan Lake—Dorati . . . . . Mercury MG 50068-70
10. TCHAIKOVSKY: Nutcracker Suite; Sleeping Beauty Ballet Music—Ormandy . . . . . Columbia ML 4729

## Pop Vocals

1. CALYPSO—Harry Belafonte . . . . . RCA Victor LPM 1248
2. AN EVENING WITH BELAFONTE . . . . . RCA Victor LPM 1402
3. H Y M N S—Tennessee Ernie Ford . . . . . Capitol T 756
4. LOVE IS THE THING—Nat (King) Cole . . . . . Capitol W 824
5. CLOSE TO YOU—Frank Sinatra . . . . . Capitol T 789
6. PAT BOONE . . . . . Dot DLP 3012
7. ELVIS—Elvis Presley . . . . . RCA Victor LPM 1382
8. SUDDENLY IT'S THE HI-LO'S . . . . . Columbia CL 952
9. BELAFONTE—Harry Belafonte . . . . . RCA Victor LPM 1150
10. JULIE IS HER NAME—Julie London . . . . . Liberty LRP 3006

## Jazz

1. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK . . . . . Verve MG V 4002-2
2. MY FAIR LADY—Shelley Manne and His Friends . . . . . Contemporary C 3527
3. ELLINGTON AT NEWPORT—Duke Ellington . . . . . Columbia CL 840
4. CONCERT BY THE SEA—Erroll Garner . . . . . Columbia CL 883
5. DUKES OF DIXIELAND, Vol. I . . . . . Audio Fidelity AFLP 1823
6. DUKES OF DIXIELAND, Vol. II . . . . . Audio Fidelity AFLP 1824
7. ELLA AND LOUIS—Ella Fitzgerald and Louis Armstrong . . . . . Verve MG V 4003
8. AMBASSADOR SATCH—Louis Armstrong . . . . . Columbia CL 840
9. STAN KENTON IN HI-FI . . . . . Capitol W 724
10. VELVET CARPET—George Shearing . . . . . Capitol T 720

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

THE BILLBOARD  
APRIL 20, 1957

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## Reviews and Ratings of New Classical Albums

Continued from page 29

**BEETHOVEN: SONATAS NOS. 14 IN C SHARP MINOR, OP. 27, NO. 3 ("MOONLIGHT"), — IN C MINOR, OP. 13 ("PATHEIQUE") AND 23 IN F MINOR, OP. 57 ("APPASSIONATA") (1-12)**—Rudolf Serkin, Piano. Columbia ML 5164 . . . . . 85

These are Beethoven's three most popular sonatas and Mr. Serkin's performances are powerful and musicianly. Since April, by Columbia proclamation, is "Serkin Month," the disk's sales get added promotional impetus. Full scale national advertising, as well as dealer promotional aids, tip the scales in favor of this interpretation in the weeks just ahead. A superior album cover adds interest.

**MOZART: CONCERTO NO. 17 IN G MAJOR (K. 453); CONCERTO NO. 25 IN C MAJOR (K. 503) (1-12)**—Rudolf Serkin, Piano; The Columbia Symphony Orchestra; George Szell, Cond. Columbia ML 5169 . . . . . 84

Serkin says the last word on two more fine Mozart concerti, this time aided by a name conductor who also happens to be a good Mozartian pianist. Like its companion release of No. 21 and No. 27, this should stand as the best available for some time. It's a must item for all connoisseurs.

**SCHUBERT: MOMENTS MUSICAUX, OP. 94 (COMPLETE); SONATA IN C (UNFINISHED) (1-12)** — Rudolf Serkin, Piano. Columbia ML 5153 . . . 80

Serkin's performance of the "Moments Musicaux" is marked by an attractive brightness of tone and faultless musicianship. The C Major Sonata has been neglected on disks with only one indifferent version on LP, a fact which makes this disk that much more attractive to Schubert collectors. The cover is a stunner and Serkin is the subject of much Columbia promotion push during the coming month so the disk should enjoy more than the usual piano sonata sales.

**TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR, OP. 35 (1-12)**—Erica Morini, Violin; Philharmonic Symphony Orchestra of London; Artur Rodzinski, Cond. Westminster XWN 18397 . . . . . 73

Morini delivers a solid musicianly performance—vigorous but not fiery; tonally secure but not ravishing. Heifetz, Oistrakh, Milstein and Stern are not successfully challenged, but there is room for another interpretation of this standard and the many admirers of Morini's way with this work will not be disappointed.

**GRIEG: PEER GYNT SUITES NOS. 1 AND 2; PIANO CONCERTO IN A MINOR, OP. 16 (1-12)** — Yury Boukoff, Piano; Philharmonic Symphony Orchestra of London; Artur Rodzinski, Cond. Westminster XWN 18231 . . . . . 72

Logical pairing of ever-popular Grieg repertory, well performed by Rodzinski and Boukoff, young Bulgarian virtuoso, still relatively unknown here. Concerto is no match for imposing array of existing versions by Rubinstein, Lipatti, Novaes, Gieseking. Peer Gynt Suites were issued earlier in Laboratory Series at much higher price.

**BERLIOZ OVERTURES (1-12)** — Philharmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster WLAB 7051 . . . . . 70

"Roman Carnival," "Corsair" and "Rob Roy" overtures excitingly performed and endowed with top recording of wide dynamic range, characteristic of the Laboratory series. "Rob Roy," a first recording, is the least compelling of the three works; the others boast some half dozen existing versions. For exacting audiophiles not resistant to higher price.

**FIELD: PIANO CONCERTO NO. 1 AND FIVE NOCTURNES (1-12)**—Sandra Bianca, Piano; The Philharmonia Orchestra of Hamburg; J. Randolph Jones, Cond. M-G-M E 3476 . . . 68

Connoisseurs will rate this an important release because Field's Concerto has never before been recorded. It's a little hard to understand why since it's a graceful, lyrical work. The five Nocturnes (Field invented this form, later popularized by Chopin) are thoroly ingratiating compositions. Soloist Sandra Bianca gives fine, intelligent performances and the sound is excellent. While the composer's name has negligible pulling power, the disk could enjoy good sales among collectors of late 18th-early 19th century piano and orchestral music. Will interest Chopin fanciers because of similarity of style.

**MOZART: CONCERTO FOR TWO PIANOS, K. 365; SAINT-SAENS: CARNIVAL OF ANIMALS (1-12)**—Emil Gilels and Yakov Zak, Pianos; State Orchestra of the U.S.S.R.; Kiril Kondrashin and Curt Eliasberg, Conductors. Monitor MC 2006 . . . . . 67

These sides were taken from tapes made in Russia, the American rights to which are owned by Leeds Music Corporation. Both performances are excellent. Gilels is the name here. With Zak, his piano partner, his contribution on this disk is brilliant. There is also an outstanding solo cello performance by Daniel Shafran. Nevertheless, dealers are advised to order cautiously, in view of the competition,

including a version by the same artists on Period.

**MUSIC BY HEITOR VILLA-LOBOS (1-12)**—The M-G-M Chamber Orchestra, I. Solomon, Cond.; M-G-M String Orchestra, Surinach, Cond.; I. Engdahl, Piano. M-G-M E 3516 . . . . . 63

An exotic, colorful program by the prolific and kaleidoscopic Brazilian contemporary. Choros No. 7 for wind and string chamber group exploits native-style themes and rhythms. Bachianas Brasileiras No. 9 for String Orchestra is more classical. Some interesting piano pieces round out the collection. Actually a re-coupling of the composer's works extracted from two previous well-recorded disks. Limited appeal.

**PROKOFIEFF SONATAS FOR PIANO (3-12)**—Yury Boukoff, Piano; Vol. I, Nos. 1, 2, 3, 4; Vol. II, Nos. 5, 6, 7; Vol. III, Nos. 8, 9, Westminster XWN 18369, XWN 18370, XWN 18371 . . . . 62

First and only integral recording of nine Prokofieff piano sonatas spanning almost forty years of composition. Boukoff possesses the formidable dexterity and energy to cope with this uncompromising, dissonant but stimulating music. He lacks the subtlety and grandeur of a Horowitz. For piano fanciers and modernists. Recording thin in middle and upper registers.

**PIANO MUSIC BY LOUIS MOREAU GOTTSCALK (1-12)** — Jeanne Behrend, Piano. M-G-M E 3370 . . . . . 61

The mid-19th century American composer is enjoying something of a renaissance. About six months ago Vanguard released a package of his work—some of it duplicated on this disk—performed in fine style by Eugene List. This one will also be relished by connoisseurs of Americana and musicologists in general. Gottschalk's style embodies flavoring of New Orleans, a Chopin-esque quality, and Negro and Latin influences. Selections include "The Banjo," "The Union," "Paraphrase of National Airs," "Bamboula," etc.

**BEETHOVEN: SONATA NO. 30 IN E, OP. 109; SONATA NO. 32 IN C MINOR, OP. 111 (1-12)** — Victor Schioler, Piano. Capitol P 18046 . . . . 61

Warm, thoughtful an exceedingly musical rendition of late Beethoven piano works by a leading Danish artist, one-time disciple of Artur Schnabel. Despite good recorded sound, will encounter serious rivalry from Beethoven specialists like Backhaus, Kempff, Schnabel.

**SCHUMANN: QUARTET NO. 1 IN A MINOR, OP. 41; BRITTEN: QUARTET NO. 1 IN D MAJOR, OP. 25 (1-12)**—Paganini String Quartet. Liberty SWL 15000 . . . . . 61

West Coast label's first classical venture, featuring the well-known Paganini ensemble, offers the only current recorded performance of the romantic Schumann work, contrasted with the skillful modern effort by Britten. Performances are not quite the last word in suaveness or perfect intonation, but real-

(Continued on page 36)

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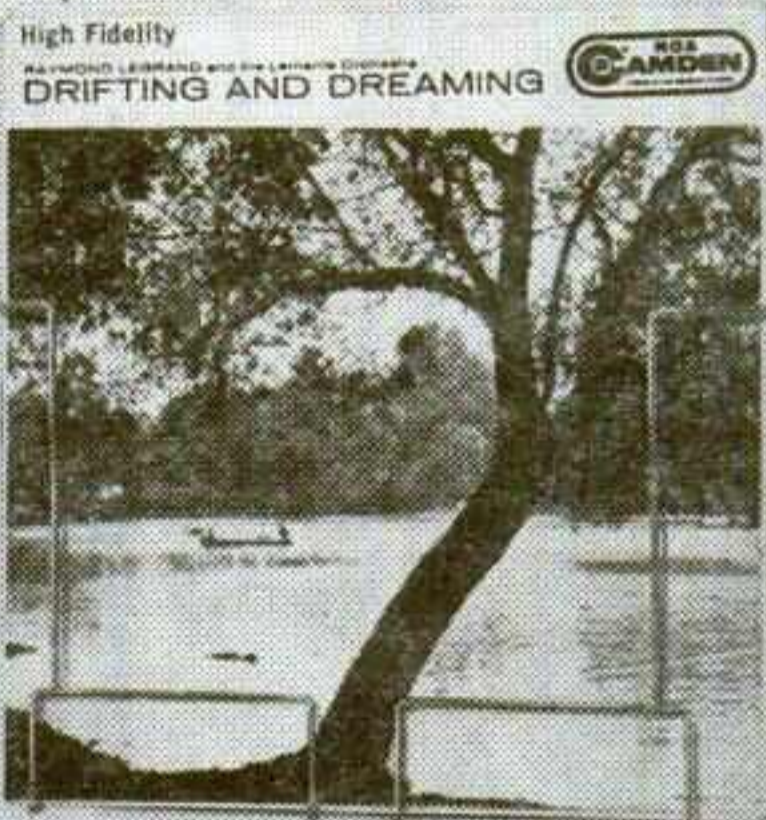
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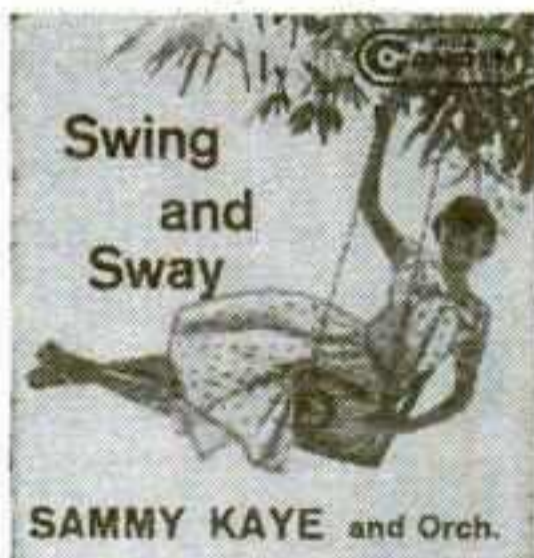
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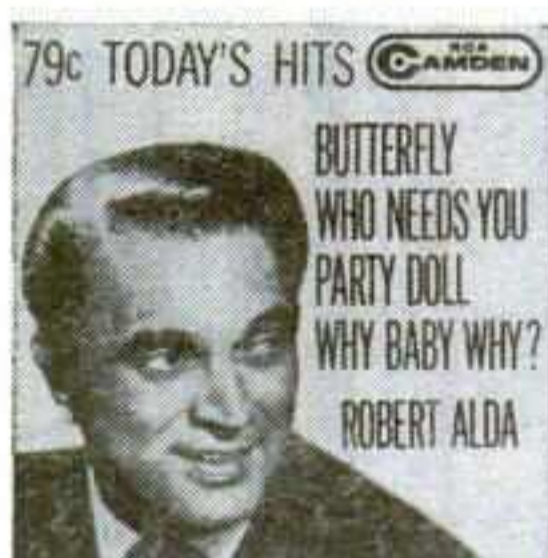
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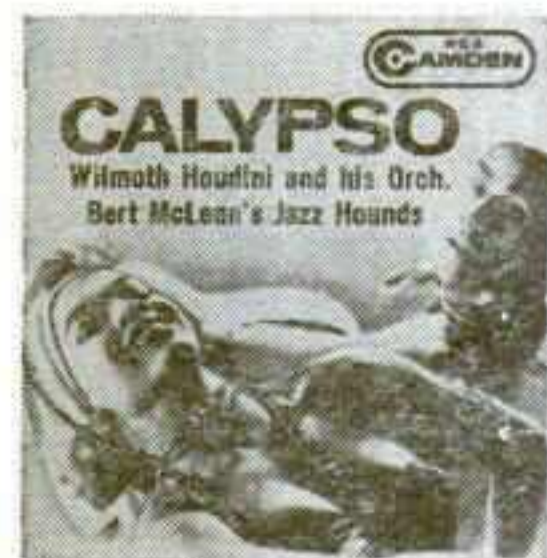
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## • Reviews and Ratings of New Jazz Albums

• Continued from page 29

on-sight item. We're sure dealers will agree.

**MUSIC FOR LIGHTHOUSE KEEPING** .....84  
Howard Rumsey and The Lighthouse All-Stars (1-12")  
Contemporary C 3528

This is Vol. 8 of this series and there's little reason to doubt its success. Attempt here is at diversification of repertoire, with a blues, a ballad and two mambo numbers highlighted. Group features Rumsey on bass; Bob Cooper on tenor; Frank Rosolino, trombone; Conte Candoli, trumpet; Stan Levey, drums, and Sonny Clark on piano. Coop's work on "Octavia" is exemplary. It's a swingin' modern crew and well worth a featured spot with any dealer.

**TENOR CONCLAVE** .....83  
Hank Mobley, Al Cohn, John Coltrane and Zoot Sims. (1-12")  
Prestige LP 7074

A strong packaging idea well executed for what should prove a very good seller in all jazz shops. All four tenors play on all tunes, each extensively, and also in stimulating short exchanges with each other, with top-notch modern rhythm support by Garland, Chambers and A. Taylor. Interesting contrast in Cohn's and Sims' cool style as against the "harder" styles of Mobley and Coltrane. Good notes add interest, but watch out for a mix-up in titles.

**BEVERLY KENNEY SINGS WITH JIMMY JONES AND "THE BASIE-ITES"** .....76  
(1-12")  
Roost LP 2218

Excellent cover shot of Miss Kenney by Chuck Stewart will whet interest of buyers. This, her third recorded outing, reiterates all of the fine jazz vocal qualities essayed in other sets. Thrush is yet to find her own groove. However, this program of standards is distinguished for her ease and charm in the jazz frame, and fine support of Jimmy Jones and Basie-ites i.e., Jo Jones, Joe Newman, Frank Wess. Jocks should go for this. Try "Makin' Whoopie" as as demo-band.

**RODGERS AND HAMMERSTEIN'S SOLO! SOUTH PACIFIC** .....75  
Bobby Hammack Quintet (1-12")  
Liberty LRP 3037

Here's an item which may fare better sales-wise in the pop field than jazz. Tasteful, neatly understated instrumental treatments of the great Rodgers and Hammerstein "South Pacific" score, highlighted by Hammack's aptly self-styled "calculated spontaneity" at the keyboard. Amusing cover adds up to good display art for dealers.

**LOU DONALDSON QUARTET-QUINTET-SEXTET** ..... 74  
(1-12")  
Blue Note 1537

Donaldson, one of the less-touted Charlie Parker followers, is one of the best, from the evidence here. In this well-balanced program, he gets superb backing from such as Horace Silver, Percy Heath, Art Blakey, the flashy Matthew Gee on trombone, and trumpeters Kenny Dorham and Blue Mitchell. It's funky, swinging post-bop modern, and by demonstrating "The Stroller" you can sell a respectable quantity. It's well worth a whirl.

**DIXIELAND JUBILEE** .....74  
Teddy Buckner and His Dixieland Band (1-12")  
Dixieland Jubilee Records DJ 504

Buckner has always been vibrant, alive, and this set certainly is indicative of his great talent. This isn't contrived Dixie, but authentic mellow music that swings from the very first track. Sidemen are comparative unknowns, with some particularly fine piano by Harvey Brooks displayed. The works are traditional in the main with excellent excitement in the great Wilbur De Paris gasser "Martinique" and "Lassus Trombone."

**THE NEW JOHNNY SMITH QUARTET** .....73  
(1-12")  
Roost LP 2216

There is a deftness, almost a slickness, in this offering by guitarist Smith and his new group. Deviating more than usual from a basically ballad format, Johnny's program in this set runs from his main meet-the-ballad-to folk material to outright jazz blowing. The heavy emphasis is with the blowing. The variety of the program plus the close-knit rapport among the musicians and another fine packaging job by Roost should help sell this one. Jocks can select an extremely well-placed segment from the material available here.

**RUTH PRICE SINGS WITH THE JOHNNY SMITH QUARTET**....73  
(1-12")  
Roost LP 2217

Miss Price is a comer; a full-voiced

belter whose chief appeal lies in her feelingful, even torchy readings on ballads. Tho jazz-oriented in her approach, absence of severe stylization could help her reach beyond jazz audience. Accompaniment by Smith is capable, but a little constricting. In sum, a thorough professional effort aided by good material, i.e. "It Never Entered My Mind," "Until the Real Thing Comes Along." Fine Chuck Stewart color cover gives display value.

**JUTTA HIPF WITH ZOOT SIMS** .....67  
(1-12")  
Blue Note 1530

The competent, but derivative German pianist needs and gets name assistance from tenorman Sims, but it's not enough at that to make this set stand out in a glutted market. Trumpeter Jerry Lloyd is lost in this fast company, and while there is plenty of Sims, there's more stimulating work by the cat elsewhere.

### Band

**I LOVE TO HEAR A BAND** .....82  
Edwin Franko Goldman Band. (1-12")  
Decca DL 8445

This package of re-issues by the late dean of bandmasters is a nostalgic, stirring collection of march favorites, including "On the Mall" and "Onward, Upward" and John Philip Sousa's "Our Flirtation." A "must" for brass band fans. Cover, featuring a delightful Norman Rockwell drawing, is an eye-catcher.

**DIE SCHONSTEN MARSCH UND MARSCHLIEDER** .....68  
Band of the Berlin Schutz-Polizei (With Chorus) (1-12")  
Telefunken LGX 66064

Here's something pleasingly different in a collection of German and Austrian (mostly the former) marches. While they haven't the lush interpretations and frills of their American counterparts, these marches are rousing and spirited. Half of them feature both band and chorus (German lyrics). The collection is pointedly non-military — selections were made from marching songs of youth groups, operettas, etc. Should do fair in shops catering to high school and college band members.

### Semi-Classical

**TURINA: IMPRESSIONS OF SPAIN (CUENTOS DE ESPANA) 1ST AND 2D SERIES** .....63  
Esteban Sanchez, Piano (1-12")  
Capitol P 18039

This is a first recording by the label of the young Spanish pianist. It is also a "first" of these works by Turina. The sound is good and gives ample proof of the Sanchez technical musicianship. It may be that these romantic melodic vignettes dedicated to various Spanish towns may find favor with collectors of other Turina works, but general appeal looks fairly limited. Order cautiously, unless the clientele runs to Iberian long-hairs.

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**Denver**

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Butterfly, A. Williams, Cdc.
4. Party Doll, B. Knox, Ric.
5. He's Mine, Platters, Mer.
6. He's Mine, Platters, Mer.
7. He's Mine, Platters, Mer.
8. He's Mine, Platters, Mer.
9. He's Mine, Platters, Mer.
10. He's Mine, Platters, Mer.

**Dallas-Fort Worth**

1. I'm Walkin', F. Domino, Imp.
2. All Shook Up, E. Presley, Vic.
3. He's Mine, Platters, Mer.
4. He's Mine, Platters, Mer.
5. He's Mine, Platters, Mer.
6. He's Mine, Platters, Mer.
7. He's Mine, Platters, Mer.
8. He's Mine, Platters, Mer.
9. He's Mine, Platters, Mer.
10. He's Mine, Platters, Mer.

**Minneapolis-St. Paul**

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. He's Mine, Platters, Mer.
4. He's Mine, Platters, Mer.
5. He's Mine, Platters, Mer.
6. He's Mine, Platters, Mer.
7. He's Mine, Platters, Mer.
8. He's Mine, Platters, Mer.
9. He's Mine, Platters, Mer.
10. He's Mine, Platters, Mer.

**THE TOP 100**

41. LITTLE DARLIN', Diamonds, Mer.
42. ALL SHOOK UP, E. Presley, Vic.
43. HE'S MINE, Platters, Mer.
44. HE'S MINE, Platters, Mer.
45. HE'S MINE, Platters, Mer.
46. HE'S MINE, Platters, Mer.
47. HE'S MINE, Platters, Mer.
48. HE'S MINE, Platters, Mer.
49. HE'S MINE, Platters, Mer.
50. HE'S MINE, Platters, Mer.

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- Complete Sonnets of Shakespeare, read by Ronald Colman, 3 records, \$3.95 List
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- Dr. Jekyll and Mr. Hyde, read by Gene Lockhart, 4 records, \$4.95 List
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- Alice in Wonderland, 3 records, \$3.95 List
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**AUDIO BOOK COMPANY**  
ST. JOSEPH MICHIGAN

## Personal Appearances

Jocko Rock and Roll Revue  
Loew's State, New York

NEW YORK — The hallowed halls of Loew's State Theater, once the home ground of Eddie Cantor, George Jessel and Milton Berle, has been taken over by the rock and rollers, led by "Jocko," deejay on WOV here, who bills himself as "the groovy ace from outer space."

Bursting on stage in a fantastic space suit, Jocko introduces a host of top rock and roll acts, who played, at the show caught, to a good but not full house and a host of patrolmen. The latter circulated thru the aisles during the performance in an effort to keep the peace after previous unfortunate incidents at a similar show at the Paramount Theater.

Among the best received acts on the bill were Lewis Lymon and the Teenchords, who projected some mighty snappy showmanship and staging; the Clovers, who performed their hit, "Love, Love Love," to a strong reception; Mickey and Sylvia (the latter clad in tight, silvery knee-length pants), who did both "Love Is Strange,"

and "Dearest," their newest release, and the Diamonds, who offered not only their bit, "Little Darlin'," but an unexpected "You'll Never Walk Alone," as well, which received a surprisingly good response.

Other acts included the Jive Bombers, Jo Ann Campbell, the Heartbeats, the Paragons, Ella Johnson, Gogie Rene and Buddy Johnson and his 15-piece ork.

Ren Grevatt.

## • Reviews and Ratings of New Classical Releases

• Continued from page 32

istic sound will aid sales to chamber music lovers.

### MUSIC OF THE GREAT KEYBOARD MASTERS: (1-12")—Sascha Gorodnitzki, Piano. Capitol P 8374 . . . . .60

There is too little differentiation in Gorodnitzki's treatment of Liszt, Chopin, Rachmaninoff, Prokofieff, et. al., in this recital. Performances are characterized by ample facility but scant color. While fairly well-known to classical buyers, artist's name probably will not be strong enough to attract heavy sales.

### Folk

#### THE WEAVERS AT CARNEGIE HALL . . . . .88 (1-12") Vanguard VRS 9010

The program was recorded on Christmas Eve, 1955, and is divided into four sections, including—comic and sentimental; African chants, Indonesian melodies, songs of Israel, European folk songs and Southern mountain hymns, etc. A highlight is Ronnie Gilbert's rich alto rendition of "I Know Where I'm Going," accompanied by guitar and recorder. The last section is climaxed by "Good-night Irene." The album is a must for any folk record collection.

#### SANTA-CRUZ: SUITE FOR STRING ORCHESTRA; MENDOZA - NAVA; ESTAMPAS Y ESTAMPILLAS FOR ORCHESTRA OF 'CELLOS (1-12")—The M-G-M Orchestra; Carlos Surinach, Cond. M-G-M E 3515 . . . . .59

Two unfamiliar but rewarding items in M-G-M's enterprising "Pan-American Music Series." Bolivian Mendoza-Nava's "Pictures and Post Cards" relying on folkloristic elements, including Creole dances, exploits unusual instrumentation. Chilean Santa-Cruz writes in a latter-day international romantic idiom slightly reminiscent of Bloch. Good sound.

#### SONGS FROM THE CARIBBEAN . . . . .58

Lord Composer With the Calypso Champions. (1-12")  
Art Records ALP 15A

Lord Composer's contribution to the ever-increasing calypso output consists mainly of some new titles. Sides tend toward monotony and recording does nothing to enhance singer's economy backing of piano and local rhythm instruments. Chiefly for insatiable calypso collectors. Not averse to \$5.95 list.

### Miscellaneous

#### A SALUTE TO ELLINGTON . . . . .83 Bill Doggett (1-12") King 533

Sock instrumental wax which should move in the r.&b and also pop markets. Doggett's solid organ solos and Clifford Scott's sensuous tenor sax work are highlighted on this collection of great Duke Ellington compositions—"I've Got It Bad and That Ain't Good," "Caravan," etc. Should appeal to an unusually wide market, with particularly strong spin potential among the hipper mike men.

#### DAME DREAMING . . . . .80

Bill Doggett (1-12")  
King 532

Dreamy, leisurely paced instrumental treatments in a low-pressure rock and roll vein by organist Doggett and his boys. Selections, keyed to the old girls' names gimmick, include "Laura," "Tangerine," "Dinah," etc. This one's aimed at all markets, and should pile up plenty of spins from jocks. Performance-wise, tho, Doggett's "Salute to Ellington" LP (also reviewed in this issue) cuts this package. Striking color photo of pretty brunette and provocative title gives album good display value.

## 50,000,000 RECORD JACKETS SAY:

"CHECK YOUR NEEDLE NOW"



MR. RECORD DEALER: ARE YOU PREPARED FOR THIS BUSINESS?

Check the jacket of any top-selling LP — Columbia, RCA-Victor, Mercury, Capitol, Westminster, Vox, etc. — and you'll find an important message urging your customer to have his needle inspected regularly . . . changed at the first sign of wear!

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Today, hundreds of these precision-made, high power microscopes are in use by profit-wise Walco dealers from coast-to-coast. You can get one too — and cash in on the biggest needle "push" in history. See your distributor, or write:

**Walco**  
Trade Name of  
**ELECTROVOX CO., INC.**  
60-B Franklin St., East Orange, N. J.

## WANTED Negro men and women with some experience in show business to train as RADIO DISC JOCKEYS

LARGEST GROUP OF NEGRO RADIO STATIONS IN THE SOUTH WANT NEGRO MEN AND WOMEN AS RHYTHM AND BLUES AND SPIRITUAL PERSONALITY DISC JOCKEYS.

The OK Group, with radio stations in New Orleans, Houston, Memphis, Lake Charles and Baton Rouge, are expanding their operation. They are looking for alert and capable Negro men and women who want to become personality disc jockeys in the rhythm and blues and spiritual field. You must have a good voice and good enough education to read advertising copy quickly and easily and good enough imagination to ad-lib a radio commercial. Southern Negroes preferred. OK GROUP Announcers earn the highest pay of any Negro announcers in the South. Write giving full details about yourself. Do not phone; do not come in person; do not send tape recordings.

WRITE STANLEY W. RAY, JR.

THE OK GROUP  
505 Baronne St.  
New Orleans 12, La.

## DERN TO SPEAK FOR NETWORK

HOLLYWOOD — Dixon Dern, associate counsel for the Columbia Broadcasting System here, will address the monthly dinner meeting of the California Copyright Conference this week (25).

Dern, a veteran copyright attorney with many years of experience in broadcasting, will discuss "A Network's View of Authors' and Composers' Rights."

BEST SELLER!!  
**REDD FOX**  
**LAFF**  
OF THE  
**PARTY**  
Vols. I, II, III and IV

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1411 SOUTH CENTRAL AVENUE • LOS ANGELES 2, CALIFORNIA

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



## DICK WILSON

Dick is a new talent on the Columbia roster and a new star in the "pop" heavens! Lead side on this disc is a great addition to the calypso craze, and flip should help lift our man neatly onto the charts!

Bimini Run b/w  
One Small Voice  
Dick Wilson with  
Jimmy Carroll  
4-40894



## EILEEN RODGERS & RAY CONNIFF

Whenever Eileen presses a new record, you can count on a magnificent reception. These two sides are excellent examples of the "Conniff Sound" plus Eileen's own type of magic and they look like real chart-jumpers!

Don't Call Me Sweetie  
(Cause I'm Bitter) b/w  
Everything But Love  
Eileen Rodgers with  
Ray Conniff  
4-40908



## JERRI ADAMS

In the line of new talents, check Jerri! With Ray Conniff's arrangement, lead side shows her off to great advantage. Flip is the kind of a song every artist hopes for, and she really delivers the goods. Watch this gal and her record climb!

Suddenly  
(The Meeting) b/w  
A Little Bit of Kindness  
Jerri Adams with  
Ray Conniff  
4-40888



## TONY BENNETT & PERCY FAITH

Mr. "Sell-A-Million" himself here delivers two sides first introduced on the TV spectacular, "Salute to Baseball." Tony sings the lead side straight from his toes and the backing of Percy Faith doesn't hurt the disc at all! Flip side is a wonderful twist on the old ballad with Ray Conniff's assistance. Keep your eye on the #1 slot. This one's really moving!

No Hard Feelings  
with Percy Faith b/w  
One for My Baby  
(And One More for  
the Road)  
with Ray Conniff  
Tony Bennett  
4-40907



## "LITTLE" JIMMY DICKENS ROSE MADDOX FREDDIE HART

With the emergence of C&W songs and artists into the "pop" field, Columbia presents three new discs you'll be seeing on the charts in both categories! There's a whole new field open to C&W, and Columbia is leading the way!

I Never Had the Blues b/w  
Happy Heartaches  
"Little" Jimmy Dickens  
4-40890-c  
Take a Gamble on Me b/w  
1-2-3-4 Anyplace Road  
(Somewhere, U.S.A.)  
Rose Maddox with  
Bill Strange Orchestra  
4-40873-c  
Fraulein b/w  
Baby Don't Leave  
Freddie Hart  
4-40896-c

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

**COLUMBIA RECORDS**

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*Sizzling Steve has 2*

# FABULOUS

**DICK JACOBS**  
and his  
Skiffle Band

**Steve  
Lawrence**



CORAL 9-61834 • 61834

*More Red Hot Sides!*



# DON'T WAIT FOR SUMMER

**DICK JACOBS**  
and his  
Skiffle Band

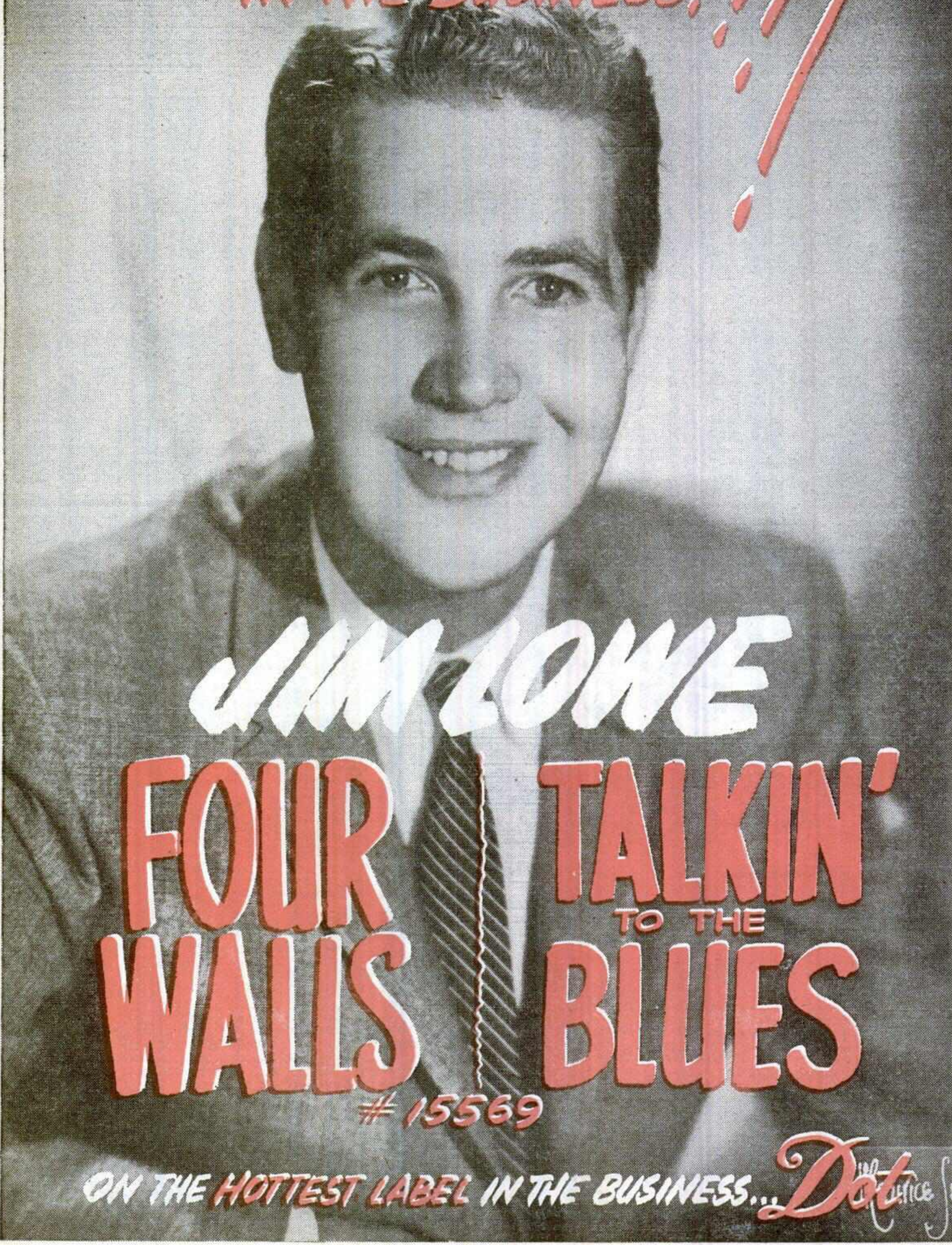
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**THE BIGGEST NEW TWO-SIDED HIT  
IN THE BUSINESS!!!**



**JIM LOWE**

**FOUR  
WALLS**

**TALKIN'  
TO THE  
BLUES**

**# 15569**

**ON THE HOTTEST LABEL IN THE BUSINESS...**

**Dot** *Justice*

# HONOR ROLL OF HITS

TRADE MARK REG.

**THE NATION'S TOP TUNES** For survey week ending April 17

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. All Shook Up</b> By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6870. RECORD AVAILABLE: D. Hill, Aladdin 3359.	2	4	<b>6. Marianne</b> By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORDS: I. Gilkyson, Col 40817; Hilltoppers, Dot 15537. RECORDS AVAILABLE: B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.	6	12
<b>2. Round and Round</b> By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solek, Dana 2121.	3	8	<b>7. Why Baby Why?</b> By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.	8	6
<b>3. Little Darlin'</b> By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	5	6	<b>8. Come Go With Me</b> By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Dell-Vikings, Dot 15538. RECORDS AVAILABLE: Federals, De Luxe 6112; S. Gale, Dec 30321.	11	7
<b>4. Butterfly</b> 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	10	<b>9. I'm Walkin'</b> By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORD: F. Domino, Imperial 5428.	10	7
<b>5. Party Doll</b> 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.	4	9	<b>10. Gone</b> 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.	9	7

## Second Ten

<b>11. Ninety-Nine Ways</b> By Charlie Gracie—Published by Mayland Music (BMI) BEST SELLING RECORD: T. Hunter, Dot 15548. RECORD AVAILABLE: C. Gracie, Cameo 105.	14	5	<b>15. Teen-Age Crush</b> By Audrey Allison-Joe Allison—Published by Central Songs, Inc. (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.	12	10
<b>12. So Rare</b> By Jerry Herst-Jack Sparpe—Published by Robbins (ASCAP) BEST SELLING RECORD: J. Dorsey, Fraternity 755.	25	2	<b>17. School Day</b> By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: C. Berry, Chess 1653.	-	1
<b>13. Young Love</b> By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) BEST SELLING RECORDS: T. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022; S. James, Cap 3602.	7	17	<b>18. Mama Look-A Booboo</b> 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.	16	4
<b>14. Almost Paradise</b> By Norman Petty—Published by Peer International Corp. (BMI) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount 9787; L. Stein, Unique 385.	13	8	<b>19. I'm Stickin' With You</b> By Bowen-Knox—Published by Jackie (BMI) BEST SELLING RECORD: J. Bowen, Roulette 4001. RECORDS AVAILABLE: Roy Brown, Imperial 5427; Fontane Sisters, Dot 15555.	22	7
<b>15. Chantez Chantez</b> By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792. RECORD AVAILABLE: G. Wisniewski, Dana 2120.	15	6	<b>19. Who Needs You?</b> By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.	19	10

## Third Ten

<b>21. Sittin' in the Balcony</b> By Johnny Dee—Published by Bentley Music (BMI) RECORDS AVAILABLE: J. Dee, Colonial 430; D. Cornell, Coral 61811; E. Cochran, Liberty 55056.	21	5	<b>26. Banana Boat Song</b> By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) RECORDS AVAILABLE: Buchanan & Goodman, Luniserve 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; Tarriers, Glory 249; S. Vaughan, Mercury 71020.	17	18
<b>22. Dark Moon</b> By Ned Miller—Published by Dandelion (BMI) RECORDS AVAILABLE: B. Guitar, Dot 15550; G. Storm, Dot 15558.	-	1	<b>27. Banana Boat (Day-0)</b> By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6771.	20	15
<b>23. I'm Sorry</b> By Buck Ram-Tintwun-W. White—Published by Algonquin (BMI) RECORD AVAILABLE: Platters, Mercury 71032.	25	2	<b>28. White Sport Coat</b> By Marty Robbins—Published by Acuff-Rose (BMI) RECORD AVAILABLE: M. Robbins, Col 40864.	-	1
<b>23. Rock-A-Billy</b> By W. Harris-Deane—Published by Oxford (ASCAP) RECORD AVAILABLE—G. Mitchell, Col 40877.	25	2	<b>28. Walkin' After Midnight</b> 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.	22	7
<b>25. Pledge of Love</b> By Redd—Published by Lin (BMI) RECORDS AVAILABLE: K. Copeland, Imperial 5432; D. Contino, Mercury 71079; D. Hart, Reserve 118; J. Janis, ABC-Paramount 9800; Penguins, Atlantic 1132; M. Torok, Dec 30230.	30	3	<b>30. Do I Love You</b> By Richard Rodgers—Published by Williamson (ASCAP) RECORDS AVAILABLE: V. Damone, Col 40858; S. Feller, ABC-Paramount 9795; T. Martin, Vic 20-6868.	28	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.

WHO WOULD BE **CRAZY** ENOUGH  
TO COVER.....

# MAMA LOOK A BOOBOO

and

# JAMAICA FAREWELL

??????

WE ARE... AND

**WE DID!**

CADENCE No. 1321

MAMA LOOK A BOOBOO

and

JAMAICA FAREWELL

BY

**MARTY FRANKLIN**

ARCHIE BLEYER SAYS:

*Please take 5 minutes and learn records  
of your time to listen to both sides of  
this record.  
A total loss it wouldn't be!*

*Archie Bleyer*

D. J.'s and DEALERS:  
IF YOU HAVEN'T RECEIVED  
YOUR COPY, WRITE—WIRE  
—OR CALL

BOB KORNHEISER  
Nat'l Sales and  
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RECORDS INC., 40 EAST 49th St., NEW YORK CITY



# ANDY WILLIAMS

**FASTEST RISING STAR IN THE INDUSTRY**



*FIRST* — WALK HAND IN HAND

*NEXT* — CANADIAN SUNSET

*NEXT* — BABY DOLL

*NEXT* — BUTTERFLY

**AND NOW!**

FROM THE PEN OF **MELVIN ENDSLEY** WRITER OF  
SINGIN' THE BLUES

**ANDY'S GREATEST**

**\* I LIKE YOUR KIND OF LOVE**

**C/W**

**STOP TEASIN' ME**

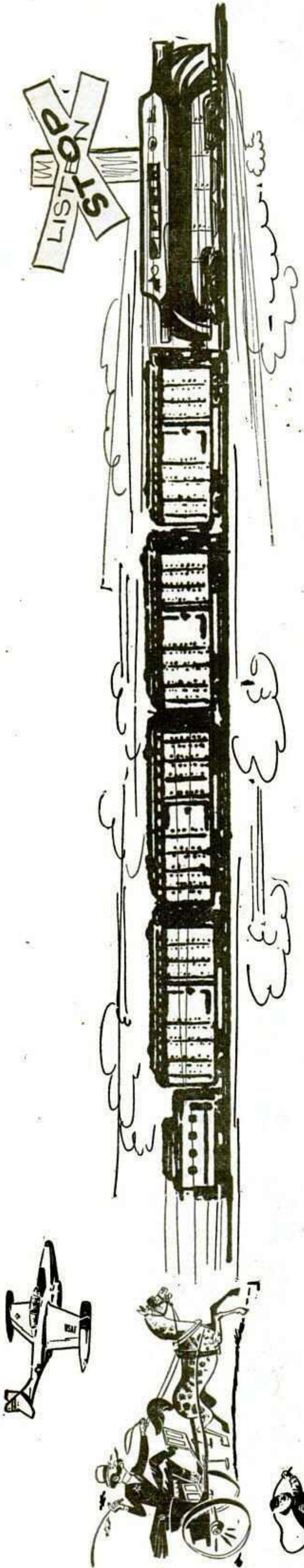
CADENCE #1323

\* ANDY'S GIRL FRIEND  
PLAYED BY  
PEGGY POWERS



**cadence**

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



**NOTHING CAN STOP THIS**

# FREIGHT TRAIN

**ADVANCE ORDERS EXCEEDED  
50,000 BEFORE THE RECORD  
WAS ON THE MARKET!**

**CHARLES MCDEVITT**  
and **SKIFFLE GROUP**

**Review Spotlight on . . .**

**POP DISK JOCKEY PROGRAMMING**

**FREIGHT TRAIN** . . . Chic 1008 . . . Skiffle groups  
for kids here has been  
CHARLES MCDEVITT . . . This can be a solid conversation piece with them here has been  
This can be a solid conversation piece with them here has been  
are big in England and the skiffle releases of the flavor  
romantic, this is one of two important skiffle releases of the flavor  
This has some interesting vocal by a chick named Nancy Whiskey  
and a very interesting vocal by a chick named Nancy Whiskey  
Lots of kicks here.

**The Cash Box  
Best Bets**

★ "FREIGHT TRAIN" . . . Nancy Whiskey & Chic 1008  
Chas. McDermitt Group

Vocal by Nancy Whiskey

**CHIC 1008**

b/w THE COTTON SONG

**THOMASVILLE, GA.**

West Coast: Order From MONARCH



The Billboard  
April 20, 1957

In Canada It's Spartan. In England It's Oriole

### • Best Sellers in Stores

For survey week ending April 17

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
<b>1.</b>	<b>1.</b>	<b>4</b>	<b>ALL SHOOK UP (BMI)—E. Presley . . .</b> That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
<b>2.</b>	<b>2.</b>	<b>7</b>	<b>LITTLE DARLIN' (BMI)—Diamonds . . .</b> Faithful and True (BMI)—Mercury 71060	
<b>3.</b>	<b>3.</b>	<b>8</b>	<b>ROUND AND ROUND (BMI)—P. Como . . . . .</b> Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
<b>4.</b>	<b>4.</b>	<b>9</b>	<b>PARTY DOLL (BMI)—B. Knox . . . . .</b> My Baby's Gone (BMI)—Roulette 4002	
<b>5.</b>	<b>5.</b>	<b>9</b>	<b>COME GO WITH ME (BMI)—D. Vikings . . . . .</b> How Can I Find True Love? (BMI)—Dot 15538	
<b>6.</b>	<b>6.</b>	<b>6</b>	<b>GONE (BMI)—F. Husky . . . . .</b> Missing Persons (BMI)—Cap 3628	
<b>7.</b>	<b>9.</b>	<b>8</b>	<b>I'M WALKIN' (BMI)—F. Domino . . . . .</b> I'm in the Mood for Love (ASCAP)—Imperial 5428	
<b>8.</b>	<b>17.</b>	<b>2</b>	<b>SCHOOL DAY (BMI)—C. Berry . . . . .</b> Deep Feeling (BMI)—Chess 1653	
<b>9.</b>	<b>7.</b>	<b>6</b>	<b>WHY, BABY, WHY? (BMI)—P. Boone . . . . .</b> I'm Waiting Just for You (BMI)—Dot 15545	
<b>10.</b>	<b>8.</b>	<b>9</b>	<b>BUTTERFLY (BMI)—A. Williams . . . . .</b> It Doesn't Take Very Long (ASCAP)—Cadence 1308	
<b>11.</b>	<b>10.</b>	<b>10</b>	<b>BUTTERFLY (BMI)—C. Gracie . . . . .</b> Ninety-Nine Ways (BMI)—Cameo 105	
<b>12.</b>	<b>15.</b>	<b>5</b>	<b>NINETY-NINE WAYS (BMI)—T. Hunter . . . . .</b> Don't Get Around Much Anymore (ASCAP)—Dot 15548	
<b>13.</b>	<b>11.</b>	<b>5</b>	<b>MAMA LOOK-A BOOBOO (BMI)—H. Belafonte . . . . .</b> Don't Ever Love Me (ASCAP)—Vic 20-6830	
<b>14.</b>	<b>20.</b>	<b>2</b>	<b>SO RARE (ASCAP)—J. Dorsey . . . . .</b> Sophisticated Swing (ASCAP)—Fraternity 755	
<b>15.</b>	<b>13.</b>	<b>10</b>	<b>TEEN-AGE CRUSH (BMI)—T. Sands . . . . .</b> Hep Dee Hootie (BMI)—Cap 3639	
<b>16.</b>	<b>19.</b>	<b>2</b>	<b>ROCK-A-BILLY (ASCAP)—G. Mitchell . . . . .</b> Hoot Owl (ASCAP)—Col 40877	
<b>17.</b>	<b>12.</b>	<b>7</b>	<b>PARTY DOLL (BMI)—S. Lawrence . . . . .</b> Pum-Pa-Lum (ASCAP)—Coral 61792	
<b>18.</b>	<b>14.</b>	<b>3</b>	<b>I'M SORRY (BMI)—Platters . . . . .</b> <b>HE'S MINE (BMI)—Mercury 71032</b>	
<b>18.</b>	<b>16.</b>	<b>8</b>	<b>I'M STICKIN' WITH YOU (BMI)—J. Bowen . . . . .</b> Ever-Lovin' Fingers (BMI)—Roulette 4001	
<b>20.</b>	<b>18.</b>	<b>11</b>	<b>MARIANNE (BMI)—T. Gilkyson . . . . .</b> Goodbye, Chiquita (BMI)—Col 40817	
<b>21.</b>	<b>—</b>	<b>1</b>	<b>DARK MOON (BMI)—B. Guitar . . . . .</b> Big Mike (BMI)—Dot 15550	
<b>22.</b>	<b>23.</b>	<b>3</b>	<b>ALMOST PARADISE (BMI)—R. Williams . . . . .</b> For the First Time (ASCAP)—Kapp 175	
<b>23.</b>	<b>—</b>	<b>2</b>	<b>LUCILLE (BMI)—Little Richard . . . . .</b> Send Me Some Lovin' (BMI)—Specialty 598	
<b>24.</b>	<b>24.</b>	<b>5</b>	<b>SITTIN' IN THE BALCONY (BMI)—E. Cochran . . . . .</b> Dark Lonely Street (BMI)—Liberty 55056	
<b>25.</b>	<b>21.</b>	<b>15</b>	<b>YOUNG LOVE (BMI)—T. Hunter . . . . .</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
<b>25.</b>	<b>—</b>	<b>1</b>	<b>DAY'O BANANA BOAT SONG (ASCAP)—S. Freeberg . . . . .</b> Tele-Vee-Shun (ASCAP)—Cap 3687	

### • Most Played in Juke Boxes

For survey week ending April 17

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

This Week	Last Week	Weeks on Chart	Title	Label
<b>1.</b>	<b>4.</b>	<b>3</b>	<b>ALL SHOOK UP (BMI)—E. Presley . . . . .</b> That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
<b>2.</b>	<b>6.</b>	<b>5</b>	<b>LITTLE DARLIN' (BMI)—Diamonds . . . . .</b> Faithful and True (BMI)—Mercury 71060	
<b>3.</b>	<b>2.</b>	<b>8</b>	<b>PARTY DOLL (BMI)—B. Knox . . . . .</b> My Baby's Gone (BMI)—Roulette 4002	
<b>4.</b>	<b>3.</b>	<b>6</b>	<b>ROUND AND ROUND (BMI)—P. Como . . . . .</b> Mi Casa Su Casa (ASCAP)—Vic 20-6815	
<b>5.</b>	<b>13.</b>	<b>4</b>	<b>GONE (BMI)—F. Husky . . . . .</b> Missing Persons (BMI)—Cap 3628	
<b>6.</b>	<b>7.</b>	<b>8</b>	<b>BUTTERFLY (BMI)—A. Williams . . . . .</b> It Doesn't Take Very Long (ASCAP)—Cadence 1308	
<b>7.</b>	<b>5.</b>	<b>6</b>	<b>I'M WALKIN' (BMI)—F. Domino . . . . .</b> I'm in the Mood for Love (ASCAP)—Imperial 5428	
<b>8.</b>	<b>8.</b>	<b>5</b>	<b>WHY, BABY, WHY? (BMI)—P. Boone . . . . .</b> I'm Waiting Just for You (BMI)—Dot 15545	
<b>9.</b>	<b>1.</b>	<b>9</b>	<b>BUTTERFLY (BMI)—C. Gracie . . . . .</b> Ninety-Nine Ways (BMI)—Cameo 105	
<b>10.</b>	<b>10.</b>	<b>10</b>	<b>MARIANNE (BMI)—Hilltoppers . . . . .</b> You're Wasting Your Time (ASCAP)—Dot 15537	
<b>11.</b>	<b>11.</b>	<b>9</b>	<b>TEEN-AGE CRUSH (BMI)—T. Sands . . . . .</b> Hep Dee Hootie (BMI)—Cap 3639	
<b>11.</b>	<b>—</b>	<b>1</b>	<b>I'M SORRY (BMI)—Platters . . . . .</b> <b>HE'S MINE (BMI)—Mercury 71032</b>	
<b>13.</b>	<b>15.</b>	<b>7</b>	<b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline . . . . .</b> Poor Man's Roses (BMI)—Dec 30221	
<b>14.</b>	<b>16.</b>	<b>14</b>	<b>YOUNG LOVE (BMI)—S. James . . . . .</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
<b>15.</b>	<b>—</b>	<b>1</b>	<b>I'M STICKIN' WITH YOU (BMI)—J. Bowen . . . . .</b> Ever-Lovin' Fingers (BMI)—Roulette 4001	
<b>16.</b>	<b>14.</b>	<b>7</b>	<b>PARTY DOLL (BMI)—S. Lawrence . . . . .</b> Pum-Pa-Lum (ASCAP)—Coral 61792	
<b>17.</b>	<b>19.</b>	<b>12</b>	<b>TOO MUCH (BMI)—E. Presley . . . . .</b> Playing for Keeps (BMI)—Vic 20-6800	
<b>18.</b>	<b>20.</b>	<b>3</b>	<b>NINETY-NINE WAYS (BMI)—T. Hunter . . . . .</b> Don't Get Around Much Anymore (ASCAP)—Dot 15548	
<b>19.</b>	<b>17.</b>	<b>18</b>	<b>DON'T FORBID ME (BMI)—P. Boone . . . . .</b> Anastasia (ASCAP)—Dot 15521	
<b>20.</b>	<b>—</b>	<b>1</b>	<b>SO RARE (ASCAP)—J. Dorsey . . . . .</b> Sophisticated Swing (ASCAP)—Fraternity 755	

### • 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
<b>1.</b>	<b>2.</b>	<b>7</b>	<b>Round and Round (Rush) . . . . .</b>
<b>2.</b>	<b>1.</b>	<b>9</b>	<b>Marianne (Montclare) . . . . .</b>
<b>3.</b>	<b>3.</b>	<b>7</b>	<b>Butterfly (Mayland-Presley) . . . . .</b>
<b>4.</b>	<b>4.</b>	<b>6</b>	<b>Chanter-Chanter (Cromwell) . . . . .</b>
<b>5.</b>	<b>—</b>	<b>1</b>	<b>So Rare (Robbins) . . . . .</b>
<b>6.</b>	<b>9.</b>	<b>2</b>	<b>All Shook Up (Shalimar-Presley) . . . . .</b>
<b>7.</b>	<b>7.</b>	<b>3</b>	<b>Why, Baby, Why? (Winnerton) . . . . .</b>
<b>8.</b>	<b>5.</b>	<b>6</b>	<b>Almost Paradise (Peer) . . . . .</b>
<b>9.</b>	<b>6.</b>	<b>14</b>	<b>Young Love (Lowery) . . . . .</b>
<b>10.</b>	<b>8.</b>	<b>15</b>	<b>Banana Boat Song (E. B. Marks-Bryden) . . . . .</b>
<b>11.</b>	<b>11.</b>	<b>2</b>	<b>Ninety-Nine Ways (Mayland) . . . . .</b>
<b>12.</b>	<b>10.</b>	<b>6</b>	<b>Who Needs You (Korwin) . . . . .</b>
<b>13.</b>	<b>13.</b>	<b>11</b>	<b>Cinco Robles (Warman) . . . . .</b>
<b>13.</b>	<b>12.</b>	<b>2</b>	<b>Do I Love You? (Williamson) . . . . .</b>
<b>15.</b>	<b>13.</b>	<b>8</b>	<b>Party Doll (Jacie) . . . . .</b>

### • Most Played by Jockeys

For survey week ending April 17

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

This Week	Last Week	Weeks on Chart	Title	Label
<b>1.</b>	<b>2.</b>	<b>3</b>	<b>ALL SHOOK UP (BMI)—E. Presley . . . . .</b> That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
<b>2.</b>	<b>1.</b>	<b>9</b>	<b>ROUND AND ROUND (BMI)—P. Como . . . . .</b> Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
<b>3.</b>	<b>4.</b>	<b>5</b>	<b>LITTLE DARLIN' (BMI)—Diamonds . . . . .</b> Faithful and True (BMI)—Mercury 71060	
<b>4.</b>	<b>3.</b>	<b>8</b>	<b>BUTTERFLY (BMI)—A. Williams . . . . .</b> It Doesn't Take Very Long (ASCAP)—Cadence 1308	
<b>5.</b>	<b>5.</b>	<b>8</b>	<b>PARTY DOLL (BMI)—B. Knox . . . . .</b> My Baby's Gone (BMI)—Roulette 4002	
<b>6.</b>	<b>6.</b>	<b>7</b>	<b>GONE (BMI)—F. Husky . . . . .</b> Missing Persons (BMI)—Cap 3628	
<b>7.</b>	<b>11.</b>	<b>4</b>	<b>COME GO WITH ME (BMI)—D. Vikings . . . . .</b> How Can I Find True Love? (BMI)—Dot 15538	
<b>8.</b>	<b>9.</b>	<b>6</b>	<b>WHY, BABY, WHY? (BMI)—P. Boone . . . . .</b> I'm Waiting Just for You (BMI)—Dot 15545	
<b>9.</b>	<b>8.</b>	<b>6</b>	<b>I'M WALKIN' (BMI)—F. Domino . . . . .</b> I'm in the Mood for Love (ASCAP)—Imperial 5428	
<b>10.</b>	<b>7.</b>	<b>7</b>	<b>PARTY DOLL (BMI)—S. Lawrence . . . . .</b> Pum-Pa-Lum (ASCAP)—Coral 61792	
<b>11.</b>	<b>15.</b>	<b>5</b>	<b>NINETY-NINE WAYS (BMI)—T. Hunter . . . . .</b> Don't Get Around Much Anymore (ASCAP)—Dot 15548	
<b>12.</b>	<b>—</b>	<b>1</b>	<b>SCHOOL DAY (BMI)—C. Berry . . . . .</b> Deep Feeling (BMI)—Chess 1653	
<b>13.</b>	<b>23.</b>	<b>11</b>	<b>WHO NEEDS YOU? (ASCAP)—Four Lads . . . . .</b> It's So Easy To Forget (BMI)—Col 40811	
<b>14.</b>	<b>13.</b>	<b>9</b>	<b>BUTTERFLY (BMI)—C. Gracie . . . . .</b> Ninety-Nine Ways (BMI)—Cameo 105	
<b>15.</b>	<b>10.</b>	<b>9</b>	<b>TEEN-AGE CRUSH (BMI)—T. Sands . . . . .</b> Hep Dee Hootie (BMI)—Cap 3639	
<b>15.</b>	<b>—</b>	<b>1</b>	<b>ALMOST PARADISE (BMI)—R. Williams . . . . .</b> For the First Time (ASCAP)—Kapp 175	
<b>17.</b>	<b>—</b>	<b>1</b>	<b>ROCK-A-BILLY (ASCAP)—G. Mitchell . . . . .</b> Hoot Owl (ASCAP)—Col 40877	
<b>18.</b>	<b>22.</b>	<b>2</b>	<b>SITTIN' IN THE BALCONY (BMI)—E. Cochran . . . . .</b> Dark Lonely Street (BMI)—Liberty 55056	
<b>19.</b>	<b>16.</b>	<b>3</b>	<b>MAMA LOOK-A BOOBOO (BMI)—H. Belafonte . . . . .</b> Don't Ever Love Me (ASCAP)—Vic 20-6830	
<b>20.</b>	<b>21.</b>	<b>2</b>	<b>LOVE IS A GOLDEN RING (BMI)—F. Laine . . . . .</b> There's Not a Moment to Spare (ASCAP)—Col 40856	
<b>20.</b>	<b>17.</b>	<b>12</b>	<b>MARIANNE (BMI)—Hilltoppers . . . . .</b> You're Wasting Your Time (ASCAP)—Dot 15537	
<b>22.</b>	<b>19.</b>	<b>5</b>	<b>CHANTEZ-CHANTEZ (ASCAP)—D. Shore . . . . .</b> Honkytonk Heart (BMI)—Vic 20-6792	
<b>23.</b>	<b>12.</b>	<b>15</b>	<b>YOUNG LOVE (BMI)—T. Hunter . . . . .</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
<b>24.</b>	<b>20.</b>	<b>4</b>	<b>I'M STICKIN' WITH YOU (BMI)—J. Bowen . . . . .</b> Ever-Lovin' Fingers (BMI)—Roulette 4001	
<b>24.</b>	<b>23.</b>	<b>2</b>	<b>MANGOS (ASCAP)—R. Clooney . . . . .</b> Independent (ASCAP)—Col 40835	

# MGM Records



**JONI JAMES**  
**ONLY TRUST YOUR HEART** | **I NEED YOU SO**

(From the MGM Picture "Ten Thousand Bedrooms")

K12450 • MGM 12450

**DAVID ROSE**  
 & His Orch.  
**CALYPSO MELODY**

K12430 • MGM 12430



BREAKING BIG AS A POP HIT!

**MARVIN RAINWATER**

**GWONNA FIND ME A BLUEBIRD**

K12412 • MGM 12412

**CHUCK ALAIMO QUARTET**

**LEAP FROG**

K12449 • MGM 12449

**LEROY HOLMES**  
 & His Orch.  
 & Chorus

**SOUVENIR D'ITALIE**

Vocal by **Angela Drake**

and

**WARM AND TENDER**

(From the MGM picture "Lizzie")

K12460 • MGM 12460

**CONNIE FRANCIS**

**NO OTHER ONE**

K12440 • MGM 12440

**ARTHUR SMITH**

**STAMPS and TWO THEME CALYPSO**

K12458 • MGM 12458

New Sound track album

this could be the night

E-3530 ST

## • Territorial Best Sellers

For survey week ending April 17

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. Round and Round, P. Como, Vic.
6. Little Darlin', Diamonds, Mer.
7. Party Doll, S. Lawrence, Cor.
8. Why, Baby, Why? P. Boone, Dot
9. Teen-Age Crush, T. Sands, Cap.
10. Almost Paradise, R. Williams, Kap.

### Baltimore

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Party Doll, B. Knox, Rit.
4. School Day, C. Berry, Chs.
5. Round and Round, P. Como, Vic.
6. Mama Look-A Booboo H. Belafonte, Vic.
7. Gone, F. Husky, Cap.
8. Come Go With Me, D. Vikings, Dot
9. Dark Moon, B. Guitar, Dot
10. Empty Arms, T. Brewer, Cor.

### Boston

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. It's Not for Me to Say, J. Mathis, Col.
4. School Day, C. Berry, Chs.
5. Rock-A-Billy, G. Mitchell, Col.
6. Round and Round, P. Como, Vic.
7. Why, Baby, Why? P. Boone, Dot
8. Come Go With Me, D. Vikings, Dot
9. Yes, Tonight, Josephine, J. Ray, Col.
10. Harem Dance Armenian Jazz Sextet, Kap.

### Buffalo

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. Empty Arms, I. J. Hunter, Atl.
4. Little Darlin', Diamonds, Mer.
5. Marianne, Hilltoppers, Dot
6. Round and Round, P. Como, Vic.
7. Party Doll, S. Lawrence, Cor.
8. School Day, C. Berry, Chs.
9. Young Love, T. Hunter, Dot
10. Butterfly, C. Gracie, Cam.

### Chicago

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Come Go With Me, D. Vikings, Dot
4. Party Doll, B. Knox, Rit.
5. Gone, F. Husky, Cap.
6. Mama Look-A Booboo H. Belafonte, Vic.
7. Round and Round, P. Como, Vic.
8. Banana Boat (Day-O), S. Freberg, Cap.
9. Teen-Age Crush, T. Sands, Cap.
10. Why, Baby, Why? P. Boone, Dot

### Cincinnati

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. Ninety-Nine Ways, T. Hunter, Dot
5. Come Go With Me, D. Vikings, Dot
6. I'm Walkin', F. Domino, Imp.
7. Butterfly, A. Williams, Cdc.
8. Why, Baby, Why? P. Boone, Dot
9. School Day, C. Berry, Chs.
10. Gone, F. Husky, Cap.

### Cleveland

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. School Day, C. Berry, Chs.
5. So Rare, J. Dorsey, Fty.
6. Gone, F. Husky, Cap.
7. Party Doll, S. Lawrence, Cor.
8. Wonderful, Wonderful, J. Mathis, Col.
9. Butterfly, C. Gracie, Cam.
10. Rock-A-Billy, G. Mitchell, Col.

### Dallas-Fort Worth

1. I'm Walkin', F. Domino, Imp.
2. All Shook Up, E. Presley, Vic.
3. Till, P. Faith, Col.
4. Little Darlin', Diamonds, Mer.
5. So Rare, J. Dorsey, Fty.
6. Party Doll, B. Knox, Rit.
7. He's Mine, Platters, Mer.
8. Empty Arms, I. J. Hunter, Atl.
9. School Day, C. Berry, Chs.
10. Banana Boat (Day-O), S. Freberg, Cap.

### Denver

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

### Detroit

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Come Go With Me, D. Vikings, Dot
4. Why, Baby, Why? P. Boone, Dot
5. School Day, C. Berry, Chs.
6. So Rare, J. Dorsey, Fty.
7. Round and Round, P. Como, Vic.
8. I'm Walkin', F. Domino, Imp.
9. Mama Look-A Booboo H. Belafonte, Vic.
10. Ninety-Nine Ways, T. Hunter, Dot

### Kansas City

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

### Los Angeles

1. Come Go With Me, D. Vikings, Dot
2. All Shook Up, E. Presley, Vic.
3. Round and Round, P. Como, Vic.
4. Little Darlin', Diamonds, Mer.
5. Party Doll, B. Knox, Rit.
6. Butterfly, A. Williams, Cdc.
7. Mama Look-A Booboo H. Belafonte, Vic.
8. Marianne, T. Gilkyson, Col.
9. Teen-Age Crush, T. Sands, Cap.
10. Banana Boat (Day-O), S. Freberg, Cap.

### Milwaukee

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Round and Round, P. Como, Vic.
4. Pledge of Love, D. Contino, Mer.
5. Gone, F. Husky, Cap.
6. Come Go With Me, D. Vikings, Dot
7. Butterfly, A. Williams, Cdc.
8. Dark Moon, B. Guitar, Dot
9. Why, Baby, Why? P. Boone, Dot
10. Party Doll, B. Knox, Rit.

### Minneapolis-St. Paul

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Gone, F. Husky, Cap.
4. Peace in the Valley, E. Presley, Vic.
5. Round and Round, P. Como, Vic.
6. He's Mine, Platters, Mer.
7. Come Go With Me, D. Vikings, Dot
8. Sittin' in the Balcony, E. Cochran, Lbt.
9. White Sport Coat, M. Robbin, Col.
10. So Rare, J. Dorsey, Fty.

### New Orleans

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. White Sport Coat, M. Robbins, Col.
4. I'm Walkin', F. Domino, Imp.
5. Round and Round, P. Como, Vic.
6. School Day, C. Berry, Chs.
7. Send Me Some Lovin' Little Richard, Spe.
8. Just Because, L. Price, Fmt.
9. Wall, E. Rodgers, Col.
10. Mama Look-A Booboo H. Belafonte, Vic.

### New York

1. Little Darlin', Diamonds, Mer.
2. Round and Round, P. Como, Vic.
3. All Shook Up, E. Presley, Vic.
4. Come Go With Me, D. Vikings, Dot
5. Mama Look-A Booboo H. Belafonte, Vic.
6. Party Doll, B. Knox, Rit.
7. Butterfly, C. Gracie, Cam.
8. Banana Boat (Day-O) H. Belafonte, Vic.
9. I'm Walkin', F. Domino, Imp.
10. Marianne, T. Gilkyson, Col.

### Philadelphia

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Round and Round, P. Como, Vic.
4. Butterfly, C. Gracie, Cam.
5. Banana Boat (Day-O) H. Belafonte, Vic.
6. Teen-Age Crush, T. Sands, Cap.
7. Young Love, T. Hunter, Dot

### Pittsburgh

1. All Shook Up, E. Presley, Vic.
2. Round and Round, P. Como, Vic.
3. So Rare, J. Dorsey, Fty.
4. Little Darlin', Diamonds, Mer.
5. Mangos, R. Clooney, Col.
6. School Day, C. Berry, Chs.
7. Rock-A-Billy, G. Mitchell, Col.
8. Love Is a Golden Ring, F. Laine, Col.
9. After School, R. Starr, Dal.
10. Yes, Tonight, Josephine, J. Ray, Col.

### St. Louis

1. All Shook Up, E. Presley, Vic.
2. Round and Round, P. Como, Vic.
3. So Rare, J. Dorsey, Fty.
4. Party Doll, B. Knox, Rit.
5. Why, Baby, Why? P. Boone, Dot
6. Come Go With Me, D. Vikings, Dot
7. I'm Stickin' With You, J. Bowen, Rit.
8. Mama Look-A Booboo H. Belafonte, Vic.
9. Pledge of Love, K. Copeland, Imp.
10. Butterfly, C. Gracie, Cam.

### San Francisco

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Come Go With Me, D. Vikings, Dot
4. Party Doll, B. Knox, Rit.
5. Round and Round, P. Como, Vic.
6. Butterfly, A. Williams, Cdc.
7. Dark Moon, B. Guitar, Dot
8. I'm Walkin', F. Domino, Imp.
9. Mama Look-A Booboo H. Belafonte, Vic.

### Seattle

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Gone, F. Husky, Cap.
4. Party Doll, B. Knox, Rit.
5. Come Go With Me, D. Vikings, Dot
6. Butterfly, A. Williams, Cdc.
7. Ninety-Nine Ways, T. Hunter, Dot
8. Round and Round, P. Como, Vic.
9. I'm Sorry, Platters, Mer.
10. Banana Boat (Day-O) H. Belafonte, Vic.

### Toronto

1. Round and Round, P. Como, Vic.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, E. Presley, Vic.
4. Butterfly, A. Williams, Cdc.
5. Why, Baby, Why? P. Boone, Dot
6. Party Doll, S. Lawrence, Cor.



# FOLK TALENT AND TUNES

## Around the Horn

Abbie Neal and Her Ranch Girls inaugurate a new weekly radio show from the Royal Ballroom, Wilkinsburg, Pa., by remote thru the facilities of WWVA, Wheeling, W. Va., Friday night, April 26, 11:15-11:45. Abbie will bring in a guest artist each week. . . . Cuzzin Bill Hamby and His Country Cuzzins have just launched their second tour for USO Camp Shows, Inc., playing isolated military bases in Japan, Korea, Okinawa and Formosa. Current tour is for 10 weeks. His show, "Cuzzin Bill's Corral," on WAVI, Dayton, O., is being handled during his absence by Al Morris, of the WAVI staff. Hamby and his group are tentatively set to tour Europe for USO in the fall to play three weeks in Greenland and Iceland over the Christmas holidays.

Johnny Cash, Sonny James, Carl Perkins and Jerry Lee Lewis began a tour arranged by Ed Watt, of "Big D Jamboree," Dallas, at Minneapolis, last Saturday (20). Package worked Saulte St. Marie, Ont., Sunday (21); Sudbury, Ont., Monday (22); Pembroke, Ont., Tuesday (23); and Ottawa, Ont., Wednesday (24). On April 26, Cash headlines a unit with Carl Perkins, Jerry Lee Lewis and Wanda Jackson in Fort Frances, Ont., following with Duluth, Minn., April 27; Des Moines, Ia., 28; Aberdeen, S. D., 29; Moorhead, Minn., 30; Winnipeg, Man., May 1; Saskatoon, Man., 2; Calgary, Alta., 3; Camrose, Alta., 5; Trail, B. C., 6; Cranbrook, B. C., 7; Lethbridge, Alta., 8; LaCombe, Alta., 9; Edmonton, Alta., 10; Regina, Sask., 11, and Billings, Mont., 12. Latter dates were set by Bob Neal, of Stars, Inc., Memphis, thru an arrangement with promoter A. V. Bamford.

## With the Jockeys

Eddie Bond (Mercury-Starday), who recently left KWEM, West Memphis, Ark., is now spinning a three-hour show each Saturday night over WHHM, Memphis. Bond recently formed Eddie Bond Enterprises, with offices in Memphis. . . . Randy Blake, whose "Supertime Frolic" has been a long-time favorite over Chicago's WJJD, has moved the show, via tape, to WLW, Cincinnati, where it is heard 8:05-9:30, p.m. Tuesday thru Sunday. Blake will continue to make his home at 831 South Wabash Avenue, Chicago.

John Stephenson, Stephenson Music Publications, Fort Worth, is prepping plans for a tape-recorded deejay show. Artists are asked to send re-

leases to Stephenson at Avery, Tex. . . . Deejays who have recently changed jobs include Ed Hamilton, from KCIJ, Shreveport, La., to XERF, Del Rio, Tex., and Neal Merritt, from KONO, San Antonio, to KCIJ, Shreveport. . . . John Galley, of KATR, a 50,000-watter in Corpus Christi, Tex., says he's in need of wax.

Georgie Riddle, formerly of Knoxville, recently joined WARU, Peru, Ind., where he is helming a one-hour morning show five days a week. Betty Lee and Walter Riddle, who are also heard over WARU, are appearing at the Rainbow, Peru, six nights a week. . . . Myrna Lorrre, CFPA, Port Arthur, Ont., who was recently pacted by RCA Victor, has as her first release "That's What Sweethearts Do," written by her personal manager, Don Grashy, and her brother, David. Flip side is "Die, I Thought I Would," penned by Shorty Long. . . . Jack Kingston, CHML, Hamilton, Ont., has a new one on the Quality label, "Snug As a Bug (in a Rug)," which he penned himself, b.w. "Letter Edged in Black."

Mike Michael, KDMS, El Dorado, Ark., types: "The Philip Morris Country Music Show played here recently to a turnout crowd. KDMS handled promotion. Carl Smith, Red Sovine, Goldie Hill, Biff Collie, Mimi Roman, Ronnie Self and Bun Wilson guested on my program. After the show, KDMS hosted the cast to a dinner of Mexican food at the Velvetex Grill here. Several PM execs also attended and had a big time."

Pete Burrows, heard 1-3 p.m. over KDNT, Denton, Tex., recently had Bill Boyd (Starday) as a guest.

Abbie Neal, heard over WAMO, Homestead, Pa., from 7-10 a.m., Monday thru Friday, with her "Abbie Neal Show," is also working personal appearances with her band, the Ranch Girls. She and her aggregation have a new Admiral release out, "If Again" b.w. "Until I Dream." . . . Ken Parsons, KLRA, Little Rock, Ark., who helms an all-night stanza, the "Country-Fried Show," recently had as guests Bonnie Brown, of the Brown Trio, and Dave Rich.

Capt. Ozzie Waters, veteran c.&w. entertainer, is now helming a 30-minute daily show over KLAQ, Lakewood, Colo. He also works the Max Mosco Western TV stanza over KBTB, Denver, Friday and Saturday afternoons. Besides his broadcasting chores, Waters vocals and plays guitar three shows a night at a local nitery. . . . Ed Scott, after two and a half years at KLZ-TV, Denver CBS outlet, has moved his Western tele film show to KBTB, Denver. Scott also operates a c.&w. talent agency.

Bill Mack, KWFT, Wichita Falls, Tex., types: "I have incorporated a new feature, 'Country Music Star of the Month,' on all of my shows. In this new seg I feature several recordings by the spotlighted artist on my three daily shows and on my four-hour Saturday stanza. Also, during each month I do a special one-hour show where I play a taped interview that has been made with the chosen artist. The artist for April was Hank Snow."

Ken Parsons, of Connie B. Kay's Little Rock station, KLRA, reports that Billy Riley and His Little Green Men (Sun) were recent visitors on his all-night "Country-Fried Show" following their

**More Folk Talent and Tunes on Page 59**

# ANOTHER 3-WAY PRESLEY CROWN

NEW YORK—Elvis Presley walked off with another Triple Crown Award this week, with his new disk, "All Shook Up," No. 1 in all three pop chart categories—retail, jockey and juke.

The platter also took the No. 1 slot on the "Top 100" list, and the tune is No. 1 on "The Honor Roll of Hits." At the same time, the Presley record is No. 3 on the rhythm and blues retail chart and No. 2 on the r.&b. jockey chart. It is No. 5 on the country and western retail list and No. 4 on the c.&w. jockey chart.

# Herzstam and Wegner New Allied Veeps

HOLLYWOOD — Daken K. Broadhead, president of Allied Record Manufacturing Company, last week named John F. Wegner vice-president for administration and finance, and Neg R. Herzstam, vice-president in charge of sales and public relations.

Both Wegner and Herzstam are veteran employees of the company, Wegner joining Allied in 1945, and Herzstam in 1951. A former Eastern representative for Allied, Wegner has assisted Broadhead in administrative matters since his return to the Coast in 1952.

Herzstam formerly was sales promotion manager of Capitol Records and, in addition to his new post, continues as a vice-president of Allied Record Sales Company and Western repertoire and sales manager for Urania Records Distributing Company.

New appointments, including the existing vice-president in charge of manufacturing, Samuel Salzman, are in line with Allied's expansion program.

appearance on a Bob Neal bill at Little Rock's Robinson Auditorium. Show was headlined by Johnny Cash, with Carl Perkins; Jerry Lee Lewis, Onie Wheeler and Glenn Douglas. . . . Jay Thompson, with KSTB, Breckenridge, Tex., for seven years, is now deejaying the wax over KMLW, Marlin, Tex.

George Popkins, who helms "Pop's Country Store" over WXGI, Richmond, Va., writes: "As a tie-in with trade's Hank Snow 20-year testimonial, I recently featured a two-hour salute to the singer on my show. A new album was introduced, Snow "finds" were played, catalog numbers were featured and biographical data was used. It was one of the most successful programs of this type that we've ever done." . . . Tommy Farr (Coin), formerly with WQOK, Greenville, S. C., is now spinning the platters over WJHB, Talladega, Ala. Farr, who is a vocalist with Peck Powell's Covered Wagon Boys, has a new Coin recording, "Take Care of Her," due out soon.



# THE TOP 100

For survey week ending April 17

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

Pos.	Song, Artist, Label	Last Week
1.	ALL SHOOK UP, E. Presley, Victor	1
2.	LITTLE DARLIN', Diamonds, Mercury	3
3.	ROUND AND ROUND, P. Como, Victor	2
4.	PARTY DOLL, B. Knox, Roulette	4
5.	GONE, F. Husky, Capitol	8
6.	BUTTERFLY, A. Williams, Cadence	5
7.	I'M WALKIN', F. Domino, Imperial	6
8.	WHY, BABY, WHY? P. Boone, Dot	8
9.	BUTTERFLY, C. Gracie, Cameo	7
10.	COME GO WITH ME, D. Vikings, Dot	12
11.	NINETY-NINE WAYS, T. Hunter, Dot	16
12.	PARTY DOLL, S. Lawrence, Coral	10
12.	TEEN-AGE CRUSH, T. Sands, Capitol	11
14.	I'M STICKIN' WITH YOU, J. Bowen, Roulette	18
14.	MAMA LOOK-A BOOBOO, H. Belafonte, Victor	18
16.	MARIANNE, Hilltoppers, Dot	17
17.	ROCK-A-BILLY, G. Mitchell, Columbia	22
18.	SITTIN' IN THE BALCONY, E. Cochran, Liberty	19
19.	I'M SORRY, Platters, Mercury	25
20.	SO RARE, J. Dorsey, Fraternity	36
21.	SCHOOL DAY, C. Berry, Chess	33
21.	YOUNG LOVE, T. Hunter, Dot	13
23.	MARIANNE, T. Gilkyson, Columbia	14
24.	DARK MOON, B. Guitar, Dot	58
25.	WHO NEEDS YOU? Four Lads, Columbia	26
26.	ALMOST PARADISE, R. Williams, Kapp	30
27.	YOUNG LOVE, S. James, Capitol	21
28.	LOVE IS A GOLDEN RING, F. Laine, Columbia	33
29.	WHITE SPORT COAT, M. Robbins, Columbia	48
30.	DON'T FORBID ME, P. Boone, Dot	24
31.	CHANTEZ CHANTEZ, D. Shore, Victor	27
32.	PLEDGE OF LOVE, K. Copeland, Imperial	32
32.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	22
34.	BANANA BOAT (DAY-O), H. Belafonte, Victor	20
35.	TOO MUCH, E. Presley, Victor	28
36.	POOR MAN'S ROSES, P. Page, Mercury	29
37.	HE'S MINE, Platters, Mercury	44
38.	EMPTY ARMS, T. Brewer, Coral	43
39.	LUCILLE, Little Richard, Specialty	31
40.	MANGOS, R. Clooney, Columbia	40
41.	JUST BECAUSE, L. Price, ABC-Paramount	36
42.	PLEDGE OF LOVE, D. Contino, Mercury	50
43.	DAY-O BANANA BOAT, S. Freberg, Capitol	45
43.	FIRST DATE, FIRST KISS, FIRST LOVE, S. James, Capitol	39
45.	SITTIN' IN THE BALCONY, J. Dec, Colonial	55
46.	PLEDGE OF LOVE, M. Torok, Decca	78
47.	THERE OUGHTA BE A LAW, Mickey & Sylvia, Vik	64
48.	LOVE IS STRANGE, Mickey & Sylvia, Grove	35
48.	WONDERFUL, WONDERFUL, J. Mathis, Columbia	46
50.	AFTER SCHOOL, R. Starr, Dale	54
50.	I'M WAITING JUST FOR YOU, P. Boone, Dot	38
52.	TRICKY, R. Marterie, Mercury	46
53.	ALMOST PARADISE, L. Stein, Unique	42
53.	WIND IN THE WILLOW, J. Stafford, Columbia	94
55.	EMPTY ARMS, I. J. Hunter, Atlantic	51
56.	PARTY DOLL, W. Mannon, Decca	76
57.	LET IT BE ME, J. Corey, Columbia	87
58.	PEACE IN THE VALLEY, E. Presley, Victor	49
58.	THAT'S WHEN YOUR HEARTACHES BEGIN, E. Presley, Victor	73
60.	CRAZY LOVE, F. Sinatra, Capitol	81
60.	YES, TONIGHT, JOSEPHINE, J. Ray, Columbia	81
62.	DO I LOVE YOU? V. Damone, Columbia	91
62.	JAMIE BOY, K. Starr, Victor	68
64.	TILL, P. Faith, Columbia	85
65.	CALYPSO MELODY, D. Rose, M-G-M	61
66.	I'LL TAKE ROMANCE, E. Gorme, ABC-Paramount	—
67.	BALLERINA, N. K. Cole, Capitol	55
68.	IT ALL DEPENDS ON YOU, J. Lewis, Decca	—
69.	ONE STEP AT A TIME, B. Lee, Decca	74
70.	WITHOUT LOVE, C. McPhatter, Atlantic	—
70.	YOUR TRUE LOVE, C. Perkins, Sun	—
70.	MY LOVE SONG, T. Sands, Capitol	—
73.	LITTLE LONELINESS, K. Starr, Victor	—
74.	DON'T GET AROUND MUCH ANYMORE, T. Hunter, Dot	—
75.	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	77
76.	SEND ME SOME LOVIN', Little Richard, Specialty	65
77.	BUTTERFLY, B. Carroll, Bally	80
77.	I LOVE MY GIRL, Hilltoppers, Dot	—
79.	BANANA BOAT SONG, Tarriers, Glory	52
79.	SO LONG MY LOVE, F. Sinatra, Capitol	—
81.	PUM-PA-LUM, S. Lawrence, Coral	62
81.	TOWER'S TROT, D. Jacobs, Coral	100
83.	BAD BOY, Jive Bombers, Savoy	60
84.	'S WONDERFUL, R. Conniff, Columbia	—
84.	CAN I STEAL A LITTLE LOVE? F. Sinatra, Capitol	70
84.	DARK MOON, G. Storm, Dot	53
87.	BAHAMA MAMA, Four Aces, Decca	58
87.	SINGING THE BLUES, G. Mitchell, Columbia	—
89.	CINCO ROBLES, R. Arms, Era	—
89.	I DREAMED, B. Johnson, Bally	—
91.	PAMELA THROWS A PARTY, J. Reisman, Victor	—
92.	I MISS YOU SO, C. Connor, Atlantic	88
92.	LET THERE BE YOU, Five Keys, Capitol	69
92.	WRITTEN ON THE WIND, Four Aces, Decca	85
96.	BANANA BOAT SONG, Fontane Sisters, Dot	100
96.	MOONLIGHT GAMBLER, F. Laine, Columbia	62
98.	MAMA GUITAR, D. Cornell, Coral	—
98.	MAMA GUITAR, J. La Rosa, Victor	—
98.	PIED PIPER, B. Williams, Coral	—
98.	TWELVE O'CLOCK TONIGHT, Doris Day, Columbia	83

## 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.

# STRAIGHT FROM THE SHOULDER

NEW YORK—These days one is likely to find a great talent anywhere. We are reminded of this by a communication from Urban Fuerst, of Delphos, O., who says: ". . . . Altho I have never acted or sung with music . . . I can truthfully say I can sing just about as good as Como, Crosby and Boone. . . . I think also that I could make another John Wayne altho I am not as big as he and don't look like him, but I can play it calm and cool. . . . My shoulders and arm muscles are quite prominent and if handled right I think a big thing could be built up. . . . As I said before any suggestions would be appreciated."

NOT JUST **GREAT!**

NOT JUST **TREMENDOUS!**

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**"FABULOUS"**

b/w

**"JUST LOOKIN"**



another **EXPLOSIVE 2** Sides by

**Charlie Gracie**

ORCHESTRA & CHORUS UNDER THE DIRECTION OF BERNIE LOWE

**CAMEO-107**

**CAMEO RECORDS**

# VOX JOX

By JUNE BUNDY

**THIS 'N' THAT:** The country's only all-fem station, WHER, Memphis, will be the subject of an M-G-M movie, if producer Joe Pasternak's plans materialize on schedule. Pasternak was so impressed with the unusual station roster that he decided to build a film around the idea. M-G-M camera crews are scheduled to be in Memphis for the city's 1958 Cotton Carnival. Meanwhile WHER manager Dotty Abbott has hired two ex-models as time sales women. . . . Vocal coach West Wilcox sent 500 disks from his private collection in answer to a recent plea for wax from a Veterans' hospital.

the old payola gag at a surprise birthday party for Decca distributor, Verne Cupples, this month. The spinners gave Cupples checks made out in the amount of his age (in cents!) a few bottles, a birthday cake with a Decca records base, pictures of ex-girl friends and 78 r.p.m. waxings on competitive labels.

**GAB BAG:** Tommy Edwards, WERE, Cleveland, notified pluggers this month: "Please do not bother even to send me calypso tunes. They have no place on my shows. Belafonte is the only exception." . . . Bobby Bragg, program director of WFPM, Ft. Valley, Ga., reports: "We are having quite a hard time getting some of the top tunes by the indie labels—Roulette, Argo, Gee, Flair-X, Glory, etc. We would like to plug their records, but if we don't get them, it's hard to do." . . . Frank Carroll, WPCT, Danielson, Conn., is sure: "Big bands are coming back!" He spins big band wax daily from 2 to 5:30 p.m. . . . Bronx boy Joe Hogan is now with WDOR, Sturgeon Bay, Wis.

**GIMMIX:** George Bannister, WBUD, Trenton, N. J., staged a rock and roll stage-show last month at the War Memorial Bldg. in Trenton. . . . Ralph R. Hughes and Jerry Sales, WJON, St. Cloud, Minn., recently emceed the city's first teen-age record hop. Nearly 1,000 kids turned out for the event. . . . Bob Arnold, WCSH, Portland, Me., holds a "Pizza Party" every afternoon on his show. Teen-agers, by invitation only, attend his broadcasts, and are served pizza and pop, provided by local distributors. . . . 15-year-

## 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:

- St. Louis**  
"Ten Minutes Ago," Tony Martin, RCA Victor.
- Peoria, Ill.**  
"Mangos," Buddy Morrow, Mercury.
- Montgomery, Ala.**  
"Dealer in Dreams," Bobby Darin, Decca.
- Baltimore**  
"Butterfly," Andy Williams, Cadence.
- Grand Rapids, Mich.**  
"Round and Round," Perry Como, RCA Victor.
- Medford, Ore.**  
"Make Like a Bunny, Honey," Jill Corey & Jimmy Carroll, Columbia.
- Terre Haute, Ind.**  
"Almost Paradise," Roger Williams, Kapp.
- Hartford, Conn.**  
"It's Good to Be Alive," Hugo Winterhalter, RCA Victor.
- Columbia, S. C.**  
"Pledge of Love," Ken Copeland, Imperial.

old Bill Housington is a jockey over KCRB, Chanute, Kan., and 16-year-old Jim Perkins spins 'em over WJMB, Brookhaven, Miss. Perkins started his show when he was only 14.

**CHANGE OF THEME:** Denver station KIMM inaugurated a "Fabulous Four" promotion April 1. Quartet of top spinners includes Gary Owens, Ray Perkins, Jimmy Neil and Don Roberts. . . . Larry Wilson returned to WTIX, New

*(Continued on page 58)*

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They are ready to be mailed to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

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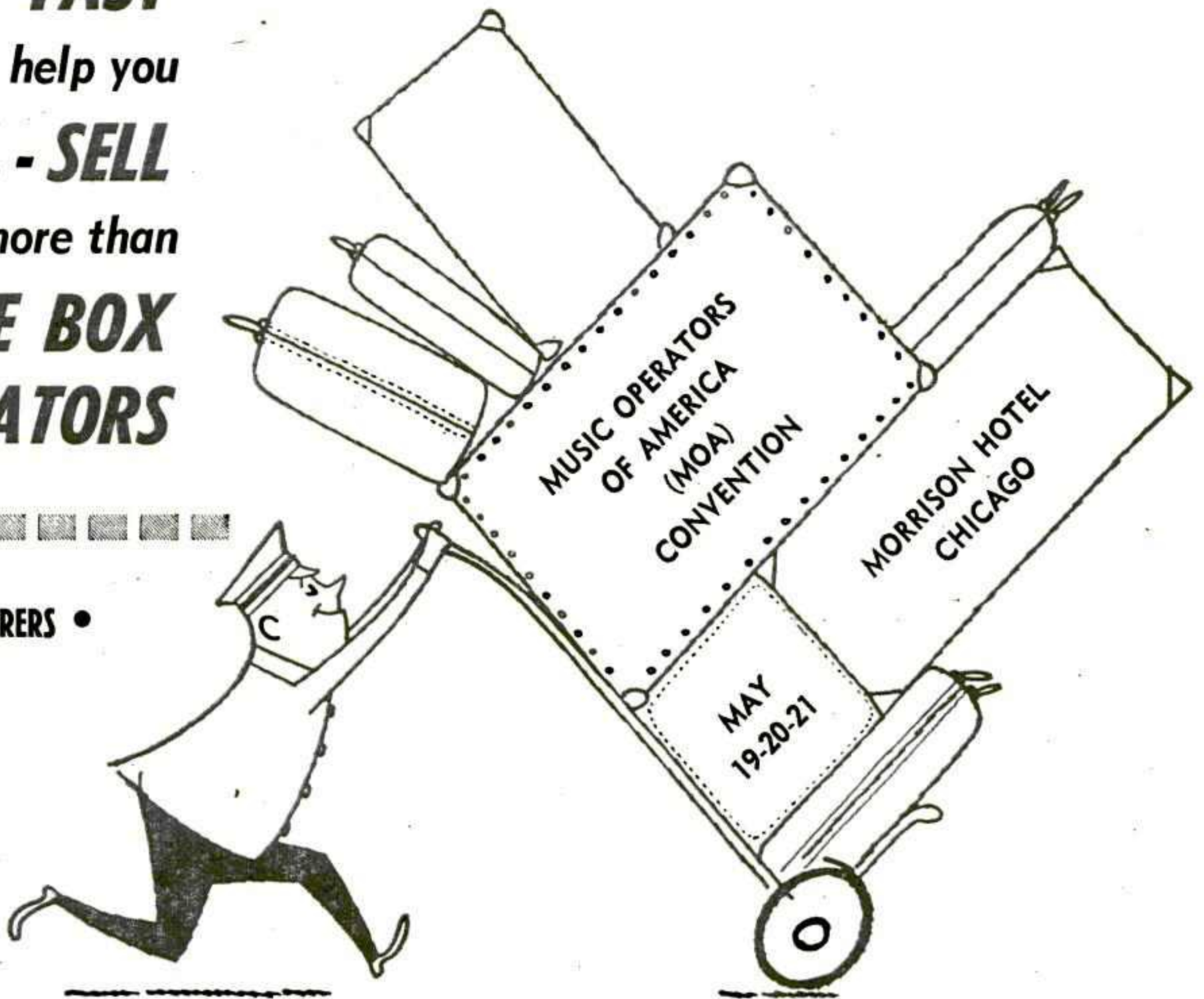


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**7,500 JUKE BOX OPERATORS**



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The NATION'S JUKE BOX OPERATORS bought well over 60,000,000 records for machines in some 440,000 locations in 1956 ... will buy more this year! **ALL YEAR LONG** the more than 7,500 operators reached by The Billboard buy well over 90% of all the records, music machines and accessories used by the whole juke box industry!

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 in this Convention-in-Print*

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... the more than 7,200 leading record phono dealers who account for the bulk of the nation's record sales!

... the more than 3,500 disk jockeys, program directors and record librarians in the nation's radio and TV stations whose over 300,000 record spins a day constantly boost your sales!

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**CHICAGO 1, ILL.**  
 188 W. Randolph  
 CEntral 6-9818

**CINCINNATI 22, OHIO**  
 2160 Patterson St.  
 DUnbar 1-6450

**HOLLYWOOD 28, CALIF.**  
 1520 North Gower St.  
 HOllywood 9-5831

**ST. LOUIS 1, MO.**  
 812 Olive St.  
 CHestnut 1-0443

**The Billboard • THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY**

## 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. **A White Sport Coat** . . . . . **Marty Robbins**  
(BMI) Columbia 40864
2. **Just Because** . . . . . **Lloyd Price**  
(BMI) ABC-Paramount 9792
3. **Chantez-Chantez** . . . . . **Dinah Shore**  
(ASCAP) RCA Victor 6792
4. **Love Is a Golden Ring** . . . . . **Frankie Laine**  
(BMI) Columbia 40865
5. **Empty Arms** . . . . . **Teresa Brewer**  
(BMI) Coral 61085
6. **Pledge of Love** . . . . . **Ken Copeland**  
(BMI) Imperial 5432
7. **\*Peace in the Valley** . . . . . **Elvis Presley**  
RCA Victor EPA 45045
8. **First Date, First Kiss, First Love** . . . . .  
. . . . . **Sonny James**  
(BMI) Capitol 3674
9. **Empty Arms** . . . . . **Ivory Joe Hunter**  
(BMI) Atlantic 1128
10. **Yes, Tonight, Josephine** . . . . . **Johnnie Ray**  
(BMI) Columbia 40893

\* (Not available as a pop single. Available on RCA Victor EPA 45045)

## 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.

- YES TONIGHT, JOSEPHINE** (Astor, BMI)—Johnnie Ray—Columbia 40893—Pittsburgh, St. Louis and Milwaukee report that Ray's latest disk is a big one. Other areas listing strong sales include Buffalo, Minneapolis and Baltimore. It's high on the New England territorial charts and should be showing on the over-all best selling list soon. Flip of the record is "No Wedding Today" (Oxford, ASCAP).—A previous Billboard "Spotlight" pick.
- MY LOVE SONG** (Birchwood, ASCAP)
- RING A DING** (Dominion, BMI)—Tommy Sands—Capitol 3690—Both sides are very strong contenders for the chart, with "My Love Song" holding a slight edge. Strongest sales are in St. Louis, Milwaukee and Providence. Baltimore, Pittsburgh, Buffalo and Boston list the record as a strong seller, and elsewhere sales are good and increasing. A previous Billboard "Spotlight" pick.
- WHEN ROCK 'N' ROLL COME TO TRINIDAD** (Marvin, ASCAP)  
Nat (King) Cole—Capitol 3702—Cole's platter is registering well in all areas. Pittsburgh, Milwaukee, Buffalo, Baltimore, Philadelphia, St. Louis and Chicago report strong sales action. It looks like a sure bet. The side is coupled with "China Gate" (Young, ASCAP). A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

## POP RECORDS

JIM BOWEN . . . . . Roulette 4010 . . . . . WARM UP TO ME BABY

(Patricia, BMI)  
**I TRUSTED YOU** . . . . . (Kahl, BMI)  
Bowen's current hit, "I'm Stickin' With You," has been riding the charts for eight weeks and his hold on the ladder should easily be extended with this pairing. On top is a haunting, echo-packed, medium-paced blues with a crackling guitar beat. Pay-dirt on this is indicated as well as on the down-home blues on the flip. Tho both have strong country flavor, they should move quickly into top pop circles.

STEVE LAWRENCE . . . . . Coral 61834 . . . . . FABULOUS

(Shalimer, BMI)  
**CAN'T WAIT FOR SUMMER** . . . . . (Southern, ASCAP)  
Lawrence, currently doing very well with "Party Doll," gets on a very strong country kick with this salable twosome. First, there's a top chanting job on a cover of the Charlie Gracie Cameo disk. The flip is a rhythmic and bluesy tune with a trick vocal and ukulele backing, which can do almost equally well. Watch both of these.

CHARLIE GRACIE . . . . . Cameo 107 . . . . . FABULOUS

(Shalimer, BMI)  
**JUST LOOKIN'** . . . . . (Sequence-Gladys-Lowe, ASCAP)  
Gracie's debut disk, "Butterfly," has been riding the best-selling chart for over two months and this disk can keep up the good work. Top side is a bit of emotional hysteria which is highly Presleyesque in performance, material and vocal backing. The flip, a smart rockabilly offering with a slick country guitar backing, can do just about as well. A tossup on two fine sides.

THE CHORDETTES . . . . . Cadence 1319 . . . . . LIKE A BABY

(Abbott, BMI)  
There are other versions of this tune but this is the one to watch. Janet Bleyer comes thru with a warmly tender solo, while the other three gals provide solid support on the slow, sentimental ballad with a steady triplet backing. Song was also cut by Vickie Nelson on Vik and Toni Arden on Decca. Flip is "Echo of Love," also strong. (Criterion, ASCAP).

FRANKIE LYMON AND THE TEEN-AGERS . . . . . Gee 1036 . . . . .

**OUT IN THE COLD AGAIN** . . . . . (Joy, ASCAP)  
Fourteen-year-old Lymon has another hit in this off-beat version of the nostalgic oldie. Lymon sells the plaintive ballad with intensity and feeling and the group backs him. Should move out in both pop and r.&b. markets. Flip is a solo, "Miracle in the Rain" (Kahl, BMI).

## POP DISK JOCKEY PROGRAMMING

ARCHIE BLEYER . . . . . Cadence 1313 . . . . . JOCKO'S THEME

(Horizon, ASCAP)  
This is the tune to watch from the new film, "The Strange One," and the Bleyer version is the outstanding of a haunting theme, with voices (non-lyric—just sound) used effectively to push the mood. Flip spotlights another title theme from same movie—"The Strange One" (Horizon, ASCAP).

MILTON ROGERS ORK . . . . . Dot 15562 . . . . . DEAR TO ME

(Randy-Smith, ASCAP)  
Here's a listenable side for jocks in search of leisurely paced, swingy material with a good dance beat. The pleasant theme is neatly showcased in a smart, simple piano-dominant instrumental treatment with a slow, eminently danceable tempo. Flip is "Beer Barrel Polka"—a natural juke bet. (Shapiro-Bernstein, ASCAP).

## POP NOVELTY

THE HAPPY JESTERS . . . . . Dot 15566 . . . . .

**(THE GANG THAT SANG) HEART OF MY HEART** . . . . .  
(Robbins, ASCAP) and  
**WEDDING BELLS** . . . . . (Mills, ASCAP)  
**JUST BECAUSE** . . . . . (Leeds, ASCAP)  
This coupling, with the first two tunes on one side, and the last on the flip, is a natural-born juke winner, and a zany, catchy hunk of nostalgic corn for jocks. Uninhibited vocal twosome is slightly reminiscent of Van and Schenk. Disk was first issued about six months back on Abbott label, and then, as now, the label copy goofed, billing the first tune as the old "Heart," with wrong publisher and writer credits. Ditto "Bells," which the label calls "That Old Gang of Mine." Should be a winner regardless.

## Reviews and Ratings

## TONY BENNETT

**No Hard Feelings** . . . . . 88

COLUMBIA 40907—Tender treatment of a poignant ballad with rich backing by Percy Faith. Bennett has had stronger material, but this one could still make it on basis of performance. (Korwin, ASCAP)

## One for My Baby

(and One More for the Road) . . . . . 86

An exciting production of Bennett's sock nitery number, with dubbed-in crowd noises, etc. A great reading of the great standard. Sure-fire jockey material, altho flip may pull more sales. (E. H. Morris, ASCAP)

## CECELIA BATTEN

**My Big Brother's Friend** . . . . . 87

COLONIAL 431—This tune is right up

the alley of today's younger set. Lyric must reflect many teen-age feelings about an "older man." Likely to be a strong song, with several versions in the works, and Miss Batten has a simple, effective reading. Has a real chance. (Bentley, BMI)

## Before . . . 75

Miss Batten coos slowly, with simple guitar backing, in another impressive side. Chick could click here too, tho flip has more immediate potential. (Bentley, BMI)

## EILEEN RODGERS

## Don't Call Me Sweetie

(Cause I'm Bitter) . . . . . 86

COLUMBIA 40908—Lilting old-fashioned-type song gets near-rockabilly

(Continued on page 56)

**D**esmo  
ouble  
ynanite...

**A  
WHITE  
SPORT  
COAT**

(And a Pink Carnation)

**JUST  
LOOKIN'**

Johnny  
**DESMOND**

CORAL  
9-61835  
61835



a "Dandy" new hit!



**Lavern Baker**

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Breaking Out of Texas

**ON MY MIND AGAIN**  
**dean beard**

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**"I DON'T WANT TO CRY"**

**SAVOY RECORD CO., Inc.**  
NEWARK, N. J.

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**• Tunes With Greatest Radio-TV Audience**

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

**Radio**

- A Face in the Crowd (R) (F)—Remick—ASCAP
- A Lovely Night (R)—Williamson—ASCAP
- Almost Paradise (R)—Peer International—BMI
- Butterfly (R)—Mayland-Presley—BMI
- Calypto Melody (R)—Cromwell—ASCAP
- Chantez-Chantez (R)—Chantez—ASCAP
- Do I Love You (Because You're Beautiful) (R)—Williamson—ASCAP
- Empty Arms (R)—Ivory—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- In My Own Little Corner (R)—Williamson—ASCAP
- It's Like Gettin' a Donkey to Gallop (R)—Bregman, Vocco & Conn—ASCAP
- Just in Time (R) (M)—Stratford—ASCAP
- Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
- Mama Guitar (R) (F)—Remick—ASCAP
- Mama Look-A Booboo (R)—Duchess—BMI
- Man on Fire (R) (F)—Robbins—ASCAP
- Mangos (R)—Redd Evans—ASCAP
- Marianne (R)—Montclare—BMI
- Round and Round (R)—Rush—BMI
- Seven Days in Barcelona (R)—Briton—BMI
- So Long My Love (R)—Shaw—ASCAP
- Tango in the Rain (R)—Wood—ASCAP
- Ten Minutes to Go (R)—Williamson—ASCAP
- That's Where I Shine (R) — Remick—ASCAP
- Today Will Be Yesterday Tomorrow (R)—Weiss & Barry—ASCAP
- Warm and Tender (R)—Famous—ASCAP
- Who Needs You (R)—Korwin—ASCAP
- Why Baby Why? (R)—Winnerton—BMI
- Wind in the Willow (R)—Broadcast—BMI
- Young and in Love (R)—Hill & Range—BMI

**Television**

- A Woman Wouldn't Be a Woman (R) (M)—Chappell—ASCAP
- All Shook Up (R) — Shalimar-Presley—ASCAP
- Almost Paradise (R)—Peer International—BMI
- Bazaaz (R) (F)—Kay Thompson—ASCAP
- Build Me a House (R)—Shaw—ASCAP
- Butterfly (R)—Mayland-Presley—BMI
- Chantez-Chantez (R)—Chantez—ASCAP
- Dark Moon (R)—Dandelion—BMI
- Day-O (R)—Shari—ASCAP
- Day-O Banana Boat Song (R)—Ardmore—ASCAP
- First Date, First Kiss, First Love (R)—Lowery—BMI
- Full of Life (R) (F)—Columbia Pictures—ASCAP
- Hold 'Em Joe (R)—Folkways—ASCAP
- I Just Don't Know (R)—Korwin—ASCAP
- I'm Going Back (R) (M) — Stratford—ASCAP
- I'm Walkin' (R)—Reeves—BMI
- I've Grown Accustomed to Her Face (R) (M)—Chappell—ASCAP
- Jamaica Farewell (R)—Shari—BMI
- Little Darlin' (R)—Excellorc—BMI
- Mama Look-A Booboo (R)—Duchess—BMI
- Marianne (R)—Montclare—BMI
- Ninety-Nine Ways (R)—Mayland—BMI
- Party Doll (R)—Jackie—BMI
- The Party's Over (R) (M) — Stratford—ASCAP
- Round and Round (R)—Rush—BMI
- Singing the Blues (R)—Acuff-Rose—BMI
- Who Needs You (R)—Korwin—ASCAP
- Wind in the Willow (R)—Broadcast—BMI
- You, Me and Us (R)—Roncom—ASCAP
- Young Love (R)—Lowery—BMI

**• Best Selling Sheet Music in Britain**

(For week ending April 13)

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)
- Don't Forbid Me—Frank (Roosevelt)
- Heart—Frank (Frank)
- The Banana Boat Song—Morris (E. B. Marks-Bryden)
- Singing the Blues—Frank (Acuff-Rose)
- Knee Deep in the Blues—Leeds (Acuff-Rose)
- True Love—Chappell (Buxton Hill)
- The Wisdom of a Fool—Leeds (Planetary)
- Adoration Waltz—Bron (Sovereign)
- Marianne—Montclare (Montclare)
- I Dreamed—Duchess (Trinity)
- Look Homeward Angel—Kassner (Greta)
- Friendly Persuasion—Robbins (Feist)
- All—Bron
- The Garden of Eden—Duchess (Republic)
- Don't You Rock Me Daddy-O—Essex (Hollis)
- St. Therese of the Roses—Dash (Dennis)
- Cumberland Gap—Essex (Hollis)
- By You, By You, By You—Clinephonic (Trinity)
- Mangos—Bron (Redd Evans)
- Good Companions—Peter Maurice (Peter Maurice)

**• Best Selling Pop Records in Britain**

(For week ending April 13)

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)	1
2.	YOUNG LOVE—Tab Hunter (London)	2
3.	BANANA BOAT—Harry Belafonte (HMV)	3
4.	LONG TALL SALLY—Little Richard (London)	4
5.	DON'T FORBID ME—Pat Boone (London)	5
6.	KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	6
7.	LOOK HOMEWARD ANGEL—Johnnie Ray (Philips)	7
8.	BABY, BABY—Teen-Agers (Columbia)	8
9.	DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	9
10.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	10
11.	THE GIRL CAN'T HELP IT—Little Richard (London)	11
12.	I'M NOT A JUVENILE DELINQUENT—Teen-Agers (Columbia)	12
13.	NINETY-NINE WAYS—Tab Hunter (London)	13
14.	CUMBERLAND GAP—The Vipers (Parlophone)	14
15.	HEART—Max Bygraves (Decca)	15
16.	I'LL TAKE YOU HOME AGAIN KATHLEEN—Slim Whitman (London)	16
17.	YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	17
18.	FREIGHT TRAIN—Charles McDevitt Group (Oriole)	18
19.	SINGING THE BLUES—Guy Mitchell (Philips)	19
20.	CRY ME A RIVER—Julie London (London)	20

**Coast Diskeries Hit Sales Peak**

Continued from page 17

topper, reported gross sales of \$1,800,000 for the period, with Chudd attributing the increase to Imperial's album business which has tripled in the last year, and to the sales of Fats Domino's recordings, whose last three releases have all passed the 1,000,000 mark. Bernie Silverman, Verve Records vice-president, notes that

the company clipped the \$2,000,000 mark for the same period, attributing the increase to sales of the Ella Fitzgerald, Cole Porter and Rodgers and Hart packages, and more importantly, the recent consolidation of Verve, Clef and Norgran.

The picture is much the same at the other Coast labels. Specialty Records have upped their sales via a steady stream of Little Richard hit recordings, Aladdin has had a healthy run via Shirley and Lee, while Pacific Jazz, Contemporary and Liberty build heavy volume via a heavy schedule of album releases.

At best, the picture appears to be brightest for the many Coast labels headquartered here. Success of many firms here even at one time pointed to a possible move of Vik Records to the Coast, tho this idea has been supposedly shelved.

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ABC-PARAMOUNT  
LATEST RELEASE  
Cozy Morley  
**"I LOVE MY GIRL"**  
9811

Jerry Blaine says  
"IT'S A HIT"  
**"COOL WATER"**  
THE FOUR TUNES  
Jubilee 5276  
**Jubilee Records**  
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b/w  
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ETTA JAMES  
Mod. 1016  
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# ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Mickey and Sylvia, still doing well with their "Love Is Strange," on the defunct Groove label, have just completed sessions on their first Vik album, to be released within 30 days. The pair's most recent single wax, "There Oughta Be a Law," is also making noise. . . . Louis Jordan and a new revue featuring Little Willie John, Wild Bill Moore on tenor, and the Five Antoinettes, opened at the Apollo April 19. Nitetrons, a male instrumental group with a chick vocalist, reportedly being signed soon to a disk pact, will be featured in an editorial spread in the May issue of Rock and Roll roundup. Group opens soon at the Apollo, following a stint at Jersey's Stagecoach Club.

Guy Mitchell is set for another tour of the provinces. The British trek kicks off with a week at the Empire in Glasgow, starting June 3, followed by one week each in Liverpool and Coventry, and a third week of one-nighters. Palladium plans for the singer have reportedly fallen thru. . . . Brill building rubber Eddie Kassner, who recently acquired the President label from George Wiener, is now on a business trek to London. He has signed "Britain's pin-up of the piano," Dolores Ventura, to a disk pact. . . . Baton Records has signed the Alex Kallao trio and Dave Hildinger, jazz pianist.

Announcement has come thru of the formation of Archer Associates at 200 West 57th Street, New York. Jack Archer, former Shaw Artists mahoff, is president, and he'll be assisted by another ex-Shaw-ite, Dudley Thomas. Official opening of the business was April 15.

A touring correspondent reports that rock and roll, as previously reported in these columns, has taken the Caribbean area by storm. Feeling in Jamaica, B.W.I., for example, is that calypso is strictly for the tourists. One department store clerk declared, "I can't stand calypso. We like tourists, but why do they insist on keeping calypso alive? We like rock and roll." On the rock and roll kick, the lines of preference are clearly drawn. The Jamaican cats go for Pat Boone and Fats Domino. Mention of Pres-

ley's name draws giggles. Sarah Vaughan, Johnnie Ray, Nat Cole and Ella Fitzgerald have all drawn capacity crowds in their island concerts. In the Dominican Republic, however, it's a different story. There the government of dictator Generalissimo Trujillo has banned rock and roll from the airwaves and personal appearances, due to riots that took place when the pic, "Don't Knock the Rock," was shown there.

Atlantic Records, which recently issued a disk by Robin Robinson, purchased from the Antler label, has come up with another bought master. This time it's Texan Dean Beard, who has "Rakin' and Scrapin'" and "On My Mind Again," originally on the Edmoral label of Abilene.

The Denver area will rock with talent this spring like never before, according to our man on that beat.  
(Continued on page 61)

## Cap. Re-Signs Ray Anthony

HOLLYWOOD — Maestro Ray Anthony inked a five-year renewal contract with Capitol Records here last week, with Cap President Glenn E. Wallichs and a.&r. producer Lee Gillette attending the official signing. Fred Benson, personal manager for Anthony, represented the band leader.

Pact is Anthony's third at Capitol and marks the beginning of his ninth year with the label. He continues with movie work here and his weekend dances at the Palladium.

## Liberty Inks Robt. Wagner

HOLLYWOOD — Motion picture star Robert Wagner joined the ranks of film folk venturing into the disk business last week, with Liberty Records signing the actor to a term recording contract.

Wagner, currently on a personal appearance tour, flew down from San Francisco last week and cut a midnight rush session for the label. First record, "So Young," is expected to be on the market this week and is being covered by a number of major labels.

## MUSIC AS WRITTEN

Baker Named Prexy  
Of Toronto Music Store . . .

One of the most important music stores in Toronto, Heintzman & Company, Ltd., has changed ownership, in portion. The Heintzman family still controls the company, altho E. L. Baker, former comptroller of Canadian Breweries, Ltd., has been named president. He represents the E. P. Taylor interests, whose holdings cover a diverse number of fields including breweries, tractor manufacturing and food products.

Ricky Nelson Inked  
To Verve Disk Pact . . .

Verve Records goes the TV route shortly, with the label inking teenager Ricky Nelson to a term recording contract. Sixteen-year-old son of Ozzie and Harriet Nelson aired his first release, "I'm Walkin'," on the ABC-TV network on April 10 in an "Ozzie and Harriet" telefilm stanza.

Bowery Ties in 'Ortho Polka'  
With Garden Products . . .

Indie polka label, Bowery Records, will tie the release of its "Ortho Polka," by Dick Sinclair and the All-Star Polka Band, to a promotion currently being planned by the manufacturers of Ortho Garden products, California Spray Chemical Company. Latter firm, a subsidiary of Standard Oil, will ship free copies of the Bowery disk to garden suppliers and nurseries thruout the West, in addition to featuring the disk in its national advertising in gardening publications.

Hollywood

Buddy Bregman, artist and repertoire topper for Verve Records, added to the firm's growing talent roster last week, inking former RCA Victor pactee Tony Travis to a term contract. Travis is slated to record a series of singles shortly, and will also etch album projects for the label.

# 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**

THE LATEST BY **EARL BOSTIC**  
**TEMPTATION b/w SEPTEMBER SONG**  
KING 5041

**EARL BOSTIC**  
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**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**

## OTIS WILLIAMS and his CHARMS

**WALKIN' AFTER MIDNIGHT**  
**I'M WAITING JUST FOR YOU** — DE LUXE 6115

BREAKING FOR A SMASH HIT **DONNIE ELBERT**  
**WHAT CAN I DO b/w HEAR MY PLEA**  
DE LUXE 6125

**THE "5" ROYALES**  
**TEARS OF JOY**  
b/w  
**THIRTY SECOND LOVER**  
King 5032

**KENNY AND MOE**  
**I'M ALL ALONG**  
b/w  
**I WANT TO LOVE YOU**  
DE LUXE 6122

**LARRY DARNELL**  
**RAMBLIN' MAN**  
b/w  
**I CARE**  
DE LUXE 6123

**JAMES BROWN**  
and the **FAMOUS FLAMES**  
**GONNA TRY**  
b/w  
**CAN'T BE THE SAME**  
FEDERAL 12292

**BUBBER JOHNSON**  
**LITTLE GIRL**  
b/w  
**THE SEARCH**  
KING 5034

**THE MIDNIGHTERS**  
**E BASTA COSI**  
b/w  
**IN THE DOORWAY**  
CRYING  
FEDERAL 12293

## STILL BIG BY BILL DOGGETT

**HONKY TONK**  
KING 4950

**SLOW WALK**  
KING 5000

## NEW RELEASES

**ROY MILTON**  
**I'm Grateful**  
b/w  
**Succotash**  
King 5035

**HERB LANCE**  
**Drifting Water**  
b/w  
**Close Your Eyes**  
DeLuxe 6124

**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

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RECORDS  
KING - FEDERAL - DELUXE

# Reviews of New Pop Records

Continued from page 52

treatment from thrush, approximating Red Hot Momma mannerisms. Perfect tempo and group backing via Ray Conniff. Strong entry. (Houston, BMI)

**Everything But Love**...81  
A good torchy ballad is sold forcefully by this extrovertish chirp. Backing is heavy on the beat and very smart. Two chances at the money here. (Korwin, ASCAP)

**JOHNNY DESMOND**  
**Just Lookin'**...85  
CORAL 61835—Desmond looks very smart on this stylish country blues. Side has a beat and a strong rural guitar backing. A cover of the Charlie Gracie Cameo version, this should be in the running all the way. (Sequence-Gladys-Lowe, ASCAP)

**A White Sport Coat (and a Pink Carnation)**...83  
Marty Robbins' version of his own tune is now on the country charts. Even tho Desmond is late, his powerful reading of the teen-slanted lyrics can land this side strongly in the pop field. A sales-worthy coupling. (Acuff-Rose, BMI)

**LONNIE DONEGAN SKIFFLE GROUP**  
**Cumberland Gap**...83  
MERCURY 71094—A wild, shouted vocal by Donegan gets strong support from some frantic guitaring. Side has excitement all around and can shake loose a lot of coin. Either one of these can do big things. (Ludlow, BMI)

**Wabash Cannonball**...79  
The skiffle cats really get a move on here. This pounding version of the country standard can hit paydirt. Watch this one too. (Ludlow, BMI)

**CAROL HUGHES**  
**My Big Brother's Friend**...83  
MERCURY 71095—Yet another slant on teen-age romance and the idea makes a very strong lyric. Carol Hughes sings this heartbreaker with utmost sincerity. Watch it, for the youngsters will undoubtedly like it. Also cut by Cecilia Batten on Colonial. (Bentley, BMI)

**Lover Boy**...70  
A rock and roller on this side. Plenty of beat and sound; but doesn't have the attraction of the flip. (Terl, ASCAP)

**VIKKI NELSON**  
**Like a Baby**...82  
VIK 0273—A powerful, warmly expressive reading on the tender ballad—also cut by Toni Arden and the Chordettes. Should get jockey attention, but the Chordettes' version is still one to beat. (Roosevelt, BMI)

**I Was a Fool for Leaving**...74  
Exuberant vocalizing on a rockin' rhythm tune with stand-out sax solo work by Sam Taylor. Spin-potential for both pop and r.&b. (Raleigh, BMI)

**RICKY NELSON**  
**A Teen-Ager's Romance**...78  
VERVE 10047—Ozzie and Harriet's son Ricky Nelson makes his record debut on this disk, which was kicked off on the family TV show. The teen-ager sells the appealing ballad with sock sincerity. This could be a sleeper. (Aztec, ASCAP)

**I'm Walkin'**...72  
The lad covers the catchy Fats Domino rhythm-blues with considerable sales savvy and relaxed know-how. Hip rockabilly backing by Barney Kessel. Flip is side to watch. (Reeve, BMI)

**DAN BELLOC ORK AND CHORUS**  
**Flip-Top**...78  
FRATERNITY 759—This is an expanded version of the Marlboro cigarette theme. The familiar melody, so often heard on radio and TV, in this danceable treatment is a fair bet to make it. (Advertisers, ASCAP)

**When Helen Walks By**...65  
Bouncy tribute to a gal named Helen—lacks the stuff to be a big one. (Buckeye, ASCAP)

**JACKIE JOCKO**  
**Haunted Lover**...77  
VIK 0266—Jocko is a belter with this number. Side has a flashy quality, with a big band sound, with sharp brass and rhythm, behind Jocko. A good one for the jocks. (World, ASCAP)

**The Prodigal Son**...73  
Interesting musicalization of the famous tale. Side has a rapid tempo and beat, with George Siravo's ork contributing an exciting arrangement. (Republic, BMI)

**THE SMITH TWINS**  
**Dream Man (Friend)**...76  
VERVE 10044—Bright disk. Twins chant with a fresh sound to an arrangement by Buddy Bregman that is both sophisticated and nostalgic—with banjo sounds and subtle use of brass. For jocks. (Miller, ASCAP)

**The Open Secret**...74  
This side has a ballad, pretty in its melody and with quality in the lyric. Very competently chanted to a fine backing. (Barlou, BMI)

**ARTHUR BUTLER**  
**Lock, Stock and Barrel**...76  
DELUXE 6127—High-pitched vocal, young and fresh in sound, will catch the teen-agers. Tune has a catchy title phrase, and the singer and the backing really swing along. Side should do well. (Men-Lo, BMI)

**Naughty Little Angel**...65  
Same fresh-sounding vocal, but the material is not as attractive as the flip. (Men-Lo, BMI)

**LENNY DEE**  
**High Tide Boogie**...75  
DECCA 30296—A swiny instrumental version of the traditional "Skater's Waltz" theme by top-notch organist Dee. Both sides are from his album "Hi-Dee-Fi." Good juke wax. (Scherer, BMI)

**Tara Lara**...74  
Excellent organ solo work on another catchy instrumental theme, lightly flavored with a Latin beat. (Scherer, BMI)

**FIVE KEYS**  
**It's a Groove**...75  
CAPITOL 3710—A joyful vocal blend on a happy rhythm tune with a springy beat. Cheerful jockey and juke wax. (Kahl, BMI)

**Four Walls**...73  
Confusion may result on this one, which has the same title as the much-covered Jim Reeves tune. It's a pretty ballad, with a tranquil flavor and solid reading by the group. Title confusion could cut down on spins. (Kahl, BMI)

**KENYON HOPKINS ORK**  
**Rosebud From "The Strange One"**...75  
CADENCE 1322—Here's a fascinating blend of rock and roll and Dixieland. A sock instrumental treatment of an exciting movie theme. Hopkins composed the "Baby Doll" score. Excellent jockey wax. (Horizon, ASCAP)

**Boy's Theme From "Twelve Angry Men"**...69  
Slow-moving, exotic instrumental theme (from new Henry Fonda movie) with an oriental flavor. Too solemn to catch much jockey attention. Flip is more commercial.

**DON, DICK 'N' JIMMY**  
**My Faith, My Hope, My Love**...74  
VERVE 10043—Late cover. The trio sings it with heart and dignity. Tolling bells, a chorus and violins in the backing give it class. (Hill & Range, BMI)

**A Man's Gotta Do (What He Don't Wanna Sometimes)**...73  
This unusual song, with haunting minor strain and persistent beat, provides a welcome relief from run of the mill material. For deejays. (Aztec, ASCAP)

**DARLENE GILLESPIE**  
**Sittin' in the Balcony**...74  
DISNEYLAND 50—The teen-age thrush from the Mickey Mouse Club TV Show bows into the disk field with a group of cover disks, EP's and an LP—mainly covers of established hits. Some copies can be sold, but caution must be advised. Highly appealing artist. (Bentley, BMI)

**Too Much**...73  
She does an even better job on this Presley item, but the original will be harder to cut in on than that of the flip. Jocks should give it a whirl. (Southern Belle-Presley, BMI)

**LORD BOOBOO**  
**De Knife, De Fork, De Spoon**...74  
KING 5047—Lord Booboo sings a calypso which tells the story of man who is mistakenly invited to an elegant party. Some very funny lines, and authentic quality. (Sassy, BMI)

**No Man and Woman Get Along**...72  
This sad theory, held by many, is presented philosophically by Lord Booboo with appropriate matter-of-factness. A good performance. (Sassy, BMI)

**GLORIA MARCH**  
**The Other Side of the Moon**...74  
LIBERTY 55065—Multiple vocal to a haunting theme on this bought master. The unusual arrangement features a banjo and bass as the

instrumental backing, played in double tempo to that of the voice. Bears watching. (Music Prod., ASCAP)

**In a Small Forgotten Town**...65  
This side is also done as a multiple vocal, but the flip has it all. (Music Prod., ASCAP)

**STEVE SCHULTE**  
**The Texas Blues**...73  
ABC-PARAMOUNT 9813—Up-tempo side with a rollicking beat. Schulte belts out this one with enthusiasm. Lyric and melody is of the nostalgic type, many examples of which are proving popular today. (By-Nash of Nashville, BMI)

**Such a Fool**...71  
Schulte belts this out slowly to a well-marked beat, with a chorus behind him to give a big sound. Song has a c.&w. quality, but will also appeal to pop buyers. (Murray Nash, BMI)

**FESS PARKER**  
**A Hole in the Sky**...73  
DISNEYLAND 49—A naturalist song, with rock and roll backing. Parker is no great vocal shakes here, but the Disney fans will provide some support. (Musicland, ASCAP)

**Wedding Bell Calypso**...68  
This one isn't for "Davy Crockett's" moppet fans. In fact, calypso fans have stronger material to choose from. (Walt Disney, ASCAP)

**BOBBY BYRD**  
**Looby Doo**...73  
ZEPHYR 018—A rock and roller with a wild quality. Tune is a novelty blues. Byrd shouts it, with a chorus, screams and honking horns behind him. Melodically, it is reminiscent of "Kokomo," and may get action. (House of Fortune-Quintet, BMI)

**If We Should Meet Again**...66  
This side is a ballad, of the very tender sort. Byrd does it adequately, with a chorus behind him for fancy schmancy effect. (House of Fortune, BMI)

**HENRY MANCINI ORK**  
**Big Band Rock and Roll**...72  
LIBERTY 55060—As the title implies, this is a big band treatment of a rock and roller. Dancers and deejays will probably give it plenty of plays. (Northern, ASCAP)

**Hot Rod**...72  
Similar type instrumental—also deejay platter. (Northern, ASCAP)

**MAMSELLE'S**  
**I'll Always Thank You for the Sunshine**...72  
VIK 0272—Deejays getting a good reaction to nostalgia-flavored sides will like this. The vocal and the backing—with its rhythm pattern and banjo sounds—hark back to another era that's having its day again. (Ross, Jungnickel, ASCAP)

**He's Graduating**...72  
This side is in the current teen-age groove, with a lyric detailing the bitter sweet agonies of school age love. A good sound to the vocal. (American, BMI)

**RAY GILBERT**  
**Curiosity Calypso**...72  
VICTOR 6893—Engaging, delicately-phrased rendition of catchy calypso with imaginative lyrics. Jocks are loaded with calypso wax, but this one rates spins. (Gilbert, BMI)

**Black Beans and White Rice**...70  
Ingratiating vocalizing by clemmer Gilbert on a charming calypso tune with a lilting rhythm. (Gilbert, BMI)

**ANNITA RAY**  
**Letter to a Soldier**...72  
ZEPHYR 017—A teen-age lyric, with military orientation. A real good song, with delicate sentiment; and the chick belts it out right from the heart. (Daywin, BMI)

**Monday, Wednesday, Friday**...70  
Annita Ray chants this one competently, giving a swinging quality to the reading. Song is a good one, with novelty appeal. (Artists, ASCAP)

**THE TOPPERS**  
**Pots and Pans**...72  
DECCA 30297—Calypso, and a bright one. Smart lyric is chanted with verve by the Toppers, with a solid backing by Jack Pleis. (Amber, ASCAP)

**It Was Twice as Big as I Thought**...69  
Song has the touch of special material. Some jocks will spin it for its novelty appeal. (Weiss & Barry, BMI)

**BUDDY MORROW ORK**  
**Mangos**...72  
MERCURY 71091—Most tasteful, danceworthy instrumental version of the fine, hip tune introduced on disks by Rosemary Clooney. Jocks and dancers will like it. (Redd Evans, ASCAP)

**Back Home**...69  
A medium tempo blues riffer, cleanly orked with good beat and a gutty "bone solo by the maestro. Fine prom bait. (Merrimac, BMI)

**SHAYE COGAN**  
**Ain't Nobody Home**...72  
GEE 1034—Chick takes a smooth approach to a blues about a gal who is no longer home to her ex. Clever lyrics and fine backing. Record faces stiff competition from the Dinah Washington version. (Marvin, ASCAP)

**Stay Away Nearer**...68  
Novelty with a paradox in the title is nicely rendered by the singer. Less

appeal than the flip. (Planetary, ASCAP)

**THE FOUR PREPS**  
**Falling Star**...71  
CAPITOL 3699—Tune was introed some weeks back by clemmer Dorce Post on Victor. Good new group provides a more professional reading, but it will require heavy deejay support. (Weiss & Barry, BMI)

**Where Wuz You**...63  
Group gets a distinctive sound on a piece of material that's fairly square in its approach to rock and roll. (Beechwood, BMI)

**GINNY GREER**  
**Five Oranges, Four Apples**...70  
DECCA 30266—The canary has an appealing, dramatic style on an attractive folk theme with effective lyrics. Interesting new thrashing talent for jocks. (Leeds, ASCAP)

**Kiss Me Hello**...69  
The gal sells with sincerity and warmth on a pleasant, country-flavored ballad with clever backing by Bud Dant. (Northern, ASCAP)

**TONY TRAVIS**  
**Young and in Love**...70  
VERVE 10045—Young baritone, new on the label, offers a moony, slightly draggy version of the oft-disked tune. Tune is set to a slow rock and roll rhythm. Some strength here but this melon will likely be sliced many ways. (Aberbach, BMI)

**My Star-Spangled Beauty**...67  
Here's a resplendent military air, dedicated to Old Glory. Marches had a go-around a year or so ago but this has a bright enough touch to get a fair share of plays. Flip side has the plug tune, however. (Empress, ASCAP)

**RANDY SPARKS**  
**I'll Be True**...69  
VERVE 10045—Fervent warbling stint, rockabilly style, on a moving blues-ballad. (Oakland, ASCAP)

**No, No Napoleon**...67  
Calypso crossed with Deep South blues backing and amusing lyrics is wrapped up in a personable vocal by Sparks. However, flip has more staying power. (Oakland, ASCAP)

**JIMMY RICKS**  
**Do You Promise?**...68  
PARIS 504—Ricks and group sound a convivial vocal note on an attractive rock and roll ballad with a happy up-tempo rhythm pattern. (Jack Gold, ASCAP)

**The Sugar N' N Song**...62  
Rather common-place calypso, albeit sung with smooth professionalism. Plenty of competition for spins in today's calypso-heavy market. (Greta, BMI)

**GOOMBAY KINGS**  
**Mommie on the Light**...67  
VICTOR 6894—Competent reading by Richie Del Amore on calypso tailored to "Mama Look-A Booboo" lyric dimensions. Jocks will probably spin moderately, but calypso wax has to be original to move in overcrowded market today.

**Goombay**...66  
Fervent, authentic-sounding calypso chanting by Del Amore on fast-moving folk tune.

**LORRY RAINE**  
**Eventide**...67  
ADVANCE 3017—Lushly produced side spotlights vibrant thrashing on dramatic theme. The canary always comes thru with a good vocal job but has yet to break thru with a hit. (Volkwein, ASCAP)

**Escape**...64  
Elaborate production on backing over-shadows vocal performance. Gal registers better on flip. (Volkwein, ASCAP)

**ALEX NORTH ORK**  
**Theme From "Playhouse 90"**...66  
VICTOR 6896—A melodic and pleasant bit of romantic material that has charm but little lasting significance. Might fit for a late jock show. (Ross, Jungnickel, ASCAP)

**Theme From "The Bachelor Party"**...60  
This is probably strong accompaniment for some action in the pic, but as a piece of pop fare that has to start on its own, it flops. Little melodic content to get the customer's attention. (Hecht-Lancaster-Buzzell, ASCAP)

**THE PETTICOATS**  
**Michigan Bankroll**...66  
RKO UNIQUE 387—All about how loot can help you make friends. Gals give it a fairly happy reading but

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the side gets terribly repetitious. Hard to see much happening here. (Citation, ASCAP)
In My Loving Heart...56
A somewhat uninspired waltz. Harmony by the trio of chicks is okay but it won't draw many buyers. (Tobey, ASCAP)

RAY DOGGETT
H Hurts the One Who Loves You...65
DECCA 30295—A strong rockabilly vocal on a poignant blues-ballad in the Presley groove. (Copar-Hess & Jones, BMI)
That's the Way
Love Is With Me...65
Another moving rockabilly vocal treatment of an expressive ballad. (Copar-Hess & Jones, BMI)

LEFTY BATES BAND
Somebody Will Understand...65
UNITED 206—Horace Palm warbles with feeling and richness on an attractive ballad. Fine backing in the Basic tradition. (Pamlee, BMI)
Chicago Cha Cha...65
A provocative instrumental theme for jocks. Bates blends a jazz feeling with a Latin tempo, highlighted by fine ensemble work. (Pamlee, BMI)

JOSEPHINE PREMICE
No, No, Joe...64
VERVE 10046—The chick offers a paraphrase on the calypso form but authenticity and class are lacking. Not likely to shake many coins loose. (Vivld, ASCAP)
The Man I Love...60
Miss Premice's low-pitched pipes belt out a basso-styled-Latin rhythm arrangement of the Gershwin standard that seems completely lacking in potential. Singing it straight would have been far more to the point. (Harms, ASCAP)

SUE MARO AND LYNN CARROLL
Cuban Rhapsody...64
MEL-O-TONE 3433—Excellent instrumental waxing of exciting Latin theme with flashy piano solo work. (Franklin, ASCAP)
Green Bananas...59
Show-wise thrashing duo on an exuberant calypso. However, calypso market is near saturation point and there's little chance for unknown wax. (Franklin, ASCAP)

SANDY SHAW
Ring-A-Ling...63
MOONGLOW 5006 — An exuberant go at a folk-derived tune. Some kid appeal in the catchy tune and simple wordage. (Maxwell, BMI)
The Rock Is Here to Stay...61
Jocks who feel called upon to defend rock and roll at this time may get a boot out of this. It's hard to envision many sales tho. (Maxwell, BMI)

RUSSELL DAVILE
Like Ma-Ad...63
MONARCH 602—A reasonably passable "Stateside" style calypso offering. Competition in the field is very strong, however, and the effort is all there, the results aren't. (Miller, ASCAP)
Sun, Rum and Pretty Women...58
Cute enough piece of cleffing in the calypso groove but the singer fails to light much of a spark. He lacks the authentic sound and with the pile of calypso on the shelves, something has to stand out. (Prem, BMI)

VIVIENNE
Haunted Heart...62
VIP 1001—Vivienne Della Chiesa, queen canary of radio's golden era, wraps up the lovely ballad with a rich, legit-styled vocal. A quality performance, but small potential for today's singles market. Better album material. (Williamson, ASCAP)
From This Moment On...60
Another fine vocal treatment of a quality standard. Same comment on sales potential. (Buxton Hill, ASCAP)

ROBERTA LINN
More and More Amore...60
PIV 1010—Some Neapolitan stylings here, as the title would imply with a chorus and accordion backing the thrush. Tune is of somewhat less than hit calibre. (Alphon, ASCAP)
Old Hacienda...56
Fancy starting build-up leads not very far on this waltz with Latin trappings. Thrush has agreeable singing style but arrangement seems to go nowhere. (V. I. P., BMI)

DARRYL ROBERTS
Gonna Find Me a Bluebird...60
JOSIE 817—Roberts works very hard

on this tune but other versions in the field will make it tough going. Has a demo sound that won't help. (Acuff-Rose, BMI)
Love While You're Young...55
Rock and roll ballad showcases a talent that seems untrained and under some strain. Little chance here. (Rennell, BMI)

BOB TEMPLE
Gonna See My Baby Tonight...59
FRATERNITY 762—Routine country-styled vocal on a swiny theme. Best thing about platter is George Barnes' quality backing job. (Target, BMI)
I Want to Hang
My Hat in Heaven...56
So-so warbling stint on a cute tune with standout backing. Moderate spin potential. (Target, BMI)

MARIO MADISON
Oh Baby See How You Are...59
KEN 21—Madison shouts a raucous, exuberant, but undistinguished vocal on this synthetic blues rocker. No more than local sales foreseen for this Upstate N. Y. entry. (Times, BMI)
I Laughed at Love...55
There's a strong beat here, but John Sunder's vocal is less than the song deserves. (Redd Evans, ASCAP)

DON REED
That Wonderful Someone...49
ENCINO 1013 — Reed's wavering vocal quality is better suited to this plaintive ballad, but side is over-produced, thus overshadowing his performance. (Chanto, BMI)
Two Shades of Blue...45
Nothing much will happen with this one. An uncertain vocal job on an ordinary blues. (Midway, ASCAP)

Children's

CAMARATA ORK
Bibbidl-Bohbidl-Boo...82
DISNEYLAND 47—A new version of a familiar Disney tune, from "Cinderella." Could be a good kiddie market for this now, with the pic in re-release. (Walt Disney, ASCAP)
The Work Song...78
Same trade comment on this instrumental side. (Walt Disney, ASCAP)

Spiritual

THE ORIGINAL FIVE BLIND BOYS
Don't Forget the Bridge...88
VEEJAY 240—Those fond of spirituals will find this an excellent and sincere styling. From a sales standpoint, this will probably be the more attractive side. (Conrad, BMI)
Let's Have Church...87
All the spontaneous spirit of a down-home revival meeting is created by the quintet, including a section where the lead "testifies" and members of the congregation "get happy." (Conrad, BMI)

THE RASBERRY SINGERS
No Tears in Heaven...86
VEE-JAY 231—The unbilled lady lead on this side carries it halfway at slow pace, then it doubles up and lusty contralto takes over with the rest of the sisters. A very strong side in the field. (Conrad, BMI)
Jesus Is All to Me...78
Another good one, this time a rollicking shout with competent, but not outstanding lead thrushing. (Conrad, BMI)

THE CARAVANS
Crucifixion...85
STATES 161—The sisters get really carried away on a wonderfully fervent reading. Title is keyed to Easter but this could go anytime. First class wax that deserves plenty of exposure.
Come On Jesus...82
More of the same strongly dedicated thrushing. This one has the true sound of joy and it's got to go in its field. Both sides tops here.

MACEO WOODS SINGERS
If You Miss Me Here...75
VEE-JAY 242—The group kindles a sacred theme into an emotional musical experience with volcanic performance by lead singer. (Martin & Morris, BMI)
Walls of Jericho...74
Stirring treatment of familiar Biblical theme, highlighted by lead singer's powerful solo stint. (Martin & Morris, BMI)

GOSPEL ALL-STARS
Lord Remember Me...75
APOLLO 309—Different in tempo and mood from the flip, and to many will appeal more. Male lead here does an outstanding job, infusing the lyric with quiet sacred feeling. (Bess, BMI)
It's Me Oh Lord...74
A string spiritual side. Lead singer chants the lyric with intensity, with supporting vocalists weaving the rhythmic pattern. (Martin, BMI)

Polka

WALTER SOLEK ORK
Round and Round...86
DANA 2121—Solek is no Como, but he turns in a happy, rhythmic vocal on the hit, and his bright ork delivers a most danceable, straightforward

polka. Should cut in for a fair share of coin. (Rush, BMI)
George-Porgie...71
Nursery material is turned into an "O Johnny" type tune to polka tempo. Good dance side for American polkateers, but flip is the side. (Solek-Dana, BMI)

FRANK WOJNAROWSKI ORK
Girl in Love—Polka...83
DANA 2118—Bill Harrington, with group, handles a vocal on this youthful novelty polka. Fine crisp, brassy orking is outstanding feature, however. Strong side for the dancers. (Dana, BMI)
Darling—Waltz...83
Very danceworthy waltz with group vocal. Commercial side, and like the flip, ideal for the jukes where dancing is allowed. (Dana, BMI)

WALTER SOLEK AND SIX HICKS
Sweater Girl—Polka...83
DANA 3247—Solek pulls out strong Slavic flavor for this tangy, strongly accented instrumental polka. The fans should flip for its distinctive quality. (Dana, BMI)
Happy Family—Polka...82
Another distinctive side—happy and melodious, not quite as fast as the typically Polish polka. Fine coupling. (Dana, BMI)

MELODY BELLS ORK
Accordions on Parade...74
MUSICALE 108—Orking on this instrumental polka features three accordions. Item isn't too well recorded, but if exposed to accordion-loving polka fans, it could sell a few.
Barbara Oberek...73
This side is limited mainly to Polish-American localities. It's orked with great spirit and should do well in its idiom.

Latin American

TITO PUENTE ORK
Calypso Merengue...68
VICTOR 6901—Another hybrid form, designed for dancing. It's the merengue rhythm with calypso-styled lyrics sung by a typical Latin cat. The maestro's own fans may buy but power otherwise would be limited to a few Latin district jukes. (Calypso, BMI)
Silly Lili...58
This little calypso adventure story is almost as silly as the title. Has little to offer. (Calypso, BMI)

Number of Releases This Week

Table with 4 columns: Label, Pop, R&B, C&W. Lists various labels like ABC-PARAMOUNT, ADVANCE, BEL-AIRE, etc., with their corresponding release counts.

Advertisement for the Navy featuring a sailor in uniform and the text 'a day to be proud of... NAVY'.

Sacred
THE STAMPS QUARTET
Who?...85
COLUMBIA 40891 — An unusually good piece of material that could become a Sunday school classic. Fine quartet singing for Bible Belt buyers. (Stamps Quartet, SESAC)
When God's Chariot Comes...75
Another well-sung side, tho material on flip stands out more. (Stamps Quartet, SESAC)

THE HARVESTERS
These Are the Things That Matter...82
COLUMBIA 40897—The Harvesters are in great form on this slow, philosophical hymn-like song. The melody sticks and it's a classy arrangement. This one is bound to get action in the sacred circles. (Lynn, BMI)
That Will Be a Great Day...80
A very satisfying, smartly arranged tale of wonderful doings to come. Strong wax that should go quickly in its market. An unusually strong pairing. (Lynn, BMI)

THE SWANEE RIVER BOYS
I'd Rather Be a Servant...70
KING 5039—A dedicated job on a tune with many, many verses. Group gives it a snappy rhythmic treatment. Worth a tryout by jocks in the field. (Mar-Kay, BMI)
I'll Not Walk Alone...66
More of the same, rhythm-wise and with a similar message. Okay rendition but sales spark seems lacking. (Mar-Kay, BMI)

Advertisement for 'The Oldest ONE-STOP Record Service' featuring 'All Labels All Speeds' and 'The Musical Sales Co.' with contact information.

Advertisement for 'THE MUSIC BOX' located at 1301 W. 79th St., Chicago 20, Ill., featuring 'The Largest Selection of 45's—EP's—LP's FOR IMMEDIATE DELIVERY'.

Advertisement for 'SONGWRITERS—PUBLISHERS: ARE YOU TIRED OF "JUST ORDINARY" DEMONSTRATION RECORDS?' with details on services and contact info.

Large advertisement for 'GIVE YOUR PROFITS A BIG BOOST WITH BILLBOARD'S SALES BOOSTER KITS' featuring an illustration of a man with a money bag and a list of kit benefits.

Advertisement for 'Another GIANT STEP in The Billboard's Continuing Program of Improved Service to Readers' with details on delivery and contact info.

# Elektra Sales Show Best 1st Qtr. to Date

NEW YORK—Elektra Records, operating primarily in the folk and jazz fields, has chalked up the biggest first quarter in its history. Sales for the period January, February and March also showed an increase of 30 per cent over the last quarter of 1956.

The label will shortly release three new jazz sets. The first, by the New York Jazz Quartet, features Herbie Mann, flute; Mat Mathews, accordion; Joe Puma, puma, guitar, and Whitey Mitchell, bass. The same group, plus bongo drums, appears on a second disk, "The New York Jazz Quartet Goes Native." A third package, featuring Art Blakey's Jazz Messengers, has been issued and a June release is set for "Vibe-Rant," with Teddy Charles on vibes. Other forthcoming releases include one by Sabicas, a flamenco guitarist, and a calypso album cut in Jamaica, B. W. I.

On another front, it was announced that all new Elektra releases are now being cut binaurally by the Livingston Audio Products Corporation, of Caldwell, N. J. Tapes bear the trade name "Elektratape." The current stereo catalog includes a package titled, "Tenderly," with torch singer Norlene Tate; the tape version of the Savicas disk and a reel tagged "Josh White Sings the Blues." The stereo tapes will be available in stacked, staggered and monaural versions.

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# THAT'S A LOT OF CUPIDITAS

NEW YORK—Elvis Presley's entourage was more than a little miffed last week when the national press services sent out detailed reports of the warbler's one-night "flop" in Philadelphia.

Col. Tom Parker, his manager, immediately sent out a communique of his own, recapping the nine-day tour in which Philly was the final stop. In his eight appearances, said the Colonel, Presley grossed over \$345,000. One night in Toronto grossed over \$60,000. The Detroit performance took in more than \$57,000.

Other appearances were in Chicago, St. Louis, Ft. Wayne, Ind., Detroit, Buffalo and Ottawa.

Like Chaucer said, man, like: "Radix malorum est cupiditas!"

# FRCB Report Scores Radio Duplication

TORONTO — Radio stations who devote as much as 15 hours a day to music—almost to the point of ad nauseam—were criticized in the report of Fowler Royal Commission on Broadcasting presented to the Canadian Parliament.

An analysis of six stations in the Toronto area was made by the staff of the commission. It showed that at least some stations "tend to offer the same thing at the same times," the commission declared.

"By and large they try to compete with other stations not by attempting something different but by offering more of the same."

Popular music could be heard on five of the six stations at a certain time spotted by the analysis, while on the sixth western music was being offered.

The report said: "This organized apotheosis of the juke box may be good business but it is hardly balanced programming."

# Lawrence Dubs George Ch'ges Unfounded

NEW YORK — Cleffer Jack Lawrence has made public a letter in which he categorically denies a number of allegations against him recently made by Don George (The Billboard, April 13). Lawrence was the member of a three-man ASCAP Arbitration panel, selected by George to represent him when the latter sought to obtain full performance credits on the tune, "The Yellow Rose of Texas."

In his statement, Lawrence also pointed out that as a result of the arbitration, suggestions offered by himself and Burton Lane, another member of the panel, on future handling of such cases, were adopted. As a result, all further panels will be selected by the American Arbitration Association, and the Classification Committee will hereafter downgrade all adaptations of public domain works that are brought to its attention.

Lawrence said that he and Lane have also recommended that from now on, writers and publishers, when registering a new composition, must "designate whether it is an original work or an adaptation, and if the latter, to clarify the extent of new lyrical and musical material added."

# No Juke Action

own the juke boxes, and those in whose establishments the juke boxes are operated."

The impasse over rates set for juke royalty payment, which found no answers during the O'Mahoney conferences with ASCAP and MOA representatives last year, remains where it was. Under the present bill, the licensing societies would set the juke box performance royalties—ASCAP working under its consent decree. MOA stand has remained firm against any payment at all, in the belief that the "juke box lamb" can't lie down with the "ASCAP lion."

# \$2.98 LP Specials

the Minneapolis Symphony Orchestra, "Cugat's Favorites," Richard Hayman's "Far Away Places," Dick Contino's "Accordion in Paris" and the Gaylords' "Italia." Among the new sets will be "Hi Fi in the Land of Oom Pah Pah," "Dinner in Mexico," "Arrividerci Roma," and several mood music sets cut in England and France.

Mercury will have a special counter catalog piece made up like a passport. The company also has arranged for tie-in windows with all of the major airlines, whereby the latter will feature the plug disks in all of their displays. Mercury distributes will get good supplies of travel posters and the like for participating disk dealers.

Mercury will provide dealers with ad mats for local use.

This is Mercury's third big summer push in succession. Last year the company's One-Cent Sale on LP's established the company as a major package line.

# Mercury Lists 13

ings of the two ballets by Antal Dorati and the Minneapolis Symphony Orchestra; Kodaly's "Hary Janos Suite" and Bartok's "Hungarian Sketches" and "Roumanian Folk Dances," another Dorati-Minneapolis Symphony package; and John Alden Carpenter's "Ad-

# VOX JOX

Continued from page 50

Orleans, this month in his old 6-9 a.m. slot. . . . Bob Hall's all night show "Music 'Til Dawn" over WCBS, New York, marked its fourth birthday this month. Hall estimates he has played 28,616 LP's during that span. . . . Don Greene has taken over a two-hour afternoon show over WCYB, Bristol, Va.

Bob Edwards, WFIN, Findlay, O., is booked for a record hop every Friday and Saturday night thru to the summer vacation period. . . . Bob Sticht, is now "permanently situated" at WHHM, Memphis. . . . Doyle Cooke, WEBY, Milton, Fla., has started a new morning show, featuring a 15 minute seg by the "number one country artist each week." . . . In line with current rhythm trends, Dan Curtis has started a new calypso show over WIP, Philadelphia, from midnight to 12:30 a.m. across the board. He calls himself "Calypso Dan" on the program.

Tedd Lawrence takes over Martin Block's 2:30 to 4 p.m. time over the ABC network this week. . . . Stan Sanders, WSEV, Sevierville, Tenn., is doing a five-hour afternoon show from a "glass cage" studio set up on the Parkway. He estimates that during the tourist season over 2,000,000 people stop to watch the broadcast.

# Victor Woos

Continued from page 17

disks to his distributor, who will then give him a credit. This will be figured on the basis of regular dealer discount off the "retail value" of the trade-in—or 38 per cent off \$1. Distributors will be instructed to destroy all trade-ins.

The first consumer ad detailing the sale will break in papers across the country on Sunday, April 28. Another barrage will follow-up on May 12. There also will be a saturation campaign via radio, partly on a co-op basis with dealers and distrib. For the dealer, there will be a "mammoth window display" and a variety of store streamers touting the deal.

If the push proves to be as successful as the company anticipates, there is a chance that the offer will be extended for an additional two to four weeks in June. Victor execs expect the offer to effect a national "house-cleaning" of old shellacs and 10-inch LP's, as well as to hypo interest in classical repertoire.

# ASCAP R&R

Continued from page 17

wailing wall. Listen to today's records. You can write as well or better. Don't bemoan the fact that so much of this material is in BMI. . . . A music man must feel the pulse of public demand. . . . Writers should heed this and publishers should act as advisors, editors and consultants." Decrying defeatism, Sims avers that ASCAP pubs and writers should establish contacts in the rhythm and blues and country fields in order to make better headway with material the kids are buying.

Ultimately, Sims hopes to establish a subsidiary catalog to hold copyrights of a pop, rock and roll and country character.

ventures in a Perambulator" and Burrill Phillips' "Selections From McGuffey's Readers" by Howard Hanson and the Eastman-Rochester Symphony Orchestra.

# Kruger Sets Own Pubbery

LONDON—Kruger Enterprises of London, Ltd., talent managers, has formed a music publishing company in order to aid in the exploitation of musical artists handled by the parent firm. Publishing operation is known as Florida Music Company, a subsidiary of Kruger Enterprises. Florida Music is handling an initial catalog of 20 songs, including all the music from the forthcoming British film, "Rock You Sinners." A deal is currently being negotiated whereby Mills Music, Ltd., will be selling agent for Florida Music.

Florida Music's affairs are being handled by Jeff Kruger, until a general manager will be appointed. Kruger is expected in the United States this week to discuss State-side representation with several firms.

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C&W Best Sellers in Stores

For survey week ending April 17

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'GONE (BMI)-F. Husky', 'HONKY TONK SONG (BMI)-W. Pierce', 'SOME DAY (BMI)-Dec 30255'.

Most Played C&W in Juke Boxes

For survey week ending April 17

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'GONE (BMI) F. Husky', 'WALKIN' AFTER MIDNIGHT (BMI)-P. Cline', 'POOR MAN'S ROSES (ASCAP)-Dec 30221'.

Most Played C&W by Jockeys

For survey week ending April 17

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 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'GONE-F. Husky', 'HONKY TONK SONG-W. Pierce', 'YOUNG LOVE-S. James'.

C&W Territorial Best Sellers

For survey week ending April 17

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Gone, F. Husky, Cap.
2. Some Day, W. Pierce, Dec.
3. Honky Tonk Song, W. Pierce, Dec.
4. All Shook Up, E. Presley, Vic.
5. White Sport Coat, M. Robbins, Col.
6. Knee Deep in the Blues, M. Robbins, Col.
7. Poor Man's Roses, P. Cline, Dec.

Charlotte

- 1. Gone, F. Husky, Cap.
2. There You Go, J. Cash, Sun
3. Young Love, S. James, Cap.
4. I'm Tired, W. Pierce, Dec.
5. Train of Love, J. Cash, Sun

Dallas-Fort Worth

- 1. Gone, F. Husky, Cap.
2. Fraulein, B. Helms, Dec.
3. Honky Tonk Song, W. Pierce, Dec.
4. White Sport Coat, M. Robbins, Col.
5. Young Love, S. James, Cap.
6. All Shook Up, E. Presley, Vic.
7. Don't Stop the Music, G. Jones, Stdy.

Houston

- 1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. First Date, First Kiss, First Love, S. James, Cap.
4. Don't Stop the Music, G. Jones, Stdy.
5. Fraulein, B. Helms, Dec.
6. White Sport Coat, M. Robbins, Col.
7. Honky Tonk Song, W. Pierce, Dec.
8. Poor Old Me, B. Barnes, Stdy.
9. Some Day, W. Pierce, Dec.
10. Teen-Age Crush, T. Sands, Cap.

Memphis

- 1. All Shook Up, E. Presley, Vic.
2. White Sport Coat, M. Robbins, Col.
3. Gonna Find Me a Bluebird, M. Rainwater, M-G-M.
4. Honky Tonk Song, W. Pierce, Dec.
5. Your True Love, C. Perkins, Sun
6. Am I Losing You? J. Reeves, Vic.

Nashville

- 1. White Sport Coat, M. Robbins, Col.
2. All Shook Up, E. Presley, Vic.
3. Honky Tonk Song, W. Pierce, Dec.
4. Four Walls, J. Reeves, Vic.
5. Gone, F. Husky, Cap.
6. Am I Losing You? J. Reeves, Vic.
7. Don't Stop the Music, G. Jones, Stdy.
8. Don't Cry for You I Love, G. Morgan, Col.
9. I'm Settlin' You Free, Wilburn Brothers, Dec.

Richmond, Va.

- 1. Gone, F. Husky, Cap.
2. Don't Laugh, Lovin Brothers, Cap.
3. Too Much, E. Presley, Vic.
4. Knee Deep in the Blues, M. Robbins, Col.
5. There You Go, J. Cash, Sun

St. Louis

- 1. There You Go, J. Cash, Sun
2. Matchbox, C. Perkins, Sun
3. Gone, F. Husky, Cap.
4. Walkin' After Midnight, P. Cline, Dec.
5. All Shook Up, E. Presley, Vic.

Reviews of New C&W Records

JEAN CHAPEL Oo-Ba La Baby... VICTOR 6892-A rocker in the country blues style. Chapel sings it with emotion with strings biting out the beat and a chorus to give it a pop touch. Nice. (Witmark, ASCAP) I Had a Dream...79 Watch this one. It's a weeper that really tugs at the heart. Jean Chapel sings it with soul, and the arrangement is full of art. There's an unusual rhythm figure, and a chorus to give the side a sweeping quality. (Murray-Nash Assoc., BMI)

JIMMY NEWMAN A Fallen Star... DOT 1289-Watch this one. A pretty lyric, with a sentimental and poetic quality is belted out solidly by Newman. Arrangement, using a chorus, gets a fine sound. (Tree, BMI) I Can't Go On This Way...80 This fine blues by the late Fred Rose, gets a sock reading by Newman. Jocks should find the side interesting not only because of the performance by Newman, but because the material bridges a gap to an earlier day. (Milene, ASCAP)

GOLDIE HILL Cleanin' House... DECCA 30290 - Uptempo side. Goldie belts this one with a swingy beat and a real feeling for the lyric, which is a good one. One to watch. (Shapiro-Bernstein, ASCAP) A Wasted Love Affair...77 The Golden Hillbilly has a strong weeper here, one with a melody that sticks and a good idea in the lyric. She sings it solidly and it will get action. (Cedarwood, BMI)

RED KIRK It's Nothing to Me... ABC-PARAMOUNT 9814 - Here's one unusual in its song construction and idea. The singer-using a minor

This Week's C&W Best Buys

A CHANGE OF HEART (Acuff-Rose, BMI) - Kitty Wells - Decca 30288-In release only a short time, the new record by Miss Wells is already a big loot maker. All the traditional c.&w. markets list the platter as a very strong seller. It shouldn't take long to reach the charts. Flip of the disk is "Three Ways (To Love You)," (Springfield, BMI). A previous Billboard "Spotlight" pick. FOUR WALLS (Springfield, BMI)-Jim Reeves-RCA Victor 6874-A previous on the c.&w. charts for Reeves' latest is almost a certainty. Not only the expected country sales areas list the record as a big seller; the record is doing well in the pop market also and is a strong threat for the pop chart. Flip of the record is "I Know and You Know," (Tree, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

C&W RECORDS

CARL SMITH

Try to Take It Like a Man (Cedarwood, BMI) Mr. Lost (Gaylord, BMI)-Columbia 40918-Two great sides, warbled in traditional country style by Smith, who rarely misses the best-seller charts. "Try to Take It Like a Man" is a plaintive waltz-weeper, while the flip is an appealing up-tempo rhythm item. Both sides spotlight powerful performances by Smith, with "Try to Take It Like a Man" a shade stronger.

C&W DISK JOCKEY PROGRAMMING

ANDY GRIFFITH

Closer Walk With Thee (Andicks, ASCAP)-Capitol 3706-Comedy monologist Griffith unveils a sock warbling talent on this moving sacred theme. The simple arrangement and heartfelt reading have strong emotional impact. The disk stacks up as perfect programming for country jocks, and also has considerable appeal for pop spinners with morning shows. Tune is sung by Griffith in the Elia Kazan picture, "A Face in the Crowd."

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

An A. V. Bamford package, headlined by Marty Balford, with Porter Wagoner, Johnny Horton, Lee Emerson, Charlene Arthur, Benny Barnes, the Warden Masters Trio, the Teardrops and the Fishermen, is tentatively set for a stop-off in Denver May 5. . . . Jeannie Taylor, now headquartering in Denver, has teamed with Jim McClelland, of KLAQ, and Don Roberts, of KIMN, both in Denver, to form the Collector's Club, the purpose of which is to gather old country records for possible re-release in album form. Miss Taylor will shortly launch her new c.&w. paper, Country Corral. . . . Mimi Roman, who is getting considerable reaction

with her newest on Decca, "Honky Tonk Girl" and "The Wind-Up," cut another session for that label in Nashville April 13, with Paul Cohen, Decca a.&r. chief, directing the session. Mimi is still with the Philip Morris Country Music Show, which resumed in Chattanooga April 14 after a week's layoff. The PM unit is set for Fort Bragg, N. C., Wednesday (24); Fayetteville, N. C., Friday (26), and Fairmount, N. C., Saturday (27).

Rex Allen has been set as the feature of the J Bar H. Rodeo to be held at Camden, Mo., July 9-14. . . . Poo Wee King, now serving as his own agent, has worked up a new act with Lil Eller Long. . . . The Les Tucker Trio is still current at the Twin Lights Club, St. Paul. . . . They say that Faron Young is slated to join the ranks of Sonny James, Ferlin Husky and Tommy Sands with his new pop tune, "The Shrine of St. Cecilia." . . . Upcoming "Ozark Jubilee" guests are Gene Vincent and the Blue Caps, April 27; Webb Pierce, May 4, and Sonny James, May 11.

"Grand Ole Opry's" Porter Wagoner embarked on a tour of the Southwest Sunday (21) for A. V. Bamford. Porter's newest on the RCA Victor label are "I Should Be With You" b.w. "I'm Dreamin' Tonight," and a sacred platter, "Who Will He Be?" b.w. "Good Morning, Neighbor." Deejays may obtain copies by writing to Warden Music Company, Inc., Box 8061, Nashville 7. . . . Dub Dickerson is motoring from Dallas to Los Angeles this week for a Saturday (27) recording session set for him there by Russell Sims. While on the Coast, Dub will work several personals for Steve Stebbins, of Americana Corporation.

The "Opry's" singing comedienne, June Carter, made a pair of guest shots this week on NBC-TV. On Monday (22), she appeared on the Garry Moore show, and the following day showed her wares on Dave Garraway's "Today" program. . . . The Carlises, also of the "Opry," are inked for an April 29 booking on the Arthur Godfrey show. . . . Harold Morris, until

(Continued on page 61)

(Continued on page 61)

This Week's R&B Best Buys

GOT MY MOJO WORKING (Dare, BMI)—Ann Cole—Baton 237—St. Louis, New York, Buffalo and Detroit find the platter very much to their liking. Sales are strongest in those areas. The record is high on the Southern territorial charts, and other locales report that sales are good and on the up-swing. Flip of the record is "I've Got a Little Boy," (Dare, BMI). A previous Billboard "Spotlight" pick.

GOT MY MOJO WORKING (Dare, BMI)—Muddy Waters—Chess 1652 — The platter by Muddy Waters is vying for top sales receipts with the Ann Cole version. At this point, they are almost even. "Rock Me" is also a strong seller, but "Got My Mojo Working" is slightly stronger. The record is big in all areas.

Review Spotlight on . . .

R&B RECORDS

FRANKIE LYMON AND THE TEEN-AGERS

Out in the Cold Again (Joy, ASCAP) — Gee 1036 — See Pop Spotlight Review

LAVERN BAKER

Jim Dandy Got Married (Najo-Raleigh-Progressive, BMI) The Game of Love (A-One and A-Two)—(Progressive, BMI)—Atlantic 1136—The exuberant thrush has another two-sided hit, which could go pop as well as r.&b. "Jim Dandy Got Married," a sequel to her best-seller "Jim Dandy," is another sassy rhythm opus, somewhat reminiscent of the folk standard "John Henry." The flip is an ingratiating rhythm tune with an easy, groovy beat and clever lyrics. The thrush does a strong selling job on both

B. B. KING

Troubles, Troubles, Troubles (Modern, BMI) I Want to Get Married (Modern, BMI)—RPM 492—King wails the blues in his usual exciting style and solid brand of showmanship. Both sides are moving blues items and should pull plenty of play. "Troubles, Troubles, Troubles" is a shade stronger, but either tune could make it.

R&B Territorial Best Sellers

For survey week ending April 17

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. Come Go With Me, D. Vikings, Dot
4. School Day, C. Berry, Chs.
5. Little Darlin', Gladiolas, Exc.
6. All Shook Up, E. Presley, Vic.
7. It Hurts to Be in Love, A. Laurie, Del.
8. Butterfly, A. Williams, Cdc.

Charlotte

- 1. School Day, C. Berry, Chs.
2. Party Doll, B. Knox, Rit.
3. Come Go With Me, D. Vikings, Dot
4. All Shook Up, E. Presley, Vic.
5. I'm Stinkin' With You, J. Bowen, Rit.
6. Little Darlin', Gladiolas, Exc.
7. I'm Walkin', F. Domino, Imp.
8. Lucille, Little Richard, Spe.

Chicago

- 1. All Shook Up, E. Presley, Vic.
2. Next Time You See Me Little Jr. Parker, Duk.
3. Come Go With Me, D. Vikings, Dot
4. Send Me Some Lovin' Little Richard, Spe.
5. I'm Walkin', F. Domino, Imp.

Cincinnati

- 1. Next Time You See Me Little Jr. Parker, Duk.
2. All Shook Up, E. Presley, Vic.
3. Send Me Some Lovin' Little Richard, Spe.
4. Got My Mojo Working, A. Cole, Btn.
5. Just Because, L. Price, Pmt.
6. It Hurts to Be in Love A. Laurie, Del.
7. Little Darlin', Diamonds, Mer.

Detroit

- 1. School Day, C. Berry, Chs.
2. Next Time You See Me Little Jr. Parker, Duk.
3. All Shook Up, E. Presley, Vic.
4. Rock Me, M. Waters, Chs.
5. Party Doll, B. Knox, Rit.
6. I'm Walkin', F. Domino, Imp.
7. Little Darlin', Diamonds, Mer.
8. Come Go With Me, D. Vikings, Dot

Los Angeles

- 1. Come Go With Me, D. Vikings, Dot
2. All Shook Up, E. Presley, Vic.
3. Little Darlin', Gladiolas, Exc.
4. Next Time You See Me Little Jr. Parker, Duk.
5. I'm Walkin', F. Domino, Imp.
6. Just Because, L. Williams, Spe.
7. Just Because, L. Price, Pmt.
8. Too Much, E. Presley, Vic.
9. You Are My Sunshine, R. Berry, Flip.
10. Little Darlin', Diamonds, Mer.

New Orleans

- 1. Send Me Some Lovin' Little Richard, Spe.
2. C. C. Rider, C. Willis, Atl.
3. Just Because, L. Price, Pmt.
4. I'm Walkin', F. Domino, Imp.
5. All Shook Up, E. Presley, Vic.
6. It Hurts to Be in Love, A. Laurie, Del.
7. Party Doll, Roy Brown, Imp.

New York

- 1. Mama Look-a Booboo H. Belafonte, Vic.
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Come Go With Me, D. Vikings, Dot
4. Blue Monday, F. Domino, Imp.
5. Little Darlin', Diamonds, Mer.
6. I'm Walkin', F. Domino, Imp.
7. Jim Dandy, L. Baker, Atl.
8. Just Because, L. Price, Pmt.

Philadelphia

- 1. Just Because, L. Price, Pmt.
2. Little Darlin', Diamonds, Mer.
3. It Hurts to Be in Love A. Laurie, Del.
4. Lucille, Little Richard, Spe.
5. Mama Look-a Booboo H. Belafonte, Vic.

St. Louis

- 1. I'm Walkin', F. Domino, Imp.
2. Lucille, Little Richard, Spe.
3. School Day, C. Berry, Chs.
4. All Shook Up, E. Presley, Vic.
5. Little Darlin', Gladiolas, Exc.
6. It Hurts to Be in Love, A. Laurie, Del.
7. Party Doll, B. Knox, Rit.

Reviews of New R&B Records

DAVE BARTHOLOMEW

The Shufflin' Fox . . . 80 IMPERIAL 5438—Imperial's resident musical mastermind comes up with a wailin', choppin' instrumental. Sock beat and wailin' unison set off a smart job that has to get plenty of plays. A money disk. (Travis, BMI) The Monkey . . . 73 Bartholomew talks a philosophical, rather bitter piece. Cutting commentary on contemporary human society will intrigue some, but the kids will like the flip better. (Travis, BMI)

HUMP JONES

Pack Your Clothes . . . 78 VISION 1002 — The Hump shows the lady the door in a very strong blues reading. Seems lady's been doing a bit of straying in other people's diggings. Rates strong exposure in blues markets. (Lark, BMI) Lookin' for My Baby . . . 78 More blues by Jones, this time on the upbeat side. Chanter really belts on this one and some screaming tenor sax work is there, too. Toss-up with the flip for the honors. (Lark, BMI)

ANDRE WILLIAMS

You Are My Sunshine . . . 76 FORTUNE 834—The Western oldie, out already in several good rock stylings, is treated here with gospel group flavor and fervor led by Williams. Altho late, it could see some good territorial action. (Peer Intl., BMI) Mean Jean . . . 59 Disk is cluttered up with excessive echo, which doesn't hide a lack of content. Not much here. (Trianon, BMI)

JOHN LEE HOOKER

I See You When You're Weak . . . 75 VEE-JAY 245—Hooker registers with strong emotional impact on a primitive Deep South blues with an intriguing title. (Tollie, BMI) I'm So Excited . . . 74 Another exciting reading by Hooker on an uninhibited grass-roots blues. (Tollie, BMI)

BOBBY MITCHELL

I Would Like to Know . . . 75 IMPERIAL 5440 — Mitchell gets a near-gospel flavor into this rollicking shout. A good performance with strong backing. Fair chances. (Travis, BMI) You Always Hurt the One You Love . . . 74 A Fats Domino-type slicing of the one-time hit. It lends itself to the treatment, which by now is hardly novel. (Pickwick, ASCAP)

SAMMY LOWE ORK

Easy My Love . . . 75 CANDLELIGHT 3077—An attractive instrumental based on the blues, featuring ex-Basie lead alto Earl Warren and King Curtis on tenor. Merits jock plays on r.&b. and many pop segs. (Pollard-Michigan, BMI) Wall, Man, Wall . . . 71 Another good instrumental, with group shouting encouragement to soloists thruout. Fine for jocks, but retail action isn't too certain. (Pollard-Michigan, BMI)

THE THREE D'S

Little Billy Boy . . . 74 PARIS 503—This one rocks along at a rapid pace, with the group handing the cheerful rhythm item an enthusiastic delivery and an insistent beat. (Greta, BMI) Let Me Know . . . 69 The boys sell a moving ballad with plenty of heart, but flip is more commercial side. (Greta, BMI)

ROY BROWN

Let the Four Winds Blow . . . 74 IMPERIAL 5439—Brown under-states the lyrics here in appealing fashion against dynamic r.&b. band work. If either side is going anywhere, this is the one. (Commodore, BMI) Diddy-Y-Diddy-O . . . 64 Rock orking is more solid than the warbling on this brightly-paced item. Doesn't rate with the flip. (Travis, BMI)

GENE MUMFORD

When You're Smiling . . . 72 WHIZ 1500—The great oldie chanted by Mumford in very stylized manner — using some of the shouting technique of the blues singer. Quite effective, in that it presents the standard in new garb. (Mills, ASCAP) Please Give Me One More Chance . . . 66 The ballad has fair sound, but lacks the impact of the flip. (Maureen, BMI)

(Continued on page 61)

Washington, D. C.

- 1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Come Go With Me, D. Vikings, Dot
4. I'm Walkin', F. Domino, Imp.
5. Send Me Some Lovin' Little Richard, Spe.
6. Butterfly, C. Gracie, Cam.
7. Party Doll, B. Knox, Rit.

R&B Best Sellers in Stores

For survey week ending April 17

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 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 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 R&B best sellers.

Most Played R&B in Juke Boxes

For survey week ending April 17

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 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 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 most played R&B in juke boxes.

Most Played R&B by Jockeys

For survey week ending April 17

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 most played R&B by jockeys.

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TERRIFIC! A Billboard "Best Buy" LITTLE JUNIOR PARKER'S "NEXT TIME YOU SEE ME" b/w "DOLLY BEE" Duke #164

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Reviews of New R&B Records

Continued from page 60

EARL (CONNELLY) KING
Nothin' 71
KING 5038—King chants this one with heart. It's a blues ballad with a lot of beat, and a slow, striding tempo (Jay & Cee, BMI)

THE BUCKEYES
Begging You Please 71
DE LUXE 6126—This ballad has a dramatic quality. Buckeyes sing it solidly, getting a big choral effect. Deejays are likely to find the treatment out of the common run. (Jay & Cee, BMI)

DANNY FLORES
Trying to Forget 63
RPM 91—Here's a ballad sung in moderately spirited form. Flores shows an okay chanting talent but the material is of little import. (Modern-Red, White & Blue, BMI)

THE MAGIC NOTES
Never Again 62
ERA 1035—Originality and freshness are lacking in the treatment of a just fair ballad. Hard to see this as a money maker. (Chancellor, BMI)

THE FIVE DOLLARS
You Fool 55
FORTUNE 833—Hard to tell whether it's the lead man or the group that's off key here but somebody is. (Trianon, BMI)

Reviews of New C&W Records

Continued from page 59

ing. Piano and guitar figures are effective in back of Prince's fine vocal. (Hess & Jones, BMI)
Rockum Beat 73
Attractive rhythm side with a calypso beat and an unusual sound. Prince does a fine job on the vocal. (Hess & Jones, BMI)

MELVIN ENDSLEY
Is It True 74
VICTOR 6891—The crier of "Singing the Blues," weeps and wails thru a mournful tale of slipping around. Jocks will be pleased with the writer's emotional style and will give him plays. (Acuff-Rose, BMI)

DON WOODY
You're Barking Up the Wrong Tree 73
DECCA 30277—Country blues, with a rollicking honky-tonk beat. Don Woody chants the lyric with a clipped style, and a bark for a gimmick. Flavorful side. (Copar, BMI)

SONS OF THE PIONEERS
One More Ride 72
VICTOR 6890—This has the flavor of the Old West with "whooping" voices that give it a touch of "Tumbleweed." Boxes out in the prairie territories could do something with this. (American, BMI)

KENNY SMITH
Walkin' By My Lonesome 69
RURAL RHYTHM 507—A fine job on a honky-tonker with pop overtones. Smith sounds a little like

FOLK TALENT & TUNES

Continued from page 59

recently with "Ozark Jubilee," has joined Johnny and Jack and the Tennessee Mountain Boys on "Grand Ole Opry." . . . Smiley Burnette occupies the guest slot on "Big D Jamboree," Dallas, Saturday (27). Upcoming "Big D" guests are Leon Payne, May 4; Gene Vincent, May 11; Werly Fairburn, May 18, and Wanda Jackson, May 25.

The Jordanaires, "Grand Ole Opry" singing group, warble their Capitol recording of "Sugaree" in the upcoming Republic flicker, "Buffalo Guns," which stars Dave (Red) Barry. . . . Tennessee's unusually clement April weather prompted Roy Acuff to unofficially open his Dunbar Cave summer resort near Clarksville, Tenn., Friday night, April 12, with a 30-minute remote over WSM, Nashville. Acuff had the cave property up for sale several months ago, but he has called the thing off. Regular Sunday afternoon c.&w. entertainment

starts early in May, Acuff advises.

A series of shows featuring "Grand Ole Opry" talent has just been produced and taped for the U. S. Marines at WSM studios in Nashville. Tagged "Leatherneck Jamboree," the transcribed programs mark the first time the Marines have utilized country and western performers in their recruiting pitch. WSM country deejay, T. Tommy Cutrer, handled the emcee chores. George Jones and Faron Young headlined the first stanza, with Ferlin Husky and Justin Tubb spotted on a second recording. . . . F. Dolan, who beats the publicity drums for "Big D Jamboree," Dallas, reports that the Sportatorium there recently housed a rock 'n' roll show headed by Fats Domino, which attracted some 12,000 ducat buyers in two performances. The affair drew front-page pictures in the local dailies, made the various news wires, and brought out some 50 of the local gendarmes to keep order, Dolan infers. He reminds that it was about

nine years ago when a package comprising Hank Williams, Red Foley, Ernie Tubb, Minnie Pearl, Cowboy Copas and others did the same thing at the Sportatorium, and opines that the same package could probably do it again today.

Werly Fairburn, now navigating under the personal management of Dee Marais, has as his latest release on Savoy My Heart's On Fire" b.w. "Speak to Me, Baby." Deejays may obtain a copy by writing to Dee Marais at 3958 Huston Street, Shreveport, La. . . . Jimmie Lawson, formerly on the Columbia label, is now waxing for the Fable Record Company, Los Angeles, with his initial release, "Ole Jack - Hammer Blues," due out next week. Flip side is "Fickle Fool," written by Sandy Stanton, L.A. deejay. Background music on the two sides was handled by the Stanton band. Fable also has skedded for early release two sides by Jody McGeary, "My Heart's Close" and "Easy to Love." Gene Collins recently flew from the Coast to Tennessee to promote his new Fable offering, "What Am I Supposed to Do?" b.w. "I've Got a Mean Feeling."

The Rhythm Ramblers, heard regularly over KPRK, Livingston, Mont., on "Western Jamboree," invite c.&w. artists passing thru to stop off for a guest shot. The Ramblers, along with Johnny Brookhart, are set for a show and dance at the State Orphan's Home, Twin Bridges, Mont., May 3. . . . An "Ozark Jubilee" unit, headed by Red Foley and including Smiley Burnette, Wanda Jackson, Bobby Lord, the Marksmen and Bill Wimberly's band, made a Florida swing recently for promoter Scott Purcell. J. G. Whitfield, of the Florida Boys' Quartet, co-promoted the show at Pensacola, Fla.

Tommy Holmes 20-year-old country singer of Trenton, Tex., is being heard in a new show via KFTV, Paris, Tex., each Saturday at 2:45 p.m. Tommy is a regular on the Roy Glenn-PeeWee Reid "Red River Jamboree," heard each Saturday night in Paris. Jerry Hammond, of the Hammond Brothers, of Hugo, Okla., who also appear as regulars on "Red River Jamboree," is presently serving a month's stint with Uncle Sam's Army Reserves. Glenn Hammond is working as a single during Jerry's absence. . . . Brenda Lee, "Ozark Jubilee's" sober-sided juvenile cutie, will feature her new Decca release, "One Step at a Time," when she appears as guest on Red Foley's Dow Chemical show over the ABC radio network April 27. . . . Marvin Rainwater carried the top billing at the Flame Club, Minneapolis, April 17-20.

Marvin Rainwater, Bobby Lord, Uncle Cyp Brasfield, Bill Wimberly's Band, Chuck Bowers and the Jubilee Promenaders headline a two-day personal in Wichita, Kan., May 2-3. . . . The Chain Mountain Boys, comprising Marvin Cobb, guitar; Frank Wakefield,

ON THE BEAT

Continued from page 55

Bennie Gebhardt. Reports have come thru that Leroy Smith, r.&b. booker par excellence in the mile-high city, and proprietor of the Rhythm Record Shop there, has lined up an average of two shows a week for Denver thruout the spring months, following his biggest winter season in history. In addition to Denver, Smith often books his acts into other neighboring States, including Texas, Arizona, Utah and Wyoming, which provides a profitable series of stands for acts making the Rocky Mountain scene.

Recently Earl Bostic pulled a fine one-nighter crowd into the Rainbow Ballroom, fol-

lowed three nights later by the Midnighters and Little Willie John, both of whom also did a one-nighter date in Amarillo. The Five Royales and Tab Smith have performed in Denver too and at last report, Roy Milton and his r.&b. band were slated for the 18, 19 and 20 at the Rossonian Lounge. On May 1, it'll be Dinah Washington with Eddy Chamberlee's band with the Birdland Revue, with Sarah Vaughan, Billy Eckstine, Count Basie, Chet Baker and Jerri Southern, set for May 3. This layout will play the 5,000-seat Denver Arena. Many of the visiting artists help Smith plug disk: via autograph sessions in his record shop.

Harlem's Hotel Theresa has become the scene of a new night club, to be known as the Gold Room. Grand opening was Friday (19). Debut show featured Othello Dallas, the Three Riffs, Ocie Smith and the "Eagle Eye" Quintet. Diahanne Carroll and Eddie Heywood have been booked for future shows.

Dzondira Lalsac, flack for the Duke-Peacock axis, reports that Bobby Blue Bland's "I Smell Trouble" is "smelling all over—New Orleans, Washington, Chicago, Atlanta, Pittsburgh," etc. With that kind of a send-off, how can it miss? The Houston outfit also reports new releases by Big Walter, Paul Perryman, Brooks and Brown, Johnny Otis and ork and Little Richard.

A flash report has come in to us regarding the formation of Central Records by Malcolm Newkirk and Aaron Thomas Jr. First disk is by Gloria Lynn, who, according to the proprietors, "is an exceptionally fine vocalist with a range of four or five octaves." The report continues that, "Miss Lynn will be a candidate and the probable winner of all vocal honors (female) for 1957 due to the higher caliber of material at her disposal, which she will record and in all probability, revolutionize and rock the record industry to no end."

mandolin, and Carace Hutchins, five-string banjo, have their initial release on the Wayside label coming up April 24. Deejays may obtain a copy by writing to Wade Birchfield at 1298 St. Jean Avenue, Detroit 14. . . . Sherry Lee Myers, c.&w. canary at Batavia, Ill., has signed with the Al DeVorin Agency to work as a rock 'n' roll artist. "While I'm now a rock 'n' roller, deep in my heart country music still comes first," Sherry Lee typewrites. . . . Kenny Wilder, formerly of Nashville and now making California his home, has just finished his first movie role in Warner Bros. "Rimrock Canyon," starring Gary Cooper. Flicker will be released in the fall.

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## Okla. Free Fair Ups Attraction Budget

**Contracts 'Riverboat Follies'; Negotiations Under Way for Name**

MUSKOGEE, Okla.—The Oklahoma Free State Fair this year will operate on a record attractions budget and are working to get a top name to augment the long list of entertainment already signed, Tom Conrady, president-manager, announced last week.

Major feature in front of the grandstand will be the "Riverboat Follies," which will be in for four nights thru the Music Corporation of America. The show, which will run September 18-21, will include Paul Neighbor's ork, Johnny (Crazy Otto) Maddox, Bob McFadden, emcee; George Guest, marimba; Vagabounders, trampoline; Miriam Sage TV Lovelies and the Charmo- naires, girl vocal trio.

The preview show Saturday,

September 14, will feature Randy Brown, paddle board act, and on Monday and Tuesday, Lee Hendricks and his animal show plus Jimmy Wakely, cowboy singer, will take over the grandstand stage. Bill Atterbury's Sky Cycles will be the free act September 15 thru 21, with all the above talent booked by MCA.

Frank Winkley will bring in big car races for the opening Sunday and will be back on September 22 with another program of the speedway type cars. A locally produced rodeo will hold forth on four afternoons.

In addition to upping its attraction budget, the fair is constructing a new roof on its grandstand with the work already well under way.

## Lone Ranger, Lassie Show Opens Tour

COLUMBUS, O.—The Lone Ranger-Lassie Round-Up began a tour here last week that will see the unit play major buildings in the U. S. and Canada during the next three months.

Featured in the cast are the Lone Ranger; his horse, Silver; Lassie, and a troupe of Western performers, clowns and stuntmen.

The show, framed by Red Luxemburg, veteran outdoor concessionaire, and H. G. Saperstein, merchandise biggie, move from here to the Cleveland Arcade for April 20-22.

Following will be one or two-day engagements in Buffalo, Toronto; London, Ont.; Ottawa and Indianapolis. Show is scheduled to play the Hoosier capital May 6-7.

Sunny Bernet, veteran booker, performer and sales rep, joined here to do the announcing.

## Yuma Fair Pulls 56,114 to Top 1956

YUMA, Ariz.—The fifth annual Yuma County Fair set a new one-day record of 17,500 Saturday (13) and ended the four-day-and-five-night run Sunday (14) with an attendance of 56,114. This was 12,000 over last year, Frank M. Deason, manger, said.

The Saturday high mark wiped out the 16,000 record set the previous day. Until that time, the record day was Saturday last year when the attendance was 13,420.

Weather for the run was good. Altho Saturday's temperature was in the 90's, there was no wind. Sunday's weather was slightly cloudy, cutting down the temperature a few degrees.

Deason said that for the run, the community co-operation was the best. This was his second year as full-time manager. The first three fairs were staged by co-ordinators of the Pan American Amusement Company working in conjunction with the committee. Pan American played the midway for the first four fairs, with Crafts Exposition Shows featured this year.

Gov. Ernest McFarland cut the ribbon that opened the fair Wednesday night (10). He and over 100 invited guests were on hand for the official festivities.

### Circus Clicks

The fair featured as entertainment the Ted DeWayne Circus in an 80 by 120 big top. The circus was supplied by the Crafts' Shows as part of the contract. With three shows scheduled daily, four performances were given Saturday and Sunday. All were packed. Admission was 50 cents, with those having bought queen contest tickets for 25 cents being admitted upon presentation of one of the stubs.

The circus featured the Three Cliftons, trampoline; Don Skinner and Todd LeRoy, clowns; Don McClean and His Liberty Ponies, Ray Chandler and the Gene Holter elephant, DeWayne and His Chimp, a teeterboard turn, and Harrauld Harper, ringmaster. Chandler's miniature circus, mounted on a 17-foot trailer, was exhibited.

DeWayne displayed a large cage of monkeys in the menagerie section. Gene Holter supplied two llamas to replace the baby elephant, Rock 'n' Roll, which had to

be sent to the barn because of illness. Chandler offered the elephant, Babe, as an independent midway ride for 25 cents each between shows.

Rich Johnson, fair treasurer, said local participation was outstanding. Ticket sellers were supplied by service clubs, banking officials handled the auditing, and the county ministerial group assisting also with the ticket taking.

Kids' day was observed Friday, with the male teachers assisting. All school children were admitted free thruout that day and until 6 p.m.

### NIGHTS WEAK

## Clear Sailing Seen for H-M Outdoor Date

PALISADE, N. J.—The Hamid-Morton and Hunt combination stood a good chance of coming out ahead, financially, in its amusement park date here thru Friday (19).

Night business has been poor, but matinees have been uniformly excellent, with crowds ranging around 2,500. The performances have benefited the park, too, producing several hours of play for rides, games and attractions.

There will be three shows daily during Easter week and reasonable weather should produce excellent business. Advance sale, while modest, is up from the opening week. At the low prices charged most of the ticket sales have been at the show box office.

Publicity picked up sharply, resulting in good-sized stories and columns in most metropolitan dailies over the last weekend. A Sunday (14) break was the CBS-TV network telecast on "Let's Take a Trip."

## Dairy Fest Returns to Hub Common

BOSTON—The Second Annual Boston Common Dairy Festival will be held June 8-17 after the sponsors found that a trial show last year attracted more than 150,000 persons to the historic Common, in the heart of the city.

Sponsors of the event are the Massachusetts Dept. of Agriculture, the New England Dairy Industries, and the American Dairy Association of Vermont. Exhibits will include five different breeds of pure-bred dairy cattle, farm equipment, and dairy processing equipment, as well as various other farm animals. Demonstrations, milking contests and many other features are planned.

Manager of the festival is Paul Corson, of Topsfield Fair. Daniel Hurd, Essex County agricultural agent, will be assistant manager.

## Aut Swenson Inks 26 Shows At Dallas Fair

CHICAGO — The Swenson Thrillcade will produce 26 shows at the State Fair of Texas, Dallas, this year, Aut Swenson, owner of the stunt show, announced here last week. Swenson was in town for a few days supervising the construction of a revolving platform atop a Ford truck on which piano player Johnny (Crazy Otto) Maddox will be featured at major dates.

The Dallas program, which will be held in front of the grandstand, will run from October 5-20. No performances are scheduled for Mondays and none on the final Sunday. Five will be given, however, October 5, Future Farmer's Day.

Swenson will kick off his regular season late in June to play several still dates, and then move into fairs. Show will close at the Dallas fair.

Major dates on the Thrillcade schedule include two performances at the Minnesota State Fair, four at the Oklahoma State Fair, three at the Tulsa annual, and four at the Indiana State Fair. Originally, the pact at the Hoosier event called for three performances, but recently Swenson closed for an added Friday night show. Other major dates to be played by Swenson's troupe will include the Marshfield, Wis., fair, two shows; Cedar Rapids, Ia., annual, two; Sioux Falls, S. D., one, and Cape Girardeau, Mo., one performance.

## Pa. Issues Fee Warning For Bookers

HARRISBURG, Pa.—A warning that theatrical booking agents or representatives who do not obtain State licenses will be prosecuted, has been issued by Samuel Frank, chief of the division of Private Employment Agency Licenses, Department of Labor and Industry.

Frank cited numerous complaints of illegal booking, and said his division's investigators have been

## Auto Thrill Shows Sustain Strength

• Continued from page 1

to supplement the automobile stunts. Some other shows work motorcycle stunts into their presentation.

### Trucks Move In

This year, trucks, as well as automobiles, will be used for stunting. The shift, sparked by automobile-truck makers who see a great opportunity for selling trucks as well as automobiles at thrill shows, will have pick-up trucks making ramp-to-ramp jumps or ramp-to-track jumps over obstacles.

Automobile dealers as a whole are delighted when a thrill show featuring the make they sell plays their towns. They know that the demonstrations of what their make can do and of the punishment it can sustain, as shown so forcefully in a thrill show performance, builds up their sales potential.

In various ways Plymouth, Chevrolet and Dodge give support to thrill shows. This support ranges from advertising tie-ups to special deals for cars or trucks.

The manufacturers see in thrill shows a way to build up employee and dealer morale, as well as a means to up their sales. Some, on occasion, buy a performance outright to have it presented either to employees or to dealers, who like John Q. Public, go away enthused over the demonstrated durability and maneuverability of the make.

### Mobility Is Tops

Thrill shows are unmatched in show business for their mobility. Practically all of the cars used in the show are ready to take to the highway as soon as a performance closes. Only one or two trucks usually are needed to carry the ramps and other show paraphernalia, and

told to check into night clubs, taverns and other talent users, to determine whether proper licensing exists.

A fault, he added, has seemed to be that many out-of-State bookers fail to clear their contracts thru a Pennsylvania-licensed booking agent. The State's license fee for theatrical booking agents is \$150 and for their representatives, \$25. Penalty for violation is a fine of up to \$100 and/or 30 days in jail.

loading, unloading, set-up and tear-down is a matter of minutes.

There is no particular area where thrill shows fare best; all sections of the country are covered. In the East, jumps between dates usually are the shortest. In that area, the dominant shows are those bearing the name of Jack Kochman and Joie Chitwood; in the Midwest the leading shows are operated by Newberry and Swenson, and on the West Coast Bill McGaw has handled the show with the most dates. Generally, the shows hold to their respective areas but there is some cross-over.

Big as well as small towns go for the thrill shows. Chicago, which has seen all types of attractions, is a good thrill-show town. So, too, are remote places like Chippewa Falls, Wis., and Mowbridge, S. D., which have had them for 10 years, yet the annual receipts in all those years have rarely varied by more than \$100.

### GREEN FLAG

## Al Sweeney Kicks Off Auto Race Sked May 12

CHICAGO — National Speedways, Inc., will give the green flag to its 62-date auto racing schedule May 12 at Newport, Tenn., with a program of big car races, Al Sweeney, president, announced last week.

Sweeney expressed optimism over prospects for outdoor show business in the Middle West. He said that recent rain and snow has alleviated drought conditions in some areas and that fair managers are looking to improved conditions. He also announced that two major fairs, the Iowa State and Nebraska State, had increased their auto-race purse money this year.

The trend to night racing continues, Sweeney added. Two additional evening programs have been added to the National Speedway slate this year, one after-dark program of jalopy races at the Mis-

souri State Fair and a night of big cars at the Knox County Fair, Knoxville, Ill.

Sweeney, assisted by Bill Clark and Nancy Phillips, recently wound up a press chore for the Modern Living Exposition and Flower Show in Chicago, which drew 281,000. He will leave soon to open headquarters at Topeka, Kan., where he will stage the annual Memorial Day 100-mile stock car race at the fairgrounds.

Staffers lined up for the season include Gene Harmon, who will handle billing; Clark, who has been working here with Sweeney; G. J. (Mokey) Cosby, who is currently handling the weekly mail campaigns from Davenport, Ia.; Bruce Clifton, Gene Van Winkle, Pete Mossman, Norman Thorpe, Wayne Panter, Jim Arpy, Leonard March and Howard Forke.

**BRIGHT OUTLOOK**

**New Freeway, Circus Hikes Pomona Hopes**

POMONA, Calif.—The Los Angeles County Fair is anticipating record crowds with the completion of the freeway from Los Angeles, addition of its 17th major exhibition

building, and the appearance of Ringling Bros. and Barnum & Bailey Circus. Fair runs September 13-29.

The completion of the freeway this summer will afford easy travel from Los Angeles, Hollywood and San Fernando Valley to the fairgrounds. During the 1956 event, news and radio reports of the traffic bottleneck thru construction areas greatly reduced attendance.

The new building, measuring 220 by 140 feet, will cost \$200,000 and have an unobstructed display space of over 30,000 square feet. It will provide expanded space for the gem and mineral display, science and invention and for innovations which will be developed as the fair approaches. C. B. (Jack) Afflerbaugh, president-manager, said.

Ringling Bros. is scheduled to be featured in front of the grandstand the first 10 nights with matinees on the two Sundays falling within the dates. The remaining seven days will feature a championship rodeo each evening with a matinee on the closing Sunday.



EARL E. BUIE

**Earl Buie Resigns From Orange Show**

SAN BERNARDINO, Calif.—Earl E. Buie, secretary-manager of the National Orange Show here since 1952, resigned at the recent annual meeting which elected William M. Wilson Jr., president, along with other officers and directors for 1957-58 year.

Buie asked that his resignation become effective May 1, beginning of the show's fiscal year, but agreed to remain as acting secretary until his successor is named by the board, probably in May. He will likewise retain the office of acting manager.

Wilson, president of Robinson & Wilson, contractors, succeeds Ralph L. Horine, who directed the presentation of the 1957 show which was attended by 270,850. He served as first vice-president of the 1957 show and is a native Californian. Other officers elected were Howard L. Holcomb, first vice-president; Sen. James E. Cunningham, second vice-president, and J. M. Oakey, treasurer.

All of the show's directors were re-elected. They are Cunningham, B. Dade Davis, Ken W. Dyal, Leslie L. Harris, Holcomb, Horine, Ernest M. McCook, E. L. Morgan, Oakey, M. R. Sage, W. C. Shay, J. W. Snuder, Gail R. Stockton, R. H. Stockwell, Everett H. Swing, Ralph E. Swing, Donald E. Van Luven, and Wilson.

There is one board vacancy caused by the death of George A. Herz.

Buie, who joined the Orange Show's staff in November, 1947, as director of publicity and advertising, was elevated to the secretary-manager post in March, 1952.

**Wirth to Provide Talent for Bath**

NEW YORK—The fair at Bath, N. Y. will secure its review and other grandstand attractions for the entire week this fall, from the Frank Wirth office, it is reported. Included will be three performances by the Philadelphia Mummies Band on Labor Day.

**Sports Show Draws 70,000 At Spokane**

SPOKANE—The 1957 Spokane Sports Show drew a record 70,000 to the Coliseum during its six-day stand ended recently: This was 20 per cent over 1956. Entertainment featured the Lennon Sisters of the Lawrence Welk show. At the final matinee and evening shows, the girls' father, William H. Lennon, made his first stage appearance with them, singing a medley of Irish songs. Other acts included Henry La Mothe, Tuffy Truesdell, George Krist, Carl Bradford Jr., and the Yokois Troupe. Sponsor was Spokesman-Review Charities, Inc.

Earlier, Spokane's sixth annual Auto Show, attracted 28,000 persons despite the most adverse weather in the show's history. The DeCastro Sisters were featured. The Martin Brothers, South American juggling team, also appeared. Manito Lions Club sponsored the show.

Coliseum Manager Benjamin C. Moore has booked two Broadway shows for next fall thru arrangements with Broadway Theater League. They are "No Time for Sergeants" and "My Fair Lady."

**Brooks, Alta., Sets Rodeo**

BROOKS, Alta.—Annual rodeo of the Brooks Athletic Association will be held June 21. Officers include Mike Frey, president; Yale Sparrow, vice-president, and Alf Calwait, secretary.

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Richmond, Virginia, March 27, 1957.  
Allan Herschell Company, North Tonawanda, N. Y.  
Gentlemen:  
Each year prior to going into our Fair season we are continually looking for some outstanding ride that we can offer to the public in the way of new thrills.  
We had been getting good reports on a new ride called the Twister. In turn we contacted several big shows that had seen the Twister in operation and they informed us that it was getting top money on their midway.  
Our order was placed with you so that we would get delivery in time to open for our Ottawa, Canada, engagement. Delivery was received in time for the opening.  
Gentlemen, the Twister ride was everything that we had heard about it. The ride was top money at every fair played by the World of Mirth Shows during the season of 1956. It had ride appeal to both the children and grown-ups. The construction was good, solid and well balanced. It proved to be a good capacity ride and was fast loading and unloading. Your lighting was planned well and the Twister was a bright spot on the Midway.  
In closing, may I say that the Twister ride is here to stay and will continue to be one of the top major rides on any midway.  
Very truly yours,  
George P. Sollenberger  
WORLD OF MIRTH SHOWS  
St. Clair Shores, Mich., March 25, 1957.  
Mr. Lyndon Wilson, President  
Allan Herschell Company, Inc.  
104 Oliver Street, North Tonawanda, N. Y.  
Dear Mr. Wilson:  
As you know, one of your Twister rides was here at Jefferson Beach Park for the 1956 season. As I told your Mr. McFadden when he was here at the park, our experience with the Twister ride was a most happy one. It certainly deserves the award it won for being the most meritorious new device on the market. It is the kind of ride that you are proud to have in your park because it brings so much enjoyment to your customers who ride and ride again. It appeals to oldsters and youngsters alike and has the capacity to ride them all. It is not only the appeal, however, that makes the Twister such a pleasing ride in our park; it is also its rugged, dependable construction which makes it trouble-free and profitable to operate.  
You may use this letter and its contents in your advertising, as I will be happy to have other operators benefit from my experience with this wonderful ride. It is tops! With kindest regards,  
Very truly yours,  
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This new, modern Fun House has a complete set of tricks and a beautiful neon-trimmed front. Requires a space 50 ft long and 11 ft. deep, over-all height 20 ft. This device is a big money maker and will gross as much as the average major ride. Write today for full details and photo.  
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- ★ The Pony Trot (10 or 20 Ponies)
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- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars

### NATIONAL AMUSEMENT DEVICE CO.

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DAYTON 7, OHIO

## N. Y. Bingo Measures Await Referendum Charted for Nov.

NEW YORK—A pair of bills have been submitted which outline provisions of bingo operation and set up a nine-man governing committee. Whether these elements become reality depends on whether the constitutional enabling referendum is approved by the voters of New York State this November.

In New York City, it is planned to place a local bingo referendum on the November ballot, as well as the State measure, which would give communities the right to decide on local operations. This would allow city bingo to be played next year in March. Otherwise, the game would have to await another November election date in

1958 before a local decision could be made.

The nine-man group would be headed by a chairman whose salary would be set by Governor Harrison. (Continued on page 83)

## Key City Adds 4 Attractions

KANKAKEE, Ill.—Addition of a Rolloplane and two kiddie rides, bringing the total to five major rides and five kiddie devices, was announced last week by C. S. Peck, owner-manager of the Key City Shows, as preparations went forward in winter quarters here for a May 6 opening. Also new this year are a Funhouse and four light towers.

In addition to established dates in Indiana and Illinois, the show's Southern route has been extended into Tennessee, Mississippi and Alabama. Signed recently was the Jimmy Schaefer high act as the evening free attraction.

On the show staff are Robert L. Peck, assistant manager-secretary; Dale Curtis and Robert Osborn, concession managers, and Richard Kern, electrician.

## Evans United Bows May 10

PLATTSBURG, Mo. — Evans United Shows are busy putting final touches on rides and equipment for its May 10 opener in Richmond, Mo.

Show, owned and managed by Mrs. Pearl Evans and her two sons, William and Don, has signed a fair route in Missouri and Kansas.

## Calgary Ex Names Hall to Exec Post

CALGARY, Alta. — Tom B. Hall has been named head of the newly created stores and purchasing department of the Calgary Exhibition and Stampede.

He had served as vice-chairman of the stampede's Indian committee and moved up to the chairmanship following the death of his father several years ago. He will continue in this post.

## Six-Day Bike Race Fails in Chicago

CHICAGO—An effort to revive six-day bike racing ended unsuccessfully here recently.

Backed by Louis Parys, a Belgian industrialist, the races had been staged earlier at Cleveland Arena and Louisville's Kentucky State Coliseum.

Attendance was light here, and cost of the operation was set at \$60,000. Most of that was lost, it was said. Most observers blamed lack of promotion for most of the loss. No advertising and little publicity came out until after the race began at the Amphitheater.

## Spotty Biz for Peppers At Two Florida Stands

MOBILE, Ala. — In its third week since leaving winter quarters at Mobile, Ala., Peppers' All States Shows has experienced spotty business to date. Opening stand at Milton, Fla., was satisfactory, but the following date, Warrenton, Fla., produced below-par business because of cold, rainy weather and a lot that was too small.

Mr and Mrs. Date Curtis joined with their jewelry store. The former is also handling advance advertising. Lon Bishop is ahead of the show, routing it toward West Virginia coal fields. Visitors at Warrenton included Jack Lucas, Ben Buck and Johnnie Adams.

## Talbert Books Lewises

ALBANY, Ore. — Harlin Talbert, former rep actor, manager and advance agent, has been booking Harry Kay and Birdie Lewis (the Lewis Entertainers) for April school assembly and sponsored dates in the Albany territory. The Lewises do magic and vent numbers.

## Alberta Arenas Costs Climb To \$9,000,000

EDMONTON, Alta. — Total cost of Golden Jubilee auditoriums in Edmonton and Calgary will be around \$9,000,000, it has been revealed by C. K. Huckvale, provincial auditor.

When the auditoriums were first proposed as Golden Jubilee gifts from the provincial government to the public, the estimated cost was \$1,250,000 each. Now the price for each will be around \$4,500,000, including construction, sites, equipment and furnishings.

## Home Show Scheduled At Denver University

DENVER—The 11th Annual Denver Home Show will open an eight-day run at the University of Denver Field House April 21. Andy Sutherland, manager, said space for more than 250 booths and exhibits is available this year and that the dirt floor of the field house has been paved with asphalt.

NEW!

KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

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The Billboard will be

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To meet this earlier "on sale" date, the closing date hereafter for all Commercial Advertising will be

WEDNESDAY

for the following week's issue.

## Ed Baumann Leaves Post After 34 Years

WEST POINT, Neb.—Ed M. Bauman, secretary of the Cuming County Fair since 1923 and president of the Nebraska State Fair the past two years, has retired as secretary of the local event.

Bauman, who served as secretary here since the fair was organized, has been succeeded by John Lubker Jr., of this city.



### Sno-Kone Machine

The first complete Snow Shaver, and still the best buy. Rugged cast aluminum shaver and case lasts years longer than other makes. Get details on this fine unit. You'll be glad you bought this quality leader. It's 26 ways better.

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Carnival • Bazaar  
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8x100 Feet	\$6.00
9x100 Feet	\$3.00

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And supplies for Eastern and Western Type Galleries. Write for new catalog.

### H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

## ARENAS & AUDITORIUMS

# 'Ice Follies' Plans '58 Route; 'Ice Capades' Clicks in Chi.

By TOM PARKINSON

ONE good example of playing a single route year after year with success is "Ice Follies." The Shipstads and Johnson rink show is finalizing 1958 route plans and the word now is there will be only one change.

"Follies" now is in Minneapolis, and soon to come is its annual vacation period. It resumes with a week in Seattle in June and then its marathon run at San Francisco until September. New edition will be rehearsed there while the 1957 version is being presented.

The 22d annual tour by "Ice Follies" stars September 5 at Pan Pacific Auditorium, Los Angeles. Next will be Denver. The Chicago stand will run most of October. Last two weeks in January are earmarked for New York.

The single change, according to an "Ice Follies" spokesman, will be the inclusion of Louisville. To do this, the Cincinnati run will be held to a week. If the route otherwise is the same as this year's, two things are apparent. One is that the several stands picked up from the retired "Hollywood Ice Revue" are being retained in the route. The other is that Milwaukee, a regular heretofore, but omitted in 1957, presumably isn't in the 1958 schedule either.

"HOLLYWOOD ICE REVUE" also figures in events with "Ice Capades." The John H. Harris show closed a Chicago Stadium run Sunday (14) with what is expected to be a 30 per cent increase over last year when final figures are computed. Building sources say the increase is figured conservatively, and they say this is the major effect of the closing of "Hollywood."

With "Capades," "Follies" and "Hollywood" all playing the Stadium in the past, Chicago gave only listless support to the third show in, which happened to be "Capades." "Follies," coming in the fall, got good business, and last October it showed an increase after plugging heavily the fact that there would be no Christmas ice show ("Hollywood") this year.

CHRISTMAS TIME came and went with no ice show, and the showgoers realized what the ice men had been trying to tell them. So when "Ice Capades" set up shop it was quickly apparent that the town now was ready for more icing. The first weekend recorded sale of 25,000 more paid admissions than for the same period last year. True to Stadium predictions, it was the springtime "Ice Capades" that benefited most from retirement of "Hollywood."

This is "Capades" third time on the Stadium rink. Before that, it and "Follies" used the Chicago Arena, now a TV studio. The first Stadium stanza was all right. The second dipped about 20 per cent. Now the third has recouped that loss and added an increase of about 10 per cent over the 1955 score. They have gotten back the 1955 loss and considerably more as well.

Timing is not the only factor in the increased business. One of the others is that "Ice Capades" makes use of some former "Hollywood" personnel, notably comic Freddie Trenkler. Reviewers in the three main cities of the old "Hollywood" route, New York, Detroit and Chicago, have stressed that the little clown now is with "Ice Capades." And apparently the sellout performances Saturday evening and Sunday afternoon were in part due to his being there.

## SHORT LIFE REMAINS FOR MECHANICS HALL

BOSTON—Mechanics Building, home of expositions for more than 75 years and one of the nation's last privately owned exhibition halls, has been purchased by the Prudential Insurance Company of America, according to an announcement by Charles P. A. Nelson, director of real estate planning and development for the Prudential Center.

This rounds out the 32-acre tract occupied mostly by the Boston & Albany Railroad yards, which had been purchased recently by the insurance firm for a \$100 million Radio City-like development (The Billboard, March 2).

First stories reported the Mechanics Building would be torn down immediately, but Merton Dix, president of the Massachusetts Charitable Association, which built the hall in 1881 at a cost of \$500,000, said it would not be razed for "four, five or six years."

Up to now the insurance company had an option to buy the structure.

### Three-Year Lease

Sale price was not immediately made known. George Laing, superintendent of the building, said the Mechanics Association is leasing back the building from Prudential for a three-year period. Exposition groups such as the New England Sportsmen's Show, which has held its annual event in the building for the past 27 years, will be able to continue for at least the three years.

Ultimate plans call for the building to be razed to make way for the construction of the giant

Prudential development which will include hotels, apartment houses, a shopping center and a civic auditorium. Mayor Hynes has pledged the erection of a 6,000-seat convention hall. City council has given initial approval of a legislative petition to permit Boston to borrow \$12 million outside of the debt limit to construct the hall.

## Calypso Unit Offered for Arena Dates

NEW YORK—Lance Haven, vocalist at the Roxy Theater here, will star in a calypso music show being offered to arena and auditorium people by the Milton Morison Agency. The unit, comprising 30 performers and musicians, showed at the Philadelphia Academy of Music on Sunday, March 31.

The unit, "Carnival Calypso," has an April 19-21 run at the Adams Theater in Newark, for four shows daily and five on Saturday (20), with film.

Philadelphia date, in co-operation with Jackie Fields, was handled for Morison by Nicholas Botti and Jack Gold. Prices were \$2.40, \$3 and \$4.80. Haven has a "Q" LP album coming out April 18.

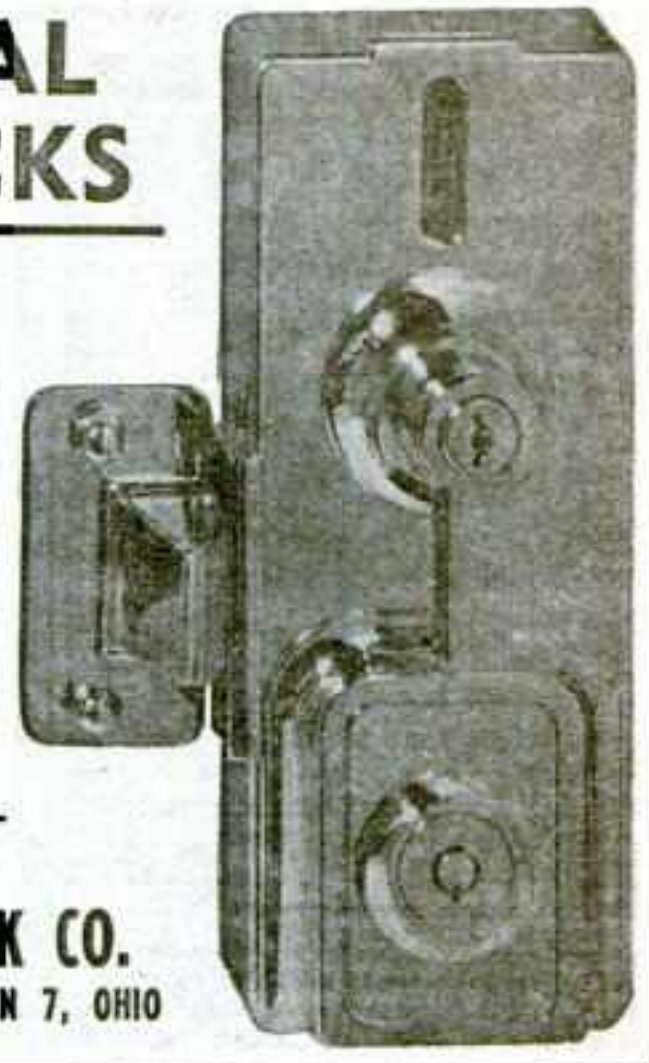
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2,000	\$ 5.70
10,000	9.90
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"The Showman's Insurance Man"



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**Carnival Routes**

Send to 2160 Patterson St. Cincinnati 22, O.

Alamo Expo.: San Antonio, Tex.  
American Beauty: DeSoto, Mo., 26-May 4.  
Amusements of America: Falls-church, Va.  
Babcock United: Santa Ana, Calif., 23-28.  
Baker United: Terre Haute, Ind., 26-May 4.  
B B Combined: Ponderreek, Okla.; Ponca City 29-May 4.  
Belle City: Milwaukee, Wis.  
Bogle, F. C.: Fort Scott, Kan.; Manhattan 29-May 4.  
Borderland: Menard, Tex., 23-28; Ozona 29-May 5.  
Burke, Harry: Independence, La., 22-29; (Fair) Lutecher 30-May 6.  
Burkhart: East St. Louis, Ill.  
Central States: Waynoka, Okla., 26-28; Dodge City, Kan., 30-May 4.  
Catlett Greater: Rosenberg, Tex., 23-May 5.  
Coleman Bros.: Middletown, Conn., 25-May 5.  
Continental: Kingston, N. Y., 25-May 4.  
Dixie Amusements: Jay, Okla.  
Drago Amusements: Clarksville, Ind.

Drew, James H.: Marmet, W. Va., 21-May 4.  
Dudley, D. S.: Littlefield, Tex.  
Dumont: Tuscaloosa, Ala.  
Empire State: San Antonio, Tex.  
Franklin, Don: San Antonio, Tex.  
C & B: Mason City, W. Va.; Ravenswood 29-May 4.  
Gala Expo.: Kensett, Ark., 22-27; Bald Knob, 29-May 4.  
Gem City: Pensacola, Fla.  
Georgia Am. Co.: Toccoa, Ga.  
Glades Amusements: Conway, S. C.  
Gladstone Expo.: Amory, Miss.; Humboldt, Tenn., 29-May 4.  
Class City: Coal Grove, O.; Coal-ton 29-May 4.  
Gold Medal: Gadsden, Ala.  
Golden State: Westlake, Calif., 25-May 5.  
Gooding Am. Co., No. 1: Chilli-cothe, O.; (Sullivant & Sandusky Sts.) Columbus 29-May 4.  
Grand American: Ottumwa, Ia., 25-May 4.  
Great Joyland: Wayne, Mich., May 3-12.  
Hannum, Morris: Pringle (Wilkes-Barre), Pa., 26-May 4.  
Happy Attrs.: Crestline, O., 29-May 4.  
Heal, Bill Am. Rides: Augusta, Ky.; Newport 29-May 4.  
Hill's Greater: Grant's N. M.; Gal-lup 29-May 4.  
Hottle, Buff, No. 2: Hammond, La., 22-28.  
Hugo's Novelty Expo.: Leaven-worth, Kan., 25-May 4.  
Inland Empire: Asotin, Wash., 26-27; Payette, Idaho, 30-May 4.  
Irwin Greater: Orlando, Fla., 25-27; Franklin, W. Va., May 3-10.  
King Bros.: Derby, Colo., May 2-12.  
Lawrence Greater, Marietta, Ga.  
Manning, Ross: Newport News, Va., 29-May 4.  
M. D. Amusements: Hazelton, Pa.  
Midway of Mirth: Murphysboro, Ill.  
Mighty Interstate: Cleveland, Tenn.  
Monarch Expo.: Pacific, Mo.; St. Clair 29-May 4.  
Moore's Modern: Ardmore, Okla., thru 24; Duncan 26-May 4.  
Nolan Am. Co.: Zanesville, O.  
Norton's Rides: Perryton, Tex.  
Page Combined: Wadesboro, N. C.  
Pan-American: Alexandria, La.; Pine Bluff, Ark., 29-May 4.  
Penn Premier: Lynchburg, Va.; Winchester 29-May 4.  
Pepper's All States: Union Springs, Ala.  
Powelson Am., No. 1: Newark, O.  
Raley Bros.: Columbia, S. C., 22-28.  
Rock City: Hoxie, Ark.  
Rocky Mt. Empire: Grand Jun-ction, Colo.  
Schafer's Just for Fun: Denton, Tex.  
Shop-O-Rama: Farmington, N. M.  
Siebrand Bros. Combined: El Paso, Tex., 25-May 5.  
Silk City: Philadelphia.  
Smiley's Am. Co.: Hampton-Varn-ville, S. C., 22-28.  
Southern Fair: Dallas, Ga.  
Southern Valley: Texarkana, Tex.  
Strates, James E.: Washington; Plainfield, N. J., 29-May 4.  
Sunset Am. Co.: Excelsior Springs, Mo., 25-May 4.  
Tatham Bros. Combined: Riverton, Ill., 27-May 4.  
Tenn. Valley Am.: Mayfield, Ky.  
Thomas, Art B., No. 1: Grand Is-land, Neb., 24-30; Lincoln May 2-4.  
Thomas Joyland: Madison, W. Va.  
Tidwell, T. J.: Midland, Tex.  
Tinsley, Johnny T.: Greenville, S. C.; Rutherfordton, N. C., 29-May 4.  
Tivoli Expo.: De Quincy, La.; Leesville 28-May 4.  
20th Century: Corpus Christi, Tex., 27-May 4.  
United Expo.: Cairo, Ill.  
United States: Lenoir, N. C.; North Wilkesboro 29-May 4.  
Venditto Bros.: Providence, R. I., 26-May 4.  
Virginia Greater: Suffolk, Va.  
Wolfe Am. Co.: Woodruff, S. C.; Spartanburg 29-May 4.

**Circus Routes**

Beatty, Clyde: Rock Hill, S. C., 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.  
Carson & Barnes: Joplin, Mo., 26; Anderson 27; Gentry, Ark., 28; Lincola 29; Tahlequah, Okla., 30.  
Clyde Bros.: Buffalo, N. Y., 23-27; Syracuse 29-May 5.  
Cristiani Bros.: Union, S. C., 23; Spartanburg 24; Concord, N. C., 25; Salisbury 26; Statesville 27.  
Davenport, Orrin: Grand Forks, N. D., 23-27; Winnipeg, Man., May 4-11.  
Hagen Bros.: Pawhuska, Okla., 23; Coffeyville, Kan., 24; Miami, Okla., 25; Webb City, Mo., 26; Fort Scott, Kan., 27.  
Hamid-Morton: Palisades, N. J., 23-28; Harrisburg, Pa., 29-May 4.  
Hunt Bros.: Palisades, N. J., 23-28.  
Kelly-Miller: (mat.) Hugo, Okla., 28; Durant 29; Gainesville, Tex., 30; Ardmore, Okla., May 1; Ada 2; McAlester 3; Muskogee 4; (mat.) Bristow 5; Okmulgee 6; Wewoka 7; Shawnee 8; Perry 9; Blackwell 10; Ponca City 11.  
Mills Bros.: Youngstown, O., 23; Alliance 24; Canton 25; Stowe 26; Barberton 27; Rocky River 29-30; Lorain May 1; Sandusky 2; Port Clinton 3; Fostoria 4; Holland 6; Monroe, Mich., 7; Dearborn 8; Mount Clemens 9; Port Huron 10; Royal Oak 11; Flint 13.  
Polack Bros. Western: Los An-geles, Calif., 25-28; Stockton May 1-4; San Francisco 8-12.  
Ringling Bros. and Barnum & Bailey: New York 23-May 12.

**Ice Shows**

Holiday on Ice of 1957: San An-tonio, Tex., 23-28; Lafayette, La., 29-May 3.  
Ice Capades, 16th Edition: Oak-land, Calif., 23-28; Fresno 29-May 5.  
Ice Capades, 17th Edition: Denver, Colo., 23-29; Los Angeles May 1-26.

**Aussie Wirth Show Recoups Building Loss**

NEW YORK — Wayne Lary, visiting the Ringling show here to culminate another booking trip for Australia's Wirth Circus, reported acquiring a flying act, aerial bar act, girl single, elephant trainer, and wild animal trainer. His tour, made on alternate years, usually takes him thru Europe and the United States, but Europe was skipped over this time.  
Lary caught the Davenport show in Cleveland, Hamid-Morton in Milwaukee, Clyde Bros., in Kan-kakee, and Ringling, in this coun-try. He stayed here with Ed Raycraft of Bloomington, Ill.  
The Wirth show has recovered from the burning down of its auditorium, and now plays many one-day tent dates in addition to longer stands in Sydney, for the Royal Easter Show, and Mel-bourne, during the racing season. Business has been good. During the Olympics it did well in a Mel-bourne rink building.  
Show moves on rails, on rented cars. A reason for not buying cars yet, it was stated, is that the four provinces played have different gauge tracking. Standardization is near, after which the show will likely buy cars.

**Miscellaneous**

Burke's Wild Cargo: Cullman, Ala., 23-27; Jackson, Tenn., 29-May 4.  
City of Religions Matchstick Ex-hibit: Charleston, S. C., 23-27.  
Damon, Dwight, Magician: Tipton, Ia., 27; Orion, Ill., May 4; Du-rant 10; Davenport 11.  
Hitler's Auto: Pine Bluff, Ark., 23-27.  
Wolcott's Original Rabbit Foot Minstrel Show: Gladeswater, Tex., 23; Longview 24; Kilgore 25; Tyler 26; Athens 27; Jack-sonville 29; Palestine 30; Nacog-doches May 1; Luffkin 2; Jasper 3; Woodville 4.

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# Arena Recap

## Homemaker Father Idea Gets Publicity

CHICAGO—When the Chicago Metropolitan Home Builders Modern Living Exposition had a contest to select the Homemaker of the Year, a lot of mothers were entered. But one youngster entered her dad's name. This angle was picked up successfully by Al Sweeney, publicity man, during the show. Since then the idea also has caught the fancy of The Chicago Sunday Tribune for a post-show spread, The American Weekly for a splash in a forthcoming issue, and in the newspaper supplement published in England by the Oldham Press with 26,000,000 circulation.

## Dvorin Makes Stands With Band for Elvis

CHICAGO—Al Dvorin, Chicago agent and band leader, has completed a string of dates with the Elvis Presley show, playing Chicago, St. Louis, Fort Wayne, Buffalo, Toronto, Ottawa and Philadelphia. Dvorin booked acts and bands on earlier Presley tours and on this occasion went along as producer and musical director.

## Toledo Sports Arena Has Ranger, Boone

TOLEDO—Shows at the Sports Arena here will include the Lone Ranger and Lassie show April 27-28; Guy Lombardo, May 9, and the Pat Boone show with the Four Lads, Fontaine Sisters and Richard Hayman's Band, May 12.

## Promotion Man Plans Country Music Office

ATLANTA—New office for promotion of country and western music appearances in the South is being planned by Robert Adams, who probably will locate his office here.

## Denver Arena Has Cage, Ring Events . . .

DENVER—National AAU basketball tournament at Denver Coliseum drew 50,000 people in six days. A Wednesday night fight is to be telecast nationally from the Coliseum on May 8. Meanwhile, "Ice Capades" will be in the

week of April 20. Manager Mike Livota said this year's business for the Denver Auditorium is not as high as anticipated because of the delay in completing its remodeling in time for early bookings.

## Canadian Concession Association Meets

TORONTO—A regional meeting of the National Association of Concessionaires will be at the King Edward Hotel in Toronto May 8.

## Shrine Circus Clicks At Cincinnati Gardens

CINCINNATI—Shrine Circus at the Cincinnati Gardens did capacity business at several of the performances.

## University Will Build Bridgeport Stadium . . .

BRIDGEPORT, Conn.—University of Bridgeport is going to build a \$100,000 public stadium.

## Florida City Asks Auditorium Bids . . .

PANAMA CITY, Fla.—Bids have been asked for a \$5,619,000 project here. The work would include a new auditorium, city hall and marina.

## Parker to Manage Wyatt Earp Tour . . .

CHICAGO—Col. Tom Parker, personal manager for Elvis Presley, is taking on Hugh O'Brien as well. O'Brien plays the role of Wyatt Earp on TV. Parker is planning a tour of arenas with a unit headed by O'Brien.

## Propose New Arena At San Angelo Fair . . .

SAN ANGELO, Tex.—Final plans for a million-dollar coliseum have been submitted to the city commission here. The building is to be at the San Angelo Fairgrounds.

## St. Louis Art Museum To Have Aud Addition . . .

ST. LOUIS—A two-story auditorium is being planned as an addition to the city art museum in Forest Park here. It is expected to cost about \$950,000.

# CLUB ACTIVITIES

## Canadian

### Showmen's Association

TORONTO—Lapel buttons have been purchased and are now in the hands of most members.

The 1957 Banquet and Ball will be held in the Fiesta Room of the Prince George Hotel here November 5. The banquet committee reports that plans are progressing on schedule, with all indications pointing to a record turnout. The program committee reports that an extremely good show is being worked up for the event.

Members of the 1957 executive committee are: P. A. Marco, president; A. Zaien, vice-president; O. Drouin, second vice-president; J. Bonder, third vice-president; R. Genest, secretary-treasurer, and Y. Monet, J. Silverman, M. Cohen, G. De Boffre, directors.

Mrs. Elizabeth Clark, herself a former performer, was guest of honor at a gathering in Sarasota, Fla., recently where a number of ex-RB performers gathered. Included were Jack Hedder, Judy Graves, Emily Hedder, Laura Valdo and Toby Thomas.

DAWSON CREEK, B. C.—Plans are under way to reconstruct the Memorial Arena, damaged extensively in a pre-Christmas fire. Cost will run in the neighborhood of \$200,000. Insurance coverage was \$82,000.

## Pacific Coast

### Showmen's Association

LOS ANGELES—Past Presidents E. W. (George) Coe and Hunter G. Farmer were honored at the regular Monday night (15) meeting here. The session also featured an Easter bonnet parade by several members of the Ladies' Auxiliary.

President Bob Downie, who conducted the session, announced that F. M. (Pete) Sutton and Ed Kennedy had been appointed to represent the club on the Frank W. Babcock United Shows. Sutton is the show's manager.

Harry C. Seber was chairman for the night. President Downie invited Coe and Farmer to the rostrum along with Art Andersen and Harry Hargraves, who introduced the honored guests. Also on the rostrum were the secretary, H. D. (Bob) Matthews; the treasurer, Al Weber, and William Sherwin, legal adviser.

Seber reviewed the club's plans for the purchase of additional graves for the enlargement of Showmen's Rest.

Both Andersen and Hargraves reviewed the administrations of the honored guests in presenting them.

The meeting was recessed to

(Continued on page 76)

# THE FINAL CURTAIN

## ARNSMAN—John Milton,

former vaudeville blackface comedian and in recent years ride man at Indian Lake, Russells Point, O., April 12 in Detroit. With his wife, Jennie, he teamed as Sam and Jennie on the old Keith and Orpheum Circuits. His wife also did a blackface single at one time under the name of Bertie Herron. Surviving are a sister, Harriet Bergman, and a brother, Lawrence, both of Lebanon, Ind. Services April 15 in Detroit and burial in Toledo, O.

## Hot Springs Showmen's Association burial plot.

PETERSON—Ernest A., 57, concessionaire and formerly an executive with Russell Bros. Circus, recently in Corpus Christi, Tex., following a heart attack. For six years he had a jewelry concession on the Don Franklin Shows. Survivors include his widow, Hazel; three brothers and two sisters. Services at Jamestown, N. D., with burial in Steele, N. D.

## RILEY—Dan,

75, veteran outdoor showman, April 11 in the Catholic Home for the Aged in Nashville. In the past he had operated animal shows with Rodgers Bros., Sells-Floto, Russell Bros. and Howe's Great London circuses and with the Volunteer and Page Bros. shows. Burial in Nashville.

## YATES—Jack,

rodeo showman and official and an oil field supply dealer for many years, recently in Glade-water, Tex., following a three-month illness. During his younger years he had been with the Mulhall Ranch Wild West Show, and active in the Glade-water Round-Up Association for many years. He was also credited with producing the only Army-sponsored rodeo in Europe shortly after World War I. Survivors include his widow, Sue; two daughters, two brothers and three grandchildren.

**MEYERS, ALBERT**

On April 15, 1957, beloved husband of May, devoted father of Marlene Hope, dear brother of Louis and Frances. Services Thursday, 10:30 a.m. "The Riverside," Far Rockaway, L. I.

## DORNER—Armond (Art) C.,

55, veteran showman who toured with Frankenstein stagershow, med shows, carnivals and circuses, March 31 in Brooklyn of cancer. Survived by his widow, Louise.

## HINES—Ralph G.,

president of the Portland (Ind.) Theater Realty Company, recently in Portland following a heart attack. He served in the Indiana Legislature six consecutive terms

## KAHNTROFF—Morris,

68, veteran pitcher, recently in a St. Petersburg, Fla., hospital. Survived by a son, Stanley, and two daughters, Mrs. Norma Levy and Mrs. Jeanne Shurkins, all of Baltimore. (Details in Pipes column.)

## KRONENBERG—Louis,

63, concessionaire known as Lemons, in a New York hospital April 19. A veteran of 25 years in the carnival business, he had been with the Harry Heller and Leo Bistany organizations, but had been inactive due to illness in recent years. He joined the National Showmen's Association in 1946.

## LAUTHER—Carl J. Sr.,

70, veteran and well-known carnival Side Show operator, April 14. Burial April 16 in Miller's Tavern, Va. (For details see Carnival section.)

## McMULLEN—Leland,

publicity, concession and entertainment man for North Central Missouri Fair, Trenton, April 4 in that city of a stroke.

## MIDDLETON—Gordon W.

(Foots), 44, who formerly toured with carnivals, April 10 in Hot Springs, Ark. He was a member of the Hot Springs Showmen's Association, members of which served as pallbearers. Survived by his mother, Della Fern Middleton. Burial April 13 in the

# MARRIAGES

## BROWN-CLAWSON—

Robert Brown, secretary-treasurer of Cristiani Bros. Circus, and Mrs. Rose Clawson, office worker on the show, April 4 in Thomaston, Ga. The bride's late husband, Ralph Clawson, was a well known circus executive.

# BIRTHS

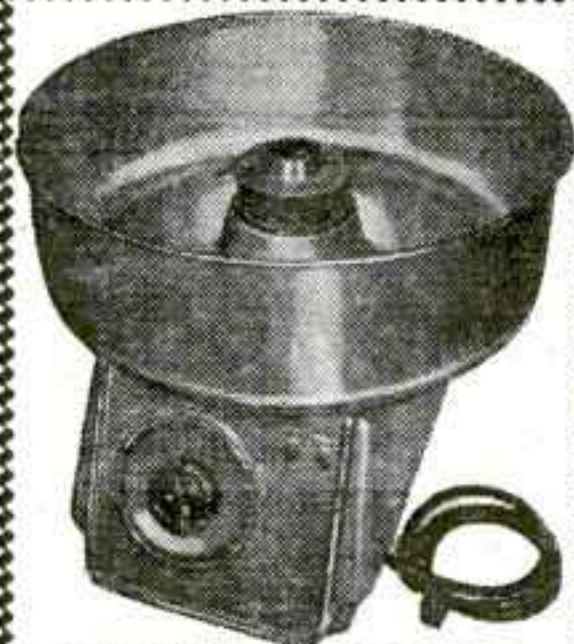
## HERRIOTT—

A daughter, Julia Ann, to Mr. and Mrs. M. Herriott April 13 at Sioux City, Ia. Father is trainer with the Gil Gray Circus; mother is a circus performer and rider.

## JENKINS—

A son, Kenneth David, April 10 in Washington to Mr. and Mrs. Roy Jenkins. Mother is the daughter of Mr. and Mrs. David B. Endy, owners of the Endy Shows, Miami.

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## New Equipment Set for Cincy Coney Previews

CINCINNATI—A number of new attractions have been added to the line-up of Coney Island here as the park prepares for April 27-28 operation, the first of three weekend previews before the May 18 start of the regular season, said President and General Manager Edward L. Schott. Nightly fireworks will be offered on the three weekends.

New this season, the park's 71st, are a Scrambler, motorboats for Lake Como, fiber-glass boats for the Land of Oz motorboat ride, Skee Ball alleys and African Queen on the lake. The last named is a replica of the stern-wheeler featured in a recent movie. It will begin operation May 18, when Sunlite Pool also opens for business. Also new is Big Squirt, a water shooting game which accommodates 16 players. Back this year is the popular Roto ride.

On the bandstand of Moonlite Gardens for the first weekend will be Dan Belloc's band, with a tentative schedule including the following: Larry Sonn, May 4-5; Sam Donahue, 11-12; Art Mooney, 18-19; Barney Rapp, 21-24; Ralph Marterie, 25-26; Charlie Kehrler, 28-30; Glenn Miller band (Ray McKinley), 31; Will Hauser, June 1-6; Johnny Long, 7-8; Charlie Kehrler, 9-13; Clyde Trask, 14-20; Buddy Morrow, 21-27; Buddy Rogers, 28-July 4; George Smith, 5-11; Johnny Long, 12-18; Jimmie James, 19-25; Tex Beneke, 26-August 1; Clyde Trask, 2-8; Sam Donahue, 9-15; Les Elgart, 16-22; Ralph Marterie, 23-29, and Charlie Kehrler, 30-September 2.

Park officials and department heads include Fred E. Wessellmann, vice-president and Board chairman;

## Upper Court In N. Y. Upholds Ruling on Pool

ALBANY, N. Y. — A court order here has application to swimming pool operations in New York State which deny use of their facilities to Negroes. The Court of Appeals, highest judicial unit in the State, ordered a Bronx beach club to open its facilities to all.

By denying a Negro woman membership, the court held, it had discriminated against her, violating the law. After being denied the right to rent a locker the woman went to the State Commission Against Discrimination, which decided in her favor.

The club appealed to the high court for a reversal, but failed in its attempt. The commission had issued an order to the club to halt the discriminatory practice. Chief Judge Albert Conway wrote that a beach club is "a place of public accommodation," and that conversion of its ownership in 1951 from a stock corporation to a membership corporation had not converted the establishment from a public to a private facility. The club listed itself in a telephone book as a public bathing beach, the court noted.

The operation's bathing and recreation park accommodates some 13,000 persons on a seasonal membership basis and thousands more every year on a daily guest admission basis.

Ralph G. Wachs, secretary-treasurer-park manager; Shirley Watkins, maintenance superintendent; Charles R. Flatt, pool manager; Henry Schwab, grounds maintenance; Arlan Tiemeyer, refreshment manager; Edgar McNabb and Paul Nohr, ballroom; Robert Weisenberger, chief electrician; John M. Toyel, purchasing; William H. Chatfield, picnic promotion; Mrs. Lucille Moore, special events; Vern O. Bradley, accountant; Edward J. Norton, outdoor advertising and Myron R. Benson, publicity.

## Willow Grove Auto, Picnic Areas Widened

PHILADELPHIA — Increased parking and picnicking facilities, coupled with an opening promotion and continuing free attractions, are looked on as an attendance stimulus for Willow Grove Park.

Park opened Easter Saturday (19), with a promotion on Sunday resulting in orchids given away first 5,000 women customers for the midway promenade.

Park refurbishing has included extra cook-out units and improved landscaping and table units in the picnic groves.

Acts this year, in addition to name vocalists, will include circus performers booked thru Ray Beaudet of New York. Torelli's dog and pony revue will play on opening weekend. Others booked for the season are the Egony Brothers, aerial; Flying Malkos; Great Rixon, swaypole; Aero-Stylites, high act; Three Albanis, aerial somersaulting motorcycle; Flying Victors; Wolcott's canine revue; Haag's chimps; Waltons, Trampoline; Payo and Mai, unicycle juggling; Frank Cook, high wire; Christensen, animal group; Tsilaks, juggling and head-to-head; Gil Dova, juggling; LaFlotte Duo, bike act, and Gordo, equilibrist.

Every-day operation for the park begins May 19. On that day also, acts begin all-week engagements.

## Park Meet Program to Show Benefit of Past Events

SALT LAKE CITY—Next winter's park convention program in Chicago should benefit from the experience of all program chairmen of the past 18 years, if the success of Robert E. Freed continues.

Freed, manager of New Lagoon Park here and second vice-president of the National Association of Amusement Parks, Pools & Beaches, is this year's program chairman. He has sent a letter to all 16 chairmen who preceded him, and the results to date are summarized below:

Q. Generally, do you think films and slides are desirable?  
A. Definitely.

Q. Do you think the daily program sessions should be limited to a two-hour program?  
A. Consensus was that the program sessions should last two hours, but not more than two and a half hours.

## KIDLAND OP FLIES RIDE TO MEMPHIS

MEMPHIS — J. C. Levy, operator of the Kiddieland on the grounds of the Mid-South Fair here, soon will be able to boast that he has an air-borne train.

Levy, who returned recently from Mountain View, Calif., purchased a new train there from Arrow Development Company and is having it shipped to Memphis by air freight.

He found that the expense was only slightly higher than other means of transportation, and the train will be delivered to him the day after it is loaded aboard the big plane. The new ride will bring the total number of devices to eight.

Others already here are kiddie Autos, Planes, Whip, Boats, Ferris Wheel, Street Car and Mechanical Horses.

## Kennywood Bows With Strong Booking

PITTSBURGH — Kennywood Park opened its 60th year Easter Sunday (21), with favorable bookings for the season ahead, according to Carl Hughes, director of publicity.

This year in modernizing, says Hughes, Kennywood carries forward the pattern of being modernistic and futuristic in design.

In the park buildings, for example, one stand was torn down to be futuristically designed as a fishbowl game at one end and a converted custard stand at the other end. Another refrigerated stand toward the end of last season proved so popular when experimentally changed over to self-service, that it has been modernized, cafeteria-style for hot dogs and ice cream, with shoppers coming out at the cashier's booth for self-service.

A new ride, the Round-Up, has replaced the Loop-a-Plane, moved to another location. Parking has been expanded.

Kennywood opens for daily operation May 11. After July 4, the park will be closed on Mondays.

## Texas Fair Fun Zone Gets Rainy Weather

DALLAS — The Midway at State Fair Park here opened Saturday (13) for a 21-week full-time operation which will run thru the weekend following Labor Day.

Opening day was cold and drizzly as had been the weather during the three weekends preceding, when the Midway opened for Friday-Saturday-Sunday operation as an experiment. However, Sunday (14) was pleasant and crowds were good.

The park has been reflashed for the season. Kiddie Town especially has been dressed up with a new entrance opening off the main midway. Box-office windows in Kiddie Town are shaped like the open mouths of clowns and animals, with a bit of whimsy.

### New Lures Added

New attractions for the summer operation this year include the Dixie Belle paddlewheel boat operated by Willie Naler on the fairgrounds lagoon adjacent to the fun zone, and the Monorail overhead railway system which runs from the front of the fairgrounds to the main entrance to the Midway.

The Monorail is the only such line in operation in the U. S. at present.

A new major ride for Kiddie Town is expected to be added before the end of April by Fred McFalls. It is a new German-made ride now on its way to Dallas from Europe. It has been christened the Motorcade for its Dallas debut.

Fourteen weeks of free acts will begin on the Pepsi-Cola Midway stage May 27, a new act opening each Monday for two performances each night.

Acts booked to date include Mike Berolini's high-wire and swaypole act, the Noble Trio of parallel-bar gymnasts, Mel Hall's Whiz Kids, unicycle; Linon the Tramp, slack rope act, and the La Blonds, comedy aerial bar act.

### Hike Promotion

An increased promotional program has been launched to stimulate midway attendance. The hefty newspaper ad schedule remains about the same, but a continuing radio spot schedule has been started. In addition, a simulated newsreel film about the midway will be produced and run as a paid feature on Dallas television.

## Senator Urges Committee on Recreation

WASHINGTON — The urgent need for a survey of outdoor recreational facilities has been emphasized by Sen. Arthur Watkins (R., Utah) who told the 35th annual convention of the Izaak Walton League that population growth and the nation's road-building program will put additional pressure on outdoor recreational areas.

Senator Watkins is co-sponsor of a bill which would set up a national outdoor recreation committee, to survey present facilities and determine future needs. He said facts are necessary on the subject, in order that planning be effective.

Joseph W. Penfold, league conservation chairman, said the commission, if authorized by Congress, would conduct the first comprehensive survey of its kind.

stations. Bumper strips are being used and snipe coverage has been stepped up, with use of 24-sheets being planned for the midway for the first time.

A number of large parties have already been lined up with companies and organizations for the summer, in some instances the midway being bought out for specified hours of the day by large groups. The midway's special party plan is being pushed, in which books of tickets to rides are made available. (Continued on page 69)

## 34TH YEAR

## Coney Slates Banquet and Installations

NEW YORK—The new Aquarium will be opened at Coney Island June 6, and the president of the New York Zoological Society, who will officially open the free marine exhibit, will be the principal speaker at the Coney Chamber of Commerce banquet, May 1.

Fairfield Osborn will be the key speaker, and Edward Vogel will be installing officer, according to Chamber president, Murray Handwerker, vice-president of Nathan's Famous.

Handwerker's committee chairmen, to be installed, are George F. Kister and I. H. Klein, fireworks; Vincent J. Tesoriero, membership; George F. Kister and Fred Moran, traffic and parking; John G. Ward, promotions; Fred Sindell, budget and assessments; Ralph W. Fouse, general finances.

Also, Louis J. Molinas, sanitation; V. J. Tesoriero, insurance; Albert Myers, beach and boardwalk; Milton Berger, public relations and special events; Joseph Goldstein and David Finkelstein, counsel; Joseph Goldstein, constitution and bylaws; Sam Holzman, maintenance of streets and lighting; Leonard McCullough, paint-up and clean-up; George F. Kister, Fred Moran and C. J. Hilbert, audit; Moe S. Silberman, journal; and Fred Sindell, A. C. Mvers, Joseph Goldstein, Charles A. Felzman and John G. Ward, special parking, planning and operation.

The 34th annual affair will be held in the grand ballroom of the Hotel St. George. Ralph W. Fouse is dinner committee chairman and David Finkelstein will be toastmaster.

## Urn Dispenses 2 Iced Drinks

NEW YORK — A double decanter urn, dispensing iced coffee and iced tea from separate spigots, is being marketed by Cecilware-Commodore Products Corp. here. The development, not common in iced beverage service, is benefiting from an advertising campaign to promote iced coffee, undertaken by the Pan American Coffee Institute.

The Double Decanter DD23 can hold two gallons of iced coffee and three gallons of iced tea. It is of stainless steel construction with welded signs, and offers signs mounted on the tank, and Tomlinson faucets. Weight is 25 pounds, and dimensions, 11 inches by 26.

**ROLLER RUMBLINGS**

**Great Leopard Holds Birthday Party, Meet**

CHESTER, Pa.—Great Leopard Skating Club here observed two occasions Sunday (7), celebration of its 21st year of successful operation and its invitational skating meet of 1957. The latter started at 8 a.m., and continued until midnight.

Rink owner Jack Coopersmith, host and sponsor of the gala day, presented solid walnut trophies to first place winners in the competitions, and silver and bronze medals, respectively, to those finishing second and third. During the evening a four-tier anniversary cake was cut and refreshments were served.

The invitational was contested by more than 200 skaters from Massachusetts, New York, New Jersey, Pennsylvania, Delaware, Maryland and Virginia. It was under the supervision of Rolly and Marty Matson, Great Leopard professionals. Officiating in the contests were Frank Bartik and Alwyn Bauman, Elizabeth, N. J.; Hamilton Compos, Newark, N. J., and Helen Donaghy, Philadelphia.

Mrs. Marion McCormick, Harrisburg, Pa., was tabulator.

**Dinner-Dance Wind-Up For AOW Championships . . .**

ELIZABETH, N. J.—Climax of the America on Wheels championships, currently under way in Twin City Arena here, will be a formal dinner-dance for contestants in Military Park Hotel, Newark, Saturday (27). Presentation of trophies will be made during the affair.

The rink chain's 17th annual competition, second in size to the nationals of the United States Amateur Roller Skating Association, will have 50 per cent more contestants than its 1956 counterpart, said chain General Manager William Schmitz, and will come within a handful of equalling the number of contestants in recent national competitions.

Started as a one-day affair with a single event, dance skating, the meet now takes five days to complete and covers every type of roller skating and every division, from tots to veterans.

**McClung Pleads Guilty**

On Admission Tax Charge . . . DENVER—Frank C. McClung, former Boulder, Colo., rink operator, has changed his plea from innocent to guilty on charges of attempting to evade and defeat federal admissions taxes. McClung appeared recently before Judge S. Breitenstein, of Federal District Court here, and asked that the change be made on the first two of six counts charged against him.

The two counts charge McClung with filing false admission returns on June 25, 1951, and July 27, 1951. The indictment returned last December by a federal grand jury said McClung failed to pay \$117.77 he owed the government on those dates.

Donald E. Kelley, U. S. attorney for Colorado, said the other four counts against McClung will be dropped. They accused McClung of failing to pay \$415.04 in admissions taxes on dates from 1951 thru 1953.

Judge Breitenstein postponed sentencing until a probation report is completed. McClung faces up to five years in prison and a \$10,000 fine on each of the two counts.

**Crescent Beach Skatery**

Incurs \$25,000 Fire Loss . . . CRESCENT BEACH, S. C.—Fire of undetermined origin destroyed about half of the new 10,000-square-foot roller rink at the recently remodeled Crescent Beach Pavilion. Loss was estimated at \$25,000.

**5 Additional Spots Enrolled by RSROA . . .**

DETROIT—The addition of three rinks and the re-enrollment of two former member-rinks in the Roller Skating Rink Operators' Association of America was announced last week by Secretary-Treasurer Robert D. Martin at association headquarters here.

The new rinks and their operators are the Roller Center, Bakersfield, Calif., J. L. and L. G. Dickerson; Greater Pittsburgh Rink, McKees Rocks, Pa., Howard J. Metts, and Jet Rink, Arlington,

Tex., Mr. and Mrs. Benjamin Foster. The former member-rinks and their operators who rejoined are Hannan Rollarena, Lancaster, O., Kelly R. Hannan, and Lima (O.) Rink, Charles H. Fuerst.

**San Antonio Lackland Air Base Gets Rollery . . .**

SAN ANTONIO — Newest phases of basic airman training at Lackland Air Force Base here are roller skating and horseback riding. Under the program, trainees can elect to spend 10 hours of the required 28 hours of physical training and calisthenics at a new air-conditioned skating rink or at a riding stable.

The rink, equipped with indirect lighting, hardwood floor and concession stand, is on post property. The stable with 41 horses and rink is operated by Heinie Mueller. Tom Nickolson is manager of the rink, completed January 31 at a cost of \$260,000. It was privately financed in return for a 10-year lease from the government. Nickolson said the rink was built according to government specifications with a foundation that could support a 10-story building. Admission is 50 cents.

**Legion Post Sponsors Party at Melody Skatery . . .**

GROTON, Conn.—An American Legion post sponsored a fund-raising skating party at Melody Skating Rink here April 3. A sizable advance newspaper advertising campaign was used to herald the event.

The rink booked in a rock-and-roll dance and show for Wednesday (24), at \$1.90 top, featuring Red Prysock and his performers, and vocalist Lillian Briggs. Entertainment is scheduled from 9 p.m. to 1 a.m. The rink is a few miles from the U. S. Submarine Base here.

**Cincy Pro Originates Simple Calypso Dance . . .**

CINCINNATI—Constant attention to the reaction of skaters to the music played for them is a watchword at the Price Hill Roller Rink here of Lou and Charles Meyer. Recently it was noticed that many skaters were struggling to put together a few steps to an occasional calypso number that was inserted in the programming. This called for a conference, with the result that in a few days the professional came up with a simple dance routine that seems to have captured the fancy of skaters. The new dance, named Donna's Calypso, is now being used in a dance contest being staged for the rink's mothers' skating club.

**Texas Fun Zone**

• Continued from page 68  
able for purchase by groups renting the picnic pavilion for parties and dances, and also to company clubs and groups.

An attempt is being made to interest schools in the North Texas area in bringing groups of pupils to State Fair Park as an educational field trip, with the four museums and aquarium on the fairgrounds being used as a selling point, and with obvious value to midway patronage.

Arthur K. Hale is manager of the midway and concessions, assisted by Ken Collins.

**Kiddie Rides For Sale**

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WILL LEASE OR BUY: Complete Wildlife Exhibit, Monkeys, Mechanical City or any good Park Attraction.

HELP: Can use a Sign and Scenery Painter who can be useful in other departments. Good steady wages. Must be neat and sober.

Notice: Bob Parker, please contact. All replies: Letter, wire or personal contact, no phone calls.

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**FOR SALE OR LEASE**

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One 40x90 new Portable Skating Rink complete with new Nylon Tent made with Wire Cable, the first of its kind with no rope used. Want one more Manager for Portable Rink at once. Opening Rink soon. Wire or call 749 Harlan, Kentucky, giving all information about yourself. Good proposition for Man and Wife with Portable experience. LACY MYERS.

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Manufacturers of All Kinds of Roller Skates  
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## Early Biz Exceeds Cristiani Hopes

Straw Crowds Mark First 3 Weeks; Arnold Maley Joins as Secretary

MACON, Ga.—An excellent day's business here Saturday (13) climaxed a highly profitable week for Cristiani Bros. Circus. Show played to straw houses at two stands during the third week of the new season and reported surprisingly good business in traditional fall territory.

There was a capacity matinee in Macon. In the late afternoon a sudden cold spell brought out the overcoats and the night crowd was little better than half capacity. Gross for the day totaled about \$7,000 and ranked the date as among the best played so far this season.

Night before the local date, the show had a straw crowd at Smyrna, a small town north of Atlanta. The show had another straw earlier in the week at Anniston, Ala.

The 106-mile run to Macon was made in good time. First stakes were driven at 9:30 a.m. and everything was in readiness well in advance of the advertised 3 p.m. matinee.

It was in the nature of a homecoming for the Cristiani family and many with the show who had wintered here during the years the King-Cristiani Circus was operating. Townspeople filled the lot all day.

### Maley Joins

Lucio Cristiani, manager, said business so far has exceeded expectations and he is optimistic over 1957 prospects. On the lot to greet him here was his former partner, Floyd King, general agent of the Clyde Beatty Circus, who has a home here. Arnold Maley, who was a partner with King in the King-Maley Circus, joined the Cristiani show as secretary three days before the local date and was on hand to greet local friends.

Several additions have been

## Beatty Using 27 Motor Units

DE LAND, Fla.—Clyde Beatty Circus readied 27 trucks for its opening Wednesday (17) at the De Land Armory. The show, converted this year from rails to motor operation, will be two days en route to its second stand, Charleston, S. C. (20).

Line-up of trucks identified by what they will carry is as follows:

Sleeper bus, seat bibles, seat wagon, props, concessions, sleeper, whale show, kitchen, elephants, seat wagon, menagerie cage, stake and chain with four cross cages, seat wagon, horses and camels, water and boom truck, canvas spool truck, office wagon converted to straight bed truck, Beatty cat cage, seat wagon, power and lights, power and lights, props, rest room and stage puller, bibles, poles, chairs and side show. Most units are semi-trailers.

In quarters are the nine elephants, three camels and ponies.

## Athens Okay For Cristiani

ATHENS, Ga.—Cristiani Bros. Circus racked up almost a full house at its Monday (15) stand here under Shrine auspices.

Afternoon show pulled about a half house. Weather was clear and cool.

made to the performance since the opening in Key West, Fla., Lucio Cristiani announced. Tom Paris is featured in a trampoline number with Happy Davis. Jean Kuhn, daughter of Capt. Eddie Kuhn, is working an aerial and wire act. Lloyd Wisengarde has been added to the Jane King group of wire performers. The Grætona high-wire act closed because of illness of Otto Grætona, but is expected to rejoin the show.

Charles T. Underwood, press agent, was on the lot after being hospitalized here a week ago for injuries sustained in a wreck in which his new Lincoln car was demolished. Another staffer, Berni Miller, suffered minor injuries and the destruction of his car in an accident Friday (12). He was able to continue duties as purchasing agent and handling press here but will not resume as clown cop until next week.

Among the visitors here were Mrs. Vicki King and the King children, Mrs. Arnold Maley; Mrs. Marianna Blaum, wife of Charles Blaum, one of the contracting agents, and Bill Morris, of the Benson Bros. Circus.

### List Staff

The executive staff, in addition to Lucio Cristiani, manager, includes Oscar Cristiani, assistant manager; Paul Cristiani, general agent; Belmonte Cristiani, general superintendent; George Penny, legal adjuster and superintendent of tickets; Ernesto Cristiani, superintendent of front door; Harry Dann, equestrian director; A. Lee Hinkley, band leader; Robert Brown, treasurer; Arnold F. Maley, secretary; Walter Rice, superintendent of lights; Pete Sadowsky, superintendent of transportation; George Griffin, 24-hour agent; Tommy Hart and Charles Ruark, co-managers of Side Show; Steve Fannin, superintendent of elephants; Clyde Jones, outside superintendent of props; Robert Mitchell, inside superintendent of props; Ellis M. Lee, superintendent of cookhouse, and Leona Teodora, superintendent of wardrobe.

Paul Cristiani's staff of contracting agents include Blaum, Ed Hiler, Phil Presson, Scotty Queen, J. C. Rosenheim and Bill Garvin.

John Cloutman shares advance press duties with Underwood.

Pete Cristiani, who handles concessions, has a new stainless steel diner, managed by Al Dennis. The concession tops are special yellow, blue and red striped tents made for the show by the U. S. Tent and Awning Company.

The Cristiani Family acrobatic and riding acts are still presented in full form.

Clown numbers, featuring many new gags, drew praise here, too. Lucio works in the boxing bout. The show's clowns are Billy McCabe, Johnny Bagonghi, and Gaylord Maynard, Ronnie Hennon, Danny Styron, Peanuts Hout and Berni Miller, with Happy Davis producing.

Manuel Rojas, trick cyclist, a new act here, drew praise, as did Manuel Barragon aerialist, long-time feature with the show. Other standouts were the Freddie Canestrelli troupe and the Hugo Zachinni cannon act. Rex and Wanda Rossi present the Wild West concert, aided by Carlos Leal, with a fire and glass act.

## FILLED HOUSE SEES RINGLING TIGER BATTLE

NEW YORK—Nationwide publicity for the Ringling show and trainer Trevor Bale came about the hard way Wednesday (17), with a fatal battle between two tigers before a full house at the Madison Square Garden matinee.

Leaving the cage, one animal crowded ahead of another to be first out, and a three-minute flurry resulted in the death of a 500-pound female, Ila. Winner was Rajah, a male. Ten other tigers watched impassively from their pedestals.

Bale fired his pistol and hurled everything handy in futile attempts to separate the beasts. The exit and the rest of the circus continued without incident.

## 9 Acts With R-B Side Show

NEW YORK—There are nine side show acts in use by Ringling in the Madison Square Garden basement. Last year there were 17, which was an unusually large number in comparison with previous years.

Acts include Nate Eagle's Midgets; Carmen, snake charmer; Red (Cardo) Friend, magic; Ted Evans, giant; Shuster, million-dollar hands; Sadie, leopard-skin girl; Ellie, fat girl; Esteline, sword swallower, and Eddie Ray, armless boy.

Nate Eagle is managing the presentation here and in the Boston Garden, after which he will join the World of Mirth Shows with his midgets. Lew Hamilton is assistant manager and lecturers include Hamilton, Web Rogers and Red Friend. Frank Cucksey is midget show lecturer. R-B will have no side show after Boston.

Eagle mentioned a probability that acts Evans and Shuster would continue to the World of Mirth, and that he is also framing a Calypso show.

## R-B Business Stays High For Opener

NEW YORK—Ringling business rolled ahead strongly last week, altho an expected decline was in the cards for the two weeks following Easter. By then the gross should have hit an exceptionally high level in comparison with past years at Madison Square Garden.

Business on the past two Sunday evenings has increased noticeably and has been attributed to the TV personality promotion. Last Sunday (14) saw better than a two-thirds house turn out on the night Claude Kershner appeared as plugged on his "Terrytoon Circus" WOR-TV cartoon show.

Show management is encouraged to try the stunt again in stops along the route where there are established live kiddie personalities. The act plugs his appearance at the circus, and gets to handle the mike and participate in spec.

## Hunt Concert Slates Both Ikao, Walsh

NEW YORK—The Hunt Bros. Circus production will be roughly a 50-50 split this year between circus and Wild West. While the presentation will be light on big props, it will not stint on personnel, it is understood.

Displays will feature six to eight trick ropers, or whipcrackers, and a chase-for-the-bride finale will be included. There will be considerable use of Western clothing and a large number of horses on the show.

A two-feature concert this season will offer Tanit Ikao, animal hypnotist, and strongman Jack Walsh, both of whom have worked the Hunt concert in the past. Walsh this year will feature a tug of war with two automobiles, pulling at low gear in opposite directions.

The Hunts will cover their usual Eastern territory, hitting Long Island in August, a little later than usual.

## 54 Production Girls on R-B

NEW YORK—Additional personnel on the Ringling show this year include the following under the heading, production girls:

Rose Alexander, Rene Bale, Gloria Bale, Antoniette Bisbini, Francesca Bisbini, Lynne Brent, Carol Brent, Rene Bleckert, Aurelia Canestrelli, Shirley Coombs, Emma Large, Joan Dacey, Monica Diaz, Peggy Dunn, Gloria Esposito, Ursel Frimberger, Jeanne Feroni, Dorothy Yerkes, Nona Hanel, Marjorie Hill.

Also, Masako Yochikawa, Kato Takako, Harumi Hashimoto, Yone Seki, Chizuko Inoue, Haruyo Kameda, Kojima Tsuneko, Rita Hines, Maxie Hanisco, Charlotte Kora, Sophie Krug, Anne Mace, Violet Markoly, Pat McMurray, Bertha Nonnenmacher, Rusty Parent, Lilly Plato, Lolita Perez, Manuelita Perez, Gladys Rimmer, Patricia Ready.

Also, Jere Stevens, Carole Sicard, Louise Spere, Rosa Suarez, Margaret Smith, Betsy Schwartz, Marion Seifert, Marlene Smiley, Stephanie Thompson, Marilyn Zion, Jan Weaver, Marge Weideman, and Lilliane Oliver.

Clowns added to the list previously released are Lothar Villhaver, Frank Young, Jerry Kent, Tony Yerkes, Sandor Hanel, and Nava Morales.

## Ringling Directors Meeting Postponed

NEW YORK—Ringling's annual stockholders and directors' meetings will be held on a still unselected date in May, it was learned this week.

By-laws provide that it be the second Wednesday of April, but it is normal for this to be postponed, as it was this year. Some representatives of the minority stockholders' group were in New York last week to attend the meeting in the event that the postponement was not forthcoming this time.

## GARDEN NOTES:

## R-B Adopts Indoor Show Band System

NEW YORK—When Ringling hits the road it will carry only a band leader and two side men, using the same system as other indoor shows of recruiting additional musicians at each stand.

Otto Griebing is busy thruout the Ringling performance, with clowning in the rings, hippodrome track and seats.

Efforts to get clearance for a perch act in Hungary are going on. The act was thought to be all set after getting good co-operation from the U. S. State Department and from authorities in Hungary. However, at the border it was found their passports were not in order, so they could not leave Hungary. Pat Valdo is hoping they still get thru. They have three people and a double-deck arrangement by which one man holds a perch pole. Atop the second pole is the third member of the troupe.

Advance sale started extremely slow. But by opening time it was running about \$8,000 ahead of last year's comparable total.

Hugo Schmitt's elephant does its one-foot stand differently than the one seen on Polack Bros. With a forefoot on a tub and rear feet on the ground, Schmitt's bull swings directly to the one-foot stand. It skips a middle step of placing four feet on the tub.

Kaichiro Namba, the man who bounces upstairs on his head, is making a return engagement. He first performed with Gentry Bros. in 1910; then Sanger's European-Famous Robinson, Main, Sparks, Floto, Haag and others, including Ringling—1932-1938. In Australia when the war started, he was interned and then worked 10 years for U. S. occupation troops in Japan. On his first set of circus engagements here he was billed as Koban.

Coming in to see what is to be Ringling's first all-indoor edition at New York, was Virginia Shipp, daughter of Ed Shipp, equestrian director and operator of a pioneer indoor circus in a permanent building at Petersburg, Ill., years ago.

Regular cage wagons of other years are being used with the tiger and bear acts on Ringling now. But when the show gets into its road tour, these will be replaced with a set of cross cages now being built in Sarasota. The new cages are on the same plan as those with the Cuneo cat act on the Polack show, and all were built by Eddie Billetti's shops.

## Hagen Staff, Acts Listed

SHAWNEE, Okla.—Talent line-up and staffers of Hagen Bros. Circus, which recently moved out of its Edmond, Okla., winter quarters, have been announced by Bob Couls, general manager.

Staff, in addition to Couls, includes Joe McMahon, general agent; Jack LaPearl, press; J. E. Hill, second agent; Joe Applegate, big top; Ivan Douglas, Side Show canvas; Henry Thompson, Side Show manager; Nelson Brenneman, Pit Show operator; Al Dean, steward; Claude Banta, light plant; Little Bob Stevens, concessions; (Continued on page 71)

# UNDER THE MARQUEE

Barbara Fairchild writes from the Cristiani show that the performance went off in Decatur, Ala., despite tornados in neighboring towns and warnings throught the day. Everyone dried out the next day at Gadsden, Ala. Jeanne Kuhn replaced Jane King in the wire act for two days. Red and Ann Dangler and their daughter, Connie, visited in Griffin, Ga. Pat and Tom Walker hopped to Anniston, Ala., from Macon Ga., to take Karen Cristiani home with them for a visit.

Don Adams was a prominent member of clown alley at the Cincinnati Shrine Circus and then headed for the St. Louis Police show. . . . Phil Bonta, of the Phil and Bonnie Bonta perch act, suffered a stroke recently and is hospitalized at the Royal Victoria Hospital, Room 924, Wing 9 W, Montreal. . . . Johnny Fulghum writes that he'll go ahead of the World of Mirth Shows this season as outdoor advertising manager.

Bill Bailey, Big Top TV clown, reports he's busy with working on a pilot film for TV called "Clowning Around." . . . Everett Smith, Christian Science Monitor staffer, visited Ringling in New York and is busy with his circus lectures on clowns. . . . Eddie Hendricks recently underwent emergency surgery in Lincoln, Neb., and 20 pints of blood were given by personnel of the Gil Gray Shows. Hendricks is back with the show but expects to be out of harness for two months.

Circus Hall of Fame Notes: Sabre lets, flying act with the Beatty Show, are getting in good daily practice sessions, and Encarnita and Rodry are working new routines. Billy Ward is busy working on the new net. Doc Hoyt is refurbishing old circus wagon wheels. Joe Parrish, Hall of Fame maintenance man, left recently. Rita and Larry Baggett have a new daughter. Harold Dunn is exhibiting his miniature circus in Maas Bros.' Department Store, Sarasota, Fla. George De Deppo, Detroit CFA, visited Joe McCarthy, as well as Bill and Fay Snyder.

Kitty Kelly Ronstrom writes from Polack Eastern that John McKeone, of the acrobat family, visited Henry Kyes. . . . The Eddie Kuhns visited Georg and Margaret Barton at Greencastle, Pa. . . . Arden Kreisch stopped off en route to visit her grandparents in Holyoke, Mass. . . . Pinkey Madison and Kuhn visited Emerson's Zoo near Hartford, Conn. . . . Bobby and Jeannie Change are sporting a new 16-foot house trailer. . . . The Atlantic City date was tough due to high winds, dense fog and rain.

Don Sexton, president of Hanneford Tent 71, CFA, reports the organization's spring banquet will be held May 9 at the Blue Moon Restaurant, a half mile west of Elgin, Ill., on Highway 20. John M. Kelly, Baraboo, Wis., is scheduled as the guest speaker of the evening. . . . Bill Nippo, former circus man, now has concessions at Gulfgate Kiddieland, Houston. . . . The Sioux City Shrine White Horse Mounted Patrol, which is trained by Milt Herriott, will be in Omaha April 27 for the Shrine ceremonial there and will also be at the national convention in Minneapolis this summer. Herriott's niece, Gee-Gee Powell, is working sports shows with an Alaskan husky act. The act is known as Gee-Gee's Alaskans.

Tommy Osborne, veteran of a long list of shows during the past 30 years, was in Chicago recently to organize a fem band for tour. . . . Jane C. Furber writes from Davenport, Ia., that she recently

visited Tom Inabinette in Harlingen, Tex., and on her way home stopped off at Alice, Tex., to catch the Cisco Kid show. She also met Jorgen Christiansen there and enjoyed the show which drew a strong crowd. . . . Hugo, Okla., recently celebrated its semi-centennial with a five-day celebration that included opening of the Al G. Kelley & Miller Bros.' Circus and appearances by the Tex Carson Circus, Little Dixie Amusement Company, Dr. Sherwin's Medicine Show and Joe Starr's Oklahoma Exposition Shows.

Stephen G. (Bozo) Brenner, vice-chairman of the Clown Club of America, is back home after a Florida trip. He visited Beatty winter quarters in De Land, and Freddie Daw in Coral Gables. . . . Rayford the Clown was recently featured in a story in The Greenfield (Mass.) Recorder Gazette. . . . Lou Prens, Pennsylvania chairman of the Clown Club, worked the recent Pittsburgh Shrine show. . . . Mark L. Frisbie, who spent most of his adult life ahead of circuses, minstrel and rep shows, has retired and is residing in Port Gibson, Miss., where he'd like to hear from oldtimers. Elmer Yancey, likewise a veteran advance man, is living on his farm near Port Gibson. Last time he was out was in 1953 with F. S. Woolcott's Rabbit Foot Minstrels.

Clyde Beatty Circus is scheduled to play Warwick, R. I., June 27. . . . Freddie Daw, Coral Gables, Fla., has been appointed State chairman of the Clown Club of America. Gov. Thomas B. Stanley of Virginia recently became an honorary member of the organization. . . . The Greenfield, Mass., public library is arranging a circus room, with an assist by fan Harold Atwood. . . . Tex Maynard writes that he's been signed to handle the music at Galveston (Tex.) Pleasure Pier which opens May 2. Doug Gary will be featured at the organ, with bookings handled by Jimmy Hetzer.

Kitty and Gabby Wendt, the Aero-Stylites, are busy working ball parks in Puerto Rico but have found time to do a little visiting among circus folk. The Wendts chatted with members of Engerer's lion act, Aerial Winters, Torina and Eric, Charlie Borza, Los Nicolinis, Los Aguilars, Los Fernins, Hermanos Gallo. They also report they plan to buy property down there and build a home. . . . Great Duggan, clown-contortionist, is with Miller Bros.' Superama.

## Hagen Staff, Acts

Continued from page 70

Raymond Duke, brigade manager, with Theron Duston, James Winters and Jack Hadley; Frank Yagla, 24-hour man.

In the performance, Calvin Miller is again equestrian director and also presents his dressage horse; the Carltons, skating and aerial; the Riding Fredericks, a riding act framed by Freddy Conley, which also does a juggling turn; Santiago Duo, roly-boly; Mr. and Mrs. Bob Stanley, wire, aerial and dogs; Capt. Eugene Christy, lions; Patricia Couls, show stock; Jenda Smaha, Liberty horses and elephants.

Bozo Cooper heads up clown alley along with Archie Silverlake and Mary (Bozet) Cooper. George Bell and George Vest provide the music with trumpet, organ, drums and calliope.

## 4 Telephone Salesmen

Must be gentlemen at all times. Have decent wardrobe. Tickets and Banners. Good sponsors. Towns all carded. Plenty of taps. Will not accept any collect calls. Pay day every day. You sell it, we'll pick it up. This is a Hagen Bros. Circus repeat date. Season's work, good territory. Phone

**CIRCUS CHAIRMAN**  
Alpine 6-6739 or Alpine 5-6725, Extension 101, Madison, Wisconsin.

# 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: DUbar 1-6450 CINCINNATI 22, OHIO

## WANTED AT ONCE!

Banner Man for Combined Circus and Carnival

Banners for Big Show and Elephants. Joe Sullivan, Buck Rogers, L. B. "Doc" Holtkamp, Raymond Walton, if at liberty wire where you may be reached by phone. Also want Promoter for personal appearances. Bill Presson, who was with Miller Bros. last year, please contact.

Wire C. C. Groscurth, Gen. Mgr.

GROSCURTH COMBINED CIRCUS & CARNIVAL

Owensboro, Kentucky, or Phone Murray 4-2753 after Wednesday, April 24.

## HUMAN ODDITY PHOTOS

FOR SALE: 754 five by seven actual photos of most authentic human Oddities of Barnum's time to the present, such as Mule Faced Woman, Rubber and Alligator Skinned; Siamese; Three and Four-Breasted Women, Double Sexed (but malleable); Dog Faced, Lobster and Frog Boy, Four-Legged Woman, etc. Complete descriptive texts. Twelve photos, two dollars, fifty for five. Excellent for private collectors or attention getters. Also available, 753 highly tattooed men and women photos with identifications. Also for sale are 1,032 circusesiana photos of circuses old and new, such as parades, wagons, acts, banners, advertising, etc. All photos size and priced same as freals.

BERNARD LYLE KOBEL

16 North San Remo Avenue

Clearwater, Florida

## PHONEMEN -- NOW -- 25%

"RED MENACE SHOWS"  
Book - Banners - Tickets  
STATE WIDE DEAL - 20 SPOTS  
NASHVILLE, TENN., OFFICE READY NOW  
All our old Men who worked this Show last year, phone.  
**TERRELL & TERRELL**  
Maxwell House Hotel - Nashville, Tenn.

## PROMOTERS

Capable of dealing with highest type committees. Man and wife teams for Program Book. Phonemen who can ask for money and get it. Tickets, Banners and U.P.C.'s.

Wire

**AGENT, CRISTIANI BROS.' CIRCUS**

c/o Western Union, Connellsville, Uniontown or Johnstown, Pa., giving number where you can be reached by phone.

## PHONE MEN

Six dates or more in Wisconsin. Two offices open now. Steady work for sober men. Absolutely no collect calls. Phone person to person for

**LEE BOUNDS**

Stanley 5890

Oshkosh, Wis. Daytime only. P.S.: Eunice Manley, call me.

## WANTED FOR Gangler Circus Ranch

Candy Floss, Penny Arcade, Kiddy Hi-Striker, French Fry, Candy Apples & Candy Stand, Popcorn & Peanuts, or any other stands just for children. Address School House Road, Gardiner, N. Y. Phone: New Platz 3764

## PHONEMEN

No drunks or limbsters

**ERIC A. NOBLE**  
c/o Junior Chamber of Commerce  
Patten Hotel Chattanooga, Tenn.  
Phone Amherst 7-9919

## PHONEMEN

Labot Deals year round Plenty of leads and cooperation Ticket Deal starts soon When in Los Angeles see  
**ART HESS or ROY BELL**  
2847 W. 8th St. Los Angeles  
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## PHONEMEN

TERRIFIC DEAL. Dick Pratt, Bill Frew, contact  
**BILL PERRY**  
Phone 55144  
Hotel General Custer, Room 106  
Billings, Montana

## LEAPER WANTED

For  
**FLYING LAMAR act**  
**HARRY LAMAR**  
603 E. Mill St. Bloomington, Ill.

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Can use 3 good Phonemen. Start immediately. Three months' solid work. Only qualified men need apply. Contact advertising manager

**Labor's Annual Directory (AFL-CIO) and Buyer's Guide.**

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## BOSS ELEPHANT MAN

WANTED

Rex Williams, answer. Wire per route.  
**FRANK McCLOSKEY**  
c/o CLYDE BEATTY CIRCUS

## PHONE PROMOTERS ATTENTION

Have all Texas towns and most first-class cities carded. Some with cutoffs. Min. up to 2,000-\$25.00. Over, \$10 Per 1,000. On standard phone room cards. Write or phone  
**Business Listing Company**  
211 NO. MAIN ST. PARIS, TEXAS

## WANTED

2 come-in Clowns for year-round work at supermarkets. Also Still Walker for one date.  
**M. A. MILLER**  
Pigeon Forge, Tenn.  
Phone Sevierville, Tenn., 3462.  
No collect.



**Cimse's Scottish Collies**  
P. O. Box 986  
Trenton, N. J.  
**April 25-May 5**  
**Police Circus**  
St. Louis, Mo.  
Available through every leading agency

**3 GOOD PHONEMEN**  
Shrine Date, Provo, Utah. Good Taps, second year, Polack Bros.' Circus.  
**DAVE REYNOLDS**  
COMMITTEE CHAIRMAN  
Phone: Franklin 40215. No collect. Office, 20 North University, Provo, Utah.

**WANT TO BOOK**  
TRAILER GRAB JOINT FOR SEASON  
(Factory Made—F-L-A-S-H-Y)  
WANT TO BOOK ON SHOW WITH GOOD FAIR ROUTE  
**E. L. JENKINS**  
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Phone 5-0898

**RICHARD SHIRLEY**  
CONTACT  
**COLLEEN**  
Immediately  
c/o Clyde Beatty Circus as per route.

**Experienced Phonemen**  
Police and Firemen Deals.  
No C.O.D., no collect. Call  
**BILL REESE**  
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Winston-Salem, N. C.

**WANTED 4 ADMEN**  
For Galesburg, Ill., 5th Annual Convention Book.  
25%, immediate pick up.  
Phone 8-9412 or Parlor A.  
Harper House Hotel, Rock Island, Ill.  
**EDDIE GRANT**

**EXPERIENCED PHONEMAN**  
Circus banners, tickets, program. Pay daily. Good sponsors. Long season. Don't answer unless you know your stuff. Call  
**Circus Agent, days, Plaza 8-4179; nights, Plaza 8-2791, Longview, Texas. No collect, please.**

**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

**WANTED**  
FOR GARDEN BROS.' CIRCUS  
Good Boss Convaerman for 80 ft. round Top. Red Maynard, contact. One Long-Handle Biller; other Billers contracted send present address. Two Grind Concessions that can move every day. One more Contracting Agent. Working Men in all departments. Address: 461 Church St., Toronto, Ontario, Canada.

**PHONEMEN or WOMEN**  
Good sponsor repeat, Ozark Jubilee Show, program and tickets, continuous work.  
Phone: C.A. 4-4994  
COLUMBUS, OHIO

**PHONE MAN or WOMAN**  
Grotto Sponsored. Two other towns ready. Pay daily. No collect.  
**ED HAVERSTICK**  
48 S. Main St., Attleboro, Mass.  
Phone 4492  
P.S.: Bill Cooper, Flo Beimore, Bob Wallace, J. S. Ramsay, Agent, contact.

## Ala. State Skeds 200G Plant Program

To Spend \$175,000 on Grandstand; Ed Soucy Named Assistant Manager

BIRMINGHAM — Ed Soucy, formerly with the Federal Bureau of Investigation, has assumed the post of assistant manager of the Alabama State Fair here as the fair goes into a plant improvement program which will cost about \$200,000.

An estimated \$175,000 will be spent on up-dating the grandstand. The project will include strengthening the structure, replacing timbers, installation of seats, painting and reworking of the area underneath the stand. The use of the gunite process under the stand is expected to provide excellent space for exhibits.

A new marquee-type front, featuring considerable neon, will be erected on the industrial arts building.

R. H. (Dick) McIntosh, manager, is back at his desk following a minor nose operation in New Orleans.

The permanent Kiddieland was scheduled to open Friday (19), with Doc Baldauf, superintendent of the grounds, in charge.

The first motorcycle races staged on the fairgrounds in more than 10 years were presented Sunday (14) to an overflow crowd. The events were sanctioned by the American Motorcycle Association.

Recent opening of a large shopping center adjacent to the fairgrounds is expected to prove a boon to the fair, especially for Sunday still dates on the grounds. The shopping center's parking lot accommodates 1,300 cars, and many fairgoers and still-date patrons are expected to use it.

## Warner Heads U. S. Exhibit At Brussels

WASHINGTON — Robert Warner, assistant director of the Office of International Trade Fairs in the U. S. Department of Commerce, has been named co-ordinator of U. S. buildings at the Belgium World's Fair to be held next year in Brussels.

Warner has been on the staff of the Commerce Department since 1954, during which time he set up exhibits for fairs in Japan, India, Thailand, Indonesia, Ceylon, Afghanistan and Cambodia.

He brought Cinerama to Thailand, where it proved the hit of the fair, and he introduced an ice show to Indonesia. He also used TV to bring Shakespeare in the Urdu language in the U. S. exhibit at an Indonesia fair. It was at that fair that Soviet Prime Minister Nikolai A. Bulganin and Communist Party Chief Nikita S. Krushchev saw a model American kitchen for the first time.

### Danny Kaye Booked?

A \$5,000,000 circular building has been projected as the home of U. S. exhibits, and the estimated budget will also include \$800,000 for publicity and \$1,300,000 for musical comedies, stage plays, opera, ballet, and Danny Kaye.

The building will be supplemented by a 200-square-foot lagoon and an outdoor theater seating 1,200; the building will be a 340-foot dome, 95 feet high, topped with a plastic roof.

This country has been assigned 29,000 square yards in a park area, which Belgium wants restored to grass as soon as the fair ends, meaning the building will have to be torn down, Cullman has reported. Russia's building, near that of the United States, will represent a \$40,000,000 investment and it, too, will have to be demolished, it is reported in defense of the U. S. price estimate.

## Humboldt, Sask., Returns to 2 Days

HUMBOLDT, Sask. — Humboldt's annual agricultural fair will revert this year from three days to two, July 9-10.

In 1955 the fair was held three days because of the province's Golden Jubilee observance. The three-day show was continued last year, but on the basis of attendance and revenue figures executives decided the third day was not worth the additional expenditures and work.

Royal Canadian Shows will be on the midway. Pari-mutuels will operate and a baseball tournament is scheduled.

## Dallas Adds Space For 2,500 Autos

DALLAS — Badly needed parking space for 2,500 additional automobiles will be available for use for the 1957 State Fair of Texas, October 5-20.

Approximately 13 acres of land just east of the fairgrounds have been acquired by the city and dwellings which formerly occupied the space are being razed. The area will be leveled and paved.

The sum of \$600,000 to acquire the land was included in a city bond issue in January, 1956. Since then the city has been in the process of buying the land thru negotiation and condemnation proceedings.

The city will lease the land to the State Fair of Texas and the fair will operate the area as a giant parking lot, charging \$1 per car. The city bonds will be retired thru the lease money paid by the fair.

The new parking area is located across the street from the fair's main parking lot, which will accommodate about 6,000 cars.

The additional parking space will be outside the fairgrounds fence and fairgoers will have to buy tickets to the fairgrounds after they park their cars. It will serve merely as an auxiliary parking area.

The new area is expected to be ready in time for the first big football game to be played at the fairgrounds' Cotton Bowl stadium

in the fall and will ease the congestion common in the vicinity of the grounds during fairtime when parking space of any kind is at a premium even blocks from the park.

In addition, parking space for around 250 cars has been made available by the razing of the old Ladies and Fine Arts Building, an antique near the front part of the fairgrounds which dates back to 1910. In recent years, the ancient building has been leased as a warehouse. The space which it occupied will be used for exhibitors' parking space.

## Four Canadian Events Form Racing Group

REGINA, Sask. — Representatives of the Calgary, Edmonton, Saskatoon and Regina Exhibition associations have formed a new non-profit organization to control thorough racing on the prairies.

The organization has purchased the race management operation of the R. J. Speers Corporation, Winnipeg, which for many years provided the operational facilities for racing at the four centers.

The new corporation, yet to be named, will first set up operations in Calgary, but permanent headquarters will be established at Edmonton. Lou Davies, formerly operations manager of Speers Corporation, is being retained as general manager. He will hire the necessary administrative staff and officials.

## Pat Lizza Runs Meeting

BEVERLY HILLS, Calif. — Patrick Lizza, president of both the Golden State Fireworks Manufacturing Company in Saugus and the Los Angeles Post of the American Ordnance Association, conducted the annual association dinner meeting at the Beverly Hilton Hotel here Friday (12). The event was attended by Southern California industrialists, particularly those in the defense field and subcontractors.

Lizza's fireworks firm has presented the pyro displays at both the California State Fair & Exposition and Tulare County Fair for over 20 years.

## Mass. Lists 1957 Racing

BOSTON — The State Racing Commission this week announced approval of six-day licensed racing dates at the Marshfield, Topsfield and Brockton fairs.

Horses will run at Marshfield August 19-24. Dogs will race at Topsfield September 2-7, and the horses will be at Brockton Fair again September 9-14.

**CARNIVAL WANTED**  
For TAMA ANNUAL FAIR  
For one week during the month of July.  
Send full information on number of Rides, Shows, Concessions and the date available. Contact:  
**ROBERT C. HARRISON**  
Chairman Entertainment Committee  
TAMA, IOWA

**I WANNA SEE THE Aut Swenson THRILLCADE JUMBO**  
OF ALL THRILL SHOWS  
P. O. BOX 1553 SOUTH SIDE STATION  
SPRINGFIELD, MISSOURI  
**WANTED**  
**PYGYMY HIPPOS**

For Your Fair... Park... Celebration  
**Book**  
**THE MALKO TROUPE**  
Flying Trapeze Artists  
**MIKE MALKO** P. O. Box 322  
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**WANT CARNIVAL**  
For week August 5 or August 12  
**LYCOMING COUNTY FAIR ASSOCIATION**  
Clarence F. Stolz, Secy.  
Hughesville, Pa.

**Miss BeBe Says . . .**  
**FAIR OPERATORS SECRETARIES CONCESSIONERS**  
AND ANYONE INTERESTED IN THE FAIR BUSINESS—  
**NEEDS THE BILLBOARD EVERY WEEK!**  
Make Money—Save Money. Subscribe NOW—This Easy Way.

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Yes  Please send me The Billboard for one year at \$15.  
(Foreign rate, one year, \$15)

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City..... Zone..... State.....  
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772

## Stereo Photo Backgrounds Worked Up for Beam Revues

GOSHEN, N. Y. — A projected series of backgrounds, flashed on a large, clear plastic screen, will be utilized on three revue dates set by Ward Beam Associates. The sheet of plastic is 20 feet wide and 15 feet high. It is finely perforated to prevent it from being uprooted by winds.

The three dates are fairs for which Beam will provide complete grandstand entertainment. Stereoscopic views will be flashed on the backdrop, he reports. Experimentation shows no fuzziness in the reproduction and the entire unit

will weigh less than 200 pounds, making for easy truck transportation.

Three projectors will throw colored scenes on the plastic, enabling quick changing of views. Beam will try the new system out at the fair at Frederick, Md., where he will provide a revue.

Beam will produce an entire format of country talent, incorporating the country theme into the production numbers. Scenic artists are creating sets and effects for the Beam dates.

## Ariz. Fair Pans Out Okay for Crafts Expo

YUMA, Ariz. — Playing the Yuma County Fair for the first time, Crafts Exposition Shows turned in satisfactory business during the four-day run which ended here Sunday (14). O. N. Crafts, show owner, said. Attendance for the event was 56,114, a hefty 12,000 ahead of 1956.

The Exposition unit, managed by Roger Warren, played the date after a sponsored stand in Ajo, Ariz., which followed the Maricopa County Fair in Mesa, Ariz.

For the local stand, Crafts furnished two big tops, one 400 by 80 feet which was used to house 125 commercial exhibit booths, and an 80 by 120 feet for the Ted DeWayne Circus. The show also supplied the circus as part of its contract, Crafts said.

The ride complement included 11 major and 11 kiddie rides, 2 shows including Bimbo, the M. E. Arthur's gorilla, and Funhouse, the latter operated by 15-year-old Patsy Rawlings. The Funhouse debuted here after being purchased from Floyd Heath by Mrs. Alex Freedman, Patsy's mother. A pony ride was operated by Don McCleanan, whose Liberty act was part of the circus.

Of the 22 concessions, 11 were operated by the show and the local committees. Alex Freedman, who had the novelties, reported business as satisfactory. Steve Vaughn, operator of two shooting galleries, also said that business was up to expectations. Scales and Derbies were among the show's operations.

The county was well billed for the fair, which ran five nights and four days. L. C. Loomis was in charge of billposting.

## Texas Show Club Elects Thompson First Vice-Prexy

DALLAS — Buster Thompson has been elected first vice-president of the Texas Showmen's Club to replace Jackie Huffines, who recently resigned.

Activities of the club include participation in the Dallas Damon Runyon Cancer Fund benefit show to be presented here in September. John A. Pool represents the club on the show committee headed by Rusty Brown, of Allied Artists, and Lee Seegal, owner of Station KIXL. Other club plans call for the presentation of an annual award to a member of show business who has won national acclaim.

## Gooding Launches First Five Units

COLUMBUS, O. — Five ride units of the Gooding Amusement Company are ready to open.

One, managed by Johnny Enright, was slated to tee off Monday, April 22, at Chillicothe, O.

Four others open the following Monday. Managers of these units are Charlie O'Brien, whose unit will toss off the winter's wraps at Farrell, Pa.; Gerald Frantz, with a Huntington, W. Va., bow; Delmar Groves, whose unit will open here, and William Leisure, whose unit will usher in the season at Parkersburg, W. Va.

Floyd Gooding, who heads the Gooding operation, expressed op-

In addition to the tops, the show also supplied independent midway light towers, among 30 used, and the decorations for the Avenue of Flags.

Crafts personally directed the date with Warren; Larry Ferris, manager of the Crafts Fiesta Shows to open in May, and Roy Shepherd, superintendent, on hand.

## Hilo Preps For May 2 WQ Debut

RIVER ROUGE, Mich. — Down River Amusement Company will tee off its regular season May 2 on a lot adjacent to winter quarters here, Severn Hilo, owner-manager, announced last week.

With several exceptions, the '57 route will parallel that of '56 and the show will carry 5 major and 4 kid rides, 4 shows and operate behind a free gate, Hilo added.

Mrs. Harriett Hilo will again manage the office. Lionel Wiles has been added as superintendent of transportation, and Wingie Shafer is handling the billposting. Vic Colgrove supervised the repainting of rides, trucks and equipment.

Victor and Louise Ferguson are at quarters and have rebuilt several of their concessions, assisted by Pops Dunn, Roy and Jackie Mathis are adding several new stores. Leo Schultz will have the cookhouse and grabstands, while Les Adams, will have a Snake Show and two concessions. Others, either here or scheduled to join soon, are Bill Abrams, Smitty Frazier and Pete Mundy.

## Hannum Preps for Wilkes-Barre Bow

PHILADELPHIA — Quarters work is all but complete for the Morris Hannum Shows' opener in Pringle, Pa., a Wilkes-Barre suburb, on Friday (26). Show is carrying 14 rides this year, including the six-ride Katzenmoyer Kiddieland, and six shows.

Show is mourning the loss of Lehman Katzenmoyer, about 75, who operated the kiddie rides for 10 years and was a 50-year veteran

in the business. He was previously with the old Carsonia Park in Reading. His widow, Mabel, and son, Jack, continue the operation. New canvas is expected for the side show and Merry-Go-Round, and for the motordrome bought last fall.

The route is largely in industrial areas and owner Morris Hannum is sensitive to changes in economic conditions, which reportedly look pretty good for the coming season. Several productive weeks are usually played around the Levittown U. S. Steel area.

Intense work has been done on advance ticket sales, with one Scranton still date reportedly having sold 6,000 tickets so far. A similar level is evident in a couple of other dates, it is reported.

The first fair will be August 1, with the Fairless Hills Fire Company Community Fair, a shopping center date which is a promising one, Hannum notes. Among other fairs are the big one at Ebensburg, Dallastown, Kutztown and Meyersdale, and four or five big street fairs, notably Ephrata.

Concessionaires include Ben Herman, 6; Bud Mitlow, 4; Stash Grey, 6; Marion McWethy, bingo; Red Adams, diner; Kellows, popcorn and 3; Lee's duckpond and pitch-till-U-win; Jeff Gorski, 2; Jackie Davis, 2; Pete Moyar, 2; Nick Sullo, 2; Steve Swika, pan

## Kramer Directs Olson Winter Quarters Work

HOT SPRINGS — Jack Kramer, for the last several years with the Cetlin & Wilson Shows, heads up the winter quarters activities of the Olson Shows at the latter's quarters here.

Among the many make-ready projects under way is the rebuilding of the office wagon.

Paul Olson, the show's co-owner and manager, who has wintered in Riviera Beach, Fla., is due to arrive here this week. He plans to visit the Alabama State Fair, Birmingham, and the Kentucky State Fair, Louisville, on the trip in. At Birmingham and Louisville he will handle details connected with his show's scheduled fair appearances there.

Olson will interrupt his stay at winter quarters to visit the Battle of Flowers at San Antonio, where a new Whip, to be on the show this season, has been booked in for the run of the San Antonio Fiesta.

## SLA Plaque Project Income Tops \$13,000

CHICAGO — The Showmen's League of America has raised over \$13,000 in pledges and payments for the Building Fund Plaque Committee that will establish a plaque in the new clubhouse, Al Sweeney, president, announced last week. A total of 131 names are already listed for the tablet, with 400 as the goal.

Latest name to take its place on the list is that of the League's first president, William F. (Buffalo Bill) Cody, with Harry Altman, owner of the Town Casino, Buffalo, picking up the tab for this addition.

Carl Sedlmayr Sr. is chairman of the committee, with J. W. (Patty) Conklin as Canadian chairman. Serving on the committee are Mickey Blue, William T. Collins, Frank Conklin, Mickey Doolan, Frank Duffield, Lou DuFour, Hal Eifort, Max Friedman, Floyd Gooding, Harry Julius, Bob Lohmar, Lefty Ohren, Paul Olson, George Paige, Bob Parker, Al Rossman, Jack Ruback, C. J. Sedlmayr Jr., Jack Kwiet, Morris Lipsky, Bennie Weiss, Ed Sopenar, Louis Stern, J. P. (Jimmy) Sullivan and Ned Torti.

Names already scheduled for the plaque are Ralph Anderson, Bernard (Bucky) Allen, Rev. Lucien Arrell, M. H. (Mike) Barnes, Douglas K. Baldwin, Harold Barrows, Mickey Blue, Frank Bering, Fred Burrows, Max Brantman, Elmer Byrnes, Larry Benner, Bill Carsky, Noble Case, Harry Coddington, Cody, Ivory Christy, William T. Collins, Frank Conklin, Patty Conklin, Pat Delaney, Sam Delaney, Mike Delescio, Hadji Delgarian, Mickey Doolan, Jack Duffield, Frank Duffield, Lou DuFour, Max Friedman, John Gallagan, Ken Garman, Floyd E. Gooding, Larry

(Continued on page 78)

(Continued on page 78)

## RAS Preps for Bow At Cotton Carnival

10-Day Evansville Stand to Follow; St. Louis Off Route Due to Lot Loss

TAMPA — Make-ready of the Royal American Shows for their season's opening next month at the Memphis Cotton Carnival is in high gear at winter quarters here, with a large working crew busy applying finishing touches to equipment and rolling stock.

The show train leaves Tampa Monday, May 6, for Memphis. The stand there will open Saturday, May 11, and continue thru the following Saturday. The program of the Cotton Carnival itself will run from Tuesday thru Saturday, May 7-11.

The RAS will jump from Memphis to Evansville, Ind., then to Davenport, Ia., before railing north to Canada to begin its fair season. St. Louis will not be played this year, the lot at Grand and Laclede, which had been used for many years, no longer being available. The Evansville stand will cover 10 days.

All of the Royal American rides have been reworked and repainted for the season's opening. Additional steel wagons, equipped with pneumatic tires, have been built and still others are nearing completion. Considerable work also has been done on show fronts.

With few exceptions, all of the shows to be carried by the Royal over its fair route will open at Memphis. The remaining few will be unveiled at Davenport, Owner Carl Sedlmayr said.

## Carl Lauther, Side Show Op, Succumbs at 73

MILLERS TAVERN, Va. — Carl J. Lauther Sr., 73, for more than 50 years a Side Show operator, died at his home here Sunday (14) after a long illness and was buried Tuesday (16) in Mount Zion Cemetery here, where he maintained winter quarters. Funeral services were held at the home.

Widely known in carnival circles, Lauther had the Side Show on the Johnny J. Jones Exposition for more than 10 years, and prior to that he had been with the Rubin & Cherry Shows. He had also been with the Cetlin & Wilson and World of Mirth shows, and more recently had been connected with the Gooding Amusement Company. For the past three years he had been with the Happyland Shows.

A native of Cincinnati, he was a long-time member of the Showmen's League of America and was also a member of the Masonic order.

Surviving are his widow, Frances; a son, Carl J. Jr., Fort Lauderdale, Fla.; three brothers, Clarence F., Miami; John, Spring Lake, N. J., and Edgar F., Claysville, Pa., and two sisters, Mrs. Fred Thomas and Mrs. Lillian Bryant, both of Jacksonville, Fla.

## Weekends Aid Tivoli Takes In Louisiana

LAKE CHARLES, La. — Altho Tivoli Exposition Shows has been buffeted by almost every variety of weather since it opened March 1, it has managed to stay in the black as the result of good weekend business. H. V. Petersen, general manager, announced last week. If spring spending can be used as a yardstick, the season should be a red one, Petersen believes.

This year's fair route will start at Griggsville, Ill., July 1 and wind up November 11 at Lafayette, La. Show will also provide the midway attractions at fairs in Eunice and Many, La. Axel Bendixson, co-owner of the show, who has spent the winter and spring in Denmark, will rejoin for the fair route.

Bill Shafer, ride superintendent, has all the show-owned rides and rolling stock in top condition. Mr. (Continued on page 78)

## Meeker Inks Spokane Cele

TACOMA, Wash. — Meeker Carnival & Free Circus has been signed to play the Lilac Festival in Spokane for six days starting May 13, Dan Dix, general agent, said here last week.

Ralph Meeker is the show's owner and general manager, and Herb Dunn, the promotional manager.



**GROSCURTH combined CIRCUS AND CARNIVAL**

FEATURING • Complete Free Circus Performance  
Twice Nightly • Daily Downtown Street Bally  
and Elephant March • Steam Calliope Concert

**LAST CALL**

OPENING IN OWENSBORO, KY., THURSDAY, MAY 2

HELP—Can place Foremen and Second Men on all major Rides. Must report for duty at Owensboro Showgrounds no later than Monday, April 29. All must be licensed semi drivers. Good salary and bonuses paid to all.

**EDDIE McTEAGUE IS NOW RIDE SUPERINTENDENT. ALL HIS OLD HELP, PLEASE NOTE**


Also need Man for Marquee and Towers, assistant Electrician, must understand searchlights, and Help in all departments. SHOWS—Will book non-conflicting Grind or Bally Shows with own equipment. Special proposition to Circus Side Show Operator with or without equipment.

CONCESSIONS—Can always place a few good Hanky Panks.

All address **C. C. GROSCURTH, Gen. Mgr.**

P. O. BOX 478, or phone Murray 4-2753

OWENSBORO, KY.



**PRELL'S BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

**LAST CALL LAST CALL LAST CALL**  
OPENING MAY 3, STAUNTON, VA.; CHARLOTTESVILLE, VA., AND FALLS CHURCH VA. TO FOLLOW

All those who are booked and have contracts, please verify.

**WANT**

**WANT**

**WANT**

**CONCESSIONS**

Age and Scales, Photos, Derby Racer, Cigarette Pitch, Hanky Panks of all kinds, Long and Short Range Shooting Galleries, Glass Pitch, Bear Pitch, Lamp Pitch. **JAMES CASSIDY AND SONNY BOUFFEL, GET IN TOUCH.**

**RIDES**

Scooter, Scrambler, Round-Up, Twister and any other Rides not conflicting.

**SHOWS**

Snake Show, Peep Show, Wildlife, Fun House, Glass House. Will consider any new or novel Shows.

**HELP**

Ride Men. Best salaries and bonus. Drunks or agitators, save your time and ours. Semi drivers will be given preference.

On account of disappointment, want **HIGH CLASS BILLPOSTER**  
**PRELL'S BROADWAY SHOWS**  
Winter Quarters, Laurens, S. C. Phone: 695



C.S. PECK presents **KEY CITY SHOWS**

Want for 1957, opening May 6, Pontiac, Ill., then Crawfordsville, Ind.; Valparaiso, Ind.; Bradley, Ill.; Princeton, Ill.; Harvey, Ill.; first in all these factory towns with large payrolls. With (July 4th week at La Porte, Ind.) and 12 Fairs and Celebrations to follow. Out till November.

**RIDE HELP**

Foremen for Wheel, Tilt, Octopus, Merry-Go-Round. Second Men for all Rides. All must drive semis. Good salary, plus bonus. Can use Wives on Concessions. Come on in to W. Q. at Kankakee, Ill. New rides.

**CONCESSIONS**

Can place Fish Pond, Photo, Bird Pitch, Hoop-La, Cork Gallery and other Hanky Panks, what have you? (No flats or gypsies.)

**AGENTS**

For office-owned Concessions, and need Funhouse Operator.

This Show carries 10 Rides, 4 Light Towers

All Concessionaires and Help contracted. Get in touch. Chuck Boyle, Bill Decker, contact at once.

**C. S. PECK, Owner. Wire or phone 2-8215, Kankakee, Illinois**



**CENTRAL STATES SHOWS**

14 RIDES • 10 SHOWS • 35 CONCESSIONS • TWIN SEARCHLIGHTS  
IN THE HEART OF THE WORLD'S GREATEST WHEAT AND OIL COUNTRY  
WE PLAY 16 OF THE BETTER FAIRS AND CELEBRATIONS

WAYNOKA, OKLA., SNAKE HUNT, APRIL 26-28; DODGE CITY, KANSAS, BOOT HILL FIESTA, APRIL 30-MAY 4.  
CAN PLACE: Several more Ride Men on C-Cruise, Rolloplains, Wheels, Kid Rides, Help on Light Towers and Searchlights.  
WANT: Hanky Panks not conflicting. Can place Agents for Rats, Coke Ring, Age & Scale, Bingo Counter Help. Lee Haywood wants Pin Store and Hanky Pank Agents (Kenny Burk, get in touch).

We have Autos and Kid Wheel; will place a couple other Kid Rides.  
WANT SHOWS: Mechanical, Fun House, Drome, Side Show—with own equipment.

**W. W. MOSER, MGR.**  
WINTER QUARTERS, HAZLETON, KANSAS

**PAGE COMBINED SHOWS**

**WANTED**

CONCESSIONS: Glass Pitch, Bear and Parakeet Pitch Age and Scales, Water Game, Six Cat, Coke Bottles and Novelty. None of these on show. SHOWS: Monkey or Motordrome, Life Show, Mechanical, Big Snake or any Shows not conflicting. George with Fat Show, come on. RIDES: Coaster, Rockplane, any Kid Ride except Train. Also Live Ponies, Want Foremen for Tilt, Spitties and Wheel, Second Men who have license and drive, for all Rides. Dick McSpadden, contact immediately.

All replies to **BILL PAGE, Wadesboro, N. C.**

**Bellatoni's Rides**

WANT Ride Help for Wheel, Spillman 32 ft. 2-Abreast Merry-Go-Round, Chairplane, Octopus, Rolloplane, Kiddie Rides. Top wages, best of equipment, short moves. Driving not essential. Boozers and chasers not wanted. **A. BELLATONI**  
41 Woodbine Ave. Newark, N. J.  
Phone: Essex 3-3111

**MIDWAY CONFAB**

Jim and Mad Hannigan, who have been off the road for two years, are readying a "Front Page People" show and girl revue for the 1957 season.

Roster of the "Can It Be Possible" Side Show, as released by Col. Lew Alter, owner, includes the following: Helen Alter and Vernon Trepton, ticket boxes; Carmen De Rio, big snakes and mentalist; Serpentina; Stitzie, pinhead; Alfonzo, iron tongue; Luella, rubber-skinned woman; Susie Cole, "the girl who never smiles;" Double Etta, double-backed baby; Slim Jim, Fat Thomas, and Georgie Spears in the annex with Stella Mae, ape girl. . . Mrs. Hattie Wagner was reported to have booked her kiddie rides on the Gem City Shows for the Saturday (20) opening there.

Mrs. H. L. Archer, who with her husband operates a photo joint on the Lee Amusement Company, is recovering from heart surgery. . . Planning to join the Olson Shows in Hot Springs soon are Jimmy Bruster, Mr. and Mrs. Robert Johnson, Johnnie Ray Alvey, Donald Alvey, Mrs. Elizabeth Chesher, John Best and Ray Garrison, all of Owensboro, Ky. Garrison will work on the grind shows of Mr. and Mrs. Doc Hartwick.

Jack Stevens, veteran manager of Jefferson Beach and Walled Lake parks, Detroit, has been appointed superintendent of the Detroit Building, a downtown office structure, and the Music Hall. . . Arnell Engstrom, for many years secretary of the Traverse City (Mich.) Fair, as well as a State representative, has been given the Distinguished Health Service Award of the Michigan Medical Association.

Frank Earle, who is confined to Ward 6-S, Veterans' Hospital, Louisville, would like to hear from friends.

Moore's Modern Notes: Show wound up with good business at Jacksonville, Tex., despite the weather. Mickey Bishop hosted the ladies at a party attended by Dolly Roberts, Dorothy Ward, Mickie Moore and son, Jackie; Joan Nip, Nabbie Hammock, Daisy Robinson and sons, Corkey and Larry; Opal Elkins, Dorothy Scott, Jewell Burdick, Lillian Polka, Betty Burleson and daughter, Daisy Jean; Mrs. Tom Sidenee Elda and Jean Shrewsbury. Mr. and Mrs. Ira Burdick and son, Neil, joined at Gatesville. Mr. and Mrs. Paul Barker visited home for a few days.

Mike Hogan, chief of detectives in Lake Charles, La., hosted members of Tivoli Exposition Shows at a Sunday (14) chicken barbecue at

**Strangest Attractions on Earth**  
Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunken Heads. Many others. Send for folder.

**TATE'S CURIOSITY SHOP**  
Apache Junction, Arizona

**WANTED**

Charles Leroy can place Geeks. Bob Alsop wants Hanky Pank Agents for Fish Pond, Pitch-Till-You-Win, Cork Gallery and Coke Bottles.  
Address:  
c/o **THOMAS JOYLAND SHOWS**  
Madison, W. Va.

**CAN PLACE**

**COOKHOUSE OR GRAB**  
Max Weber wants Wrestlers for Athletic Show. Jack Vinson, come on.  
Ardmore, Okla., until April 24;  
Duncan, Okla., April 26 to May 4.  
**Moore's Modern Shows**

his home there. Guests included Frank and Charlotte Spina, Carl Anstead, Hubert and Elsie Stevens and Bill and Dale Shafer and their children, Sissie and Butch. . . John Looney stopped off in New York en route from Tampa to winter quarters of the Eastern Amusement company at Leeds, Me. While in Gotham he caught the Ringling show. He also visited Polack at Lewiston, Me.

Mr. and Mrs. John Ristick, of the Vivona show, are parents of a boy. Lou and Nova Dell observed their wedding anniversary recently on Amusements of America. Lynne Crown's 12th birthday was celebrated April 14. Frank Auger Jr., three months old, made his first appearance on the midway. Robert Scheuerman, nephew of Marie Vivona, visited.

**WANTED RELIABLE BILLPOSTER FOR 1957 SEASON**

Salary no object to right party.  
**PRELL'S BROADWAY SHOWS**  
Laurens, South Carolina  
Phone 695

**WANT**

Six Cat Agent and Boy Gunner; Agents for Bucket and Swinger, Girl for one Bottle Ball Game. Also want Truck Driver and Stock Man. Colored Red (James Stewart), answer.

**JOE DONALD**

Lawrence Greater Shows,  
Marietta, Georgia

**FOR SALE**

One 1956 Spinaroo, save \$3,000.00; one National Kiddie Ferris Wheel, cage type, \$600.00; one Sunshine Mfg. Co. Kiddie Ferris Wheel, \$600.

**INGALLS AMUSEMENT COMPANY**

Box 133 Coldwater, Mich.  
Phone 95-J

**Girls Wanted Girls**

Exotic Strippers and Mula. Experience not necessary. All wardrobe furnished, \$75.00 to start. Opening "BLUE GRASS SHOWS," Owensboro, Ky., May 2. All wire to

**MELVIN SHAFFER**

Care Western Union (will call),  
Owensboro, Ky.

**WANT**

Capable P.C. Agents.

Contact

**HARRY MAMAS**

c/o Penn Premier Shows, Lynchburg, Va., until April 27; then per route.

**FOR SALE**

Smith & Smith Adult and Children's Chairplane, 22 ft.; Kiddier's Space Plane; both 1954 models, used very little on one place, half price.

**JOS. ULEHLA**

126 Hamilton Ave. Stamford, Conn.

**GIRLS**

For Girl Show, Wardrobe, living quarters and transportation furnished. Good percentage or salary, plus tips. Join at once. Wire or come on, can place you.  
**HAROLD WETHERBEE**  
c/o JAMES H. DREW SHOWS  
Marmet, W. Va., April 21-May 4



S. TOM CARSON  
BUS. MGR. WM. BILL HOLT  
ASS'T MGR.

## ROSS MANNING SHOWS

Newport News, Va., April 29-May 4; Richmond, Va., May 6-11.  
(Hampton, Va., played by John Marks 1956) (Petersburg Pike Grounds).

Announcement! I Ross Manning Shows were awarded the contract to play Fort Campbell, Ky., Fair the week of July 1-6, 1957. Four more Army Camps to follow.

CONCESSIONS: Novelties, Coke, Hi-Striker, Long Range, Short Range, Hankies, Basket Ball. Custard Man, lost your letter, come on. Whitey Pelley can place Nail Store Agents.

RIDES: Will place Scrambler or Roundup.

Write or Wire  
**ROSS MANNING**  
Sheraton Hotel, High Point, N. C.

# 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—May 13-18.

**SHOWS**

CAPABLE SIDE SHOW MANAGER, OR WILL BOOK COMPLETE SHOW. GRAHAM, TELEPHONE ME. HAVE ATTRACTIVE DEAL FOR MONKEY SPEEDWAY, MECHANICAL SHOW, DARK RIDE, ARCADE, WILD LIFE, CAN PLACE ONE MORE DROME RIDER OR TALKER WHO WILL DRIVE SEMI.

**CONCESSIONS**

CUSTARD, WAFFLES, AGE & SCALES, HATS, HI-STRIKER. ATTRACTIVE PRICE AND LONG SEASON FOR ALL HANKY PANKS. WILL PLACE ONE WHEEL, ONE GRIND STORE, BUCKETS, 6 CATS AND AMERICAN PALMISTRY.

**HELP**

FERRIS WHEEL MEN WHO WORK TOP OR ROPES. HELP ON OCTOPUS, COMET, MERRY-GO-ROUND, TILT, CHAIRPLANE. SOME FOREMAN JOBS STILL OPEN. PREFER DRIVERS. GOOD OPENING FOR EXPERIENCED KIDDIE RIDE HELP. MUST DRIVE. LONG SEASON, TOP WAGES AND BONUS.

All Replies: **MORRIS HANNUM**

Sterling Hotel

Wilkes-Barre, Pa.

## RIDE HELP

### All-Around Ride Men For 10-Ride Unit

Move once a month playing Shopping Centers only. I furnish sleeping quarters. This is a year-round job with bonus and a month's vacation with pay. To qualify for this job you must drive and positively not drink, know how to maintain Rides and how to handle public. Can use Five Men of this type. Salary tops and sure. Come in now, here until April 27.

**IRVINGTON PLAZA SHOPPING CENTER**  
6400 East Washington St. Indianapolis, Indiana

Ask for **BILL GEREN**

# JAMES E. STRATES SHOWS

## WANT NOW FOR 1957 SEASON

**SHOWS**

Unborn, Fat, Monkey, Illusion or any worth-while Grind Shows or Attractions.

**HELP**

Have 2 complete Sit Down Shows—Need Operators.

Capable and experienced Ride Men. Train Porters and experienced Labor in all departments. No drunks.

**JAMES E. STRATES SHOWS, INC.**

Washington, D. C., until April 27; Plainfield, N. J., April 29-May 4; Wilmington, Del., May 6-18

# Monarch EXPOSITION SHOWS

WANT FOR 16 FAIRS AND 4 CENTENNIALS STARTING JUNE 1

**CONCESSIONS** Can place Hanky Panks of all kinds, Jewelry, Snow Cones, Short Range, Hi-Striker, Bear, Parakeet and Glass Pitches, Photos, Novelties and Cookhouse.

**HELP** Foremen and Second Men for Merry-Go-Round, Dodgem, Fly-O-Plane, Wheel and Kid Rides.

**CAN PLACE ELECTRICIAN FOR TRANSFORMERS. ALSO 3 CONCESSION AGENTS**

**E. L. WINROD, Mgr.**  
BOX 177, Pacific, Mo. Phone: Clearwater 7-2228  
Pacific, Mo., this week; St. Clair, Mo., next.

## JIMMIE CHANOS SHOWS

OPEN MUNCIE, IND., MAY 2

Want legitimate Concessions of all kinds: Photo, Ball Games of all kinds, Pitch-Till-You-Win, Fish Pond, Basketball or any other Concessions. Positively no racket.

Want Shows with own outfit, committee money only, Monkey Show, Ten-In-One.

Want Ride Help: Foremen for Caterpillar and Flying Scooter and Octopus; Second Men on all Rides, must drive semi. All replies to

**JIMMIE CHANOS SHOWS, Muncie, Indiana**

## FOR BOOKING

IN GOOD PARK OR AT FAIR DATES

Brand new Scooter Ride with 15 cars—Portable Building, 36x60. All new. If interested will send picture of this equipment. It is ready to go. FOR SALE—1954 No. 5 Eli Wheel. Terms to suit buyer. Also 100-kw. Transformer. Rubber Ground Cable, 2-3- & 4 Conductor. Wire size 2 to 00. I have several thousand feet of this cable—never been used. Will mail sample on request for \$1.00.

**LOUIS T. RILEY, P. O. Box #397, Owensboro, Ky.**

## O. C. BUCK SHOWS

Want at once: Man to take charge of Publicity and Exploitation, also to promote Children's Matinees. Must be able to drive and use Sound Car. Wire or phone

**O. C. BUCK**  
TROY, N. Y. Telephone: Ashley 24581

## GRAND AMERICAN SHOWS

WANT RIDE HELP—Foreman for Rockoplane and Roller Coaster; Second Help on all Rides, truck drivers preferred.

Ottumwa, Iowa, now.

## BEAM'S ATTRACTIONS

KENBRIDGE, VA., MAY 2-11

HELP: Fly-o-Plane or Octopus Foreman, also Second Men for Merry-Go-Round, Wheel and Kid Rides. Show Painter and Builder. Report immediately. Family-type Shows can be placed. CONCESSIONS can be booked.

Contact **STEVE DECKER**  
M & R HOTEL, BLACKSTONE, VIRGINIA. TELEPHONE 792

# HILL'S GREATER SHOWS

**WANTED** OUR FAIRS START EARLY IN JUNE **WANTED**

**CONCESSIONS** Hanky Pank Concessions of all kinds, no exclusive. Also Alibi Concessions working for stock. Especially want Long and Short Range Galleries, Ball Games, Pitch-Till-You-Win, Water Games, Balloon Darts, etc. Wonderful territory for Hankies.

**RIDE HELP** Foremen for Rock-o-Plane, Tilt, Octopus and Twin Wheels. Also A-1 Second Man for Dodgem. Help on Twin Kiddieland. The following Ride Men, contact: Glen (Jop) Joplin, Joe Black, Art Miller, Geetus, Eddie Nevada, "Frenchy" who knows Dutch Whiteside. Also any Ride Man, contact. Pleasant surroundings, good pay every week.

**SHOWS** Fun House, Glass House, Geek Show, Animal or Wildlife, any worth-while Grind Show in keeping with the standards of this Show. Especially want Penny Arcade. Also will consider Silo or Motor-drome.

**CONCESSION AGENTS** Can place Dealers for Pan Game. Can use Grind Store Agent in Count Store. Ben Segal can place Agent in Slum Skillo. General Concession Help. Must be clean, sober and reliable.

**CONCESSION AGENTS CONTACT** **A. R. (DUTCH) WHITESIDE**  
Grants, N. M., this week; Gallup, N. M., next. All proven money spots.

**ALL OTHER CONTACT** **H. P. HILL**

# AMUSEMENTS of AMERICA

## A STAR SPANGLED MIDWAY

Crum Lynne (Leiperville), Pa., April 29 thru May 11th— Then four big weeks in heart of Philadelphia to follow, including Cheltenham & Wadsworth Aves., W. Moyamensing Ave., between 18th and 19th Street, and 2 others, all under strong auspices

CAN PLACE FOR THESE AND OTHER TOP STILL DATES, CELEBRATIONS AND 15 BIG FAIRS

CONCESSIONS: Hankies of all kinds, Basketball, Glass Pitch, Age and Scales, Short Range, Hi-Striker and any Concessions that work for Merchandise.

SHOWS: Any good Grind Shows with own equipment, Working Acts for Side Show, Girls for Dancing Show. Tirza can place Girl Accordion Player for Revue.

RIDES: Any good Flat Ride not conflicting. Prefer Scooter, Scrambler, Dark Ride. Can also place Rockoplane or Round-Up.

HELP: On all Rides. Roller Coaster Foreman. Will use Wives as Ticket Sellers. Manager and Dipper for Frozen Custard.

Address **JOHN VIVONA, Falls Church, Va., this week**

# GLADSTONE EXPO SHOWS

**HUMBOLDT, TENN., STRAWBERRY FESTIVAL, APRIL 29-MAY 4**  
**18 FAIRS** **18 FAIRS**

**CONCESSIONS**—Age & Weight, Novelties, Basket Ball, Ball Games, Coke, String, Bumper, Balloon Dart, Bird or Bear Pitch, Pitch-U-Win. All Hanky Panks, don't write, don't wire, come on, we will book you.  
**SHOWS**—Humboldt has a bigger lot this year. We can now place Side Show, Animal, Geek, Monkey, Snake. Want Two Girl Shows after Humboldt, will work every week. All shows with own equipment, come on.  
**RIDE HELP**—Need First and Second Men on Wheel, Jenny; Second Men on Tilt, Octopus, Rock-O-Plane; other useful Show Help, come on. Bill Butler wants Agents for P. C. Tables, Hanky Pank and Six Cat and Buckets.

**WRITE** **CONTACT** **CALL**  
**F. O. POOLE** c/o Show **AMORY, MISS,** all this week. **J. O. OLIVER** c/o Hotel

## 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

### Great Joyland Midway Attractions

Last Call—May 3 to May 12—Last Call  
 AMVETS POST #171 SPRING FESTIVAL, WAYNE, MICH.

Want legitimate Concessions of all kinds. Positively no gambling. This is not a racket Show. Ten days, ten nights, wonderful location, reasonable rates, good treatment. Long season well booked. American Mile, Toledo, Ohio, to follow, Toledo's largest shopping center. Good opportunity for any Moral Show. Want sensational Free Act for three locations, thirty days' work. Have Nine Rides, will book any Ride that does not conflict. Want Ride Help of all kinds, must drive. Good opening for Sound Truck.

Address all replies, **ROSCOE T. WADE**

Eddystone Hotel, Park and Sproat, Detroit 1, Mich. TE 2-1200

### WANTED

#### For the Golden Gate Shows' Season of 1957 in Calif.

Foreman for Fly-O-Plane, Merry-Go-Round; also Second Men for other Major Rides and Kiddie Rides; truck drivers given preference. Top salaries to those who can deliver. Also can place Mechanic-Electrician with own tools. Will book Hanky Panks, Derby, Ball Games and other Concessions. Can also place a few Agents in office-owned Concessions. Write or wire Winter Quarters at 57 Ray Street, Pleasanton, Calif. Phone Victor 6-2900 or as per route. Westlake, San Mateo County, Calif., April 25 to May 5. C. F. ALBRIGHT, Owner; J. P. HARVEY, Gen. Manager.

### BAKER UNITED SHOWS

Opening April 28, 25th St. & Ft. Harrison Road, Terre Haute, Ind. Can place a few clean, legitimate Concessions. Have opening for Glass or Pottery Pitch, Age and Scales, Novelties, Custard and Short Range. Can place Foremen for Wheel, Merry-Go-Round and Rolloplane. Second Men on all Rides. Must have license and drive semis. Slim, come on. O. C. McClain, wire me collect. Can place Shows with worth-while merit, Illusion, Fat, Monkey, Funhouse or Glass House.

All replies to **ERNIE ALLEN**, Western Union, Terre Haute, Indiana

### BARNEY TASSELL UNIT SHOWS

Want for Quantico, Va., May 3-11, four big pay days. Marines, civilians, officers and women's checks. Want Hanky Panks of all kinds, Cookhouse, Ball Games, Water Games, Pitch-Till-You-Win, etc. Can place Shows of merit with own equipment. No Girl Shows. Will book, buy or lease Merry-Go-Round. Can also place any major Ride not conflicting. Want Foremen and Second Men on all Rides. Must drive semis and have licenses. Want Man and Wife to run Kiddie Ride. All address after Wednesday, Western Union, Quantico, Va.

### WANT SOUTHERN VALLEY SHOWS

For 2 weeks downtown Texarkana. Opening for Photos, neat Bingo, Shows and Rides that don't conflict. Ride Help on all Rides. Lonnie Bush or Kid Mitchell, contact Evelyn Moran. Need Tilt Foreman, Harry, who was with me on Star Amusement, and White White, contact Sailor Moran. All wires and calls

**SAILOR MORAN or EVELYN MORAN**  
 TEXARKANA, TEX.-ARK.

### SOUTHERN STATES SHOWS WANT

TO JOIN AT ONCE—RIDE MEN IN ALL DEPARTMENTS. SOBRIETY, RELIABILITY AND CAPABILITY IS A BIG ASSET. THOSE WHO DRIVE TRUCKS AND HAVE VALID LICENSES GIVEN PREFERENCE.

Can place a few Hanky Panks for Florida's Greatest Centennial week of May 6-11; and all summer at Wayside Park at Panama City, Fla. Opening May 13 and closing Labor Day, with a hand-picked fall season of the South's best Carnival Dates. All address:

**JOHN B. DAVIS**  
 Route 3, Box 107-B Tampa, Fla.

### AT LIBERTY KIDDIE RIDES

Rides supplied for shopping center promotions and gala openings, or any bona fide celebration.

**DELUXE KIDDIE RIDE CO.**  
 8763 Clippart St. Dearborn, Mich.  
 Phone: DUnkirk 3-6464

GIVE TO DAMON RUNYON CANCER FUND

### FOR SALE

Bingo, 18 ft. by 50 ft., complete, brand-new canvas, up fourteen weeks; two 18 ft. by 18 ft. center or side outfits with counters and seats, new canvas, ideal for Sit Down Grabs; one Chevrolet Truck equipped with 20 ft. all steel van body, tandem axles. Above equipment can be inspected. **CUS TUCKER**, care Dacus Trailer City, West Memphis, Ark.

### SOL ROSENFELD WANTS AGENTS

For all Merchandise Concessions, Fish Pond, Ball Games, Cig Block, Pitch-Till-U-Win, etc. Opening May 3 in Wayne, Mich. Contact

**SOL ROSENFELD**  
 535 Canal St. New Orleans, La.  
 Phone Canal 3892. No collect calls.

### GOLD BOND SHOWS

NOW CONTRACTING FOR 1957

Rides - Shows - Concessions.  
**MICKEY STARK, Owner**  
 P. O. Box 229 Mt. Sterling, Ill  
 Winter Quarters at Fairgrounds.

### FOR SALE COMPLETE CARNIVAL

with route including twelve Fairs and Celebrations, nine Rides, Caterpillar D 13000, Generator Set, Light Towers, Transformers and Ground Cable, Tractors and Trailers. Write  
**BOX D-174, The Billboard**  
 Cincinnati 22, Ohio

### World's Best—Famous Taylor HI-STRIKERS

All Electric Towers, all Steel Welded Bases, ready to ship, \$300.00. Also Counter Models, 58" high, set of two, \$90.00, for stock or P.C.

**SCOTTIE DEVINE**  
 EL JOBEAN, FLA.

### FOR SALE

Highway Semi Van Trailer, 30 ft., air brakes, new tires; 16x14 ft. Six Cat (Oakes Cats), all new; 14x24 ft. Bear or Glass Pitch, awnings all around, all canvas, O. Henry flameproof. Ready to operate. Sell part or complete. Small down payment. Terms to reliable party.

Contact **CURT PARKER**  
 1600 N.W. 119th St. Miami, Fla.  
 Telephone: MU 1-8914

### WANTED

Ridemen, single only, must be A-1 for Ferris Wheel and Little Beauty Merry-Go-Round. Drive semi and no tickets.

**FRANK SHERMAN**  
 6437 S. Wastanaw, Chicago 29, Illinois  
 Prospect 6-9106

## CLUB ACTIVITIES

Continued from page 67

honor the Auxiliary members, who paraded around the clubrooms in their new Easter hats.

President Downie announced that the meeting Monday (22) would end the regular weekly schedule. The new schedule calls for meetings on the second and fourth Mondays.

Both Al Stein and Dave Kann were reported discharged from the hospital.

The members welcomed Denver Harmon, Harry Phillips, Joe Di-Santi, and William Sherwin, the latter the club's counsel.

### Midwest

#### Showmen's Association

**MINNEAPOLIS**—First regular meeting in new clubrooms at 916 Hennepin Avenue in the heart of the Minneapolis Loop was held Thursday (4). President William T. Collins presided. Other officers present included John Libby, secretary; Frank R. Winkley, first vice-president, and Charles Carroll, second vice-president.

Admitted to membership were Milan Bozony and Hal Garven, both of Minneapolis. Bozony is an auto race starter while Garven operates an act booking agency under his own name here.

Regular meetings will be held on the first and third Thursdays of each month. Meetings will be dispensed with from June thru September, and the clubrooms will be closed thru the summer, opening on October 1.

The next meeting will be a joint session for the members and their wives, at which time the ladies will probably try to form an auxiliary. Refreshments will be served.

Clubrooms are on the second floor of a substantial building immediately adjacent to the Hennepin Orpheum Theater. They are comprised of a lounge, 30 by 30 feet; an ample kitchen, complete with equipment, and a card room, approximately 30 by 40 feet.

At the next meetings officials plan to discuss membership drives and fund drives for the summer months. The club is shooting for a membership of 300 for its initial year of existence. Already on the rolls are nearly 100 members.

Secretary John Libby reported having stationery and membership cards available. The club recently adopted an emblem of a show talker with his megaphone.

#### Showmen's League of America

**CHICAGO**—President Al Sweeney opened the regular Thursday (18) meeting. Also on the platform were Bill Carsky, vice-president; Bernie Mendelson, treasurer; and Homer Briant, executive secretary. Two past-presidents, Fred H. Kressmann and Lefty Ohren, also were seated on the rostrum.

New members are Hubert Hager, William C. Colton, Lawrence Cellini, Raymond Hottle, Edward J. Lee and James Lanahan Brown.

Bob Sugar was reported in Alexian Brothers' Hospital while Sam Clickman, Jess Jordan and Toby Wells were released from that hospital. Lou Keller planned to enter the hospital soon.

Called on for brief talks were Louis Cohn, Aut Swenson, Dick Ware and Al Kaufman. Another 25 bond payment names were drawn out of the hopper for July 16 payment.

Following the meeting the house committee served a lunch that included a broad menu.

#### Ladies' Auxiliary

**CHICAGO**—Mrs. Frieda Rosen, president, presided at the April 4 meeting. Other officers present

were: Mrs. Dorothy Kennedy, first vice-president; Mrs. Phoebe Carsky, second vice-president; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. Invocation was by Mrs. Ida Chase, in the absence of Margaret Filograsso, chaplain, who was confined to her home with a cold.

Membership applications of Mrs. Stenholdt and Mrs. Millard were received.

Membership drive will run from May 1 to October 1, during which time the initiation fee of \$5 will be waived.

Dorothy Kennedy and Carmelita Horan, chairmen of Spring Bunco and Card Party, will announce the time and place for that event at a later date.

Jan Rankine, Dolly Young and Minnie Simmonds have lettered from Miami. Ditto Etta Henderson from Georgia.

Meetings have been discontinued for the spring-summer season. A board of governor's meeting, however, will be held on Thursday night, March 25.

Elsie Miller was installed as president of the Past President's Club of the Ladies' Auxiliary of the Showmen's League of America. Phoebe Carsky, who acted as president of the Past Presidents for 1956, turned the gavel over to Elsie Miller.

Relief Committee reports Mrs. Ralph W. Glick is in Edgewater Hospital for an operation, Myrtle Morris recuperating at home after surgery, Grace Goss recovering from an arm injury, and Alice Hill on the sick list.

#### National Showmen's Association

##### Ladies' Auxiliary

**NEW YORK**—The kiddie fund committee held a party April 3, during which the largest money jar was brought in by Sylvia Stern, with contributions from her co-workers at the Simon & Schuster publishing house. Cakes were provided by Bess Hamid's cook. Cocktails and supper were served, and the Society for Prevention of Juvenile Delinquency provided talent.

Bazaar table, raffles and donations have increased club funds, as has a check from Julie Mitchell, sister of radio's Big Joe, who is one of the club members.

Secret Pals party took place April 8 at the clubrooms, at which a chicken dinner was served by Evelyn Batalsky and her committee. Door prizes went to Rhoda Koren, Ann Lager, Jean Torres, Bess Hamid, Esther Meeker, Vera Cappucci and Kitty Rausch. Sammy Aaronson directed entertainment, and Kitty Fishman was entertainment chairman. Other prizes were won by Catherine Covin, Jane Tubis, Rose Rosenberg, and Amanda Combs.

Rose Westlake, recently returned from Hollywood, was at the April 10 meeting, as were Catherine Anderson, Cele Merson, Jean Torres and Dixie Haas.

On the sick list are Flo Thomp-



son, Catherine Fried, Claire Priddy. Mildred Peterson's husband is suffering injuries sustained in an auto accident. Also on the sick list are Mae Schoenmocker; Marion Allen, wife of Bucky Allen, Ray Goldman and Irene Murphy's husband. Pearl Myers has lost her brother. Donations were made at the meeting in memory of Mildred Isser.

Saturday, November 16, will be cabaret night, with Bea Prell serving as chairman. The end-of-season party promised by Bess Hamid will be held April 24.

**Greater Ohio Showmen's Association**

COLUMBUS, O. — Heavy attendance marked the seventh annual dinner of the Greater Ohio Showmen's Association Sunday (7) in K. of P. Hall here. Mrs. Nellie Debell, chairman of the dinner committee, reported the following members prepared the meal: Mr. and Mrs. E. Hutchinson, M. and Mrs. Joe Bassetti and daughter, Mr. and Mrs. Eugene MacDonald, Mr. and Mrs. Lester Sells, Mr. and Mrs. M. Borrows, Homer Dearwester, Ralph Downey and Buck DeBell. A corsage was presented to each woman at the door by Mrs. Roger Duncan and Mrs. Ralph Downey.

For the first time all past presidents of the club were able to attend the affair. They were Nathan H. Cohen, Samuel Eddy, Walter M. Byers and John T. More. The current president, F. C. Cook, announced plans for a membership drive, group insurance for members and a Christmas party for underprivileged children. A sizable prize will be awarded at the annual meeting in January, 1958, to the member bringing in the most new members. The announcements were endorsed enthusiastically by members.

The following were winners in

**PARAKEETS**

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Minimum Order, 40 Birds.

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**POTATO FESTIVAL**

Hastings, Fla., starting April 22. Hundreds of workers, largest crop. Want Grab and Hanky Panks of all kinds. Will book Kid Rides. Can place Ride Help who drive. 52 week, year around operation, with Alabama and Tennessee Celebrations and Fairs to follow. (Frank Goodale, Fred Phelps, Big Ed Cauffman, contact.)

**JACK VINSON OR FRANK ROSS**

Hastings, Fla.

**WANTED**

Glass House Man, must be experienced; Monkey Speedway Help, Ring Man. Tex, write me.

**EARL CHAMBERS**

c/o Olson Shows, Hot Springs, Ark.

**SEARCHLIGHTS**

Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generators, still crated, 16.5 kw., \$700. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

**J. PILE**

825 Becker Road, Glenview, Ill. Glenview 4-1246 or Mulberry 5-3510

**AT LIBERTY**

Office Secretary, Carnival experience in all office routines including taxes.

**H. L. MASTERS**

REDWOOD, NEW YORK

a drawing for door prizes: Mrs. Viola More, condiment set; Mrs. Alta Byers, blanket; Mr. Day, electric clock; Mrs. Roush, ash tray and cigarette holder; Mrs. W. R. Collins, silverware; Otto Bert, \$500 U. S. Savings Bond; Anna Lukenheimer, \$200 bond; William J. Goutermout, \$100 bond; Mrs. Joe Bessetti, \$100 bond; C. Edmunds, \$50 bond, and Gilbert Knowlton, \$50 bond.

**Caravans, Inc.**

CHICAGO—Attendance at the last regular meeting of the season was slim. President Agnes Barnes presided. Also on the rostrum were Mollie Raymond, second vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Invocation was by Irene Coffey, chaplain.

Members were shocked at hearing of the death of Past President Eva LeRoy, who succumbed to a heart attack. A moment of silent prayer was observed.

Josephine Glickman's husband, Sam, is in Alexian Brothers Hospital, where he will undergo surgery. Marian Falco's husband, Carmen, is in Passavant Hospital. Myrtle Hutt Morris was to have had an operation. Dolly Muscarello the club's mascot, is ill at home.

Correspondence was received from Bess Hamid, Pauline Grey and Isabell Brantman, who also sent cash donations for Spring party. Claire and Harry Cherniak thanked the club for a wedding present and shower held in their honor, and a letter of thanks was received from the family of Eva LeRoy for kindness during their bereavement. A rising vote of thanks was given hostesses Josephine Glickman, Anna Garebert, Mae Taylor and Ann Sleyster for their successful social. Another vote of thanks was extended Mae Sopenar for her generous cash donation. Mae recently returned from a month's vacation during which she visited the Jimmy Sulivans.

Helen Wettour, chairman of the annual Spring Benefit Party, to be held April 26, will be assisted by Claire Cherniak, Rose Jarboe, June Milcezy and Anne Sleyster. Members who have not sent in their prizes are urged to bring them to the party. Anne Sleyster and her husband, Sonny, are on a month's vacation in Florida.

Caravans' 14th birthday anniversary will be observed May 7 in the Hotel Sherman.

**Greater Tampa Showmen's Association**

TAMPA—C. C. Groscurth, first vice-president, chaired the weekly meeting in the absence of President Bucky Allen. Also on the dais were Earl Maddox, second vice-president; Dick Gilsdorf, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer. Cake, ice cream and coffee were served to the 98 members present.

Two hundred members attended the club's annual picnic at Ralston Beach. Water Skiing, boating, swimming and plenty of free beer were the main events. One hundred and fifty members and guests attended the last dance of the season. Music was by Jimmie Roberts' orchestra.

The Blood Bank now stands at 498 pints, and the paid-up membership is at an all-time high with 884 members on the books.

All members have been requested to leave forwarding addresses with the custodian so that mail can be forwarded. Much mail is on hand now, awaiting addresses so that it can be sent out.

Mae Halstead has donated a gate to be installed at the back of the cemetery.

**Ladies' Auxiliary**

TAMPA—The recent Clover Garden Club Fashion Show was a huge success. Evaline Belew headed the arrangements, with

Dorothy Crawford and Bertie Perrot in charge of decorations and Viola Todd, Inc., Ladies Apparel outlet, in charge of fashions. The models, all members of the auxiliary, were Esther Young, Egle Sedlmayr, Dorothy Crawford, Grace Fillingham, Bertie Perrot, Mary Wenzik, Elsie Johnson, Margaret Cobb, Nina Groscurth, Billie Hauck and Helen Julius. Miss Patricia Sedlmayr entertained with a ballet dance.

The garden club also had a tree dedication at the cemetery in honor of out-going President Mary Cain. The ceremony was well attended and was followed by a swimming party and picnic at the home of Egle and Carl Sedlmayr. Those attending were Esther Young and daughter and son, Candice and Jimmy; Olive Sprague, Nancy Young, Mary Cain and daughter, Lee; Hazel Maddox, Blanche Ziemann, Evie Belew, Bertie Perrot, Mary Wenzik, Kitty Farino, Elsie Crawford, Pat Richards, Myrtle Jeeter, Jackie Manzet, Esther Groscurth, Leona Plas, Mr. and Mrs. Carl J. Sedlmayr Sr., C. J. Sedlmayr III, Patricia and Mike Sedlmayr. Bob Crawford was bartender, Carl Sedlmayr Jr., life guard, and Earl was general overseer. Mrs. McSweeney of the Tampa Federation of Garden Clubs dedicated the trees.

A Hit-the-Road Party and Tacky Dance, in conjunction with a covered dish supper, was well attended, with Mary Wenzik receiving the prize for the ladies and Edmondo Zucchini the prize for the men.

Many members have met at the clubhouse the past three Mondays for all-day sessions of making bandages and bed pads for the Cancer Clinic. A local TV Station WTVT sent cameras and made a film of the ladies working to be shown at a later date during the Cancer Drive.

There were many volunteers to help in the downtown sale of Easter Liles on Saturday, April 13, in the annual drive for the Hillsborough County Society for Crippled Children.

The annual picnic was held at Raulston Beach Sunday, April 7, for members and families. Swimming, boating, water skiing, surf board riding and boat riding were enjoyed.

Many members have visited the local hospital to donate blood to help increase the Tampa Club's Blood Bank.

**Regular Associated Troupers**

LOS ANGELES—There was a good turnout for the annual Easter party given by Tillie Palmateer, chairman of the bazaar committee.

After a ham dinner and card games, a style parade was presented, with Katherine Goldstein as commentator. Participating in the show were Zoe Wick, Billie Backman, Babe Miller, Emily Bailey, Sunshine Jackson, Florence Lusby, Maree Rhodes and Lillabel Williams, with the last named getting the prize for the most unusual hat and gown. Drew O'Dell and Pat Haney presented a cosmetic display.

Door awards, donated by Helen Vaughn, Berta Harris, Elsie Kennedy and Helen Smith, were taken by Sunshine Jackson, Peg Butler, Ted LeFors and Martha Nathan. Evelyn Lantz and Zoe Wick made donations for the bazaar.

Elsie Kennedy, first vice-president, opened the regular meeting, which followed the Easter party. Also on the platform were Lucille King, Berta Harris and Blanche Henderson. Bill and Ruth Korte Davis were wished bon voyage as they left to join Meeker Shows.

Nell Robideaux presented a gold life-membership card to Helen Braimerd Smith for her 10-year term as secretary. Fred C. Smith was thanked for assisting Helen in her duties.

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and  
**OUTDOOR SHOWMEN**

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All Show Want Ads MUST Be  
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2160 Patterson St. Cincinnati 22, Ohio  
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**PEPPERS ALL STATES SHOWS WANT**

**CONCESSIONS** Slum Blower, Basketball, Long Range Gallery, Photos, P.T.U.W., Cork Gallery, Hi-Striker, Hoop-La. One of each kind.

**RIDE MEN** Foreman for Smith & Smith Chairplane, Foreman for Kiddie Car Ride and Choo Choo Train. Must have driver's license and be SOBER. No chasers. Can use Second Men on Octopus and Wheel.

**AGENTS** Girl for Milk Bottles, Husband to work Office Concessions, Agents for Penny Pitch, Age and Weight, Pea Pool. E. V. Brown, join on wire.

**FRANK W. PEPPERS**  
UNION SPRINGS, ALABAMA.

**WANT FOR MANHATTAN, KANSAS, April 29-May 4**

**SOLDIER PAYDAY AND PROVEN ROUTE FOLLOWING**

CONCESSIONS: Hanky Panks, Ball Games, Long Range, Fish or Duck Pond, Bingo, Nickel Pitch, Hi-Striker, Pan Game, etc.

RIDES: Will book Live Ponies; excellent season proposition.

SHOWS: Any with own equipment except Animal and Girl.

HELP: Men on all Rides and in all Departments. Want Funhouse Operator, all must drive.

Wire or Phone: MGR. F. C. BOGLE SHOWS, Fort Scott, Kansas, now.

**Wanted---Agents---Neal Carlin---Agents---Wanted**

For all Concessions, also Help for Pitches, a Crew for Clg. Block and Cat Rack Boys. Can place good Man on Long Range for season; must know Gallery. Open in and around Cleveland, O., May 13. Two months in Cleveland; then the following Fairs: Springfield, Ill.; Des Moines, Iowa; Louisville, Ky.; Birmingham, Ala.; Knoxville, Tenn.; Nashville, Tenn.; Rome, Ga.; Atlanta, Ga.; Columbus, Ga.; Pensacola, Fla.; Tallahassee, Fla.; and Savannah, Ga. I have the ex on Long Range Galleries at these Fairs. We play all winter in Florida. Those joining now will take all the way. No drunks. Can book a few Concessions that don't conflict for Cleveland, O.

Contact NEAL CARLIN, Garfield Hotel, 38th and Prospect, Cleveland, Ohio. No collect calls.

**BIGGER AND BETTER**

Opening in Hoxie, Arkansas, April 21 thru 27, then the big one, Poplar Bluff, Missouri, followed by Celebrations and Fairs, starting May 15 thru November 15. Booking one of a kind: Photo Gallery, Coke Bottle, Ball Game, Watch-La, Fish Pond, Duck Pond, Springfield, Ill.; Bear Pitch, Balloon Darts, Devil's Bowling Alley, Long Range, Six Cat and Buckets, if you have other Hanky Panks, or what have you? Need Ride Help. Octopus, Wheel, Merry-Go-Round, Mixup, Tubs of Fun, Kiddie Rides. Can use Wives to sell tickets. Smiley, contact Derby.

**ROCK CITY SHOWS, George Isenhower, Mgr.**

STOCK TICKETS		SPECIAL PRINTED	
1 Roll	.....\$ 1.50	Cash With Order Price	
5 Rolls	..... 4.50	2,000	.....\$ 6.90
10 Rolls	..... 8.25	4,000	..... 7.80
25 Rolls	..... 18.75	8,000	..... 9.60
50 Rolls	..... 24.00	10,000	..... 10.50
100 Rolls	..... 44.00	30,000	..... 15.20
Rolls 2,000 EACH		100,000	..... 33.00
Double Coupons		500,000	..... 133.00
Double Prices		1,000,000	..... 250.00
No C.O.D. Orders			
Size: Single Tkt., 1x2			

**TICKETS** of every description  
Wheel tickets carried in stock for immediate shipment.

**THE TOLEDO TICKET CO.**  
Toledo 12, 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 23, NORTHWESTERN PARK, INDIANAPOLIS, INDIANA**  
Two City Park and Memorial Day 500-mile Speedway Classic and other major city dates to follow. Every date like a fair.

**RIDES**—Have outstanding proposition for Ride Operators with equipment in good condition and appearance. Due to Big Free Circus, exceptional opportunity for Kid Rides.

**SHOWS**—Excellent opportunity for Illusion, Fun House, Motordrome, 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**

**SONNY MYERS AMUSEMENT**

OPENING APRIL 30 AT THE GREAT APPLE BLOSSOM CELEBRATION IN DOWNTOWN ST. JOSEPH

Will book legitimate Stock Concessions only. This is Missouri's largest Spring Celebration and space is limited.

Wanted for season: Photo, Scales, Hoop-La, Cokes, Bear Pitch, Roman Target or any Hunky Panks. Especially need Grab or Cookhouse for season.

Help: Can place Foreman for Eli #5 and Allan Herschell 3-Abreast. Salary plus bonus. No cars or drunks. Also place Second Men.

Can place Agents for Office Owned Concessions—Diggers, Glass Pitch, etc.

This Show plays two-a-week starting in July; all Fairs and Celebrations. Contact

**BILL DILLARD**  
3012 No. 10th St., St. Joseph, Mo., or call 2-6980

**PAN AMERICAN SHOWS**

Want Wheel, Octopus and Chairplane Foremen. Ride Help on all Rides. Preference given to truck drivers. Use wives on tickets. Want Man to operate Fun House and drive same. Men for light towers and front gate. Want Concessions of all kinds. Some exclusive. Bingo, Age and Scales, Bear Pitch, Glass Pitch, Popcorn and Apples. Want Agents for Grind Stores and Buckets. Also Minstrel Troupe with Musicians. Office salary. Girl Show and Manager with acts for complete Sideshow. Want Animal Man to handle Wildlife. Also Operator for Monkey Speedway. Want Canvasman who operates canvas machine.

**ALEXANDRIA, LA., THIS WEEK; PINE BLUFF, ARK., NEXT WEEK**

**LAWRENCE GREATER SHOWS**

Want for Anniston, Ala., and two more spots in Alabama

<b>CONCESSIONS</b>	Bingo, legitimate Concessions of all kinds, Bear Pitch, Age & Scale and Novelty.
<b>RIDES</b>	Live Pony or any not conflicting with what we have.
<b>SHOWS</b>	Arcade, Snake, any Grind Shows with own outfit.
<b>HELP</b>	Foremen for Whip, Ride-O or any Major Ride; Second Men on all Rides. MECHANIC AND ASSISTANT MECHANIC WHO CAN HANDLE FLEET OF TRUCKS. MAN TO UP AND DOWN GATE.

**JOHNNY REED** Marietta, Georgia

**HELP! HELP! HELP!**

**TALKERS—TICKET SELLERS—LECTURERS—CANDY BUTCHERS—SMALL ANIMAL HANDLER FOR MONKEYS AND ZOO TYPE SHOW.**

Pay Rain or Shine! Have openings for either Coney Island Shows or Road Show on Royal American.

**FRED SINDELL, 1116 Surf Ave., Coney Island 24, N. Y., or WALTER KANN, Box 823, Rt. 2, Tampa, Florida**

**MECHANIC**

Want top-notch Mechanic with his own tools who can repair and maintain a fleet of trucks on one of the largest truck Carnivals in the country. You must be capable, fast and be able to get the fleet over the road, and above all, absolutely sober. If you can fill the bill, write or wire at once and give all details. This is a good job with a good salary and you get it every week.

Good opening for capable Merry-Go-Round Foreman who has driver's license and can drive semi trailer.

**HETH SHOWS**  
P. O. BOX 5515 NORTH BIRMINGHAM, ALA.

**TIVOLI EXPOSITION SHOWS**

De Quincy, La., followed by largest Army payday, Camp Polk; plus maneuver troops, Leesville, La.; strong Still Spots and 18 Fairs to follow. Free Gate, Promoted Matinee. Want at once: Fish Pond, Parakeet Pitch, Short Range, Long Range, Bear Pitch, String Game, Derby, Ball Games of all kinds, Cork Gallery, Pitch-Till-You-Win or what have you. Will book Octopus or other non-conflicting Rides now. Want Scrambler or Dark Ride for June 28 Shows: Want Girl Show and any others with own equipment except Minstrel. WIRE, CALL OR WRITE.

**FRANK SPINA or CARL ANSTEAD**  
DE QUINCY, LA., THIS WEEK

**WANTED ——— WANTED**

Agents for Coke-Up, Buckets, Add 'Em Up Darts and all kinds of Hunky Panks. Following please answer—Doc, Heavy King, Broadway Bill and Holly. Ride Help: Foreman for Chairplane, only Ride to handle: Tower Dumps, best of pay for right party. Also can use Rolltoplane, Roller Coaster and Merry-Go-Round Foremen. Howard Rayburn and Marion, come on. For Sale: Lot of Miscellaneous Concessions, some with Taps, others just Frames; write for price. Selling to make room.

**CHARLES KREKELER**  
c/o Motor State Shows, 15 Mile & Rochester Rd. now: 14 Mile & Stevenson Highway, Madison Heights, Mich., April 25-May 3. All wires c/o Western Union, Royal Oak, Mich.; all mail, Clawson, Mich.

**SUNSET AMUSEMENT CO.**

OPENING THURSDAY, APRIL 25, DOWN TOWN EXCELSIOR SPRINGS, MO.

Can place 3 more Second Men on Rides who can drive semis. No cars, no hotels. Can place Hunky Panks and Concessions after here for our Iowa Route.

**ADDRESS: 701 NORTH MAIN STREET, EXCELSIOR SPRINGS, MO.**

**SLA Plaque**  
• Continued from page 73

Griswold, C. C. (Specks) Groscurth, Rubin Gruberg, Morris Haft, William Hetlich.

Sid Jessop, George Johnson, Harry Julius, Morris Kaplan, Bill Kaplan, Jack Kaplan, Al Kaufman, Andy Kasin, Lou Keller, Jack Kwiet, James Knight, Al Kressman, Lou Leonard, John Lempart, H. A. (Whitey) Lehrter, Bob Lohmar, Sam J. Levy Sr., Sam J. Levy Jr., Ernest (Rube) Liebman, Frank McDermott, J. C. McCaffery, Arthur Morse, Chester Mays, Bernie Mendelson, Eddie Murphy, Hy Neitlich, Jack Nelson, Earl Newberry, Paul Olson, Lefty Ohren, Joseph O'Donnell, Bob Parker, Ralph Pope, Petey Pivor, Irving J. Polack, George Paige, Denny Pugh, Harold Paddock, Dave Russell, Harry Russell, Abe Raymond and George Ryan.

C. Rosemutter, Carl J. Sedlmayr Sr., Carl J. Sedlmayr Jr., Carl J. Sedlmayr III, Michael Sedlmayr, Norman Schlossberg, Chick Schloss, Sam Solomon, J. P. (Jimmy) Sullivan, Ed Sopenar, Louis Stern, Al Sopenar, Al Sweeney, Hank Shelby, Billy Senior, Lou Torti, B. A. Torti, Ned Torti, Stephan Vaughan, Benny Weiss, Otto Weiss, Jack Weiss, Frank Winkley, Cliff Wilson, Al Williamson, E. W. (Slim) Wells, Sallie Wasserman, Gaylord White, Jack Weiner, Ralph Woody, Ernie Young, Charles Zemater Sr., Charles Zemater Jr., Harry (Fitzie) Brown, Andy Markham, John Campi, David Bloom, William Cowan, Murray Goldberg, J. C. (Tommy) Thomas, Al Rossman, Henry Polk, Maxie Herman, Russell E. Herman, Jack Hawthorne, Lloyd I. Thomas, Ernest Dellabate, Max Goodman, H. W. Jones, Eph Glosser, Daniel Glosser, Harry Westbrook and Phil Cook.

**Tivoli La. Grosses**  
• Continued from page 73

and Mrs. Alton Howse have booked their Roller Coaster, and Ira Billingsley has two kid rides on the show.

Staff, in addition to Petersen and Shafer, includes Frank Spina, business manager and legal adjuster; Carl S. Anstead, general agent, and Curley Walsh, electrician.

Front end personnel include Mr. and Mrs. J. B. (Blackie) Wilson, cookhouse; Louise Legan, set joint; Eldon Legan, rolldown; John H. Scott, grocery wheel; Jimmy Hannan, buckets; Dale Shafer, cork gallery; Ray Borden, clothes pins; John Davis, snow, floss and grab; Hubert and Elsie Stevens, bingo and bear pitch.

Kenneth Hyatt, popcorn and candy apples; Leonard Duberville, jewelry; Harold Freeman, diggers; Alton Howse, heart pitch; Clara Billingsley, photos; Joan Hodge, add-em-up darts; Sam Borden, raffle; Charlotte Spina, penny pitch; Iola B. Smith, jewelry spindle; Mack Hodge, bowling alley; Dutch Haar, scales and age; Dottie Horton, milk bottles, and Jimmy Walsh, six cats.

**Hannum Preps**  
• Continued from page 73

and rat games, and Johnny Green. Austin Deninger will have a posing show and girl show and Vic Palmer, Fun House.

Staff includes Ben Herman, concession manager; Lee Palmer, bill poster; Lehman Moore, lot man; Homer Dickson, electrician; Sam Murphy, ride superintendent. Mrs. Hannum, hospitalized all winter with a broken back, will be back on the show again, Hannum reported.

**SIDE SHOW**  
**Wanted at Once!**

Due to making a change to fit into our new operation, will book Circus Side Show with own equipment or we will furnish complete outfit to reliable manager. Must have P. A. equipment and outstanding Acts for inside. Liberal proposition.

**Wire C. C. Groscurth, Gen. Mgr.**  
**GROSCURTH COMBINED CIRCUS & CARNIVAL**  
Owensboro, Kentucky, or Phone Murray 4-2753 after Wednesday, April 24.

**TAKE NOTICE GLASS CITY SHOWS TAKE NOTICE**

Now playing Southern Ohio, West Virginia, Kentucky, Tennessee and Alabama. Coalton, Ohio, April 29-May 4; Spencer, W. Va., May 6-11.

Want Ride Help in all departments that have licenses to drive. Will book Pontes, Ride, Fun House, Snake, 10-in-1, Mechanical, Monkey, Wildlife, Illusion or what have you. Can use Bear, Bird, Toy Pitches, Cookhouse, Bingo, Novelties, Age & Scale, Short Range, Long Range, Custard, Photo, Apples, Floss, Ice and all Hunky Panks working for stock. No build-up stores or gypsies. Fair Secretaries and Committeemen, have few open dates in Ohio, West Virginia, Kentucky and Tennessee. Contact:

**GERALD R. ANDERSON, or ED BURGESS, per route.**

**SKERBECK'S GREAT NORTHERN SHOWS**

RIDES: Can place one or two Major Rides, Rock-o-Plane, Roll-o-Plane, Coaster, Round-Up, Comet, etc. Very good proposition. Due to other arrangements with office-owned Kiddie Rides, can place Auto, Planes, Train, Boats, etc. Good deal to A-1 Wheel Man who can put same up the Ell way. Must be sober and able to drive.

SHOWS: Penny Arcade, Fun House, Glass House, Monkey, Snake, 5 or 10-in-1, Illusion, etc. No Girl Shows.

CONCESSIONS: Heart Pitch, Hoop-La, Age and Scales, Break Records, Ball Games, Over and Under, Bear Pitch, Long Range, Hunky Panks of all kinds. Must be legitimate. A solid Route of proven Still Dates, Fairs, Celebrations. All Fairs and Celebrations from July 1 until middle of September. Open May 15, Escanaba, Mich.

Have for sale, A-1 condition, G12 Miniature Train, also a number of Concessions in excellent condition. Want to buy 2300-2400 or 4800 Transformer, must be at least 100 kw.

**EUGENE W. SKERBECK, Dorchester, Wis., until April 25; then Box 218, Escanaba, Mich.**

**BUFF HOTTLE SHOWS**  
(NUMBER TWO)

WANT FOR THREE MORE WEEKS IN THE LOUISIANA STRAWBERRY BELT

CONCESSIONS: Can place Stock Concessions of all kinds. Leonard Neill wants Agents. Cookhouse needs Griddleman and Counter Help.

SHOWS: Major John wants Working Acts for Ten-In-One. Can place two more Grind Shows and Motordrome.

HELP: Dell Sims, please call me collect. Can use Show Sign Painter. Can always use Ride Help who can drive semis.

**16 WEEKS OF FAIRS & CELEBRATIONS STARTING JULY 1. ALL REPLIES: ROMEO DUNN, Mgr.**  
PHONE 9214, HAMMOND, LA., UNTIL APRIL 28

**IMPERIAL SHOWS**

WANT COOKHOUSE OF MERIT AND SIZE.  
THIS IS A REAL OPPORTUNITY. 15 RIDE SHOW.

CONCESSIONS: Coke Bottles, Glass, Dish, Parakeet Pitches, Hi-Striker, Photos, Novelties, other legitimate Games, WANT PITCHMEN, GADGETS, DIRECT SALES for Alton, Ill., Merchants' Exposition Fair, June 5-8. RIDE HELP: Want Ridemen for new Scrambler, new Dodge, Octopus, new Tilt. Other qualified sober Men without cars but licensed drivers. Write. SHOWS: Funhouse, Mechanical, Wild Life, Motordrome. LONG SEASON OF ILLINOIS PROVEN FAIRS. OPENING FAIRBURY, ILLINOIS, MAY 30. WINTERQUARTERS OPENS MAY 20.

**Address BILL GULLETTE, Mgr., Fairbury, Illinois**

**Heart of America Shows**

Now playing 18th & Kansas Ave., Kansas City, Kansas, in the heart of the payrolls. 8 more solid weeks of Fiestas in Kansas City; then Omaha, Nebr., for 10 days on the best location in the city.

RIDES: Want to book set of factory Kid Rides, also one Major Ride not conflicting.

SHOWS: Especially want Fun House and Snake Show.

CONCESSIONS: Photos, Short Range, Bird Pitch, Bear Pitch, Scales, most Hunky Panks. No time to write, wire or call.

**TED CORY**  
516 Fitzgerald Kansas City, Kansas  
(Phone: Fairfax 1-9040)

**MERRIAM'S MIDWAY SHOWS**  
Opening May 1, Albia, Iowa

Want the following Concessions: Glass Pitch, Ball Games, Hi-Striker, Photos, Coke Bottle, Short Range, Basket Ball, String Game, Roman Target, Ice Cream, Root Beer, Scales, Rolla Ball, Fish Pond. Also want Ride Help and Mechanic.

**ALVA MERRIAM**  
Ogden, Iowa

**WHEEL MAN**  
WANTED

Also Ride Help for other Rides. Good wages.

**BILL HEAL AMUSE, RIDES**  
Augusta, Ky., this week; followed by Newport, Ky. (9th & Columbia Sts.), week of April 29-May 4.

**WANTED**  
CAPABLE PIN STORE AGENT

**TOMMY SANDERS**  
PRELL'S BROADWAY SHOWS  
Clinton Hotel, Clinton, S. C., April 23 to 30; then Staunton, Va.

**A-1 Amusements**

Ride Help wanted. Foremen and Second Men for Ferris Wheel, Merry-Go-Round, Octopus, Roll-O-Plane. Also Man for 2 kiddie rides. Best of wages. Long season South and all winter's work in Florida. Must have driver's license, also place some Hunky Panks. Contact:

**MIKE WALD**  
Phone: LO 1-8480 Chicago, Illinois

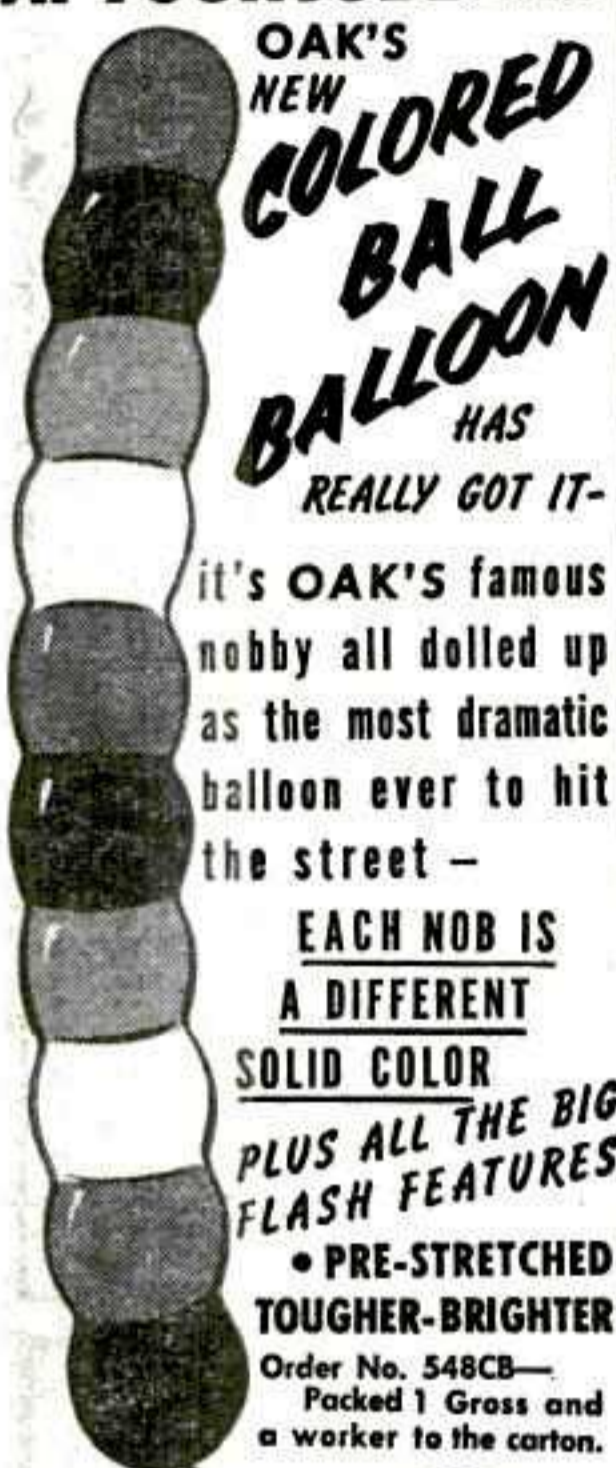
**JACK W. BURKE**  
WANTS

For Hitler Car and Wild Cargo units two clean-cut Men. No drunks considered. See me at Wild Cargo Exhibit April 22-27, Cullman, Ala.; April 29-May 4, Jackson, Tenn.; then Memphis for Cotton Festival.

**IRWIN GREATER SHOWS**

Opening Franklin, W. Va., May 3 thru 10; Richmond, Ky., May 13 thru 18. Bone fide Celebrations, 8 Fairs to follow. Can use Hunky Panks of all kinds, Bucket, Six Cat, Photo, Popcorn, Floss, Sno Cone, Bingo, Girl Show. Ride Help, must have chauffeur's license. Reply: Walter (Bus) Irwin, General Delivery, Franklin, W. Va., or Richmond, Ky.

## WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS



OAK'S NEW **COLOR BALL BALLOON** HAS **REALLY GOT IT!**

it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street -

**EACH NOB IS A DIFFERENT SOLID COLOR**

**PLUS ALL THE BIG FLASH FEATURES**

• **PRE-STRETCHED TOUGHER-BRIGHTER**

Order No. 548CB—Packed 1 Gross and a worker to the carton.

OUR 40th YEAR **The OAK RUBBER CO.** Ravenna, Ohio

## OAK BALLOONS

For Immediate Shipment. Write for FREE Catalog.

**STATE NOVELTY CO.** 624 W. St. Clair Cleveland 13, Ohio

**\$139.50 VALUE ONLY \$44.95**

**6 Asst. Men's WATCHES**

With Expansion Band Ladies' with Cord Band **GRUEN-WALTHAM** **BENRUS-BULOVA-ELGIN**

Sample Watch \$9.95. Sample Band \$04. Reconditioned, guaranteed like new. Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check. Write for FREE 1957 Catalog "B."

**MIDWEST WATCH CO.** 5 S. WABASH AVE., CHICAGO 3, ILL.

**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.

**ALL-WEATHER Plastic Pennants**

Durable—Tough—Brilliant

48 assortment color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long **ONLY \$4.00 ea.** Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. Colorful Decorations of All Kinds. Write for Free Catalog.

**A & A NOVELTY CO.** Cincinnati 36, Ohio

## MERCHANDISE TOPICS

Mills Sales Company, now located at 889 Broadway, New York 3, reports that in recent months it has sold thousands of its six piece combination Papermate-type pen sets. The set has proven to be an exceedingly popular item, says Mills, selling better than any item it has handled in 41 years of merchandising. The set is said to look like a \$10 value, but is a passout at \$1.50. Cost in lots of 100 is 65 cents cash.

A new catalog of rubber floor mats has recently been issued by O. W. Jackson & Company, Inc., 225 East 24th Street, New York 10. This book is what the maintenance buyer needs, says the firm. Now he can see in actual use and attractively illustrated in full color rubber floor matting specifically engineered to his requirements. The catalog features corrugated and perforated rubber mats, corrugated rubber runners, rubber carpeting and stair covering, sponge back matting, cross rib rubber matting and grease and chemical proof cross rib NRU matting.

SilKar is the name of a combined auto cleaner and wax supplied by E. J. Marvin Company, 32 East Court Street, Cincinnati 2. The product cleans, polishes, waxes and seals in one operation. Its basis is a formula using fluorocarbons to give lasting finish. The firm claims this is a demonstrator which will make over 100 per cent profit for operators.

Acme Premium Supply Corporation, 2201 Washington Avenue, St. Louis 3, has the merchandise you have been looking for, it reports. A catalog is now ready which shows lamps, clocks, enamelware,

housewares, aluminum ware, decorated tinware, toys, glassware, blankets, hampers, hassocks, plaster slum, flying birds, whips, balloons, hats, canes, ball gum and special bingo merchandise. To obtain your proper listing be sure to state in detail your business and type of goods you are interested in.

Something different for engravers is being introduced by Maryland Manufacturing & Engraving Company, 4812 Lawrence Street, Bladensburg, Md. Necklaces, bracelets and dangles now come in colors which have been engraved into the metal. Available are blues, greens, reds, pinks, maroons, etc. The company says these are guaranteed and are forever tamishproof. Free samples will be sent on request.

M-G Novelty Company, 17 South Walker, Oklahoma City, says it has thousands of hot items, including plush toys, balloons, canes, watches, china, slum, jewelry and pitchmen items. It is awaiting new imports and will prepare a catalog listing items at low prices. Send your name and business and the firm will mail the catalog as soon as it is ready.

The Magic Wand takes the work out of dishwashing. Just remove cap, fill tube with liquid detergent, replace cap, wet sponge with water and press several times at base of sponge until it becomes saturated with detergent. The valve inside the sponge will feed the detergent to the sponge automatically. Each tubeful lasts for weeks. The item is a good one for demonstrations and allows a good markup. It is handled by Leisure Industries, 9609 Metropolitan Avenue, Forest Hills 75, N. Y.

## PIPES FOR PITCHMEN

By BILL BAKER

LEO HELLER . . . the Motor City exponent of foot remedy, along with his wife, Betty, and sons, Rocky and Jerry, have been bitten by the virus bug, this slowing Leo's activity and putting a dent in the Heller bankroll. Only the Hellers' 17-month-old daughter, Sharon, and son, Leo III, have escaped. The latter has been functioning as chief cook and bottle washer around the Heller domicile, while dad and Jerry have taken an occasional fling at the foot joint in Sam's store to raise an occasional buck. Dropping in recently, Leo got \$2 in two five-minute pitches and then turned the joint over to Jerry for the remainder of the day. Leo reports that the lad is a real whiz. While he can't make a pitch yet, he can turn a \$1 walkup into a \$1.50 or \$2 sale. The two sick j.c.l.'s recently worked one afternoon, ending up \$1 short of a yard. Who says you can't raise kids in the pitch biz? Leo reports that Max Fried, who 30 years ago worked Indian herbs with Doc Gilbert, Mike Devine and Bryan Brown, and who later worked eucalyptus oil in Sam's basement in the old Randolph Street store in Detroit, will be featured in a nine-page spread in Life magazine some time this month. Max will be highlighted in a portion of the spread dealing with the esophageal speech department of the American Cancer Society. Ten years ago, relates Leo, Max lost the sight of his left eye, two years later he became a cancer of the larynx victim, necessitating a laryngectomy which resulted in total loss of voice, and 18 months ago Max had a third of one lung removed because of a cancerous condition. As a result of the laryngectomy he breathes thru a hole in

his neck. Despite these handicaps, Max continues to work the Detroit area with Devine's products. He has developed to perfection what is known as esophagal speech. He fills his stomach with air, then slowly releases the air, which caused a noise like a burp. As he does this he forms the words with his mouth and you can hear him talk at a distance of 10 feet. In addition to his pitch work, Max teaches laryngectomy people how to talk in a school set up by the Cancer Society. He also goes to various medical conventions to explain to doctors his unique method of speech.

"I AM BACK . . . at the Manteno (Ill.) Hospital, 100 Barnard Road, and would like to hear from friends," writes Big Al Wilson. This time Al is having a bout with pneumonia and some bad teeth. Al expects to be discharged around April 16 and says "I guess its the Florida climate for me from now on." He plans to work stores with a new hot item until the big State fairs begin operations. "I sure would like to read a few pipes from Red Gunn, Jack Anthony and R. McDonald, the polish workers," writes Al.

MORRIS KAHNTROFF . . . the well known pitchman, died recently in a St. Petersburg, Fla., hospital, reports Al Hatch. Kahntroff, who was 68 years old, had been a resident of Bay Pines Domiciliary there since 1955. He was a veteran of World War I and had spent the past 15 years in St. Petersburg. Surviving him are a son, Stanley, and two daughters, Mrs. Norma Levy and Mrs. Jeanne Shurkins, all of Baltimore.

## GREAT NEW SELLER! 6 PEN POCKET SECRETARY



**HOTTEST PEN DEAL IN 5 YEARS!** Includes

- ★ 6 Jet Automatic Ball Pens
- ★ Leather Grained Vinyl Pocket Secretary
- ★ 80 Page Memo Pad

GENUINE WINDSOR SET As Advertised in "LIFE"

**DOZEN SETS Only \$8.40 GROSS SETS, \$96.00 Per Gross SAMPLE, \$1.00 Post Paid**  
Your Money Back If You Don't Agree . . . THIS IS THE HOTTEST ITEM OF ITS KIND!

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

## AMERICA'S HOTTEST NOVELTY SENSATION! CRA-Z-LEGS



**Battery Operated Displays \$2.50 each**  
Runs for weeks on a 10c battery

**HERE IS A GIMMICK TYPE NOVELTY ASH TRAY THAT IS A PROVEN WINNER**

- Touch the shapely legs and fan and they swing back and forth for minutes at a time (no mechanical parts).
- 3 1/2" high by 5" long.
- Beautiful hand-painted ceramic with baked finish. Original colors will last for years.

**\$6.00** per dozen  
25% deposit, balance COD unless rated. Send \$1.00 for sample postpaid.

**JOBBER WANTED—Please Write**

**GOLDFARB NOVELTY COMPANY**  
3835 Ninth Ave., New York 34, N. Y. LOrraine 9-2000  
West Coast Customers, please contact ACME NOVELTY CO.  
7277 Santa Monica Blvd. Los Angeles 46, Calif.

**WHOLESALE BUYERS' GUIDE**

**Gellman BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR** Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.** 2201 Washington Ave., St. Louis 3, Mo.

**HALF MOON LEATHER PURSES**

Hand Tooled—Home Laced. Finest Heavy Saddle Leather. They Come in Six Different Sizes.

**Lowest Factory Prices**

**PEARL SALES CO.** P. O. BOX 675 EL PASO, TEXAS  
Ask for Free Catalog

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### REGULAR CLASSIFIED ADS

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.

### IMPORTANT

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.  
CASH WITH COPY**

**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 ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.  
Minimum \$10.**

### CASH WITH COPY

(unless credit has been established)

**4-PC. PEARL SET**  
Included  
**FREE**  
Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

**MEN'S WOMEN'S New Styles**

**BENRUS ELGIN WALTHAM GRUEN BULOVA**

**Guaranteed LIKE NEW!**

**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 w 17 h Expansion Bands. \$69.50**

(Sample, \$9.95)

**SPECIAL LOT—Men's Elgin, Waltham Watches \$6.45 Each**

Reconditioned and Guaranteed. Expansion Bands Included.

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.

**FLASH! FLASH! FLASH! WESTINGHOUSE THER. AUTOMATIC SKILLET**



Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

**\$6.75** Each in lots of 6  
**\$7.50** Sample prepaid

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago.

**ARCADE SALES CO.**  
618 N. Cicero Ave. Chicago, Ill.

**WATCH SPECIALISTS FOR 67 YEARS**

Copy of \$975 Diamond Bracelet Watch... \$9.50  
Mail 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)  
580 FIFTH AVE., NEW YORK 36, N. Y.

**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. ....	4.50
T3—Asst. Tie Sets, Bxd. Dz. ....	5.75
T4—Tieslides, Carded, Dz. ....	1.25
T5—Marilyn Monroe Tie Sets, Dz. ....	10.50
C1—Cufflinks, Carded Dz. ....	1.25
O1—Old Lot Neckties & Braces, Gr. ....	15.00
B1—Bracelets, Asst. Gr. ....	24.00
W1—Men's 6-Piece Watch Set ....	5.95
W2—Ladies' 5-Piece Watch Set ....	6.25
W3—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 ....	6.00

Try 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.

### ACTS, SONGS & PARODIES

WANTED—ADVANCE ROYALTIES, HEAVEN only cares, Face to Face, 40 acre oil lease, \$200. Cecil James, Box 929, Indio, California.

### AGENTS & DISTRIBUTORS

ATTENTION, HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. my6

### 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 Neckties, boxed, 3.00 dz.  
Children's Jewelry, boxed, asst. .... 2.95 dz.  
Asst. Tie Slides, carded ..... 1.00 dz.  
Rosaries, imported ..... 1.25 dz.  
Summer Sets, boxed ..... 1.20 dz.  
Tie & Cufflinks Set, asst. .... 3.50 dz.  
4-Pc. Rhinestone Sets, boxed ..... 18.00 dz.  
Summer Earrings, asst. .... 12.00 gr.  
Pearl Necklaces (domestic) ..... 1.45 dz.  
Neck & Earrings, asst., boxed ..... 9.00 dz.  
Cufflinks, carded, asst. .... 1.95 dz.  
Necklaces, asst. .... 18.00 gr.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

### 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.

### ELVIS PRESLEY PICTURE RINGS—ADJUSTABLE, 18k gold plated. Latest craze. Resale sample, \$1 postpaid with quantity. United Watch Co., Saint Cloud, Minnesota.

HUNTING HORNS—STEER, 14", \$3; 16", \$3.50. Stamp for circular. Frontier Products Co., 3102 Salinas, Laredo, Tex.

**MEN'S NYLON S-T-R-E-T-C-H HOSE**

Sizes 9 1/2-13  
Irregulars of 79¢/\$1.00 per pair, retail price.

**SAMPLES 4 pair \$1.00**  
Postage prepaid.  
Enclose money order or check (no stamps, please).

**GROSS LOTS \$2.50 a dozen**  
F.O.B. mill  
**CALIFORNIA HOSIERY MILLS**  
305 W. 8th St. Los Angeles 14, Calif.

## NOTICE

**EFFECTIVE APRIL 29 THE BILLBOARD WILL BE DATED MONDAY EACH WEEK**

## 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.

### 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

### NEW SUMMER CLOSEOUTS

Spring Floral Ear, asst. .... \$ 2.75 dz.  
New Spring Colored Ropes ..... 3.00 dz.  
Gen. Cultured Pearl Pins & Neckties ..... 2.50 dz.  
4 Pc. Pearl Set, boxed ..... 13.50 dz.  
Crystal Beaded Necklaces ..... 5.00 dz.  
Lord's Prayer Neckties, boxed ..... 3.00 dz.  
Summer Neck, Brace, Ear ..... 4.80 dz.  
Floral Neck & Ear Set, boxed ..... 10.80 dz.  
Charm Bracelets, Asst. .... 2.50 dz.

### NEW FREE DESCRIPTIVE LITERATURE ON HUNDREDS OF TERRIFIC VALUES

20% deposit with order, balance C.O.D.

### KAREN ORIGINALS

45 N. Main St., Dept. B Bristol, Conn.

### NEW FLASHY 7X11" SIGNS—LIGHT reflecting, illustrated, color blended; 2000 varieties. Sample 10¢; 12, \$1; 100 best sellers, \$18 postpaid U.S. only. Koehler, 335 Goetz, St. Louis 23, Mo. ap27

### 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

### PENNANTS—ASK FOR SAMPLES AND prices on our line of Pennants for your season's needs. Easy to sell. Hart's, Marine City, Mich. my4

### 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  
Parking 2 cts. (knocked down). Wt. 18 lbs.  
YOUR COST: \$5.00 EACH COMPLETE.  
ALLISON'S  
215 Hinsdale St. Brooklyn 7, N. Y.

### CINNAMON WHITEFACE RINGTAILS, \$35; Spiders, \$30, 3—\$75; Squirrels, \$20; Woollys, \$65; Tuster Capuchin, \$40; African Monkeys. Request price lists. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150.

### DONKEYS, MEXICAN IMPORTED MIDGET Burros, males, females, delightful, patient. Perfect pets. Cowden, Box 891, Raymondville, Texas.

### FOR SALE—PLENTY OF WHITE RATS and Mice. Dr. E. B. Masters, P. O. Box 464, Hot Springs, Ark. Phone 3-3871.

### HEALTHY, LARGE, TRAINED RHESUS Monkey, rides automobile down ramp, car tips over, he jumps, tips car back and jumps in! shakes only right hand; \$78 with props; other monkeys for sale. Carroll Miller, R.D. #2, Box 329, Holly Hill, Fla.

### FREAKISH CALF FOR SALE—BORN WITHOUT front feet, just nubs. About 8 months old, Black Angus. Vender T. Dees, Dr. #1, Box 7, Deer Park, Ala.

### BUSINESS OPPORTUNITIES

AGENTS—JUST OUT. GOLD PLATED Combination Knife, Tie Clasp, Money Clip, in plush lined box, \$5 tag, retail \$1.25. Satisfaction guaranteed, pp. \$8 doz.; sample, \$1. E. Condon, Upper Darby, Pa.

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

COIN PITCH GAME—ALL ELECTRIC, new, fascinating; playlands, carnivals, fairs, concessions. Write, free details, Fairland Amusement Co., P. O. Box 531, North Belmore, N. Y. my11

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. ap2

SELL WHOLESALE—MEN'S PRODUCTS, large profits. Novelties, Combs, Gifts, Specialty Merchandise. Post paid shipments. Carleton House Distributors (BB), La Marque, Tex. ap27

TWENTY-FOOT SQUARE BOOTH, AVAILABLE on Daytona's Boardwalk. For lease or partnership basis. Need fast game or merchandise. Season runs three months. Opens Decoration Day. Charles Spano, 117 South Halifax, Daytona Beach, Fla.

60" SEARCHLIGHTS AND PARTS, SPERRY and G.E. unused Lights and Generators; complete line of Parts: Operating and Parts Manuals. Write for free parts and price list. Immediate shipment anywhere. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif.

### COSTUMES, UNIFORMS, WARDROBES

HALF-AND-HALF (FEMALE-SAILOR) SAILORS. Head movable, smokes, exotic or impersonation. Sacrifice. Quinn, 65 2nd Ave., N. Y. C. SP 7-8922.

LEOTARDS, BIKINIS, EXOTIC WEAR. Lowest prices on mesh hose, tights, gloves, leotards. List: Actual photos, \$1. Stan Stanton, Liberty 4, N. Y.

SEQUINED PANE and BRA SETS, \$7.50; Pasties, 75¢; Flashy Clown Suits and accessories, Derbies, Top Hats, Rhinestones, Plumes. Cheap. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

### 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

BINGO STAND, COMPLETE, 14X28, EXCELLENT condition; 16 other money-making joints. A-1 canvas included. A. J. Marzo, Randolph 6-0495, Washington, D. C. ap29

### FOR SALE Stuffed Curios Comprising:

Dog with 2 heads and 8 legs  
Siamese Twin Lamb  
Sheep with 2 perfect heads  
30 cases stuffed Birds—English and foreign  
12-foot Crocodile  
E400 the lot ex London.  
Chicago Automatic Supply Co.  
15 St. George's Rd. London S.E. 1, London  
KIDDE FIRE DEPARTMENT—\$800.  
George Quimby, Second St., Claremont, New Hampshire.  
MOBILE FOUNTAIN UNIT—ROOT BEER, Coke, Franks; extra counter for Snow-P-A. System. Plenty capacity and flash. Cost, \$5,500. Sell less than half. A-1 ready to go. Frank Maines, 1317 Tilton Rd., Northfield, New Jersey.  
PEANUT ROASTER—100¢ CAP. GAS fired, belt driven, \$295. Star, #48 PG Jumbo Popping unit. L. P. Gas, \$178. Both A-1 condition. Latocha Co., Jackson, Mich. ap29

### FOR SALE—SECONDHAND SHOW PROPERTY

AEROPLANE KID RIDE, SACRIFICE, \$395. Country Store Spindle in cabinet, \$50; Candy Floss Machine, \$125, complete stand. Cante, Lyndhurst, N. J. ap27  
BUILD KIDDE RIDES FROM TESTED Plans. Airplane, \$100 Chairplane, Auto Carrousel; Sloping Rocket, Coin-Operated Horses, \$5 each; Aluminum Horses, \$54. Brill, Box 875, Peoria, Ill.  
CLOSING OUT 35MM. EXPLOITATION, Jungle, Western, Action and Comedy Films. Standard, Box 782, Charleston, West Virginia.  
COMPLETE ONE-RING CIRCUS—READY to set up. Cheap for cash. See it at Philadelphia, Ind. Walter Harter, R.R. 6, Greenfield, Ind.

### FOR SALE ALLAN HERSHEY KIDDE RIDES

Merry-Go-Round ..... \$3950  
Boat Ride ..... 2950  
Tank Ride ..... 2950  
Sky Fighter ..... 3750  
STORYTOWN, U.S.A.  
Laka George, New York

### FOR SALE—20 PASSENGER KIDDE AIRplane Ride and 1 passenger Kiddle Up and Over Ride. Good condition. Mrs. Armeda Grant, 1924 East 29th St., Muncie, Indiana.

**FOR SALE**

G-16 Suburban Miniature Train, 36 Passenger, 1700 ft. Double Track, all accessories, approximately 8,000 actual miles ..... \$7,250  
32 ft. Mangels Merry-Go-Round, 22 Horses, Canvas Top damaged while in storage. Bargain ..... 3,000  
57 ft. Ferris Wheel, 10 Seats ..... 2,150  
Small 10 Passenger Kiddle Rocket Ride ..... 500  
ALL RIDES ARE NOW BEING OPERATED  
**CRUTCHFIELD AUTO PARTS**  
Mebane, North Carolina. Telephone thru Burlington, N. C. Canal 6-921.

TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Wilard, 1321 2nd Ave., Dallas, Tex. je15

KIDDE RIDES—MANGELS ROTO-WHIP, Smith and Smith Airplane Ride, Allan Herschell Auto Ride, complete with transportation. Low price. William Kaputa, 468 Main St., Beacon, N. Y. Phone: Beacon 2018.



**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 1/4" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton, \$1.00 per set. 25% dep., money order or bank check. Bal. C.O.D., F.O.B. Chicago.

**916 S. Halsted St. Chicago, Ill.**

**LITTLE ATOM**  
World's Smallest Pistol

COMPLETE WITH RAMPAGE AND YOUR CHOICE OF LEATHER MOLDED OR CAPS



Dealer's \$12.00  
Cost... \$1.95 ea.  
List... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

**DISPLAY CARD MOVES 'EM FAST**  
Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

**G & S Mfg. Co.**  
Dept. B  
NASHVILLE, TENNESSEE

**CLOSING OUT**

Fine Quality Plush, Cotton Stuffed, 28" BEARS \$18.00 Dozen, \$16.80 in Gross Lots

42" BOZO CLOWNS w/bags, Plastic face, \$15.00 dz. \$16.50 dz. in gr. lots.....  
25" MOUSE DOLL w/bags, Plastic face, \$8.40 dz. \$9 dz. in gr. lots.....  
24" TAFFETA CLOWN DOLLS Plastic face, \$6.25 dz. in gr. lots.....  
10" Plush Scotty or 15" Plush Doll, \$6.00 dz. in gr. lots.....  
3-4" STUFFED DOGS ..... \$9 gr.

No extra charge for samples.  
42 pcs. 6 of each plus 1 \$29.00 doz. 3-4" Dogs

**IMPORTS—SPECIALS!—36" Canes, \$12.60 M; Chen, Animals, \$6.80 gr.; Hurr, Lanterns, \$57 gr.; Lois, \$1.20 gr.; Fans, \$3.60 gr.; Baseballs, \$18 gr.; Yo-yos, \$6.80 gr.; 5" Dog, \$18 gr.; Drummer Clown, \$19.50 gr.; Binoculars, \$18 gr.; Squeakers, \$1.50 gr.; Carded Toys, \$5 gr.**

F.O.B. N.Y.C. 25% deposit, balance C.O.D. if not rated. FREE: NEW 46-page catalog of 400 plush and carn. items.

**ACE**  
TOY MFG. COMPANY  
326 Broadway, N. Y. C.  
WA 8-3234

FOR SALE

Mangels Dry Boat Ride, needs repair, \$250; Kiddie Airplane, 5 planes, 2 seats, needs paint, \$250; Kiddie Whip, mounted on truck, no ups or downs, drive in and go to work, \$1,250; King Rocket Ride, 1956 model, \$1,600. Come and see them. Will buy, buy or lease small M-G-R or any used Ride cheap for cash.

A. R. BRIGGS SHOWS

Fairgrounds, Sidney, Ohio
PARKS, RIDES, CONCESSIONS, REASONABLE prices from Boston to Seattle. List with us now. Young's Carnival Sales, 5218 Wadena, Duluth 7, Minn. ap29

POPCORN, BOXES, SEASONING, NEW Popcorn Machines, Popcorn Cones, Floss Machines, Gold Medal pre-popt Pop Corn ready to eat. Three used Creators 41, one like new. New electric Drink Dispenser. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y.

SHORT RANGE TARGETS - SAMPLES free. One-day service. Save this advertisement. Fine Arts Press, 1016 Donald, Peoria, Ill. je3

TRAINS-ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my4

GAS HOT RODS, FUN HOUSE, \$650; 8-Tub Adult Ride, \$2,000; 3 Dodge Tractors; 4 cylinder Continental Power Unit, \$150. Brumm, 15810 Riverdale, Detroit, Mich. Kenwood 3-7362.

AND 6" CENTER JOINTS, FINE CONDITION. Ideal for Floss, Popcorn, Snocone or Grab. Bolstad, Box 344, Appleton, Minn. ap27

YOUNG PONIES, ALL FOR \$2.100 CASH. This is the best bargain I have ever had to offer. Don't wait, it might be too late. No time for letter writing. Truck available for delivering. Phone day or night 9317. F. L. Cobb, Amite, La.

4,400 STADIUM CHAIRS, THEATRE, Chairs, Lockers, Tables, Tents, Folding Chairs, Sidewalk, Bleachers. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

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. \$7.90 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50. LOWEST PRICES ANYWHERE

Sherfy's
5601 University Way Seattle, Wash.

88c 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
2 1/2" Tin Cricket
1 1/2" Rubber Bat
1 1/2" Rubber Mouse
1" Rubber Spider
4" Rubber Dagger
Wire Puzzle
Butterfly Brooch
12" Blowout
Paper Pill Puzzle
1 1/2" Magnet
Paper Hat Mask
Rubber Razor
6" Flower Fan
6" Fingertap
2 1/4" 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

Imported Wall Plaques
PLENTY OF FLASH
Embossed BRASS—Lacquer Treated Dark Relief—No Cleaning Required
REALLY BEAUTIFUL IMPORTS
Lord's Supper, 14 1/2 x 9 1/2".....\$1.80 ea.
8 1/2" Round, Ass'd. Scenes.... .70 ea.
12" Artistic Flower Scene.... 1.75 ea.
12" Ass'd. Scene Brass Center with Regency Wrought Iron
Border..... 1.99 ea.
25% w/order—Bal. C.O.D.
HALABY'S IMPORT & DISTRIBUTING CO.
1613 Cedar Cincinnati 24, Ohio

MAGICAL APPARATUS

EASIEST VENTRILOQUIAL COURSE. \$1. Largest catalog of Ventriloquial Figures, Marionettes, Punch and Judy, 35c. Flinn, 624 West Third, Waterloo, Iowa.

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radio phone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 338 South High, Columbus, O. my6

MISCELLANEOUS

FOR SALE—40X100 SEMI-PORTABLE SKATING Rink. Can operate year-round. Movable any place, fully equipped. Contact E. E. Harris, Gen. Del., Franklin, Ind.

INFORMATION WHERE TO GET ANY product or manufacturing facility. No formulas. Satisfaction or refund, \$1. Waits, Box 375, Statesville, N. C.

WANTED—MUSICAL UNITS

Singles, thru Quintets. Prefer those with Femme Vocalists. Also place few big Bands. Agency desires those who wish to work Illinois, Michigan, Wisconsin, Iowa, Indiana, Ohio. Give full repertoire and photo in first letter. Our artists know of this ad. Write: Box C-174, c/o The Billboard, Cincinnati 22, Ohio.

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

PASSION PLAY—35MM. AND 16MM. SOUND Prints. \$150 Print. Free list others. State 16MM. or 35MM Minot Films, Inc., Millbridge, Me. ap27

16MM. SOUND FILMS. SALE AND EXCHANGE hundreds of titles. Free lists. Crawford Film Service, 412 Page St. Fort Worth 10 Tex. my6

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE VERY FINE KERR VIOLIN
Price reasonable. For further information write MRS. JOHN DRAKE
2020 Lockwood Pl., Ft. Thomas, Kentucky

PERSONALS

CONTEST—INCOME DIRECTORY. FOLKS earn extra money at home. Confidential how, where, when answered, \$1.25. Contest Contacts, Post Box 520-BB, Los Angeles 66.

RANDY—WILL GIVE YOU MY ADDRESS in two weeks. Let me know that everything is all right, your sister has my present address. Everything going as we planned! J. T. M.

USE MY ADDRESS PERMANENTLY. CONFIDENTIALLY mail receiving, forwarding system, \$3 monthly. C. F. Roberts, Rt. 2, Box 7-A, Lake City, Fla. ap29

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

CHARCOAL PORTRAIT OF DISTINCTION done from your photo, \$15. In colored pastels, \$25, excellent gift. John Walencik, 15703 Kennicott, Harvey, Ill.

ENLARGEMENTS, HEAVYWEIGHT SEVEN 5x7s or four 8x10s, \$1. No negative. 50¢ additional for each different photo Jack Rooms, Huntington Mills, Pa. my4

FOR SALE—2 1/2 X 3 1/2 AND 1 1/2 X 2 DIRECT Positive Cameras, Wollensak Lenses and flashy Comie Boards. Box 652, Corpus Christi, Tex.

2 D.P. CAMERAS, 2 1/2 X 3 1/2 AND 3 1/2 X 5. F 4.5 lenses. Takes all size photos. Price \$85 & \$75. Wagen, 906 G. St. N.W., Washington 1, D. C.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

PRINTING

ALWAYS SPEEDIEST SERVICE ON QUALITY Window Cards, Three color 14x22 Posters, \$8 hundred; 17x28 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 257, Earl Park, Indiana. je29

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2 x 11 Letterheads, 200 6 1/2 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 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. ap27

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full part time; buy nothing; sales kit furnished. Match Corp., Dept. D-151, Chicago 32, Ill. ap27

CLASSICAL RECORD MANUFACTURER, prestige line, desires resident Salesmen nationally. Highly advertised, good commissions, franchised territory. Write: Box C-175, c/o Billboard, Cincinnati 22, O. my6

GOLDMINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-tfn

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.

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

EVANS PARI-MUTUEL RACE HORSE Wheels, Beat the Dealer, Crap Tables, Roulette, etc. W. H. Anderson, 810 Broadway, Toledo 9, O

OLD-TIME HURDY GURDY, CARRYING-type barrel organ. Barrel, reeds, bellows, all parts in good working order. Priced right, used for charitable purposes only. Reinhardt N. Ausmus, 1102 Buckingham St., Sandusky, O.

WANTED—BAND ORGANS AND CALLIOPES, any condition; Edison Phonographs, Mechanical Planos with attachments, Music Boxes. Kueiers, 7 So. 6th St., Minneapolis 2, Minnesota.

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: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

A-1 MALE ORGANIST FOR ENTIRE SEASON, Union, Hunt Bros' Circus, c/o Pallasades Amusement Park, Pallasades, N. J.

BLUE STAR SHOWS WANT AGENTS FOR office-owned Concessions; Couple to run Cookhouse. Must be able to drive trucks. Want to book clean Kiddie Rides, no junk. Opening May 15. Manager, 439 Josephine Ave., Columbus 4, O.

BANJO - RHYTHM, SOLOS, VOCALS; other two-beat Dixie Men, write and tell all Entertaining important Jig Adams, Montmartre Motel, Las Vegas. ap27

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

GLASSBLOWER, ELDERLY GENTLEMAN preferred. Exhibition work, one location, summer production, no object. Adiron-dacks. Write: Frontier Town, North Hudson, New York. ap29

MAN OR WOMAN—QUICK CHARCOAL Sketch Artist at Pallasades Amusement Park, Pallasades, New Jersey. See Myra Koppel, daily interview.

RADIO & TELEVISION ARTISTS (COUNTRY & Western) wanted to cut songs for recording company on royalty basis. We have our own material. Box 192, Avery, Tex. MAN OR WOMAN FOR PALMISTRY, Buremetry, cards, Pallasades Amusement Park, Pallasades, New Jersey. Good opportunity. Daily interview. See Sadie Harris Phone Whitney 3-9170 after 1 p.m.

RIDE FOREMAN NEEDED, TOP SALARY! Contact: Geo Marshall, Ph. RI 7-4913, 208 W. Camden St., Baltimore 1, Md. ap27

TRENTON-PHILADELPHIA AREA—NEED 3 Fortune Tellers for 9 days beginning May 16. To work in open. Box C-173, c/o The Billboard, Cincinnati, O.

WANTED—YOUNG TROMBONE OR Trumpet-Bone Man, double on Electric Bass for established entertaining group. (4-way vocals.) Send letter listing age, experience, etc. Box C-172, c/o The Billboard, Cincinnati 22, O.

AT LIBERTY ADVERTISEMENTS 5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

DRAMATIC ARTISTS

PROFESSIONAL ACTRESS, DANCE SOME, age 34, have photos. Interested in TV bookings. Contact: Marvin Dillinger, General Delivery, San Antonio, Tex. ap27

MISCELLANEOUS

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

CHIFFEWA INDIAN DANCERS AND ACTS. Attractive regalia. Five to fifteen in performance. Prefer Southern Michigan. Write Chief White Bird, 10530 Pittsburg Rd., Durand, Mich. ap29

HAVE RABBIT, WILL TRAVEL—HARRY Albacker, "the only dead magician alive." Free Invitational Photograph. Write: 1728 E. 32nd St., Lorain, O. ap27

PUBLICITY - PRESS AGENT, WRITER—Live-wire newspaperman wants theatrical assignments in the Chicago area. Good contacts. John Burke, 5540 S. Cornell, Chicago 37, Ill. Phone Museum 4-7357 even.

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

YEAR AROUND WORK WANTED BY Carpenter, Repairman, Experienced electrician, carnival, motel, parks, building. Wages \$60 weekly. Box C-177, c/o The Billboard, Cincinnati 22, Ohio.

MUSICIANS

A-1 ORGANIST AVAILABLE FOR LOUNGE, dining room, rink, etc. Write or wire Organist, c/o Elks' Club, Lakeland, Fla. my13

A-1 RINK ORGANIST AVAILABLE—15 years experience best rinks. 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

BUDDY WOODY, HAMMOND ORGANIST, double Accordion, Celeste and Vocals. Work solo or join combo. Locations only. Have organ and transportation. 3825 Speight, Waco, Tex. my6

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.

PIANIST PROFESSIONAL, SINGLE, MALE. Gentle desire agent to book me into hotel lounges, playing alone. Box C-176, c/o The Billboard, Cincinnati 22, O.

PIANO—EXPERIENCED, READ OR FAKE, combo or big band, any style, show experience. Gerry (Ross) Rosener, 859 S. Scott St., Mobile, Ala. ap27

SMOOTH HOTEL SOCIETY DANCE ORchestra, three men, all married, want resort hotel, only best. Shorey, 4022 So. Trail, Sarasota, Fla. ap29

TENOR SAX AND CLARINET—EXPERIENCED, union, read and fake. Prefer hotel band or combo; available immediately. Musician 213 East 6th St., Duluth, Minn. Telephone: RA 7-3508.

THE FOUR MOODS—THAT BIG LITTLE dance band. Now booking weekends only throughout summer season. Write, wire, Walter, 119 Audubon Ave., New York City 32, N. Y.

TRUMPET MAN DESIRES LOCATION—Twelve years' professional experience. Union Local #479. Will travel with good offer. Read and fake well. Play Modern, Dixie, Hot and Sweet, Take Off, cut shows. Prefer small combo. Good habits, age 28. Write: Jack Pippin, Box 315, Dothan, Ala. Phone 3-1488. ap29

TRUMPET—NICE TONE, GOOD READER. Prefer section work. Jim Newsum, Box 352, Heavener, Okla. my6

TRUMPET—JAZZ, DIXIE, COMMERCIAL. Available immediately. Kenny Buckles, 418 W. 3rd St., Garnett, Kan.

TROMBONIST—DOUBLING TENOR SAX, vocals, bongos, read, fake; married, children. Want resort hotel offers. Kraitgen, Tamiami Trailer Park, Sarasota, Fla. ap29

VALVE TROMBONIST DOUBLING TENOR Sax; read fair, good ad lib. know most standard, jazz tunes. Prefer Club work in Midwest area. Musician, Box 484, Minot, North Dakota. ap29

PARKS & FAIRS

A NEW FREE BALLOON ACT FOR YOUR celebration. Hartman Air Bk or old time balloon A. J. Hartman, Burlington, Iowa. my6

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

RODEO CLOWN PRODUCTIONS PRESENT complete Comedy and Western action. Featuring Bud Whitney and his mule, McGinty, for all occasions. The only all-around Clown. I clown all occasions. Old-time Western action and top Rodeo Clowning. Let me take your comedy worries. (Big spread in 2 weeks.) All Eastern dates open for May 20. Flashy transportation. 12360 Fineview, El Monte, Calif.

SADDELEMAKER—M.C. WANTS SUMMER Resort or Amusement Park deal or ??? Anywhere in U. S. Whitney, 12360 Fineview, El Monte, Calif.

VAUDEVILLE ARTISTS

"ACADEMY AWARD LOSER" HARRY Albacker, "the world's greatest starving magician." For availabilities contact: Brownie Komars, 1235 Christopher St., Johnstown, Pa. my27

8 CARTONS WALTHAM DOUBLE EDGE PRECISION HONED RAZOR BLADES

Each carton contains twenty 25¢ packages of 5 each totaling 800 Waltham Razor Blades with retail value of \$40.00.



WITH EVERY ORDER FOR 8 CARTONS YOU GET FREE

Geneva Men's Watch with Expansion Band exactly as shown in beautiful modern package—pre-ticketed \$39.50. Regularly priced to trade at \$8.95.

Your cost for both the 8 cartons Waltham Razor blades & the Geneva Watch \$9.50

Send cash with order or 25% deposit, balance C.O.D. Specials listing sent on request.

VARIETY SALES CO.

Dept. 427 1601 Race St. Cincinnati 10, Ohio



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

FIRST QUALITY PRECISION RETRACTABLE BALL PENS TWO TONE in many color combinations ONLY \$15.50 Gr.

SILVER TIPPED REFILLS ONLY \$7.20 GROSS Choice of black, red, blue or green inks.

All Pens have the SILVER TIP refill with FULL SHOT of ink

Many other styles, including standard gold cap with 14K gold-plated clips. Write for free catalog and price list. M.O., check or deposit for C.O.D.'s. Special discounts for quantity users.

COASTLINE PEN CO.

23 West 9th St., New York, N. Y. BRyant 9-2757 or Liggett 4-1740

P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable - efficient - Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details. P D Q CAMERA CO. 1544 W. Cortez Chicago 22, Ill.

WITH IT AND FOR IT FOR THIRTY-FIVE YEARS

Attention: Carnival Men
28" Plush Bear ..... \$25.00 per dz.
25" Plush Bear ..... 22.50 per dz.
Large Bird Nest Halls ..... 1.60 per dz.
Heavy Beaded Bracelet ..... 2.00 per gr.
Children's Ident Bracelet ..... 2.50 per gr.
25% deposit if not known, balance C.O.D. Orders shipped same day received. WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.

WHITIE'S NOVELTY HOUSE

130 Jackson Ave., Knoxville, Tennessee Day Phone: 2-4410 Nite Phone: 3-1784

### ONLY \$7.50 FOR NEW SAMPLE KIT

10 of our latest and HOTTEST promotional items. Re-order just the items you desire. You must be delighted with our sample kit or money refunded immediately. Send us \$7.50 today for your kit or write for FREE listing.

WRITE FOR FREE ROYALSHIRE LUGGAGE BROCHURE

When In Chicago Visit Our Modern Showrooms

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois Phone: LAwnedale 2-7377

### DEMONSTRATORS

#### The Speedwell Three Prong Curler Comb

is now available for Chain Store Demonstrators

GOOD PROFITS—GOOD CHAIN STORES CLAMORING FOR DEMONSTRATORS—GOOD SERVICE—GOOD 59¢ LINE.

Send 50¢ to cover carrying charges and cost

Write

ANNIE COAKLEY PRODUCTS

152 N. E. 3rd Street Miami, Florida

THE JOHN ROBBINS CO. PITTSBURGH Announces New, Modern and Larger Quarters



- Carnival Supplies
- Singo Supplies
- Plush Toys
- Appliances
- Jewelry
- Novelties
- Housewares
- China
- Luggage
- Glassware
- Slum
- Imports

60,000 Square Feet TO SERVE YOU BETTER Visit Our New Showroom and Warehouse THE JOHN ROBBINS CO. 1801 FORBES STREET PITTSBURGH 19, PENNSYLVANIA

### A New Idea in a Tax Free Ticket Game MATCH YOUR NUMBER

Players like to play and locations like the profits. Send for details of this fast money maker and other ticket games.

MUNCIE NOVELTY CO.

307 North Jefferson St. (Phone ATlas 8-8301) Muncie, Ind.

# ATTENTION ADVERTISERS!

The Billboard Is Speeding Up Its Operation

Effective with the next issue.

The Billboard will be

## DATED MONDAY ON SALE THE SAME DAY

To meet this earlier "on sale" date, the closing date hereafter for all Commercial Advertising will be

## WEDNESDAY

for the following week's issue.

### THE BEST SALES BOARDS and JAR GAMES

Write for information and prices GALENTINE COMPANY Dept. B 517 E. Jefferson Blvd. South Bend 17, Ind.



WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS TIP CARDS BASEBALL CARDS at very reasonable prices. Phone: Wheeling—CEDar 34282 COLUMBIA SALES CO. 302 Main St., Wheeling, W. Va.

GIVE TO DAMON RUNYON CANCER FUND

## Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Lackey, Haskell Palkovie, Joseph F. 60¢

- Adams, Steve
- Alexander, T. S. (Specks)
- Allen, Charlie (Allen's Bears)
- Allen, Mrs. Judy
- Alpaugh, Geo.
- Alvill, Larry
- Amarantes, Raymond
- Anderson, Sig
- Ansher, Joe
- Austin, W. R.
- Anton, Anthony B.
- Balley, John J.
- Balley, K. L. & Mrs.
- Baldwin, Billie Jos.
- Baldwin, Jos. C.
- Barber, Ray
- Barham, Bruce
- Baron, Hank
- Beggs, James S.
- Bellus, Al
- Best, Dick
- Bowman, Wm. & Winogene
- Bordman, Ernest
- Boynnton, Cornelius F.
- Bradburn, Robt.
- Bradley, Jesse
- Bragg, Kelley E.
- Brison, Mrs. Claire
- Brooks, Peggy
- Brown, Sugar
- Brown, Capt. Ted
- Buoy, Travis
- Burdge, Michael Paul
- Burde, Miss Mickey A.
- Burge, Lloyd
- Burkhardt, Noyelles & Mrs.
- Burison, Master Gene
- Burlow, Audie
- Burns, G. N. & Mrs.
- Burns, R. Dick
- Burridge, F. H.
- Butcher, Rath & Mrs.
- Butler, Clyde (Detroit)
- Byus, Harry F.
- Byrum, Whitey & Mrs.
- Callers, Ray
- Carawan, C. L. & Mrs.
- Carter, Ann
- Cash, James L.
- Catalano, Peter
- Cheminant, Roy N. & D.
- Chilton, Robt. T.
- Christo, Pete
- Collins, Clifford
- Conlon, Edw. H.
- Corey, Harry
- Connellson, Wm. L.
- Crabb, Harold L.
- Craden, S. K.
- Crawford, Jack
- Curtis, Joe
- Cusson, Robt.
- Cutler, Mrs. Rose
- Dahl, Sid
- Daniels, Anna Louise
- Darett, Dave
- Dasco, Jerry & Mrs.
- Davis, E. B. (Bill)
- Davis, Miss Fair
- DeArment, Bill
- Delano, Buddie J.
- DelMar, Lisa
- Demetro, Dewey
- Devine, Alice
- Donnelly, Geo.
- Duckett, Wm. R.
- Duran, Bob
- Edwards, Alvis
- Edwards, Mrs. Joyce Emerico (J. A.)
- Estell, Chas. Will
- Evans, Lawrence
- Farmer, Jimmie (Side Show)
- Ferend, Kelly
- Fern, Thos.
- Ferome, Mike
- Ferron, James (Estate of)
- Finstineteno, Anthony
- Forkus, Smokey Lee
- Foster, Billie
- Foster, Studley
- Frazier, Jr., Raymond
- French, Mrs. Louise
- French, Tony (Rytheman's Band)
- Frisco, Eddie
- Gallagher, F.
- Garland, Joe & Mrs.
- Garner, Mrs. Cora (Col.)
- Gatewood, Col. Cliff (Flying X Ranch)
- Gentry, Tony
- Gilchrist, Allan
- Gloth, Mrs. Eugenia
- Glupczycki, Joe
- Goff, Geo.
- Gordon, Dixie
- Graham, John L.
- Graham, Tex
- Gross, Ben & Mrs.
- Grover, Wm.
- Hackett, Edw. J. & Mrs.
- Hagerman, Mrs.
- Hagerman, Mrs. June
- Haley, Whitey
- Hallen, Vic.
- Hams, Mrs. Warren
- Hamid, Maudine
- Hangsterfer, Allan
- Hank, Lee
- Harris, Sid
- Hatcher, Ward V.
- Hawk, Jay
- Heibner, Billy B.
- Helms, Mrs. June
- Hennessee, John
- Herbert, Mr. Holly
- Heskitt, Lawrence R.
- Hicks, J. L.
- Higgins, Billy
- Hites, Jimmy (Band Leader)
- Hodge, Mrs. Eileen
- Hoffman, John Edw.
- Hunter, Mrs. Dora
- Horowitz, Ed
- Houck, Harry E. & Mrs.
- Hout, Leo
- Hubbard, Paul
- Hunter, George W.
- Janner, Geo. W.
- Johnson, James D.
- Johnson, James D. & Mrs.
- Johnson, Michael R.
- Johnson, Ruby
- Kellar, George (Wild Animal Act)
- Kelly, Jack M.
- Kernes, Jim
- King, Bill
- King, G. B.
- Klein, John F.
- Knight, I. T.
- Knight, John C.
- Knight, Irish
- Knighton, Mrs. Mable
- Knirk, John
- Kores, Bob
- Kuball, August
- LaRue, Jack
- Lancaster, L. B. (Doc)
- Landes, B. E.
- Langford, Mrs. Ellen
- Latham, Whitey & Ruby
- Laubert, Fritz
- Lay, Mayford
- Lazelle, Richard K. (Mickey Adair)
- Lee, T. Tony
- Lefleur, Avina
- Lewis, Carl (Sammy)
- Lilly, George W.
- Libbert, John
- Lonien, Donald P.
- Lucky Dog Show
- McCracken, James J.
- McDaniels, Bertha (Gyp)
- McIntosh, Will
- McGinnis, Cleaburn & Gladys
- McLane, Francis J.
- McLaughlin, Wm.
- McLendon, R. F.
- McNamee, Charlie
- McNitt, Irene
- Mack, LeRoy E.
- Madam Marie
- Maley, A. F.
- Manning, Dennis I.
- Mannuzza, Mrs. Tommy
- Martin, Lavern
- Martin, Betty
- Martin, Edward
- Martin, Richard & Ethel
- Mayer, Jo
- Miller, C. M.
- Miller, R. E.
- Milligan, Howard
- Mims, Joe
- Mitchell, Archie
- Mitchell, Pat
- Mitchell, Pete L.
- Montello, James
- Mooney, Thos. J.
- Moore, Frenchie
- Moore, L. B.
- Murphy, Jack
- Murphy, Mrs. R. F.
- Murphy, R. F.
- Murray, Edward & Norma
- Napier, Wm. (Silm)
- Neison, Herbie
- Newbrey, Mrs. Jerry
- Nicholas, Ephrem
- O'Brien, Terry
- Oddi, Joseph
- Oglvie, Ben
- Osborne, Mrs. Charles T.
- Osinaki, Anthony
- Owens, Mrs. Jack
- Paris, Raymond
- Parry, Doc (Bud)
- Perry, W. D.
- Parton, Norma
- Pease, Lou
- Phillips, W. A. & Mrs.
- Plath, Mr. (Pony Man)
- Poole, James Walter
- Porter, Bill
- Porter, Roland
- Powers, Nellie R.
- Presnell, A. (Presnell?)
- Price, Mrs. Alice
- Priest Sr., William
- Purrington, Delford T.
- Qualles, Mrs. Knox
- Randers, Blackie
- Reed, James E.
- Reiley, Lucille
- Rendell, Jo Ann
- Reynolds, Paul
- Rice, Walter H.
- Richardson, Jazz Lips
- Roark, Diane
- Rogers, H. L.
- Rosenfeld, Sol
- Rosezell, Sam (trumpet player)
- Rucker, Betty
- Ryan, Charles
- Sakobie, Mrs. Myrtle
- Sakobie, Shirl
- Sauls, Eugene B. Mrs.
- Schafer, Boots & Schmid, Chuck W. M.
- Selby, Wm. F.
- Serami, Joe (Jones Bingo)
- Shepard, Donald
- Sidwell, Benton
- Silverstrim, Ralph R.
- Smitt, Guy
- Sommerville, Robert
- Stafford, Charles (pop eye)
- Stephens, Carl & Mrs. (Ingrid Meredith)
- Stevenson, Louie E.
- Stoltz, Lloyd F.
- Stuber, Mrs. Whitey
- Summers, Wm.
- Surran, Frank H.
- Thompson, Alfred
- Thompson, Bill
- Till, Johnie
- Torch
- Uwanawich, Miller
- Uwanawich, Steve
- Vall, Chas.
- Verdier, Louise
- Villapontaux, Harry
- Villamarie, Joseph R.
- Volstead, Geo. & Mrs.
- Walker, Broadway
- Wallace, John
- Walsh, Earl B.
- Walters, Mrs. Rosalie
- Wants, Gerald & Mrs.
- Webb, Bob
- Weideman, Mrs. Jean
- Weilds, Mr. Sandy
- Westfall, Charles W.
- Westlake, Rose
- Wetzel, Kenneth
- Wexler, Samuel Paul
- Widaman, Ed
- Wiedman, Lloyd
- Willette, W.
- Wilkins, Mrs. Nelson
- Williams, Edward
- Williams, Charles
- Williams, Joseph W. (the boss)
- Williams, Mrs. L. L.
- Williams, Willie
- Stafford
- Williamson, Al
- Winand, Claude
- Witham, John E.
- Wozniak, Frank & Winnie
- Wray, Henry
- Wright, John & Ella
- Wurster, Arthur E.
- Wyane, Ginger
- Yohan, Bill (Houston)
- Young, Joyce

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- Anton, Anthony B.
- Apollon, Dan
- Black (O'Keefe), June
- Burr, Ed
- Carr, Lawrence
- Cost, Jack
- Greater Hartford Fair
- Halpin, William
- Haymer, Johnny
- Miller, Arthur
- Miler, Larry
- Raino, Marty
- Reynolds, Fitzie
- Saperstein & Associates
- Spiegel, Alverta M.
- Swain, G.
- Weintraub, Mike
- West, Sailor

### MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Ayers, C. W.
- Clinton, Ralph P.
- Ducharme, Henry
- Hakes, Robert Lee
- Kortes, Peter
- Leonard, Mrs. Margie
- Malone, Johnny
- Myers, Paul
- Mathews, Henry
- Osdea, Mrs. Edna
- Reynolds, Capt. Jim
- Vance, Marie
- Woolsey, John R.

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- Bacon, William
- Beebe, Raymond W.
- Bennett, Jack
- Benny & Boots
- Blood, Clarence & Delores
- Burton, Mrs. Joseph
- Burto, L. H.
- Caldwell, Sam
- Campbell, Archie M.
- Carl, Robert E.
- Carpenter, Wm. J.
- Carpenter, Keith L.
- Carr, Kenneth
- Warren
- Chambers, J. M.
- Chambers, Jesse
- Chandler, Wm. J.
- Chonnell, Vernon C.
- Cole, James M.
- Coleman, Leonard W.
- Conaway, Lewis (Blackie)
- Craig, Miss Nina
- Creighton, Mrs. Mamie
- Del Mar, Lisa
- Dillon, H. F.
- Eddington, Cecil
- Flynn, Jack L.
- Frank, Tama
- Fry, Harvey
- Fuller, Mrs. Ela
- Margarette
- Goss, Chas. T.
- Gray, Mr. & Mrs. K. E.
- Guntrie, Leonard
- Hampton, D.
- Harrell, Earl
- Helton, Vernon
- Hinds, Kenneth
- Holston, J. F.
- Hoyt, Clyde
- Jennings, Mrs. Maurine
- Johnson, R. & M.
- Karr, Kitty
- Kelley, C. O.
- Klassen, Fred W.
- Laurel, Bunny
- Lehman, Marie
- Leigh, Mary
- Lento, Tony
- Littler Sr., James L.
- McCabe, Mrs. Ruth
- McHenry, M. F.
- McMillan, R. J.
- Matthews, Sport & Alice
- Medlin, James
- Mitchell, Sandra
- Mock, Robert
- Morgan, Dan G.
- Morehead, Bud
- Morrison, Melvin M.
- Morton, J. M.
- Neelson, L. M.
- Odum, Floyd
- O'Neil, Ed L.
- Owens, Ralph W.
- Palkovie, Joseph F.
- Payton, W.
- Peep, Royce A.
- Prado, Joe (Cedarfoot)
- Radar, Ted
- Taylor, Wes
- Resam, Mr. & Mrs. Bob
- Riley, Tex
- Roeder, Herman
- Ruth, Mr. & Mrs. Ted
- Schaffer, Capt. Billy
- Sheaffer, Rose
- Sheean, Eddy
- Shrawbury, Corky
- Silva, Bill
- Sitko, William
- Sproull, Albert & Lorraine
- Star, Hedy Jo
- Stein, Jack
- Stern, Mrs. Maxine E.
- Stone, Ed
- Swan, Mrs. Bonnie
- Taylor, Arletta
- Vance, Marie
- Walker, Honey Lee
- Walsh, Earl
- Ward Concessions, Francis
- Welch, John
- Whalen, Ed
- Widaman, Arzetta
- Wientraub, Mrs. Sam
- Williams, Mrs. Geneviva
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# COMING EVENTS

**Alabama**  
Birmingham—Better Homes Expo, April 30-May 5. Patrick J. O'Toole.

**Arizona**  
Nogales—Fiestas de Mayor, May 3-5.

**California**  
Del Mar—Southern Calif. Expo, June 28-July 7.  
Napa—Napa Valley Horse Show, May 5.  
Clinton Eckels, 1016 Redwood Road.  
North Highlands—Sacramento Riding Club Horse Show, June 8-9. Mrs. Hazel Hogan, 3260 Ben Lomond, Sacramento.  
Oakland—Spring Home & Garden Show, May 4-12. John I. Hennessy, Hotel Claremont, Berkeley.  
San Bernardino—Fiesta Days, May 1-8. Mexican Chamber of Commerce.  
San Diego—Home Show (Electric Bldg., Balboa Park), May 18-20.  
San Diego—Spring Fair (Electric Bldg., Balboa Park), April 23-28.  
San Jose—Homes Beautiful Expo (Civic Aud.), June 6-9. Robert L. Jordan.

**Colorado**  
Derby—Celebration, May 2-12.  
Walsenburg—Spanish Peaks Fiesta, June 16-22. Star Caywood, P. O. Box 643.

**Idaho**  
Emmett—Emmett Cherry Festival, June 17-22.  
Meridian—Meridian Dairy & Stock Show, May 29-June 1.  
Rigby—Rigby Pioneer Days, June 14-15.

**Illinois**  
Chicago—All-Wisconsin Resort and Travel Show, April 24-28.  
Chicago—Chicagoand Fair (Navy Pier), June 28-July 4. Geraghty, Chicago Assn of Commerce, 1 N. La Salle St.  
Polo—Centennial, June 17-22.

**Indiana**  
North Webster—Merrill Festival, June 24-26. Robert Huffman, Lions Club.  
Valparaiso—Celebration, June 26-29.

**Iowa**  
Des Moines—Iowa Sports, Boat & Vacation Show (Merrill Aud.), April 20-25.

**Kansas**  
Dodge City—Boot Hill Celebration, April 30-May 4.  
Emmoria—Centennial, June 30-July 6. Chamber of Commerce.

**Louisiana**  
Baton Rouge—La Rabbit Short Course & Show, April 27-28. D. C. Davis.  
Gonzales—East Ascension Strawberry Festival, April 26-28. L. B. Wakefield.  
Hammond—Southeastern La Dairy Festival & Livestock Show, May 2-4. Carroll Trahan.  
New Orleans—La Boat Festival—Pan American Regatta, June 8-9. Herman J. Prager Jr.  
New Roads—Baton Rouge-Pointe Coupee Boat Festival, May 25-26. Leon Monceret Jr.  
Shreveport—Shreveport Horse Show, June 12-15. Mrs. Saunders Gregg.  
Shreveport—Holiday in Dixie Spring Festival, April 24-28. Abie C. Goldberg.

**Massachusetts**  
Boston—Home Furnishings Show (Armory), April 29-May 5.  
Fall River—Greater Fall River Home & Sports Show, May 14-19. John W. Daly, 56 N. Main St.

**Michigan**  
Bay City—Bay Co. Centennial, June 16-22. Jack Davis, Box 12.  
Detroit—Spring Fashion & Trade Bazaar (Marquette Community Center), May 8-12. Ulysses W. Boykin & Associates, 139 Cadillac Square.  
East Tawas—Home & Sports Show, May 10-12. Jack Davis, Box 12. Bay City.  
Goodrich—Old Settlers Days, June 12-16. P. Bucky Walters.  
Wayne—Amvet Spring Festival, May 3-12.

**Missouri**  
Centuria—Centennial, June 10-15.  
Florissant—Centennial, June 17-22.  
Gallatin—Davies Co. Jr. Lamb Show, June 3. George Schmitt.  
Maryville—4-H Pat Lamb Show, June 4. Kenneth Walkup.  
Moberly—Kiwanis Club Jr. Fat Lamb Show, June 15. A. T. Johnson.  
Monroe City—Centennial, June 3-8.  
Republic—Ozarks Future Farmer Fat Lamb Show, June 14. Vencil G. Mount.  
Shelbyville—Shelby Co. 4-H Lamb Show, June 19. John M. Douglas.

**Nebraska**  
Lincoln—Midwest Ceramic Show (State Fair Expo. Bldg.), May 4-5. James Brownson.

**New Jersey**  
Elizabeth—Home-O-Rama Expo (Armory), April 20-27. John P. Burke, Police Athletic League.

**New Mexico**  
Albuquerque—Food, Home & Auto Show (Auditorium), May 16-18. Continental Enterprises, 304 San Mateo, NE.

**New York**  
Lackawanna—Marine Corp Memorial Celebrations, June 11-16. Fred V. Caluzza Jr., 54 Jackson Ave.  
New York—Natl. Home Builders' Expo. (Coliseum), May 4-12.  
New York—U. S. World Trade Fair (Coliseum), April 14-27. Charles Snitow.

**Ohio**  
Coal Grove—Spring Festival, April 22-27.  
Coshocton—Home Show (Armory), April 25-27. Richard J. Griley.

**Oklahoma**  
Oklahoma City—Semi-Centennial Expo, June 14-July 7. James C. Burge, Box 5111, Farley Station.

**Tulsa**—Dog Show (Fairgrounds), April 27-28. Mrs. John B. Charles, 7515 E. 31st.  
**Tulsa**—Charity Horse Show (Fairgrounds), May 21-25. Mary Glass, P. O. Box 4042.  
**Waynoka**—Snake Hunt, April 26-28.

**Oregon**  
Gresham—Multnomah Co. Spring Garden Show, May 1-5. Duane Hennessy, P. O. Box 406.  
Portland—Intl. Trailer Show, June 8-16. Jack Matlack, 510 Portland Trust Bldg.  
The Dalles—Mid-Columbia Livestock Show, 4-H, Pat Stock Show & Sale, June 2-5. Eimer H. Lierman.  
Union—Eastern Ore. Livestock Show, June 6-8. G. I. Hess.

**Pennsylvania**  
Sharon—Patagonia Fire Co. Homecoming, June 24-29. J. E. Barker Jr., 1639 Adelaide St.

**South Dakota**  
Aberdeen—Aberdeen Angus Show and Sale, April 24-25.  
Bristol—Diamond Jubilee, June 9-11.  
Bristol—Old Settlers' Picnic, June 2.  
Brookings—VFW Carnival Days, May 30-June 6.  
Carthage—75th Anniversary Celebration, June 23-24.  
De Smet—Old Settlers' Day, June 10.  
Fauktion—Diamond Jubilee, June 5-6.  
Hot Springs—Junior Rodeo, May 25-26.  
Lemmon—50th Anniversary Celebration, June 16-19.  
Mitchell—Dakota Shorthorn Show & Sale, May 4.

**Tennessee**  
Cosby—Smelly Ramp Celebration, April 28.  
Franklin—Rotary Club Rodeo & Spring Festival, April 28-May 4.  
Humboldt—Strawberry Festival, April 29-May 4.  
Memphis—Memphis Cotton Carnival, May 11-18.

**Texas**  
Dallas—National Home Show, April 28-May 5. Brownlow R. Hall.  
Denton—Centennial, April 22-27.  
El Paso—Flower Show (Coliseum), April 27-28. Mrs. Thomas.  
El Paso—Food-O-Rama (Coliseum), June 13-15. Continental Enterprises, Liberty Hall.  
Port Worth—Port Worth Home Show April 21-28.  
Wichita Falls—Diamond Jubilee, May 11-18. J. A. McDonald, P. O. Box 991, Iowa Park.  
San Antonio—Battle of Flowers, April 22-27.

**Utah**  
Delta—Millard Co. Jr. Livestock Show, May 23-24.  
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 5-6.  
Plain City—Plain City Dairy Day, May 10.  
Richmond—Black & White Days, May 17-18.  
Spanish Fork—Utah Jr. Livestock Show, May 8-11.

**Virginia**  
Lynchburg—Celebration, May 16-18. Don F. Wood, Box 128, R. F. D. 3.  
Roanoke—Roanoke Diamond Jubilee, June 14-22. Jim Mace, 412 S. Jefferson St.  
Winchester—Shenandoah Apple Blossom Festival, May 2-3.

**Wisconsin**  
Spring Green—Centennial, June 27-30.

**Wyoming**  
Greybull—Days of '49, June 8-9.  
Thermopolis—State Park Day, June 9.

## CANADA

### Alberta

Calgary—Calgary Horse Show, May 7-11.  
Edmonton—Spring Horse Show, May 15-18.

### Ontario

Oakville—Oakville Centennial, June 29-July 6. Tom Ringler, Box 345.  
St. Catharines—Niagara Peninsula Better Homes Expo, May 7-11. E. V. Smith, 139 Westchester.  
Waterloo—Centennial, June 26-July 2.

## New York Bingo

Continued from page 64

man. Other members would get \$50 a day when they met.

Proposed legislation on bingo would limit single prizes to \$250 and nightly totals to \$1,000. There would be no bingo on Sundays or on any premises on which liquor is sold during the games. Admission price would have a \$1 per person limit. Any single auspice would be limited to six games monthly.

If the game is held in rented quarters, it is specified, the auspice must submit a sworn statement that the owner or stockholders of the location have no criminal record.

It is expected that the governor will sign the two measures, which would then await the November vote before becoming effective.

Recognized sponsors would be charitable, religious, veteran, volunteer firemen or similar non-profit groups.

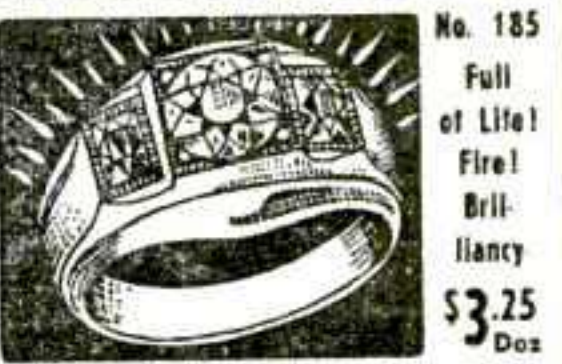
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FLASHLIGHTS. Metal, 2 cell. Dozen \$2.40. G.R. THROW PILLOWS. Assorted fabrics, in various colors, shapes and sizes. Crisply tailored. Retail \$1.49. Gross \$57.60. DZ. **\$5.40**  
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Complete Assortment of All Plush Toys—Dolls—Concession Merchandise.  
**Wisconsin Deluxe Co.**  
1902 No. 3d St., Milwaukee 12, Wis.

**Free Wholesale Catalog CONTAINING**  
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**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.  
Our services on filling orders is fast and our stock is complete.  
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**Lombard** 3-0980 — 3-9981  
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**3 and 4-Pc. Boxed Jewelry Sets \$8.10 PER DOZEN**

Glistening 3 and 4-Pc. Pearl Sets  
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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!

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**Ladies' Rhinestone Watch Sets \$7.95 SET**  
Distinctive Rhinestone Watch, Smart Band, Sparkling Necklace, Bracelet and Earrings . . . . .

**Men's 5-Pc. WATCH SET \$4.89**  
Jeweled Watch  
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All merchandise wholesale only. 25% with order, balance C.O.D. All orders shipped F.O.B. Memphis. Join the leaders—SELL MORE with CEL-MAX! Get on our Mailing List.

## ABC Sales, Profit Reach Record High

Firm Grosses \$53.6 Million in 1956; Industrial Vending to Play Major Role

NEW YORK—The ABC Vending Corporation's total sales and net income in 1956 set a new record for the 10th successive year, according to the annual report issued this week.

Sales of \$53,645,041 were 6.9 per cent more than the \$50,172,202 of the previous year, while net earnings after taxes were \$1,632,177, or \$1.62 a share, compared with \$1,564,038, or \$1.54 a share, in 1954.

Working capital at the end of the year was a record \$5,187,688, compared with \$4,664,563 the previous year. This increase was

## Superior Mfg. Plans Move to Loveland, Colo.

DENVER—Superior Manufacturing and Distributing Corporation, which has operated in Denver since 1946, announced plans to move their entire operation to Loveland, Colo.

A company spokesman said that within two weeks, the firm would begin construction of a \$175,000, 30,000-square-foot factory building in Loveland to house the new operation.

The move brings to the relatively smaller Colorado community a rapidly expanding \$1.5 million industry which will bring a \$240,000 annual payroll to its citizens.

Company officials added the move is being made because of need for expansion of facilities and because of the desire to "get into an area where the labor market is more favorable."

## NATD Members Polled for 1958 Convention Sites

NEW YORK—Members of the National Association of Tobacco Distributors are being asked to decide where and when their 1958 convention will be held.

The ballots list seven cities—Atlantic City, Chicago, Cleveland, Washington, Los Angeles, Miami Beach and New York. For the last few years the conventions have been held in Chicago.

NATD members are also given a choice of the weeks of April 13 and April 27, as Easter is the week of April 6. The conventions are normally held in late March.

## Du Grenier Names Dan Thomas as N. Y. City Sales Rep

NEW YORK — Arthur H. Du Grenier, Inc., has named Daniel Thomas as New York City sales representative. He will cover the five boroughs. Julius A. Levy will continue to represent the firm in up-State New York and Northern New Jersey.

Thomas, who will work from the Du Grenier general sales offices at 250 W. 57 Street, has been a cigarette and automatic phonograph operator in Westchester County for 10 years.

## Wico Names Service Mgr., Ships Vender

CHICAGO — The automatic merchandising division of Wico Corporation has announced production and immediate delivery of their Model 168 hot food dispenser. The firm is also making available a national financing plan to all operators purchasing one or more machines.

Simultaneously, Denis P. Parsons, national sales manager, announced the appointment of Edgar Jorgensen as national field service manager.

Wico's Model 168, which was originally introduced at the National Automatic Merchandising Association convention, vends 168 hot soup or food cans, with six selections, and cold storage for 192 cans.

Parsons said that new features added since the show include a simplified price change, fully controlled heat, and new point of sale sign.

Machines are available with two-price change maker or four-price totalizer with simplified price change at no extra cost.

## Ball Gum Machine Has Game Feature

FREEPORT, L. I., N. Y.—Bill Falk, of Plastic Processes, announced that the Multi-Vendor, a ball gum machine manufactured by Coast Venders, Inc., San Francisco, is now in full production.

Plastic Processes is exclusive national distributor for the machine. Falk is in the process of organizing a sub-distributor set-up.

The machine itself has a capacity of 15½ pounds of ball gum, or about 3,500 pieces. Coin mechanism can be adjusted for penny, nickel, dime or quarter operation and for straight ball gum, ball gum and charm or capsules.

### Game Feature

On ball gum vending, the machine has a game feature. The purchaser, after inserting his penny, presses a lever which actuates a spring mechanism.

The spring propels the piece of gum upwards. Idea is to drop the gum thru a basket enclosed in glass in front of the machine. The purchaser gets his gum only when it drops thru the basket. If he misses, he can keep trying until he scores—all for the same penny, of course.

Falk said other variants of the vender—football and baseball—will

soon be in production. These other units will be identical, except that the gum will either be propelled over the goal posts or in slots designated "single," "double," "triple" and "homer."

As soon as the purchaser makes his score, the gum falls thru the delivery chute. Suggested list price is \$21.85.

According to Falk, some 5,000 units have been field tested. One sub-distributor, King & Company, has been named for the Chicago area.

Falk, who has just returned from a 10-week national sales trip, said his firm will exhibit four new charm lines at the National Vendors Association convention, to be held in Chicago, May 2-5.

Chemistry tricks include explosive inks (two pills which explode in water, turning clear liquids to jet black), mothballs (which bounce in water) and a lucite viewer (which gives the illusion of turning printed material upside down).

Another line is the mystery glass, which when filled with water magnifies to the sixth power. Other new lines are baseball player buttons and charm bracelet buttons.

The firm will also have hand painted animal and ball-and-jack charms at the show.

## Service Panel, Chain Outlook Keys NVA Conclave: 17 Exhibitors to Date

Tokowitz, Mandell, Lobell & Raynor Talks Key 'Dollar & Cents' Business Sessions

CHICAGO—With the National Vendors Association's seventh annual convention still two weeks off, it was announced that 17 major firms in the bulk vending industry had already confirmed exhibit space.

Jane Mason, convention secretary, said that the full list of exhibitors was not yet complete but that tentative commitments had been received from other firms who

would most likely join the exhibitor ranks.

Included in the present list are seven charm manufacturers, three machine manufacturers, three distributors, two product suppliers and two trade journals.

Miss Mason added that while reservations had not all returned, attendance at this year's "Vending Superama of 1957" to be held May 2 to 5 at the Conrad Hilton Hotel,

here, would surpass last year's attendance figure.

### Panel

Of major interest to the conventioners will be the business sessions which will include down to earth "dollar and cents" talks by three key speakers, all prominent in the vending industry, along with a panel discussion which is best described by its title—"Facts and Figures You Should Know." (See The Billboard, April 20.)

As subject matter for the panel, NVA has circulated to members a series of questionnaires covering the servicing of machines. These results will be discussed at length along with any questions from the floor.

Participating in the panel will be Bob Kantor, Confection Specialties, Chicago; Bert Fraga, Standard Specialties, Oakland, Calif.; and Russ Thomas, Vendor Distributing, Memphis.

In addition the speakers rostrum

## Rising Milk Delivery Costs Hit Boston Ops

BOSTON — Local operators with milk machines face a drastic situation after May 1 when wholesale dairies will charge \$1 for each delivery. This will pose the problem for operators of getting more for the milk in the machines or working out some system whereby they can cut costs.

Several ideas have been considered by operators. Some feel that they may have to give a 10-ounce container of milk instead of the usual eight, but this would necessitate changing the machines to 15 cents. Some smaller operators may pool their resources and have one pick up the milk at the platform to save the \$1 charge.

Others of the firms which have the facilities may pick up their own milk at the platforms in an effort to try to keep the machines going at the 10-cent price. Small operators don't have the volume to stand the additional \$1 and keep prices the same.

### Venders Hold Line

Operators generally do not blame the milk wholesalers for the rise, since they point out that the half pint has been selling at 10 cents for at least 10 years in the face of rising costs. Vending has also held the line longer than retail outlets,

which in many cases bring 15 cents for the half pint.

Local dairies claim they have lost money to vending machines on the wholesale level. They point out that a delivery to a machine of 60 to 80 units only comes to

(Continued on page 86)

## Kolodny Sees Major Role in Full-Line Vending for Dists.

NEW YORK—Joseph Kolodny, managing director of the National Association of Tobacco Distributors, predicted that the tobacco jobbers, with 1,400,000 retail outlets in industrial plants, will take a leading role in the development of automatic merchandising for in-plant feeding.

He pointed out that past performance would indicate that the jobbers can assume this role. About 25 years ago, he explained, they had just begun marketing candy and confectionery products. Today, they are major distributors of candy, as well as tobacco and sundries.

Kolodny also said that since the mid-1930's, when cigarette vend-

ing began its major growth, the wholesale tobacco distributor was able to pick up the vending know-how that has made him accountable for the major number of machines on location.

### \$7,000 Cost

Commenting on the automatically-served breakfast at the recent NATD convention, Harden E. Goldstein, NATD associate director, said that the 45-minute demonstration cost \$7,000.

As an outgrowth of this event, Goldstein said, vending manufacturers are already asking about participation in the 1958 show.

Next year, participating manufacturers will be limited to four booths.

## Md. Gov. Vetoes Cig Tax Boost

WASHINGTON—A plan to levy an additional 3-cent-a-pack State-wide tax on cigarettes to finance a pay raise for teachers was vetoed last week (15) by Maryland Governor Theodore R. McKeldin.

In a letter to the House Speaker explaining his action, Governor McKeldin said he felt that the counties should provide any needed increase in teacher salaries.

The Governor also expressed fear that if the measure became law and brought the total tax to 5-cents-a-pack, it would increase cigarette bootlegging from lower-tax areas such as Washington, D. C. (The Billboard, April 13).

Delegate Blair Lee III (D., Montgomery County) served notice immediately that he will ask the general assembly to override the veto when the assembly reconvenes in February.

## Vendor Dist. New Amco Agent in S. E.

WICHITA, Kan. — Harmon Machine Company, Inc., Wichita, manufacturers of Amco (Advance) vending equipment, announces the appointment of a new product distributor for the Southeastern territory.

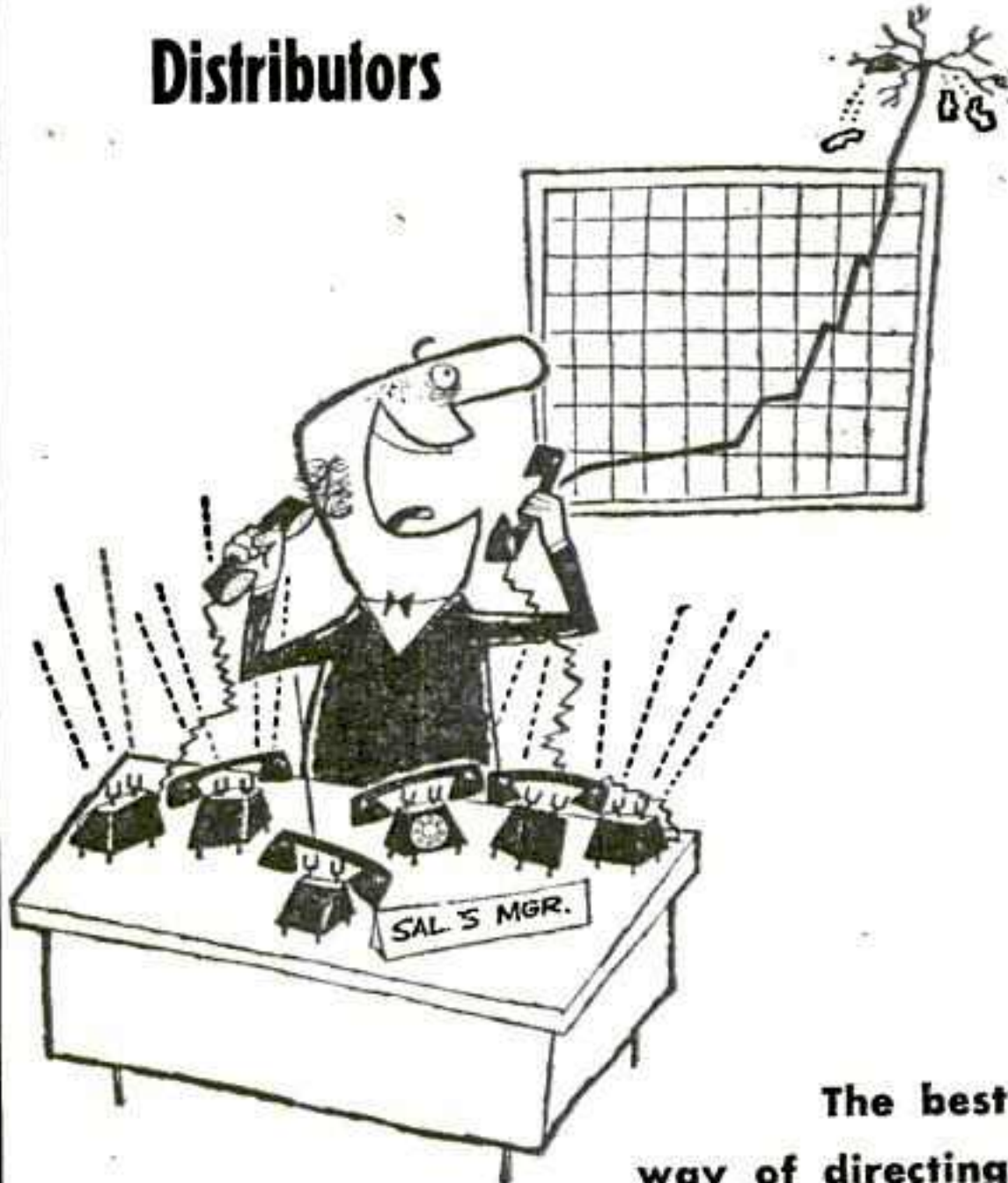
Vendor Distributing Company, Memphis, has been named to represent the full Amco line for Kentucky, Tennessee, Mississippi, Alabama and Georgia.

In charge of all sales and servicing activity will be Russ Thomas, owner and manager of Vendor Distributing.

The territory was formerly handled by T. O. Thomas, of Thomas Novelty Company, Paducah, Ky., who will in the future handle only larger cigarette and candy machines.

# MEMO TO:

**Manufacturers,  
Suppliers and  
Distributors**



The best way of directing attention to your products and getting response is to advertise in

## 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.

CONTACT THE NEAREST BILLBOARD OFFICE LISTED BELOW FOR FURTHER DETAILS AND ADVERTISING RATES

Chicago 1, Ill. 188 West Randolph St. Central 6-8761	Cincinnati 22, Ohio 2160 Patterson St. DUbar 1-6450	New York 36, N. Y. 1564 Broadway PLaza 7-2800
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Hollywood 28, Calif. 6000 Sunset Blvd. HOLLYWOOD 9-5831	St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 1-0443
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## ABC Sales, Profit Set Record

● Continued from page 84

ins, stadia and other transient locations will also continue to expand, according to the report.

The report noted that "batteries of vending machines, supplemented with Radar (infra-red) cooking, will serve complete hot meals day and night with little or no human attendance. In addition to replacing the cafeteria, the luncheonette and the roadside diner, these installations are suitable for suburban shopping centers, supermarkets, turnpikes and almost every place people work, travel or play."

### 7 Divisions

The sales increase was well distributed between the seven divisions operating in 33 States. However, they do not include the \$3,160,000 grosses of two 50-percent-owned affiliates, the Southern Automatic Candy Company and Tri-State Automatic Candy Corporation.

About 45 per cent of the sales came from stand operations in large-city theaters, while 17 per cent came from drive-ins. Automatic drink machines accounted for 13 per cent of sales, a decline from the 15 per cent of 1953.

Largest gain was in the transportation depot-sports arena-industrial plant category, which jumped from 6 per cent in 1953 to 13 per cent in 1956. The remaining 12 per cent came from newstands in subway systems.

### List of Subsidiaries

Wholly-owned ABC subsidiaries include the Apex Beverage Corporation of New York, the Apex Beverage Company of Pennsylvania, the Beverage Vending Corporation, the Apex Vending Corporation of Massachusetts, the Pacific Automatic Candy Corporation,

Peoples Service News Company, Pop Corn Sez Company, Raceway Concessions, ABC Vending Company of Cuba, ABC Vending Company of Canada and Binocular Rental Corporation. The firm also owns controlling interest in the ABC Vending Corporation of California and the Reputable Service Corporation.

Officers are Charles L. O'Reilly, board chairman; Jacob Beresin, president; Benjamin Sherman, vice-president; William C. Benson, treasurer and controller; Robert M. Blair-Smith, secretary; Peter L. Fahey, assistant treasurer; Samuel A. Feir, assistant secretary, and William H. Cordell, assistant controller.

### MARBLES

THE SEASON IS HERE!  
ORDER NOW  
AGATE—GLASS  
ASSORTED COLORS

Barrel of 50,000 size 9/16 .... \$45.00  
Barrel of 40,000, size 5/8 ..... 35.00  
Keg of 21,000, size 9/16 ..... 21.00  
Keg of 17,000, size 5/8 ..... 19.00  
Shipments made at once F.O.B. factory  
Freight or truck.

ELVIS PRESLEY  
BUTTONS  
3 Colors  
6 designs  
\$62.50



per carton of 5,000, F.O.B. factory.

CHARMS BY THE BAG  
READY TO DUMP INTO MACHINES  
TORR DELUXE MIX  
Latest Items—Best Charms  
\$3.50 Per Bag  
(450 to 500 Charms Per Bag)  
FULL CASH WITH ORDERS

**ROY TORR**  
Lansdowne, Pa.

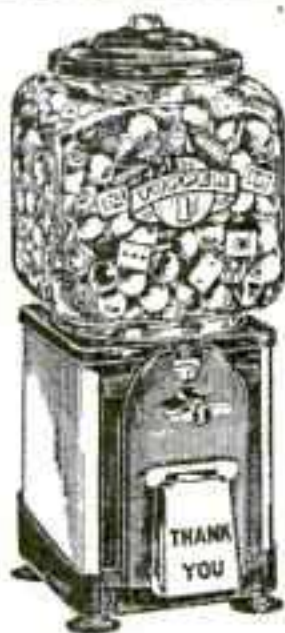
### Ball and VENDING GUMS

LOW Factory  
Prices

BUBBLE • CHICLE  
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	27c lb
Chicle Ball Gum, 130 ct.	35c lb
Clor-o-Vend Ball Gum	40c lb
Clor-o-Vend Chicks, 320 ct.	40c lb
Chicle Chicks, 320 & 520 ct.	36c lb
Bubble Chicks, 320 & 520 ct.	27c lb
Tab (short stick), 100 ct.	38c box
5-Stick Gum, 100 packs	\$1.90

F.O.B. Factory, 150 Lb. Lots  
AMERICAN CHEWING PRODUCTS  
4th & Mt Pleasant • Newark 4, N. J.



**VICTOR  
Standard  
TOPPER**  
1c  
BALL GUM  
VENDOR  
\$13.25  
Each

\$12.75 Each  
100 or more

30 day money-back guarantee if not satisfied

1/2 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL  
TRADE-IN OFFER**  
As High as \$6.00  
Per Machine on  
VICTOR TOPPERS  
Send Us Your List.

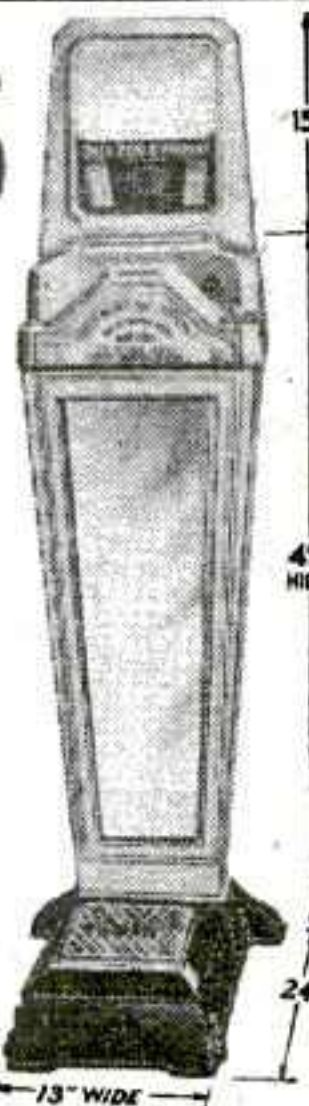
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2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

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Balance  
\$10  
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400 DELUXE  
PENNY  
FORTUNE  
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NO SPRINGS  
Large Cash  
Box Holds  
\$85.00 in  
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For Victor Vending Corp.  
Machines, Parts, Globes  
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President 2-2900  
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## Tops in EYE APPEAL "KNUCKLE DUSTERS"

Rings that ANY kid will treasure!  
Large, Brilliant Stone, Securely Set,  
in bright ASSORTED COLORS.

GUARANTEED TO EMPTY YOUR MACHINES!

**\$16.50**  
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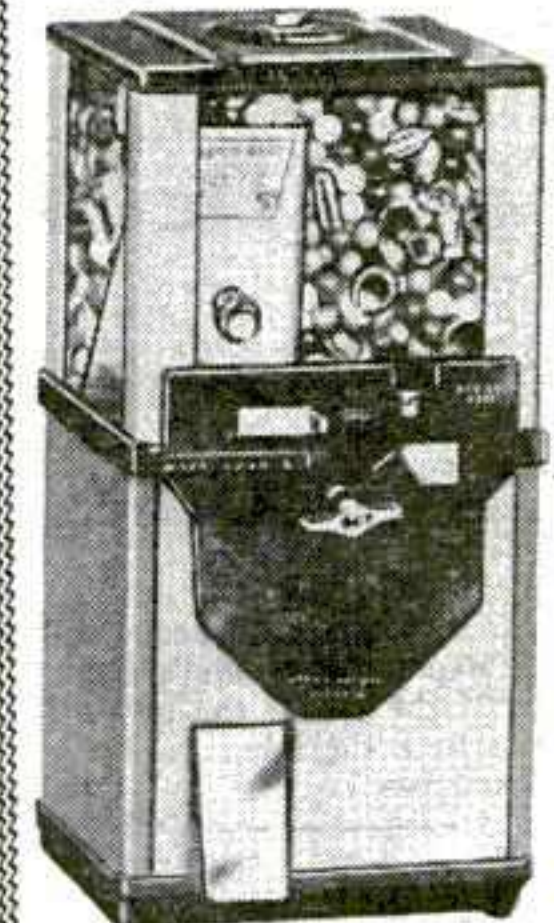
Assorted Settings for All Types of  
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**Immediate Delivery!**

Stickers available . . . contact your  
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**OFFICE** co. inc.  
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## NEW SUPERMART ★ VENDORAMA ★ With the Sensational LOOK-SEE VIEWER



- LARGE CAPACITY
- TAKES IN APPROXIMATELY \$22.50 (210 BALL-GUM & CHARMS)
- PENNY-NICKEL COMBINATION
- FAST PLAY—OUT-PRODUCES ANY OTHER MACHINE EVER MADE

VICTOR  
VENDORAMA  
with the  
LOOK-SEE VIEWER  
**\$24.95** EACH

Capacity: 460 Capsules with Viewer  
—485 Capsules without Viewer.

A VICTOR EXCLUSIVE  
NEW  
ELVIS BUTTONS  
& NEW  
Designs and  
Many NEW  
Colors  
**\$62.50**



per carton of 5,000, F.O.B. factory

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Distributor QUICK.

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5701-13 W. Grand Ave.  
Chicago 39, Ill.

**SAVE MORE MONEY—  
MAKE MORE MONEY**

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You MUST HAVE NEW GIMMICKS ALL THE TIME. So we keep making NEW GIMMICKS all the time. You MUST have them, we MUST make them—but somehow, often, you overlook or forget to order the NEWEST GIMMICK, or you misjudge its appeal and hesitate to order it. YOU miss out, the KIDS miss out, WE miss out. No HITS, No RUNS, three ERRORS. New GIMMICKS are a MUST. The surest and safest way to GET THEM is to give us PERMISSION to ship you as soon as ready (1,000, 2,000, 5,000 or 10,000) of EVERY NEW EPPY GIMMICK released. Write us and give us such permission—and BE SURE of getting EVERY NEW EPPY GIMMICK pronto.

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**"Vending Superama of '57"**

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Chicago, Illinois  
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- Informative Meetings
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- Entertainment
- New Items
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Write for reservations NOW:  
**P. Crisman—NVA Chairman**  
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Chicago, Illinois



### Pepsi Develops Pre-Mix Vender For English Mkt.

NEW YORK—The first pre-mix drink machine ever to be developed in Great Britain will soon be in production. The unit, developed by Pepsi-Cola Limited of London, will be available to Pepsi-Cola bottlers and distributors in the United Kingdom and for export. The machine has a capacity of 500 six-ounce cups. Trademark design in the door and the cup compartment are illuminated, and cooling is furnished by a Frigidaire hermetic unit. The motor operates on any alternating current. According to Pepsi-Cola, the machine has been field tested in London for more than a year.

### U. S. Sugar Consumption

Deliveries of sugar for U. S. consumption during February totaled 532,000 short tons, raw value (preliminary), down 13.4 per cent from February, 1956. Price of domestic raw sugar, duty paid New York, averaged 6.16 cents per pound during the first half of March. The average price for the year thru that date was 6.21 cents per pound, compared to 5.90 for the same period a year earlier.

### ATTENTION! Radio & TV Self Service Tube Tester Operators

**FREE!** New tube chart just published from Calex Manufacturing, which adds more than 100 latest tube types to your present testers. If you are on Calex mailing list, you will automatically receive a new chart for every machine. Otherwise write CALEX MFG., Inc., 3815 Martin Court, Seaford, N. Y.

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**OUR 25th YEAR!**  
**SHIPMAN MFG. CO.**  
LOS ANGELES 23, CALIF.

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Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending. Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today  
**J. SCHOENBACH**  
Factory Distributor of Advance Vending Machines  
1645 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2908

### Milk Delivery

Continued from page 84

about \$4. They say they have been caught in the squeeze on all fronts, including recent hikes in drivers' wages. Actually, no one is happy about

the situation, and operators felt it was only a matter of time before they would receive the dairies' notice of an increase. Many operators also say that the profit margin on milk in machines is slim, and some may even try to drop or curtail the commodity where they can.

## OPERATORS!

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NET UP TO \$100.00 A MONTH PER LOCATION

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Place on consignment in Drug, Supermarkets, Hardware Stores, etc.

Bestest Tubes with Exclusive 1 year, 100% Guarantee & 100% exchange privilege assure bigger profits.

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Write, Wire or Phone for Complete Details . . .



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In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATES: \$1.00 a line—\$14.00 per inch.  
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Unless credit has been established.

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**THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, Ohio**

### Parts, Supplies & Services

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**SHIPMAN DUPLEX STAMP MACHINES, \$10 each; Triplex, \$29.50 each, like new. Folders, direct factory prices. We buy U.S.P., Waterbury 5, Conn. my6**

**THREE BIG BRONCOS, EIGHT HUNDRED dollars. Repainted, look and operate like new. Mitchell Cigarette Service, 520 Jewel Lane, El Dorado, Ark. Phone 3-6314.**

**USED MODEL 49, NORTHWESTERN 5¢ Bulk Vendors, \$9.50 each. Clean, mechanically perfect, ready for location. San Diego Nut Co., 1853 Union St., San Diego, California. ap29**

### Used Coin-Operated Equipment

**A.B.T. DELUXE RIFLE SPORT RANGE** for sale. 2 yrs. old, complete with 4 Rifles, Canvas, Compressor, etc. Phone Townsend 8-5908. Write Detroit Amusement Co., 16526 Woodward, Detroit 3, Mich. ap29

**FOR SALE—A GOOD BUY. 25 BERT Mills M54 Coffee Units, excellent condition, clean, stainless steel front. Box #888, c/o The Billboard, Chicago, Ill. my13**

**FOR SALE—SIX 6-COLUMN CIGAR-O-Mats with gum attachments, all in good shape; first \$200 takes them. Bill's Sales Co., Box 454, Auburn, Ind.**

**FOR SALE—25 TRADIO MODEL T-UG Coin Radios, \$10 each. Sam Warshaw, 80 Decatur St. S.E., Atlanta 3, Ga.**

**PENNY SCALES FOR SALE, ALL MAKES, priced right. No charge for crating. G. H. Seal Service, 208 Roemer Blvd., Farrell, Pa. ap29**

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**CASH—HIGHEST CASH PAID FOR C. C. Blinks, United and Genco Guns and Wm. Baseballs, Allied Coin Machine, 788 Milwaukee, Chicago 22, Ill. Or call CA 6-0293.**

**USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Hake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch12a**

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Occupation.....



WE HAVE  
**OAK'S "PREMIERE"**  
T. T. VENDING SALES CO.  
2659 N. Racine Ave.  
Chicago 14, Illinois



COLUMBIA, S. C.—Secretary of State Frank Thornton announces the issuance of a charter of incorporation to Nik-Nak, a vending machine operating company at Orangeburg, S. C.

E. B. Bowman is head of the company. Authorized capital stock is \$5,000.

**H. A. Thompson Named Director Of Beech-Nut, Inc.**

CANAJOHARIE, N. Y.—Hurdley A. Thompson, vice-president of Beech-Nut Life Savers, Inc., has been elected a director of the company. Announcement was made by Edward I. Noble, chairman and executive officer.

Thompson, who joined Life Savers Corporation in 1948 as sales manager, was named vice-president of the candy and gum division following the merger with Beech-Nut Packing Company in 1956. Four months later he was put in charge of sales for the food division.

A resident of Tenafly, N. J., Thompson attended Knox College and the United States Military Academy at West Point.

SAVE  
OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY  
SAVE  
**STANDARD SPECIALTY CO.**  
5115 E. 14th St. Oakland 1, Calif. Phone: AN 1-9037  
★  
MANUFACTURERS & DISTRIBUTORS OF:  
Panned Candies • Gum • Vending Machines • Parts & Supplies  
SAVE

**FINEST RECONDITIONED VENDORS**

Silver King, 1c or 5c....	\$ 8.50
Acorn, 5c .....	10.00
Atlas Master, 1c and 5c..	10.00
Master, 1c and 5c.....	8.50
3 Col. Hol Nut.....	22.50
Asco Hol Nut.....	7.50
N. W. Model 39.....	7.50
Atlas Master, 5c.....	8.50
Du Grenier 6-Col., 1c Tab.	14.50
Model V, Ball Gum & Charm	8.50
Mills 6-Col., 1c Tab....	17.50
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

SEND FOR 1957 CATALOG and Merchandise Lists!  
All machines completely checked and ready for location Order with complete confidence.  
1/3 Deposit, Balance C.O.D.

the new **OAK'S "PREMIERE"**

vends **Ball Gum and Picture Card both for 1c**  
Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



**oak's "400" capsule vendor**  
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1c coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

contact your DISTRIBUTOR or  
West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Avenue, Los Angeles, California  
**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone: AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

SEE US AT CONRAD HILTON HOTEL, ROOM 512A, MAY 2-5  
**SNAP TOGETHER! — SNAP APART!**

**MAGIC LETTERS**  
at your distributor or...  
**Karl Guggenheim inc.**  
33 UNION SQUARE, N. Y. C. 3, N. Y. • AL 5-8393

Make **BRACELETS NECKLACES BELTS**  
•  
NAMES • ADDRESSES PHONE NUMBERS  
\$3.25 per M F.O.B. N.Y.C. assorted colors  
**FREE ADVERTISING LABELS**

**Rake Coin Machine Exchange**  
609 A Spring Garden St.,  
Philadelphia 23, Pa. LOMbard 3-2676

**J. SCHOENBACH**  
Distributor For  
**oak Manufacturing Co., Inc.**  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

**BILLBOARD READERS, EVERYWHERE**

**NEXT WEEK THE BILLBOARD COMES OUT ONE DAY EARLIER THAN EVER BEFORE...FROM NOW ON IT WILL BE OUT ON MONDAY -- AND STILL COVER EVERY HOUR OF NEWS THAT IT HAS ALWAYS COVERED...BECAUSE OUR BUSINESS MOVES SO FAST THESE DAYS, IT IS MORE IMPORTANT THAN EVER TO KNOW AND UNDERSTAND QUICKLY...THE BILLBOARD HAS GONE TO EXTRAORDINARY MEASURES TO KNOCK ONE FULL DAY OUT OF THE FASTEST TRADEPAPER PRINTING SCHEDULE IN THE WORLD.**



ADVERTISING CLOSING DATE: WEDNESDAY of week preceding date of issue. Effective Wednesday, April 24.

# IT'S HERE! The MULTI-VENDOR!

**NO OTHER VENDING MACHINE HAS THESE MONEY-MAKING FEATURES!**

**PLAY VALUE AT NO EXTRA COST!**

**BIG CAPACITY!**

**EASIER ADJUSTMENT—BETTER DESIGN!**

**TESTED SUCCESS RECORD!**



- Interchangeable games: Baseball, Football, Basketball, others to come! PLUS—it vends charms!
- Holds approx. \$35 or 15 lbs. 210 gum in glass globe.
- Chrome coin slot. Simple conversion from 1-5-10-25, all ratchet dogs—heavy steel.
- 5000 machines on location.

**HEAR THE FANTASTIC PROFIT STORY AT N. V. A. SHOW! ROOMS 36A-35A—CONRAD HILTON HOTEL**  
**Exclusive Sales Representative: BILL FALK**  
**COAST VENDORS** SAN FRANCISCO, CALIF.  
 83 Hanse Ave., Freeport, N. Y.

## NVA Conclave

Continued from page 84

will feature Dan Tokowitz, candy buyer for Goldblatt Bros. and president of Anne Marlowe Candy Kitchens, a Goldblatt subsidiary. His topic will be "The Chain Outlook On Vending Machines."

Sharing the spotlight will be Rolfe Lobell, Leaf Brands, Inc., vice-president who will present a book review on "Troubles With Gumballs."

Rounding out the program will be a welcome address by NVA president, Moe Mandell; an address by convention chairman Paul Crisman, and a talk by Milton T. Raynor, general counsel, titled "NVA Looks Ahead."

### Entertainment

Entertainment will be furnished by two social events. A cocktail party will be hosted by nine leading manufacturers Friday evening (3), along with Leaf Brands' special invitational buffet dinner Saturday (4).

A listing of firms who have confirmed their reservations to exhibit are: M. J. Abelson Company, Atlas Manufacturing Company, L. M. Becker Company, The Billboard, Coast Vendors, Inc., Coin Machine Journal, Samuel Eppy & Company,

Inc., Green Duck Distributors, Karl Guggenheim, Inc., King and Company Leaf Brands, Inc., Oak Manufacturing Company, Ohio Gum Supply Company, Plastic Processes, Inc., Penny King Company, Paul Price Company, Inc., Victor Vending Corporation.

## CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- STONER 8-COLUMN CANDY, 160 capacity, prowar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prowar model... 80.00
- STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
- ROWE 8-COLUMN CANDY, 120 capacity... 60.00
- ROWE CANDY MERCHANT... 99.50
- ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb... 97.50
- DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column... 87.50
- NATIONAL CANDY, 9 column... 75.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

## NATIONAL

VENDING SERVICE CO.  
 308 Furman St. Brooklyn, N. Y.  
 TRIangle 5-1857

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or 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	.66
Cashew Butts	.61
Peanuts Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jolly Beans	.28
Licorice Gems	.28
Leaflets 550 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Blo Ball Gum, 60 ct.	\$ .20
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

## NORTHWESTERN

SALES AND SERVICE CO.  
 MOE MANDELL  
 446 W. 36th St., New York 18, N. Y.  
 LOngacre 4-6467



### ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

## The Billboard INTERNATIONAL

"The Ambassador of International Selling"

At Your Service



... new diplomat ... world traveler ... marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate \$40,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to bona fide outlets in more than 100 countries.

Moreover, because BILLBOARD INTERNATIONAL is designed to provoke world trade in a highly specialized field, it is printed in four languages—English, French, German and Spanish—insuring international absorption for your sales message.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL—the July number—is June 7, 1957

Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.

# The Billboard International

- CHICAGO 188 W. Randolph St. Central 6-9818
- NEW YORK 1564 Broadway PLaza 7-2800
- HOLLYWOOD 6000 Sunset Blvd. Hollywood 9-5831
- ST. LOUIS 390 Arcade Bldg. CHestnut 1-0443

## Northwestern® VENDERS



are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

### NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making vendors write to—

### SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

THE NORTHWESTERN CORP.  
 2474 ARMSTRONG ST. MORRIS ILL.



## ATLAS MASTER Penny-Nickel BALL GUM-CHARM VENDER

Penny-nickel mechanism... one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip, nor take washers.

EXCLUSIVE NAT'L SALES AGENT

World's Largest Selection of Miniature Charms

## PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

## VEND—PUBLISHED BY THE BILLBOARD

### HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

- MONTHLY FEATURES
- Candy Gum & Nuts
- Beverages
- Tobacco
- New Products
- Trends
- Industry News
- Market Place
- Articles
- Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes—Please sign me up for Vend for  
 1 year \$5.  3 years at \$10.  
 (Foreign rate, one year, \$5) 769

Name.....  
 Address.....  
 City..... Zone... State.....  
 Occupation.....



## Dime Play, Tax Legislation Key Wis. Meeting

SHEBOYGAN, Wis.—A strong turnout of music operators attended the regular monthly meeting of the Wisconsin Music Merchants' Association, held April 7 in the Foeste Hotel here.

Clint S. Pierce, Brodhead, president of the association, presided over the meeting. Hosts for the day were Mr. and Mrs. John Jesinski, Sheboygan.

On the agenda for the day were discussions of dime play activities, and the increasing possibilities of the levying of a per-machine tax on coin-operated devices by the State Legislature.

Optimistic reports were given by operators from all sections of (Continued on page 103)

## Ala. Ops Mull Tax Relief at April 7 Meet

BIRMINGHAM, Ala.—The subject of gaining more favorable tax legislation keynoted the discussion at the monthly meeting of the Alabama Amusement Association held at the Tutwiler Hotel here, April 7.

Association attorney Joel Robinson gave members a detailed report of a previous meeting with the State tax committee.

He added that during the State Legislature's sessions in May, the Association would be active in attempting to gain "as much tax relief as possible, and at the same time endeavor to keep down any increases in the present set-up."

Meeting was presided over by association president Morris Phia. Among members present were: Harry Hurvich, vice-president; Leonard Barnes, secretary; Irving Kemper, C. A. Martin, Olin Spikes, Fred Perel, Rubin Franco, E. C. Brasell, Simon Wolfe, Harry Clarkson, L. H. Cipperly, Adolph Sutton and D. C. Dozier.

Also Ollie Coker, Reube Stewart, Jack Biddy, Nathan Allen, Jack Hall, Mr. Lewis, Mr. Conner, Max Hurvich, Al Toranto, Dr. Killian, Isaac Cohen, Raymond Cohen and Mr. Watson.

## United Juke Details Told As German Shipments Begin

### 100-Play Unit to Debut in U. S. at MOA Show; Mach. Accent on Simplicity

CHICAGO—Details of United Music Corporation's 100-play juke box were announced last week.

At the same time, it was learned that shipments to Germany were scheduled to get underway Monday (22).

Up to last week, the new model was kept under wraps pending formal announcement, announcement of distributors, showings and marketing strategy.

The new model will be sold in Germany by Heinrich Hecker of Paderborn.

Last week it was learned that some details and pictures of the machine appeared in a foreign monthly trade publication. The publication has taken distribution in the U. S.

Hecker was quoted by the magazine as saying at the time of the Frankfurt Fair that the UMC-100 would be ready for distribution in about six weeks. That would mean that he would be ready to sell the machine by the end of April.

Jack Mitnick, in charge of

UMC's sales operations, confirmed that fact Friday (19). He said shipments to Hecker were scheduled to get underway April 22.

Mitnick said that UMC will definitely show their new model at the Music Operators of America convention May 19 thru 21. Altho he said some distributors for the machine had definitely been "lined up," he could not yet name them.

He estimated that he should be able to name "more than 10" by the time the show opens. A meeting of prospective UMC distributors was held in Chicago at the Bismarck Hotel April 4 (The Billboard, April 13).

UMC unveiled their machine at the Frankfurt Fair in March (The Billboard, April 6).

Mechanically and electrically, the machine is designed with an eye to simplicity. The selector unit uses printed circuits enclosed in an assembly which reduces the number of coils to 10, one for every 10 selections.

Selector panel and two spin-

knob selector dials are located at the top of the machine, which is approximately 60 inches high. Spin-knobs similar to telephone dials—are mounted above the panel at the right. One knob contains numbers, the other letters. Selection is made by returning both the number and letter knobs.

The selector panel is stationary, extending across the width of the machine. Title strips are mounted (Continued on page 104)

## Health Plan Keys Boston Ops' Meeting

BOSTON—Adoption of a hospitalization, health and welfare plan and a new uniform contract was voted at the monthly meeting of the Music Operators' Association of Massachusetts in the Commonwealth Country Club, Newton, this week.

Atty. Arthur Sherman, MOAM counsel, addressed the group on the advisability of having a uniform contract to be supplied to the members at no charge. The contract will be a composite one containing the best features of all (Continued on page 106)

## Show Jets: Ohio & Mich.

DETROIT — Operators from Northern Ohio and Michigan attended showings of the new Seeburg Jet line held by Music Systems, Inc., in Detroit, Lansing, Mich.; Toledo and Cleveland.

In Detroit, Music Systems hosted 485 operators, wives and service personnel from the metropolitan trading area. Both north and south showrooms were uniquely dressed announcing the arrival of the new Seeburg Jets.

Representing Seeburg was Charles M. Smith. On hand for (Continued on page 103)

## Levine Says Jukemen Keep House in Order

NEW YORK — When pressed for a comment on the action taken by the Music Operators of New York against Local 531, Sidney Levine, MONY counsel, said that "the automatic phonograph business in New York has been clean as a hound's tooth for 20 years, and we intend to keep it that way." (See separate story.)

Levine said that MONY and the Retail Clerks International Association are attempting to enjoin "this paper union from continuing its illegal practices." The New York operator association has been negotiating collective bargaining agreements with Local 1690 RCIA for several years.

"If racketeers think they can

move into our industry, they are making a big mistake," said Levine. "We aren't going to give them the opportunity to gain a foothold. We aren't going to let them blacken the reputations of the honest men—both in the management and labor fields—by becoming part of our industry."

### Hails Action

Levine cited 20 years of peaceful operation here in the juke box field. He hailed the action taken in New York Supreme Court as an indication that juke box operators and servicemen will not tolerate strong-arm methods, threats or racketeering.

"We are not cleaning house," he said, "we are just making sure the house doesn't get dirty."

## N. Y. Supreme Ct. Grants Stay Vs. Local 531 and Local 465

### MONY, RCIA Charge Racketeering, Coercion on Part of 'Paper Locals'

NEW YORK—Charges of racketeering, coercion, strong-arm methods and misappropriation of funds have been leveled against Local 531 and Local 465 of the United Independent Unions in an order to show cause sought by the Music Operators of New York. Local 1690 of the Retail Clerks International Association, the RCIA officers and the officers of 1690.

These sensational allegations were made in New York Supreme Court Thursday (18) before Judge Samuel Hofstadter, who granted a stay until May 2. At that time both sides will argue their cases.

Actually, two separate orders were presented—one by the juke box organization and Local 1690 and the other by RCIA officials—but in both actions the defendants were mostly the same.

The stay has the effect of a temporary injunction. It prevents a group of four UIU unions, one of which is seeking to organize the juke box employees and the other in the game field, from operating

## Texas Ops See New Seeburgs

DALLAS — Showings of the new Seeburg phonographs were held for Texas operators in Dallas, Houston and San Antonio by S. H. Lynch & Company last week. A buffet luncheon was hosted by the firm for all three showings.

In Dallas approximately 100 operators, servicemen and guests turned out to see the new models, with manager Bill O'Connor and assistant manager Robert Gilmore hosting the event.

In San Antonio, Buddy Nichol and A. C. Schwartz were the hosts for about 150 operators.

The biggest turnout was in Houston, with 218 operators attending the unveiling. Event was sponsored by Hoddie Franz and Hans Reidt.

## Winchester Ops Hold Fete June 4

PORT CHESTER, N. Y.—The Westchester Operators' Guild will hold its sixth annual dinner June 4 at the Holiday Inn, Scarsdale, N. Y. Seymour Pollack, secretary of the organization, will again be general chairman.

Pollack said that the Holiday Inn management has just completed building a third dining room, larger than the other two. He added that the new room will be able to seat all the guests comfortably.

until the court rules on the order to show cause.

Defendants include James Caggiano, of the game union, and Al Cohen, of the juke box union. The background is somewhat involved. At one time, both Caggiano and Cohen were officers of RCIA unions; both were later suspended by the parent organization.

Cohen took a leave of absence from Local 433, the RCIA game employees' union, and attempted to organize his own juke box local under a UIU charter. He was suspended by RCIA.

Caggiano was formerly head of (Continued on page 100)

## Show AMI H In Oklahoma

OKLAHOMA CITY—Over 200 music operators from Oklahoma, Western Arkansas and the Texas panhandle attended the surprise unveiling of the new AMI model H line at Automatic Music Distributors here, April 14.

The showings began at 1 p.m. with a prize given every half hour until 5:30 when a grand prize of a new H-200 was awarded to the Robertson Music Company, of Clinton, Okla.

Besides being a business get-together, the affair took on the air of a social party, with the guests all wearing badges with their names and home towns inscribed, min- (Continued on page 98)

## Rosen Shows AMI in Philly

PHILADELPHIA — All three models of AMI's new H line were shown to operators in the Philadelphia territory by David Rosen, Inc., last week.

Besides the operators, servicemen and guests, numerous disk jockeys and recording personalities attended the affair. Refreshments were served to all attending.

Assisting the Rosen personnel at the unveiling was AMI factory representative Martin Blatt.

## Depreciation Study Set for MOA Meet

### IRS Request to Assn. for Suggestions For Schedule F Spurs Miller Decision

CHICAGO — A depreciation schedule for juke boxes which would be set by the Internal Revenue Service has been earmarked for major discussion at the Music Operators of America convention May 19-21.

IRS has requested the participation of MOA in developing a depreciation schedule for juke boxes.

In a letter to George A. Miller, MOA president, the department asked for suggestions and outlined the type of information desired.

Miller declared that the letter opens the way for a thorough discussion of a uniform depreciation schedule at the MOA convention.

He urges operators to be prepared to offer concrete suggestions at the convention so that MOA can

propose a uniform depreciation schedule to the Commissioner of Internal Revenue.

The letter to Miller states that "any suggestions submitted would receive careful consideration in the study of Bulletin F (which would cover juke boxes as well as types of equipment not previously included).

Early in March, IRS announced it would undertake a study of "types of equipment not previously included" and at that time suggested that all interested parties submit suggestions on any equipment on which they might want a depreciation schedule listed (The Billboard, March 9).

At present, IRS has no depreciation (Continued on page 105)

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

Table listing Music Machines with columns for High, Low, and Mean Avg. prices. Includes models from AMI and Rock-Ola.

Table listing Music Machines from the Rock-Ola brand, including models like 1428, 1432, 1434, 1438, 1442, and 1446.

Table listing Music Machines from the Seeburg brand, including models like 148 ML, HM-100-A, M-100-A, H-100-B, M-100-C, M-100-R, and M-100-W.

Table listing Music Machines from the Wurlitzer brand, including models like 100, 1250, 1400, 1500, 1650, 1700, and 1800.

PINBALL GAMES

Table listing Pinball Games from the Bally brand, including models like Atlantic City, Beach Beauty, Beach Club, Beauty, Big Time, Bright Lights, Bright Spot, Broadway, Dude Ranch, Frolic, Gayety, Gaytime, Hi-Fi, Ice Frolics, Miami Beach, Nite Club, Palm Beach, Palm Springs, Spot Lite, Surf Club, Variety, and Yacht Club.

Table listing Pinball Games from the Chicago Coin brand, including models like Basket Ball Champ and Home Run.

Table listing Pinball Games from the Evans and Genco brands, including models like Saddle & Turf Club Model and Invader.

Table listing Pinball Games from the Gottlieb brand, including models like Arabian Knights, Chinatown, Crossroads, Daisy Mae, Derby Day, Diamond Lill, Dragonette, Duette, Four Stars, Frontiersman, Gold Star, Grand Slam, Green Pastures, Guys & Dolls, Gypsy Queen, Happy Days, Harbor Lites, Hawaiian Beauty, Jockey Club, Knockout, Lady Luck, Lovely Lucy, Marathon, Marble Queen, Mystic Marvel, Niagara, Pin Wheel, Poker Face, Quartette, Queen of Hearts, Score-Board, Select-A-Card, Shindig, Skill Pool, Sluggin' Champ, Southern Belle, Stage Coach, Sweet Add-A-Line, Toreador, Tournament, Twin Bill, Wild West, and Wishing Well.

Table listing Pinball Games from the United brand, including models like ABC, Cabana, Caravan, Circus, Hawaii, Leader, Manhattan, Mexico, Nevada, Pixie, Rio, Singapore, Stardust, Starlet, Stars, Tahiti, Triple Play, Tropicana, Tropics, and Zingo.

Table listing Pinball Games from the Williams brand, including models like Army & Navy, Big Ben, C. O. D., Colors, Dealer '21', Deluxe Baseball, Disk Jockey, Dreamy, Four Corners, Grand Champion, Gun Club, Hayburner, Jalopy, Jolly Joker, King of Swat, Lazy Q, Major League, Nine Sisters, Palisade, Peter Pan, Quarterback, Race the Clock, and Rainbow 5 Ball.

Table listing Pinball Games from the Shuffle Games brand, including models like Regatta, Screamo, Singapore, Sky Way, Spitfire, Star Pool, Thunderbird, Times Square, and Twenty Grand.

SHUFFLE GAMES

Table listing Shuffle Games from the Shuffle Games brand, including models like Ace Bowler, Advance Bowler, American Bank, Arrow, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe Shuffle Games, Capitol, Carnival, Cascade, Champion, Chief, Clipper, Clipper Deluxe, Clover Shuffle, Club, Comet Targette, Comet Deluxe, Criss-Cross, Criss-Cross Targette, Criss-Cross Targette Regular, Crown, Diamond, Domino, Double Score, Feature, Fifth Inning Deluxe, Fireball, Flash, Gold Cup, Gold Medal, Hi Speed Triple Score, Holiday Match Bowler, Hollywood, Imperial, Jet Bowler, King, Leader Shuffle Alley, League Bowler, Lightning, Lightning Deluxe, Magic, Mars, Mars Deluxe, Match Bowl-A-Ball, Mercury, Mercury Deluxe 11th Frame, Mystic Bowler, Name Bowler, Olympic, Pacemaker, Playtime Bowler, Rainbow Shuffle Alley, Rocket, Royal, Score-A-Line, Shuffle Pool, Speedlane Bowler, Speedy, Star, Star 5 Player, Star 10th Frame, Starlite, Super Bonus Deluxe, Super Frame, Super Six, and Targette.



Table with 3 columns: High, Low, Mean Avg. Lists various arcade games like Targette Deluxe, Team Bowler, etc.

ARCADE EQUIPMENT

Codes: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Inst'l; Muto—Mutoscope; K—Moovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams, Wa—Wablag.

Table with 3 columns: High, Low, Mean Avg. Lists various arcade games like ABT Challenger, Air Football, Air Hockey, etc.

Table with 3 columns: High, Low, Mean Avg. Lists various arcade games like Defender, Derby, 4 Player, Drivemobile, etc.

Table with 3 columns: High, Low, Mean Avg. Lists various music machines like Space Gun, Sportland, Sportsman, etc.

VENDING MACHINES

Table with 3 columns: High, Low, Mean Avg. Lists various vending machines like Acorn, Columbus, Du Grenier, etc.

Hub Mayor Kills Tax Cut; Papers Slam Ops

BOSTON—A blow was struck this week at local music machine operators when Mayor John B. Hynes vetoed the city council's action last week cutting annual license fees for operating juke boxes in the city from \$100 to \$25.

It was predicted that the veto would be sustained by the Council, but that body was still battling it out with one councilman charging that he had been "pressured" by persons in "high places" to reduce the license fees.

The fee had been set last December at \$50 per machine which was in addition to the \$50 for a Sunday license. The State also charges \$50 for Sunday play.

The cut in fees and the veto received Page One play in all Hub papers with one journal using it as a lead story. Cartoons and editorials also appeared making it appear as though music operators were millionaires and pointing out that the city could ill-afford to give operators a \$75,000 "gift."

Ops Protest

David J. Baker, president of the Music Operators' Association of Massachusetts took strong issue with the mayor and council's figure of "a \$75,000" tax loss to the city. He showed facts and figures to the newspapers as well as councilmen. No newspaper printed any of his points.

Baker declared that the number of licenses had dropped from approximately 1,200 licenses last year when there was no weekday fee, to 935 this year. He claimed that 265 machines were found to be unprofitable with the additional \$50 fee.

He claimed the average weekly

take in Boston was \$8.40, while an audit instituted by the government showed the national average to be \$9.60. "Does this look like a millionaire's business?" Baker asked. He went on to explain that the price of machines was high and the depreciation fast.

Hit Marginal Stops

He showed figures to prove that the actual loss to the city would be some \$17,000 instead of \$75,000 and that licenses would increase if fees were cut with additional revenue to the city of \$15,000. He said that the present high fees was having the effect of wiping out marginal locations.

The situation has sparked some of the most boisterous sessions ever held in the city council. Even the hearings held previously had councilmen glaring at each other and banging their fists on the table.

The city's biggest argument in favor of the high fees appears to be the fact that the license fee does not begin to pay for the cost of policing the juke boxes. This was met with a rebuttal by MOAM's counsel, Arthur Sherman, who declared, "There positively is no policing of juke boxes in this city."

Baker also spoke before the hearing and blasted "those who would tax our industry out of existence." He supported Sherman's stand on policing and pointed out that "the law is not being enforced as written."

One councilman agreed and said he couldn't see any need for police inspection at all. But it was still not clear whether operators would lose the reduction or how many councilmen would vote against the mayor's veto.

Up-State Ops Hold Meetings

ALBANY, N. Y.—Two up-State operator groups—the New York State Operators Guild and the newly formed Capitol District Music Merchants Association—met this week to discuss industry problems.

Some 40 operators attended the Albany meeting of the CDMMA, while 35 were present at the NYSOG meeting at the Hotel Governor Clinton in Kingston.

Guests at the Kingston meeting were Irving Kempner, Runyon Sales; Tom Plunkett, attorney for Mrs. Ann Koenig, Kingston operator; Mr. Labise, attorney for Harry Schlesinger, Poughkeepsie attorney, and Gene Scott, representing A. Williams & Company, Newark, N. J., one-stop.

Members at the meeting included Jack Wilson, Mrs. Gertrude Browne, Collins Trop, Les Smith, Joe Lippi, Tom Gobel, George Shapiro, Max Cohen, Harold Pinus, Russ Carpenter, Mike Mulqueen, Lou Nicutelli, Mrs. Ann Koenig, Harry Schlesinger, Richard Wenzel, James (Pie) Haley, Jack Roth, Joe Greco, Frank Greco, Joe Reich, Mac Doungla and Howard Purdy.

Ill. Ops See New Seeburg

CHICAGO—Atlas Distributing Company, Seeburg distributor for this area, held showings of the new model phonographs in Rock Island on the 18th at the Fort Armstrong Hotel and in Springfield on the 24th at the Abraham Lincoln Hotel.

Representing the firm at both unveilings were sales personnel Nate Feinstein and Bill Phillips along with service personnel Frank Bach and Bob Dunlap.

Detroit's Income Rises, But Juke Play Doesn't

DETROIT—The Motor City's standard of living is up, and so is employment, but juke box play is moving in the opposite direction.

Puzzled operators don't know why. They are only sure of one thing, they're losing money.

While the past month was expected to be slow, as were many types of business at this time of year, juke box grosses took it on the chin harder than usual.

An estimate by Chester Moros, route collector for Brilliant Music, places the slump at 25 per cent worse than average for the period since January. This, he said, is generally true of routes throuth the city. Other branches of the entertainment industry, such as theaters, sports events and such, do not appear nearly as badly affected as does the coin machine field, he said.

Moros acknowledged the fact

that the Lenten period caused a drop in plays, but said that it was only a minor factor in the over-all picture. He concluded that workers are too busy working and non-workers too pinched for income to keep up their usual norm of juke plays.

Still other operators, as Frank Antaya, A A Phonograph Service, point to the ever-rising costs of living, costs of maintenance, transportation and overhead, and feel that people are finding their entertainment dollar swallowed too rapidly to leave the loose change which once found its way to the juke box.

Another group of operators believes that the responsibility in juke play losses lies with the location owners. Erwin Moss, Moss Music, cited a lack of patronage in taverns and bars possibly caused by TV-

(Continued on page 107)

JUKE BOX OPERATORS

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Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

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**SHOW STAGE LIGHTING**  
to floodlight each and every one of your 200 titles to cash box stardom.

**SHOW BOX DESIGN**  
with slick, sleek, clean-lined contoured design to capture more top locations... attract attention of patrons anywhere it is placed.

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instantly, at eye-level, for all 200 titles, all of the time. Widest expanse of crystal clear glass with unobstructed wrap-around styling.

**MUSIC HALL SOUND**  
with exclusive multi-horn high fidelity. Now with new automatic volume control.

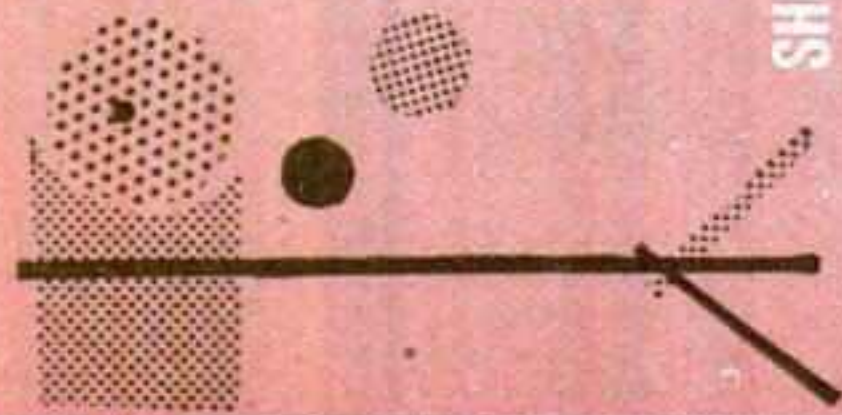
**POCKET-LEVEL PLAY**  
on the easiest to play selection system of them all. No drums to turn... no pages to flip. Half-Dollar play in some coin chute with quarters, nickels and dimes.

*Put yourself in musical show business with the ShowBox "H-200"! See... hear it now at your distributor's!*

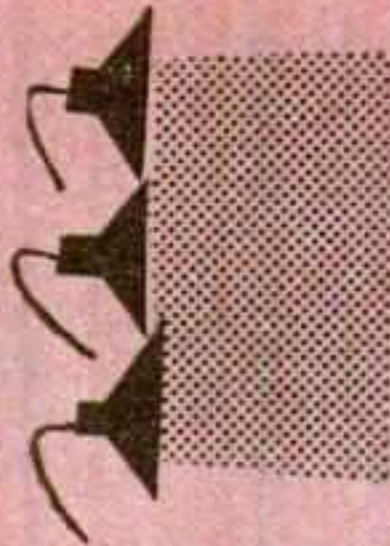
**AMI Incorporated**  
1500 Union Avenue, S. E.  
Grand Rapids 2, Michigan

*originator of the automatic selective juke box in 1927... known by operators for coin operated music instruments of outstanding dependability since 1909*

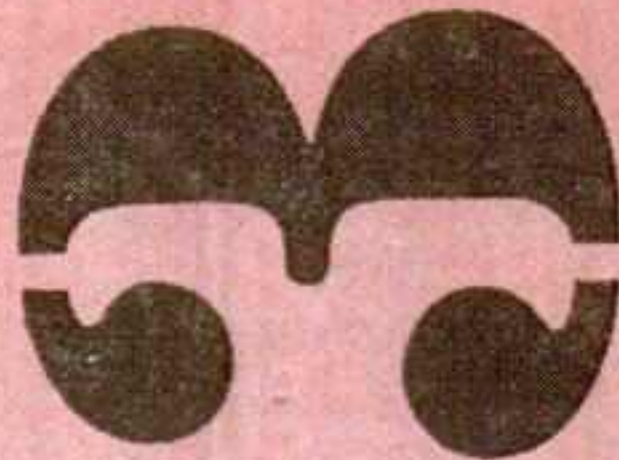
*Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Slesbye, A/S, 5 Palatsgade, Copenhagen K., Denmark*



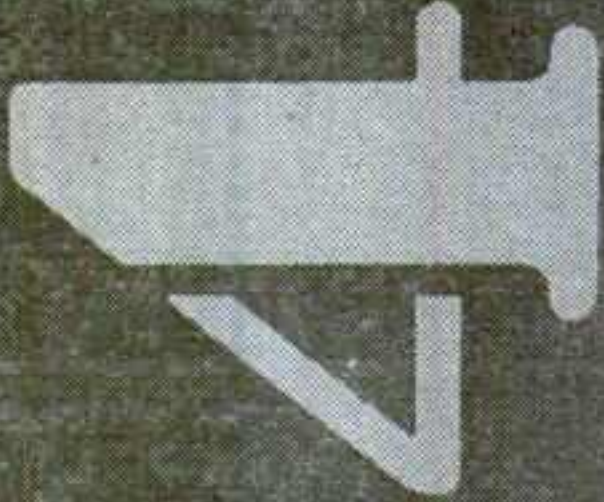
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STAGE  
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**MUSIC  
HALL  
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**POCKET-LEVEL  
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# MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throught the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

## What Operators Say:

### The Question:

Many operators have found thru experience that certain types of locations offer a better potential for a successful operation than others. Do you find this to be true? What type of locations do you prefer to do business with and why?

### The Answers:

Frank Snipes, Plant City, Fla.: "I prefer restaurants and cafes because there is more traffic and more potential playing hours." . . . Gabel Orland, Los Angeles: "Twenty-four restaurants are the best. When you are doing business with accounts that are doing well, you don't have any trouble." . . . C. W. McDonald, Fort Worth: "Altho taverns offer the most immediate gross receipts, I do not place them above 24-hour cafes because of their short life. The 24-hour cafe is stable with a generally long-range operation plan."

Jules A. Rusoff, Maplewood, N. J.: "No one classification of location can be construed as having a better income potential than another. It is true, however, that diners of the 24-hour category do generally have a larger gross income." . . . A California operator who asked his name be withheld: "Tavern-restaurant type locations are more consistent than any other spots because there is less television and longer hours of operation."

John Scott Music, Pomeroy, O.: "We prefer taverns and bars." . . . Carl H. Pearson, Anaconda, Mont.: "In Anaconda, there are only two restaurants open 24 hours each day. Hence, the only locations worth cultivating are taverns." . . . An Illinois operator who asked his name be withheld: "Taverns and cafes that are open all night." . . . Lillian Williams, Baileys Harbor, Wis.: "I prefer taverns. Some ice cream parlors are good business during the summer season. The rest are fair."

# Cafes Best Location For Dime, 200's, Ep's

- 24-hour restaurants show best per-location percentage for dime play, number of jumbo phonos and extended play record acceptance.
- Altho majority of juke boxes are in taverns, they trail industry average for net profit, dollar for dollar, Forum operators report.

This is the second of a two-part series on the type of locations operators place juke boxes in and why.

The best measure of a location for an operator is how much net income he receives from it. The better the net, the better the equipment and service an operator can furnish the location.

In last week's Forum, it was found that altho 69 per cent of phonographs operated by MOF operators were located in taverns, lounges and bars, with just 23 per cent in restaurants and cafes, this percentage did not hold true for net profit.

Asked which spots were most profitable individually, 45 per cent of the participating operators reported that restaurants and cafes were most profitable, with 41 per cent reporting that tavern spots were. This indicates that altho nearly three out of four phonographs operated by MOF operators are located in taverns, they account for less income in many cases, dollar for dollar, than does a restaurant or cafe.

With this thought in mind, it is interesting to see just how the different locations stack up when it comes to an analysis of their individual operating practices.

### Dime Play

Certainly a primary concern of all operators today is the installation of dime play. However, while virtually all agree that the 10-cent tune is a must for survival, its 100 per cent acceptance in locations throught the nation still appears to be a way off.

A look at how the dime has fared in different types of locations shows that the tavern has not kept pace with the general industry conversion. While 69 per cent of the operators said that their greatest number of juke boxes were in taverns, only 52 per cent said that most of their dime play conversions were from this source.

On the other hand, while only 23 per cent indicated that most of their juke boxes were in cafes, 30 per cent pointed to these spots as being most successful in dime play conversion.

Thus while taverns account for the greatest number of locations, percentage-wise they lag

Again, cafes and restaurants showed a percentage gain. While only 23 per cent of the operators said that the greatest number of all machines were here, 30 per cent indicated that they had most of their 200's in 24-hour cafes and eating spots.

Thus again it can be seen that percentage-wise, taverns have not come in for their share of new 200's, while restaurants and cafes have done better than average.

Certainly this is a cause and effect condition. It seems logical that with cafes being more profitable and having turned more to the acceptance of dime play, they should be more to the acceptance of dime play, they should be more apt to get the higher priced and more desirable 200-play phonograph.

### EP Success

A look at the success of EP programming shows still another reason for the popularity of 24-hour cafes. Despite the fact that tavern locations outnumber cafe locations, three to one, the two are virtually 50-50 when it comes to use of EP's. Forty-four per cent of the operators said they programmed most of their EP's in taverns while almost as many, 38 per cent, voted for cafes and restaurants.

"Customers seem more apt to try a few extended play selections while they're eating than when they're in a tavern having a few drinks and dancing," one operator said, summing up the feeling of many others on this point.

Still another operator pointed to the difference in clientele. "The 24-hour cafe customers seem to be more interested in getting some continuous music along certain general lines. They're not so insistent on picking specific hits such as people in taverns, lounges and bars are. Also there seems to be more of a market for show tunes and mood music such as is predominantly on the EP's, in the cafes and restaurants, whereas tavern crowds lean more to current hits and danceable music."

### Television

An interesting sidelight is the effect of TV on the general operating picture for all locations. A survey of operators showed that fully 47 per cent

## Forum Votes

1. In which of the following types of locations have you been most successful in converting to dime play? 52% Taverns; 30% Restaurants and cafes; 5% Ice cream parlors and snack bars; 13% Private Clubs.
2. In which of the following types of locations do you program the most EP's? 44% Taverns; 38% Restaurants and cafes; 6% Ice cream parlors and snack bars; 12% Private clubs.
3. In what type of locations have you placed the most 200's? 60% Taverns; 30% Restaurants and cafes; 5% Ice cream parlors and snack bars; 5% Private clubs.
4. What per cent of your locations have TV sets? 47%.
5. In locations that have a TV set, do you feel your juke box take has been substantially hurt? 81% Yes. 19% No.

of their locations had television. This to most operators has been a crippling blow.

An overwhelming 81 per cent stated they felt their juke box take has been substantially hurt by television. "Even when the juke box is attractively displayed, with the best programming," one operator complained, "people are reluctant to play it, with the television blaring."

This has certainly been a contributing factor to the greater profit in cafes and restaurants over taverns. The eating places don't seem to be so tied into television entertainment as do the taverns and bars.

People eating in booths and at counters are more apt to want some pleasant music with their meal rather than watch a television program which requires their full attention. Thus while the tavern is still the primary location for juke box play, it seems to be losing ground to the 24-hour cafe, where percentage-wise at least, profit is better, dime play is stronger, EP's more acceptable and television less a threat.

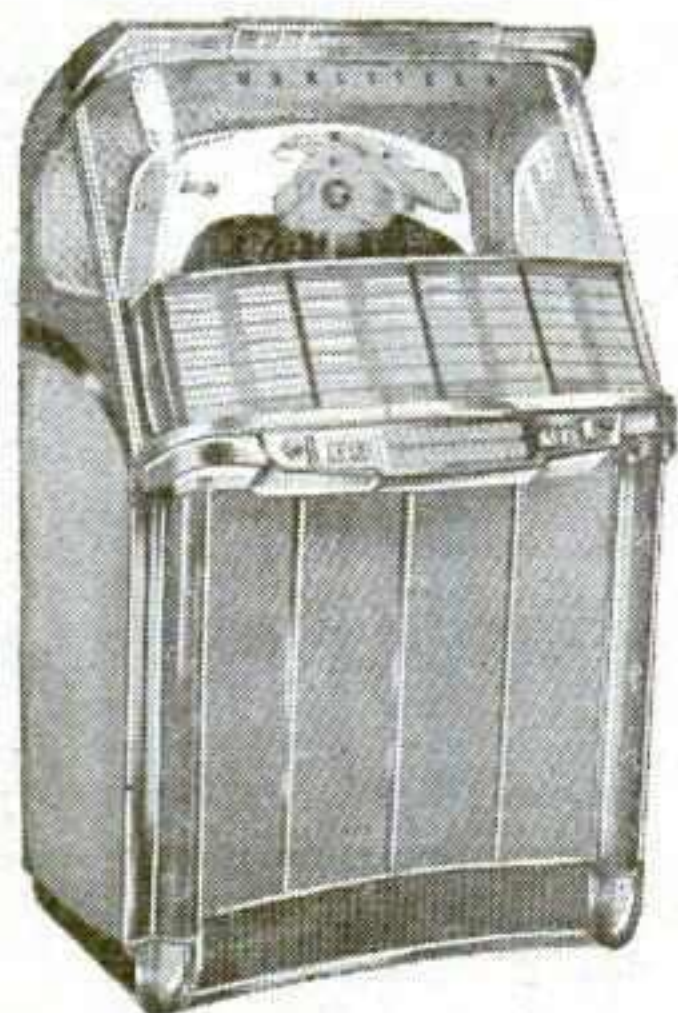
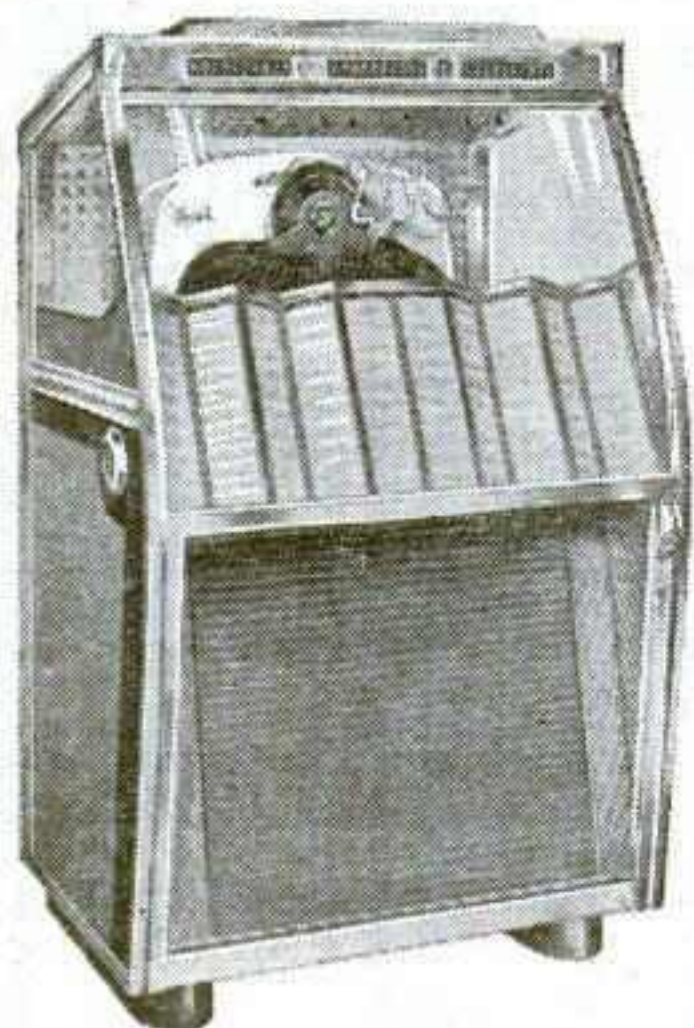
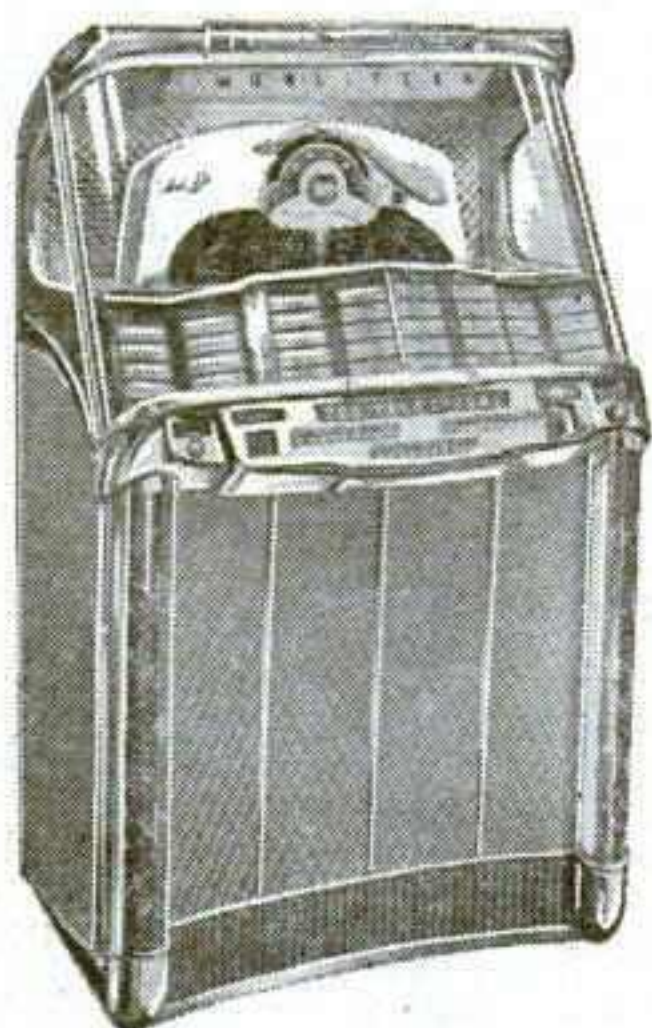
### How About 200's?

It seems only natural then that the new 200-selection juke box has not fared as well in taverns as it might have under more profitable circumstances. While 60 per cent of the operators indicated that most of their 200's were in taverns, the percentage again trails the 69 per cent who said that their greatest number of all machines were in taverns and lounges.

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104-SELECTION MODEL 2104

WURLITZER



NORTH TONAWANDA, N.Y.

ESTABLISHED 1856

# COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- April 23—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- May 1—Summit County Music Operators' Association, monthly meeting, Akron.
- May 1—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- May 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- May 2—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
- May 2—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- May 2-5—National Vendors Association, annual convention, Conrad Hilton Hotel, Chicago.
- May 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.
- May 7—Washington Music Merchants' Association, monthly meeting, Seattle.
- May 7—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- May 8—Retail Amusement Association of Canton, Ohio, monthly meeting, offices of Elum Music Company, Massillon, O.
- May 9—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- May 14—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- May 14—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- May 14—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- May 15—New York State Operators' Guild, monthly meeting, Nelson House, Poughkeepsie, N. Y.
- May 15—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- May 19-21—Music Operators of America, annual convention, Morrison Hotel, Chicago.
- May 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- May 23—United Jewish Appeal, annual luncheon meeting, Motion Picture and Amusement Division, Park Lane Hotel, Park Avenue and Forty-Ninth St., New York.
- May 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- June 25—Music Operators of New York, quarterly meeting, 250 W. 57th St., New York.
- June 27—West Virginia Music Operators' Association, meeting of the Board of Directors, McLure Hotel, Wheeling, W. Va.

# Coinmen You Know

## Chicago

By NICK BIRO

Herb Perkins, head man at Purveyor Distributing Company, has booked a rodeo into his Lakeside Arena at Lakeside, Calif., Saturday and Sunday (27 and 28). He'll feature bucking broncs, bareback riding, steer wrestling, calf roping, trick riding and Western entertainment, complete with clowns. Herb usually runs off about four or five rodeos a year, as well as stock car races as a part hobby-business venture.

Jack Nelson's wife, on her way to the hospital, never quite made it in time. She had a boy. Jack, who owns Logan Distributing Company, is currently hospitalized at American Hospital with a virus infection.

Ed Levin, Chicago Coin Machine director of sales, due back from an extended vacation at Hot Springs. Mort Secore, meanwhile, has filled in for Ed at the plant. . . . Among operators visiting Chicago Coin were: D. Cox, Advance Automatic, San Francisco; Allan Wallace and W. O. Wibborn, Wallace Distributing Company, Mineral Wells, Tex.; Harold Lieberman, Ted Bush, Dave Rosen and Joe Watson, of David Rosen Distributing Company, Philadelphia.

United roadman John Casola left last week for Jackson, Miss.; Lake Charles, La., and New Orleans. . . . Bob Bever moves from Salt Lake City to Tulsa, Oklahoma City and Dallas. . . . Al Thoeke is traveling Michigan, up-State New York and Boston.

Vince Shay and Stanley Levin, All State Coin Machine Exchange, are shipping games to Puerto Rico, among other foreign markets. . . . MOA President George Miller set up convention headquarters here in Chicago at the Morrison Hotel last week. . . . Bob Portale, sales manager of Royale Machine Manufacturing Company, San Francisco, visiting with Joe Robbins, Empire Coin sales manager. Bob, who also represents Advance Automatic, of San Francisco, reports his boss, Lou Wolcher, is improving rapidly since his recent illness.

Nate Feinstein, Bill Phillips, Frank Bach and Bob Dunlap, of Atlas Distributing Company, returning from Springfield where the firm held showings of the new Seeburg Jets at the Fort Armstrong Hotel. . . . Phil Levin, president of Recorded Music Service Association, feeling good and busy as ever after a slight illness.

## Detroit

By HAL REVES

Carleton C. Gardner, who heads the Metered Service Company, operating coin-operated laundry equipment chiefly in apartment houses and trailer camps, has formed the allied Metered Service Warehouse Company to operate a commercial warehouse in their large building on Meyers Road. The company is also planning to move shortly to new quarters on Lyndon Avenue. . . . Lenard R. and Lois D. Duguay are establishing the Duguay Vending Service in the downriver suburb of Wyandotte.

Mrs. Edwardine Ellixson has joined the growing ranks of feminine operators here with

the formation of E & B Vending on the West Side, operating a small route of cigarette venders, with plans for expansion. She will be assisted by her husband, William.

Henry P. Elstro, proprietor of the American Catering Company in the West Side suburb of Dearborn, is establishing a new affiliate to be known as the Amco Vending Company. The parent company does general industrial and party catering, and has undertaken to supply vending service for soft drinks, coffee and hot food in connection with its regular service, as well as to independent locations. Plans are for gradual expansion.

Cadillac Hot Coffee Service has been taken over by Edwin R. Peterson and Edward Anderson from Robert Rolison. The new owners are adding a coffee vending operation to their established catering service, and plan to add other vending lines, probably soup, milk and cigarettes.

A new vending distributorship has been opened here under the name of Hirsch Vending Sales and Service, in the northwest section at 8750-C West Chicago Avenue. The company has been appointed sales distributor in Michigan for a number of firms, including Cole Products, Fred Hebel Corporation, Jack Webb Company and Superior Manufacturing. Owner of the company is Louis E. Hirsch. He was with the F. L. Jacobs Company, of Detroit, for 13 years, starting with soft drink vending as a sales engineer, and in 1951 becoming a sales representative.

(Continued on page 98)

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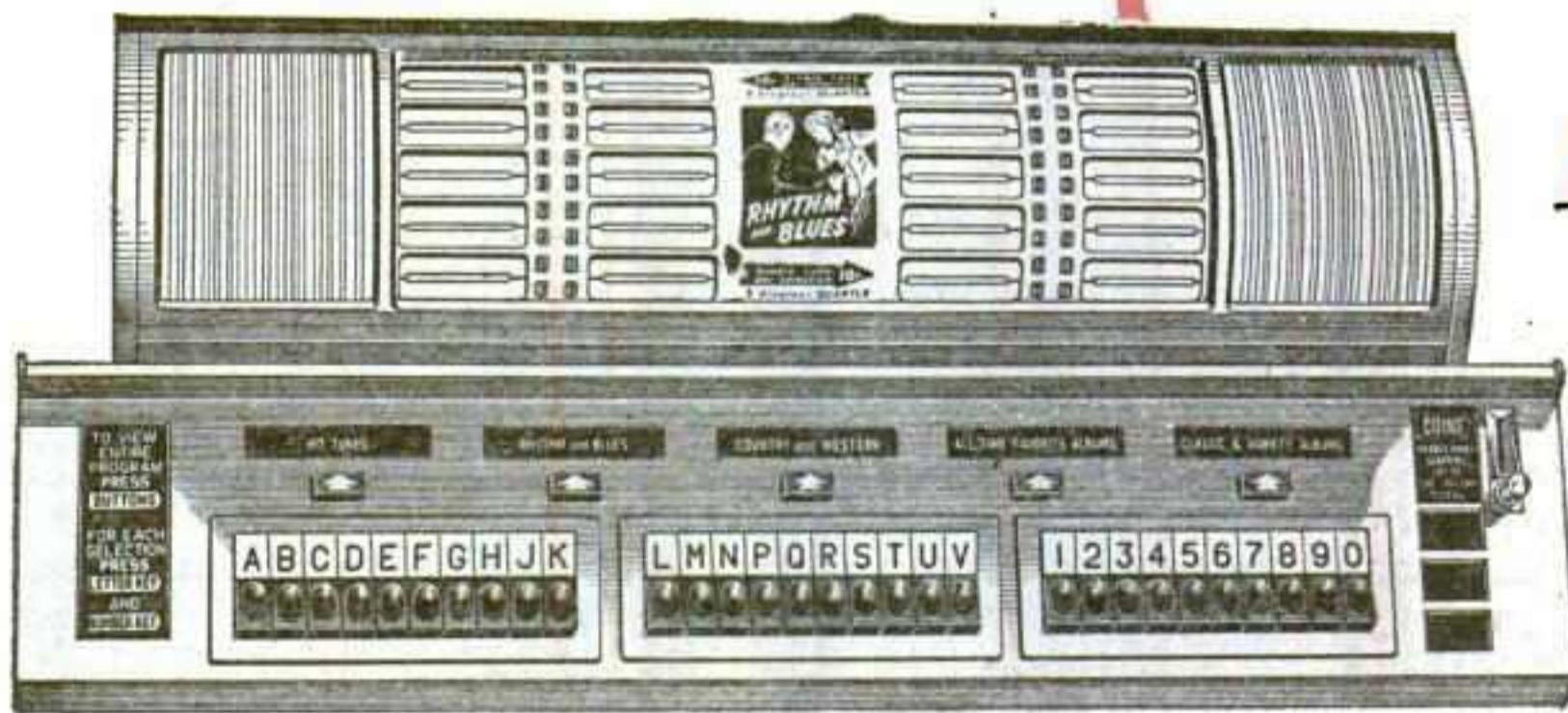


# LOOK TO

... ALWAYS FIRST  
IN THE COIN-OPERATED

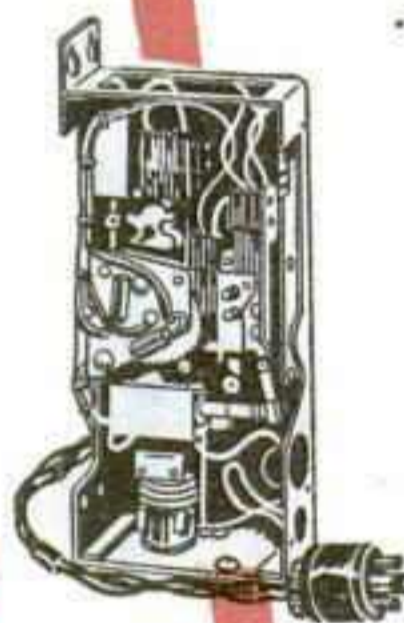
“Music for Everyone”  
means

**PROPER  
PROGRAMMING**



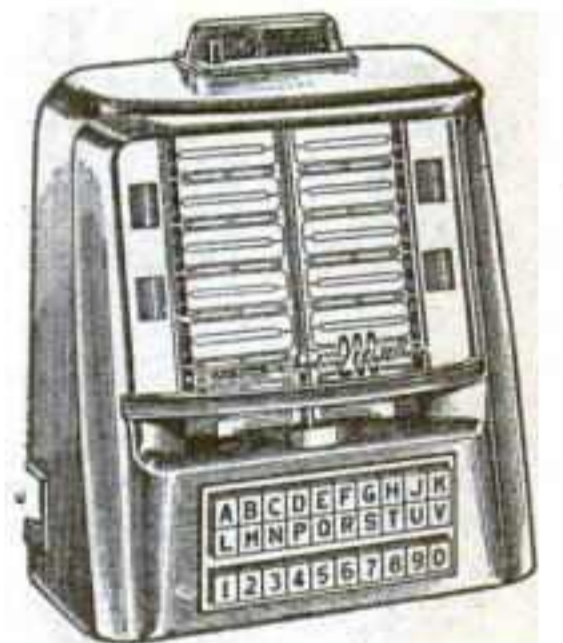
The Revolving Drum Program Selector gives greater visibility to musical titles. Here's "music for everyone" —200 selections—cataloged 40 at a time under basic musical classifications for easy, fast selection.

Dual Pricing  
means  
**PROFITABLE  
PROGRAMMING**



Much of the 45 RPM music the public wants to hear is available only on EP Album (two tunes per side) records. To profitably program Albums the operator must be compensated for the additional playing time. The Seeburg Dual Pricing Unit, shown at the left, permits pricing singles at one price and EP Albums at a proportionately higher price.

The Wall-O-Matic 200 is also equipped with a Dual Pricing Unit.

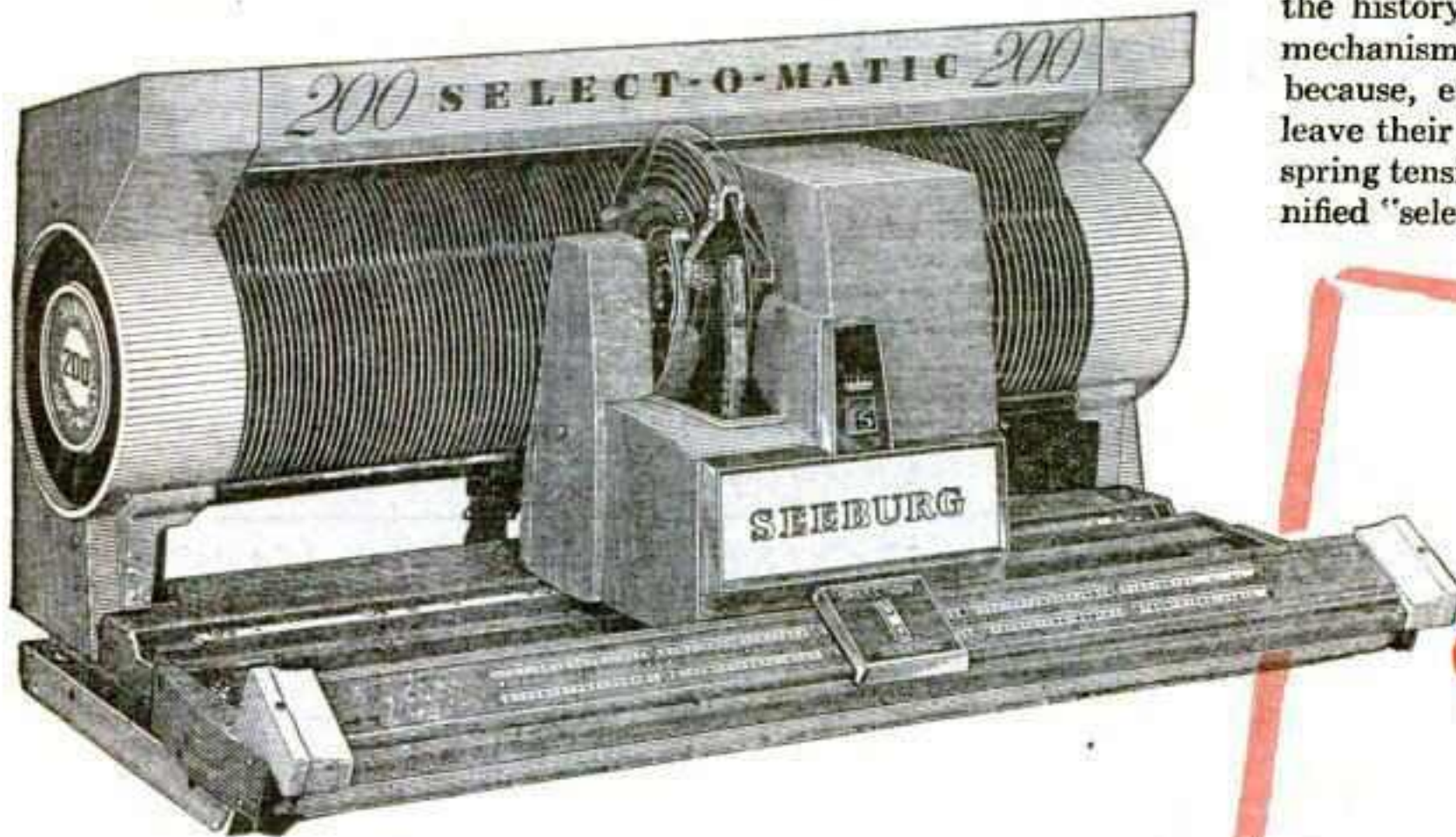


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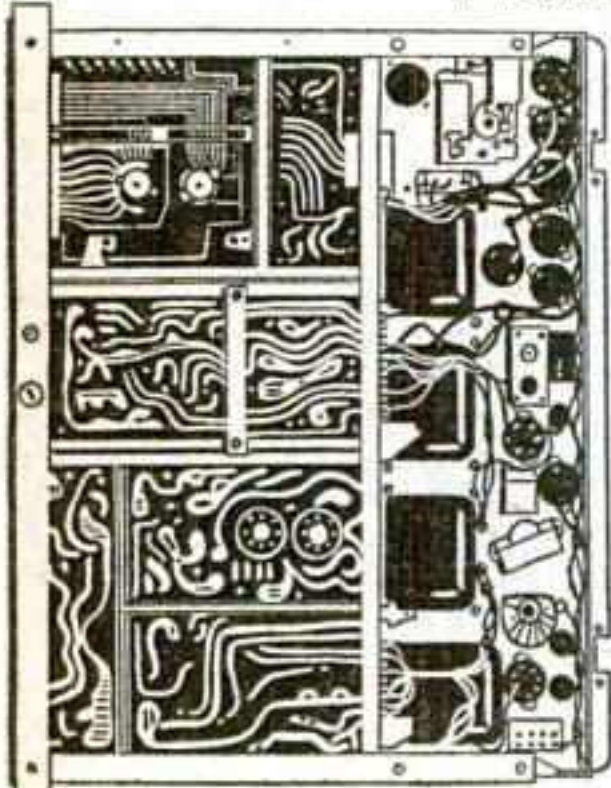
### PHONOGRAPH INDUSTRY



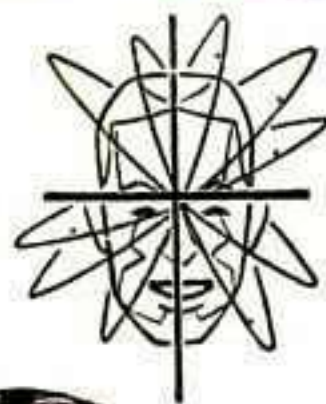
Only Seeburg has it—the finest performing mechanism in the history of coin-operated music. The Select-O-Matic mechanism never drops a record, never turns one over because, even when playing, records never completely leave their individual storage compartments. Lightweight spring tension pickup exerts minimum pressure. New, magnified "selection playing" indicator.



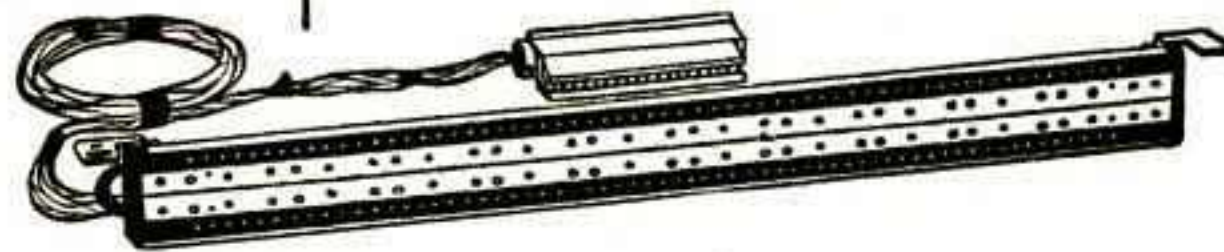
#### PRINTED CIRCUITS



Another Seeburg first—printed electronic wiring throughout—to minimize inspection and service time and assure maximum uniformity of performance and quality. Back door assembly consists of "unitized" (individual) printed boards for the six major electronic circuits of the Seeburg 200. Each can be removed separately.



#### TORMAT MEMORY UNIT



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**J. P. SEEBURG**  
 Chicago 22, Illinois  
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MAY  
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MUSIC OPERATORS OF AMERICA

M. O. A. Headquarters, Morrison Hotel, Suite 1728, Chicago, Illinois

**Unveil Jets In Md. & Va.**

BALTIMORE—Musical Sales Company, Seeburg distributor for this area, held showings of the new Seeburg Jet phonograph line for operators in Baltimore, Norfolk and Richmond, Va.

Representing the Seeburg Company for all three unveilings were J. C. Gordon, district manager, and John Chapin, sales manager.

The Baltimore showings were held in the Musical Sales showrooms, here, April 7. Among the 200 operating companies represented for the showing of both new models, as well as a buffet and bar served to all attending, were:

Bunny's Coin Machines, Evans Sales & Service, Biddison Music Company, Jackam Enterprises, A. & E. Vending, Ray's Music Box, Double U Sales Corporation, Bernie's Vending and Gabe Camhy, all of Baltimore.

Howard Amusement Company, and Andrew's Vending, both of Glen Burnie; Hersh de La Viez, Gerry Davis and A. & G. Novelty, of Washington; Jack Sapienze, Takoma Park; Robert Burner, of Silver Spring.

Representing the Musical Sales Company as hosts and hostesses were Mack B. Lesnick and his wife, Minnie; Hy Lesnick, Stanley Lesnick, Milton Bereson, Al Bernson, Charles Cabrera, Bill Reed, Oscar Buchman, Irving Hollander, David Adler, Harvey Blake, John Cossentino, Roland Slatkoff, Anne Warfield, Anne Patzschke and Mildred Ullrich.

**Norfolk**

In Norfolk the showing was held at the Commodore Maury Hotel Thursday (11). One hundred operators and mechanics attended.

Representing Musical Sales were: Hy Lesnick, Mack Lesnick, Bill Snow, Charles Cabrera, Bill Reed and Dave Adler.

Operating companies attending included: Tidewater Music Company, Automatic Music Company, Individual Music Company, General Amusement of Norfolk, Southern Amusement Company, all in Norfolk; American Amusement Company, Newport News; Harris Music Company, Virginia Beach; J. & L. Music Company, Hampton; London Amusement, Portsmouth, and George's Record Shop, Phoebus.

**Richmond**

About 75 operators attended a Richmond showing held Saturday (13) at the Hotel Marshall. Personnel representing Musical Sales remained unchanged.

Operators included: Richmond Amusement Sales, Robert H. Minor Corporation, Jones Bros., and L. L. Coleman, of Richmond; Trobaugh Music Company and Showalter Music Company, of Harrisonburg; Virginia Music & Novelty, of Hopewell; Bailey's Amusement, of Gloucester, and East Vending, of Altavista.

**New Seeburg In Milwaukee**

MILWAUKEE—Operators from Wisconsin and Upper Michigan attended a showing of the Seeburg phonograph line by the S. L. London Music Company, Inc., here April 14.

To explain new features of the models to operators were J. P. Seeburg representatives, Bruce Jagor executive vice-president and Woody Woodhull, service engineer.

Hosting the event were Sam London, Perry London, Martha Schal, Ray Allen, Nathan Victor, Jack Truman and Walter Glish. A buffet luncheon was served to all attending.

**Show AMI H in Oklahoma**

Continued from page 89

gling, eating and dancing well into the night.

Adding to the gaiety was the presence of Peggy Upton and Danny Buck, Star Day recording artists, who appeared with their new record of "Watcha Gonna Do Tonight."

Among operators, service personnel and guests attending the affair were: Jack Campbell, Keith Phillips, D. B. Brown, Mr. and Mrs. Al Keels and Carol, Mr. and Mrs. James E. Patterson, Mr. and Mrs. C. J. Delong and Nancy, Alma Felix, Willis Anderson, Mr. and Mrs. Don Slack, Mr. and Mrs. Jerry Gregory, Mr. and Mrs. W. B. Atkins, Harry Brown, all of Oklahoma City.

**Operators**

Mr. and Mrs. Ted Lee, Mr. and Mrs. Jerry Barrett, Mr. and Mrs. Bryon Lewis, Mr. and Mrs. Park Bingham, Mr. and Mrs. Lee Keels, Mr. and Mrs. Leroy Kitch, Juanita Torres, Bill Madding, Doris Walker, Mr. and Mrs. Don Slack, Everett Dean, James Thornton, Jack Coylem, Bryce Fletcher, C. L. Burns, all of Oklahoma City

Mr. and Mrs. Floyd Prestage, Mr. and Mrs. E. K. Eley, Mr. and Mrs. Delano Lane, Mr. and Mrs. Guy Eley from Altus, Okla.

Mr. and Mrs. Everett Robertson, Ronald Robertson, Nancy and Jeanne Robertson, Speedy Boham, Mr. and Mrs. Frank Robertson from Clinton, Okla.; Mr. and Mrs. A. J. Prickett of Canton, Okla.; Bill Helms, and Wayne Heckathorn of Childress, Tex.

Bob Tomas and K. Haddod, of Mangum, Okla.; Mr. and Mrs. Vernon Moore, Pampa, Tex.; Homer Antrim, of Waurika, Okla.; Peyton Sherman, of Purcell, Okla.; Ralph

Robert, Mr. and Mrs. J. K. Jordan, Mr. and Mrs. Bethel Brunk, Harley Mizell, Doug Davenport, of Fort Smith, Ark.

**More Operators**

Faye Lowther, Tommy Riggs, of Davis, Okla.; Mr. and Mrs. Jack Allen, Pauls Valley, Okla.; Mr. and Mrs. Leon Tobler, Mr. and Mrs. Marvin Hopper and Lucille Stuart, of Woodward, Okla.; Chief Moore, Muskogee, Okla.; Mr. and Mrs. Harold Staples, A. R. Mitchell, H. K. Houston, Mr. and Mrs. Bill Johnson, Mr. and Mrs. H. C. Postelwait, Charles O. Biggs, Janet Postelwait, all of Tulsa.

Mr. and Mrs. Sam Strong, Mr. and Mrs. Bert Strong, Joe Cooper, Mr. and Mrs. H. Branbury, Norman, Okla.; Mr. and Mrs. Jimmy Evans, Lonnie Adams, Buddy Sinor, of Elk City, Okla.; Mr. and Mrs. C. B. Keller, Carl Jackson, of Seminole, Okla.

Mr. and Mrs. Clarence Dawson, of Afton, Okla.; Mr. and Mrs. G. J. Hasford, Mr. and Mrs. Lawrence Buckley and Patricia, Mr. and Mrs. Delbert Morriw, Enid, Okla.; Mr. and Mrs. Joseph Brinkley, El Reno, Okla.

**And More Operators**

Mr. and Mrs. Dick Surgil, Oklahoma City; Mr. and Mrs. Preston Abbott, of Perry, Okla.; Mr. and Mrs. Marvin Siler, Wewoka, Okla.; J. C. Hunter, of Chickasha, Okla.; Mr. and Mrs. Bob Lester, Mr. and Mrs. Loyd Coker and Jim Travick, of Duncan, Okla.

Mr. and Mrs. George Treat, of Muldrow, Okla.; Mr. and Mrs. Frank Cuzalina, of McAlester, Okla.; Mr. and Mrs. Loyd H. Collins, Mr. and Mrs. Gus Hayes, of Bristow, Okla., and Mr. John Hickman representing the AMI factory.

**COINMEN YOU KNOW**

Continued from page 95

**Memphis**

By ELTON WHISENHUNT

Cecil Hill, partner in Twin City Amusement Company, is being kidded about his Bing Crosby jinx. Hill has two race horses running at nearby Oaklawn, but to date, both are also-rans. . . . Andrew Cassinelli, owner of Little Rock Amusement Company, lost his route manager, Jack Barlow, who is joining Canale Amusement Company in Memphis. . . . Charles Marshall, former route manager for Canale, has resigned to become vice-president in charge of the Jax beer distributorship which is opening in Memphis after an absence of 15 years.

George Sammons, calling on music and game operators last week. . . . Robert Kirspele, owner of Kirspele-Hollenberg Music Company, is up to his neck with business. Besides being president of the Little Rock Operators' Association, he is also alderman of North Little Rock.

J. D. Ashley, Globe Amusement Company, recently invested in a new country home, on a 160-acre tract of land west of Little Rock. . . . Joe Hill, new partner with C. E. Craig in Arcade Amusement Company, is buying 14-foot bowlers in an expansion movement. . . . Looking for a new salesman is Dan Levine, Levine Music Company. . . . Also building a new home east of Little Rock is Jeep Thomas, Thomas Amusement Company.

Dutch Yancey, Arkansas Amusement Company, reporting an increase in collections over the past month. . . . M. L. Armstrong, in from Brinkley, shopping for equipment. . . .

Also in town, Duane Faull, Hot Springs; H. Taylor, Warren; Bill Foster, Pine Bluff, and W. Lewis, Hot Springs.

Likewise Tex Dickens, Magnolia; Eddy Boyce, Bald Knob; Jack Ethridge, Hampton; Curt James, Thornton; George Heard, Newport; Bill Smead, Camden; Manuel Caras, Pine Bluff; Phil Marks, Hot Springs; Van Ettinger, Hot Springs. Drew Canale entertained an old friend, bandleader Russ Carlyle, recently. . . . O. J. Barsotti & Company, operator of a large cigarette vending route, joined the Better Business Bureau.

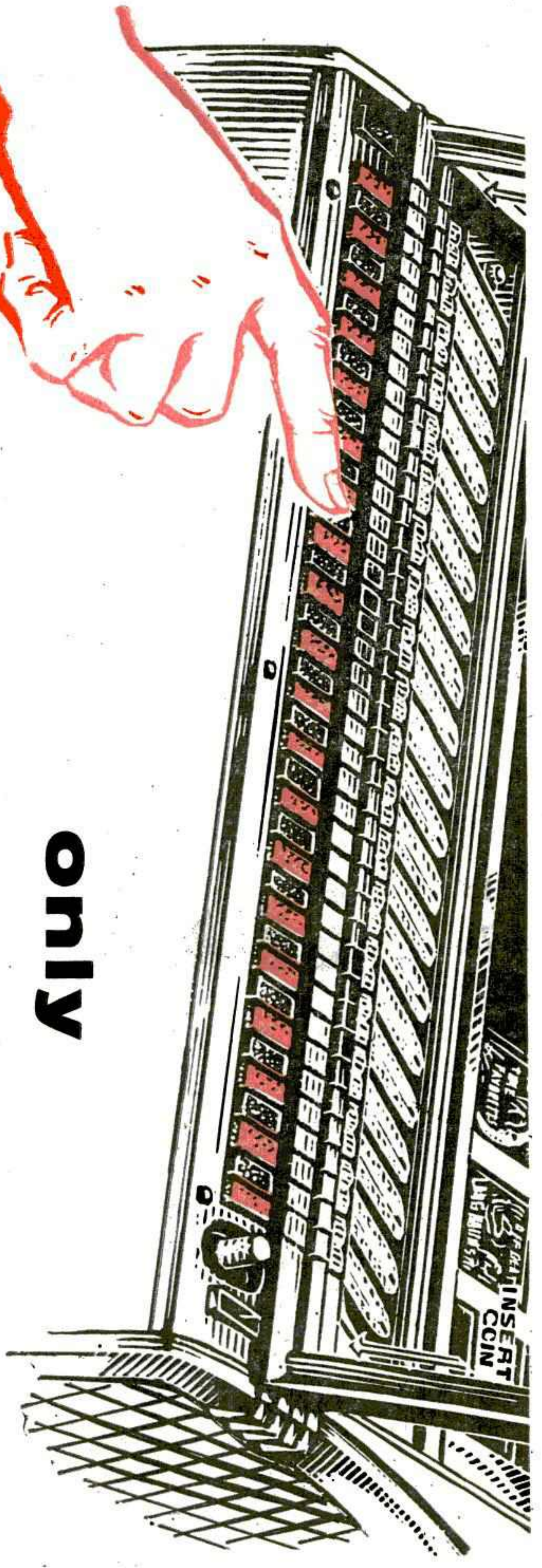
Bob Bear, sales manager of Rudolph Wurlitzer, was visiting town recently. . . . Earl Montgomery, secretary and treasurer of S & M Sales Company, recuperating after undergoing minor surgery. . . . Charles Kahn, Tri-State Amusement Company, reports a pick-up in popularity of EPs.

Mid-South operators shopping for equipment in Memphis include: Henry Hitchcock, Jonesboro Music, Jonesboro, Ark.; Bill Poland, Poland Amusement, Forrest City, Ark.; Joe Lavene, Lavene Music Center, Clarksdale, Miss.; Pat Harrington, Houston Music, Houston, Miss.; Raymond Bailey, Forsythe & Bailey Music, Millington, Tenn., and Roy B. Morris, Morris Music, Somerville, Tenn.

Also: Bill Hayden, Hayden Amusement, Caruthersville, Mo.; Frank Steed, Steed & Hearn Music, Clarksdale, Miss.; Carlton Collins, Crystal Amusement, Grenada, Miss.; J. T. Long, Long Music, Hol-

(Continued on page 102)





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## N. Y. Supreme Ct. Grants Stay Vs. Local 531 and Local 465

• Continued from page 89

Local 465, an independent coin machine union. When the union joined RCIA, it became Local 433 and Caggiano remained as head. In March, RCIA suspended the charter of Local 433, and Caggiano refused to accept this action. The members voted to revert to Local 465.

One action has as plaintiffs J. A. Suffridge and Fred A. Ammond, officers of the RCIA, and as defendants, Cohen, Caggiano and others.

The plaintiffs seek to restrain Caggiano's union from destroying

or altering the files, membership lists and records of the union. They claim that Local 433 no longer exists and would prevent the defendants from collecting dues or interfering with the trusteeship set up by RCIA under Fred A. Ammond.

They charge Paul LaFayette, a former RCIA official here, with preparing deliberate misleading reports, with confronting them with untruths about the union, and with refusing to abide by the trusteeship of the parent union.

They also charge that the defendants intimidated employers and workers. Louis Lasky, one of the defendants, is accused of being an intimate of Johnny Dio, powerful underworld figure.

One instance was cited involving the defendants and an employer. According to the charges, the union contract called for only an 80-cent-an-hour minimum for employees. But the employer had to contribute \$5 a week per employee for the "welfare" fund and \$10 a week per employee for a "study" of a pension plan.

But, a check at the bank revealed that after a period of time, the welfare fund had a balance of \$5, while \$17 was in the "study" plan. The charges commented that the cost of study is expensive these days.

The plaintiffs also charged that the offices of the union was a room in a slum on 474 W. 43d Street and  
*(Continued on page 102)*

## NCMDA Annual Meet May 19

CHICAGO—The National Association of Coin Machine Distributors will hold its annual meeting May 19 at the Morrison Hotel here.

Al Schlesinger, managing director, announced that besides the election of officers and an annual report, ideas for both a public relations bureau and a credit bureau for distributors would be discussed.

The meeting will mark the third year of the association since its re-activation.

In an article in the April 15 issue of Distrib's Digest, a NCMDA semi-monthly bulletin, Schlesinger said of the coming meeting:

"It will give us all an opportunity to review the past year, and discuss what methods we should pursue that will enhance our status with manufacturers and operators."

The meeting will begin at 6:30 p.m. in parlor of the hotel.

## Indiana Anti-Pin Law Held Invalid

Ft. Wayne Judge Challenges Validity; Evansville, Lake Cty. Hold Enforcing

INDIANAPOLIS —Five weeks after its enactment, Indiana's anti-pin law is mired in litigation and prospects for its invalidation were materially strengthened by the decision handed down Monday (15) in a Fort Wayne court.

The statute is currently under challenge in all of the major centers of population in the State—Indianapolis, Gary, Fort Wayne and Evansville.

Monday's ruling by which Allen County Superior Court Judge Lloyd S. Hartzler held the law unconstitutional forecast the possi-

bilities of years of litigation and only sporadic enforcement until at least the next session of the Indiana General Assembly in 1959.

Sustaining the arguments of plaintiffs, Judge Hartzler ruled that the law offended both the State and Federal Constitutions in that it is class legislation. The principal target of the jurist was the phrasing of the statute which prohibits the use of free-play machines "in any place accessible to the public."

The suit was brought by the Hiser Sales Company and the Lee Sales Company. Emasculating enforcement efforts by Allen County officials, Judge Hartzler granted the firms a temporary restraining order on March 27. That order, by virtue of Monday's decision, has been extended indefinitely.

Judge Hartzler found defiance of logic as well as constitutionality in the exemptions implied by the words "in any place accessible to the public."

He said that as he interprets the law a pinball machine is a gambling device in a public place but ceases to be a gambling device when it is not accessible to the public.  
*(Continued on page 101)*

## N. Y. State Pinball Raids Continue as Police Seize 58 Pieces; Arrest 38

Future of Pins in State Bleak; Operators Look to Bowlers, Shuffle Alleys and Pool

ALBANY, N.Y.—State Police Tuesday (16) seized 58 pinball machines and arrested 38 persons in raids in Western and Northern New York. Location owners were charged with possessing gambling devices.

This week's raids came as an aftermath of actions earlier this month when 86 machines were confiscated and 49 persons arrested in the Eastern part of the State.

Actually, the majority of game operators in New York State have already pulled their pinballs off locations. Those who were victims of the latest series of raids were

the diehards who thought that it couldn't happen to them.

Prospects Slim

Prospects for continued operation of pinball machines in New York State are as slim as a 1929 bank-roller. Most operators have resigned themselves to these prospects and are gradually beginning to place shuffle alleys, pool games and bowlers on locations which once had pins.

In most cases, the locations have no game equipment whatsoever, as operators are still wary about placing machines in stops which have recently been raided.

## Rosenfeld Co. Expands, Adds Hydraulic Lift

ST. LOUIS—J. Rosenfeld Company, distributor of coin machines in Southern Illinois and Eastern Missouri, is in the midst of a remodeling and expansion of service facilities at its headquarters here, Jack Rosenfeld, president, reported.

Less than two years ago the J. Rosenfeld Company moved to its present location. Now more space is again required to meet increasing business and service needs, according to the firm.

Rosenfeld is adding one-third again more space to the service department and enlarging the shipping and receiving department.

A new hydraulic lift loading dock measuring 10 by 20 feet is being installed which lifts to the same level as the bed of the trucks unloading, then when loaded, lowers to floor level. The hydraulic lift dock, it is estimated, will cut loading time as much as 50 per cent.

When the expansion and remodeling work is finished this month, J. Rosenfeld and Company will be able to handle more service work in less time and with more efficiency than ever before.

## United Preps In-Line Pin

CHICAGO — United Manufacturing Company is readying a new in-line pinball game for production in the near future, Bill DeSelm, sales manager, announced last week.

It will be the first in-line pinball produced by the firm thus far in 1957. United, due to heavy demand for its Bowling Alley and Team Bowling Alley models, has concentrated on production of these games.

## 14,076 Games, Jukes Licensed For Chi Spots

CHICAGO—A total of 14,076 coin-operated amusement games and juke boxes have been licensed for locations in Chicago, the city collector's office reported last week.

The total, representing number of licenses issued to date, breaks down to 5,908 games and 8,168 juke boxes.

This year, for the first time, licenses issued after mid-year will be prorated so that operators will not have to pay as much for the six-month operating period as they do for the full year.

For the year 1956, approximately 15,728 licenses were issued, consisting of 9,538 jukes and 6,190 games.

The standard annual license rate here is \$25 per machine.

## Trio of Bally Firms to Deck MOA Exhibits

CHICAGO—Bally, Bally and Bally will welcome guests at the Music Operators of America show at the Morrison Hotel here May 19-21.

The trio consists of Bally Manufacturing Company, Bally Recording Corporation and Bally Vending Corporation.

Discussing the combined exhibit, Herb Jones, Bally advertising manager, said that the firms will occupy a group of 10 booths, to be known as "Bally Plaza" and identified by the slogan, "Bally Serves the Entire Industry."

Bally Manufacturing Company General Sales Manager Bill O'Donnell will show Bally coin games, including ABC Bowling Lanes  
*(Continued on page 103)*

## Caggiano Says RCIA Acted Without Cause

NEW YORK—James Caggiano, president of Local 465 Coin Machine Employees' Union, refuted the charges made against him by officials of the Retail Clerks International Association in New York Supreme Court Thursday (18). (See separate story.)

Caggiano claimed that the parent organization never communicated with regard to his suspension before that suspension took place, and that he was always willing to co-operate with RCIA.

His attorney, Morton Singer, pointed out that Local 465 was the original coin machine union here

and that it merged with Local 433 of the RCIA only after it had been pressured to do so. The union, after having its charter suspended by the RCIA, is again Local 465.

According to Singer, the merger with Local 433 took place to prevent raiding and to preserve labor peace. He said that the original contract with the Associated  
*(Continued on page 104)*

## Toledo Asks Ban on Pins

TOLEDO—A visiting court of appeals was asked to reverse a Common Pleas Court ruling that pinballs used for amusement only are legal.

Toledo Law Director Charles Lawton contended in the appeal that even those machines used for amusement only are easily adapted to free-play operation.

The attorney for 38 pinball operators, Dan H. McCullough, argued that "amusement only" pinballs cannot be converted to gambling use without considerable time and trouble.

## Maryland Law Outlaws Pins With \$250 Stamp

ANNAPOLIS, Md. — Pinballs carrying the \$250 federal tax stamps were outlawed in Prince George County, Maryland, last week when Governor Theodore R. McKeldin signed into law a bill which makes the stamps prima

facie evidence that the machines are being used for gambling.

The bill was originally introduced by Sen. H. Winship Wheatley (D., Prince Georges) and prohibits rewards for pinball plays. The law increases the penalty for pay-offs from a fine of \$100 to \$500 or six months in jail, or both.

The furor over pinballs making pay-offs began late in January when State Attorney Blair Smith charged that widespread pay-offs were being made, despite a county law which made it illegal for machines to pay off in anything but free-plays. (The Billboard, February 2 and 23).

## Chi Coin Adds Bowler Length

CHICAGO—Chicago Coin Machine Company has added a third section to its Bowling League long bowler game, which will make the game available in 20-foot 8-inch length.

Now the game can be purchased in 12-foot, 14-foot 8-inch and 20-foot 8-inch size.

All the models can be broken down into from two to four pieces for shipment, moving or installation.

Worst hit of all was Albany County, where overzealous local officials began picking up everything with coin chutes—except pay telephones.

Free Play

Pinballs aren't the only machines being seized. Any game which gives free play—including baseball games—is fair game. And any instance of prizes—even ABC-approved tournament play—is taboo in many sections of the State.

This is the time of year that Empire State operators begin planning for their summer stops, in the  
*(Continued on page 104)*

## RECONDITIONED EQUIPMENT

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GAY TIME..... 200.00	STARLET..... 225.00
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## Indiana Anti-Pin Law Held Invalid

Continued from page 100

"It follows," Judge Hartzler declared, "that a person, under the 1957 act could place pinball machines, recording free replays, in public places or places accessible to the public, and they would become by so doing, professional gamblers. But these same individuals could put the same machines in their homes or in shops or clubs to which only those of the public who were invited could go, and which were not generally accessible to the public, and their acts would not amount to professional gambling."

The judge added: "The effect of the act in this respect is to encourage private clubs for gambling purposes, is discriminatory and does not afford to all citizens equal rights and privileges as provided for in both the Constitution of the State of Indiana and the Constitution of the United States of America and for this reason said act is unconstitutional."

#### Restraints Enforcement

Effect of the order will be to restrain enforcement officials from confiscating pin equipment or arresting those who lease or operate the machines.

Indiana and Marion County officials are under similar restraints in a suit now pending on appeal in the State Supreme Court altho Indianapolis Mayor Phil Bayt has threatened defiance of the injunction while purging the city of pins.

Meanwhile, a temporary injunction has tied the hands of law enforcement agencies in Evansville. In Lake County, the prosecuting attorney has announced that he would withhold action until the constitutionality of the statute, which forbids free plays, is properly adjudicated.

Having granted a temporary restraining order April 8, which prohibits the confiscation and destruction of pin equipment by Vanderburgh County officials, Probate Judge French Clements of Evansville will hear arguments for a permanent injunction on May 8.

Contending that the new law is unconstitutional the suit was brought by nine firms engaged in the pinball business. Attorneys for the companies charge that the Acts of 1955 and 1957, in granting immunities to certain groups, are class legislation and thus lack validity under the State constitution.

#### Lake County Action

In Lake County, the community in Indiana which adjoins Chicago, Prosecuting Attorney Metro Holovachka said that his plans for the enforcement of the new law would be deferred pending the outcome of the court tests in Fort Wayne and Evansville.

The most decisive action, one which may mean death or survival for the Hoosier pin business, is expected to emanate from the Alcoholic Beverages Commission. Vested with authority to issue and revoke licenses, this agency exercises almost unlimited control over the thousands of taverns in the State.

New commission members had been appointed by the incoming governor, Harold W. Handley, at the time of his inauguration in January. Their attitude on the question of pin equipment in licensed liquor premises remains undeterminable. The old Commission had ruled that a gambling device in a tavern may result in the forfeiture of its license—and since March 13, when the new law became effective, a pinball machine with free play offerings is a gambling device.

Whether the new Commission was to adhere to the decree formulated by the old Commission was to be determined last week. Delay of a promised announce-

(Continued on page 102)

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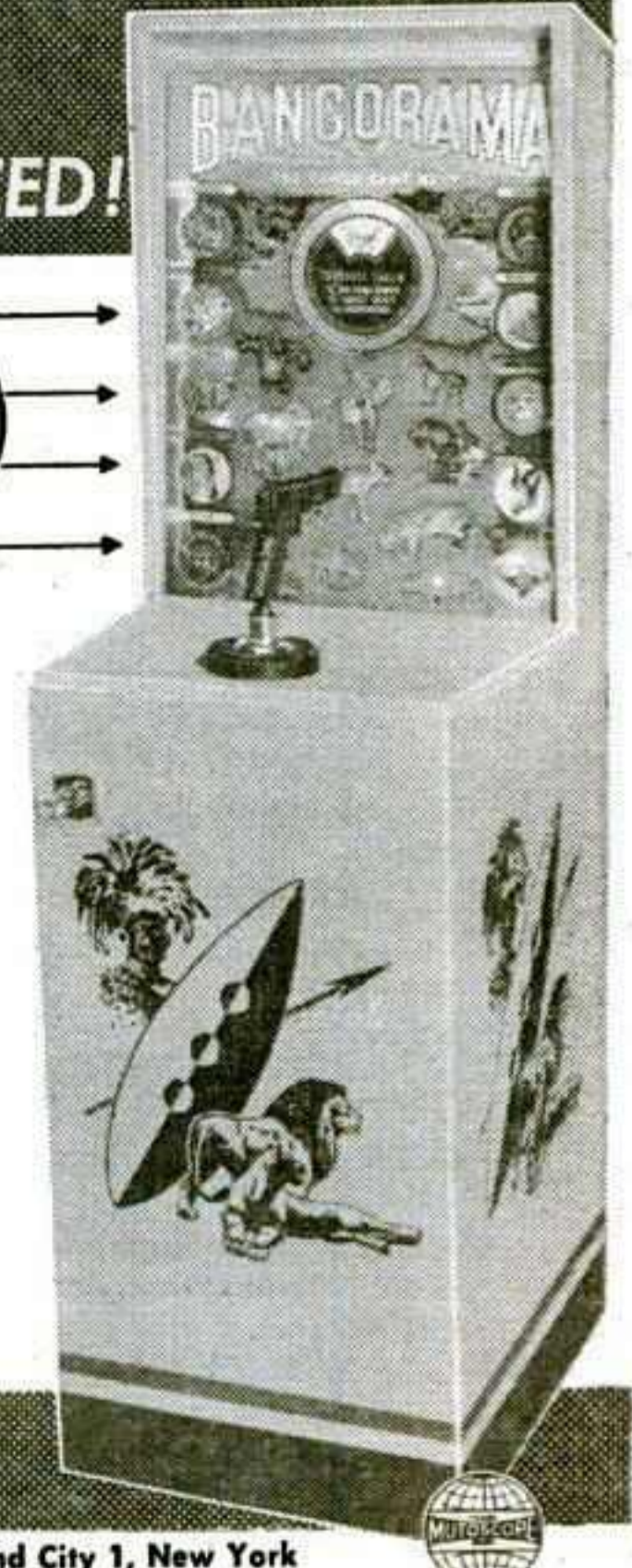
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# N. Y. Court Grants Stay Vs. Locals

Continued from page 100

that the door was always locked. They submitted a photograph in evidence.

The plaintiffs concluded that

the defendants had used picketing and the threat of picketing to exact revenues and that they had helped themselves to union funds.

In the action of the Music Operators of New York and James A. Suffridge, of RCIA, against Mortimer Pearl and Al Cohen, of Local 531 and others, an injunction is sought enjoining Local 531 from calling strikes, picketing; coercing location owners, operators or Local 1690 members, or even speaking to them.

Al Denver, president of MONY, said that Local 531 is not a union but a "tool and front for racketeers to gain control of the industry."

He said that the New York juke box operation association was founded in 1937 and has 190 member firms, each one with from 10 to 300 automatic phonographs on location.

Denver said that MONY has dealt with Local 1690 for many years and that it recognizes Local 1690 as its bargaining agent. He added that the officers of Local 1690, who had been replaced by an RCIA trusteeship on March 5, were adjudged not guilty of any violation and were reinstated.

### Paper Union

Local 531, Denver charged, is a paper union controlled by Al Cohen, formerly an officer of Local 433; Cohen was suspended on March 7.

On October 26, 1956, in the Living Room Restaurant in Manhattan, Cohen called a meeting of operators, according to Denver. At this meeting, he charged, Cohen told the operators he was going to take over the juke box industry, and threatened anyone who didn't co-operate with picketing.

To back up his threats, Denver continued, he said he had the backing of the following array: Joe Stretch, Vito Genevese, Tom Cud-day, Carmine Lombardozi, Phil Corriserio (Miami Phil) and Jerry Catina.

### Circulars

In February, 1957, Cohen began his organizing campaign. Offered in evidence were circulars telling the location owners that "unless you co-operate" by replacing the juke box by one serviced by Local 531 members, the place will be picketed.

Denver said that at no time was there any dispute about working conditions, no demand to employ members of Local 531, and, in fact, no membership in the union.

Immediately following the circular, Denver said, the locations were visited by strong-arm men who came equipped with picket signs. If the location didn't sign up, it was picketed on the spot.

### Practice Confirmed

Some 14 letters from bars in Brooklyn, confirming this practice, were submitted in evidence.

When the locations did submit, Denver added, the existing operator was thrown out and Crescent Amusement Devices, operated by Harold Kaufman and Phil Corbisario, both named as defendants, took over.

The following defendants were accused of using Local 531 as a wedge to take over locations: Moe Kutlow on Long Island; Circle Amusements in Bronx, Brooklyn and Manhattan; Crescent Amusement Devices, Inc., in Brooklyn; Cello Amusement Company, Inc., in Queens; Anthony Torracco, Joe LaMotta and the McCann Amusement Machine Company, Inc.

### 8 Affidavits

Affidavits from eight location owners backing up their contention were submitted in evidence.

While all this was going on, concluded Denver, the union never asked anyone to hire Local 531 members nor could it convince any member of Local 1690 to join.

Barney Schlang, an officer of

## COINMEN YOU KNOW

Continued from page 98

landale, Miss., and Pete Manos, PM Music, Greenville, Miss.

Also: Mason Day, Day Amusement, Blytheville, Ark.; Sam Torjusen, B & T Amusement, Blytheville, Ark.; Orell Bledso, National Novelty, El Dorado, Ark.; C. O. Temple, Hope Novelty, Hope, Ark.; Cy Puckett, the Music Man, Lambert, Miss.; Chester Richardson, Richardson Music, Greenville, Miss.; A. G. Williams, Williams Music, Monticello, Ark., and Edward Wilcox, Baker Music, Pine Bluff, Ark.

### Milwaukee

By BENN OLLMAN

Herb Geiger, head of Geiger Automatic Sales, reports his firm is set to install ice cream and soda water equipment in a limited number of Milwaukee county parks this summer. . . Vendors here are proud of Carl Millman, Automatic Merchandising Corporation. He made a tremendous impact on 500 Rotarians recently in Buffalo where he represented the National Automatic Merchandising Association, presenting a talk on the vending industry.

Big news from Hastings Distributing Company headquarters is the celebration of their 25th anniversary. "The anniversary actually is sometime in December," says Sam Hastings, "but we're taking all year to celebrate it."

Operators are buying records in heavy quantities, according to Stu Glassman, Radio Doctors. Operators stopping Monday morning for new records included John Jesinski and Tony Hirt, Sheboygan; Blanche Sawyer, East Troy, and Charles Hartman, Watertown.

### Ind. Pin Law

Continued from page 101

ment was regarded as indication of some division of sentiment among Commission members.

Noble Ellis, the Commission chairman appointed by Governor Handley, said that he had asked Commission Prosecutor Robert Young for suggestions in the approach to enforcement.

After the submission of Young's report, the Commission would explore the problem exhaustively, Ellis stated. He added that the members are new at their tasks, one of them having been appointed only three weeks ago, and that they needed more time for study. He promised a decision in the near future.

Local 1690, said his union had 300 members who service 10,000 juke boxes in New York. Their pay, he explained, depends largely on commissions.

### Physical Violence

Schlang accused Local 531 representatives of using physical violence on members and of picketing locations already serviced by Local 1690.

In no case, said Schlang, did Local 531 ever attempt to organize a non-union place.

Irving Fenichel, a New York juke box operator, submitted an affidavit which charged that on three of his locations his juke box was replaced by boxes bearing the seal of Local 531. These boxes previously had been serviced by Local 1690.

Fenichel said that after he made inquiries, he was referred to Al Cohen. Cohen told him that he could avoid trouble by paying his \$25 union dues. In return, he would receive Local 531 stickers.

## ARCADES

### NEW MACHINES

#### "COPS AND ROBBERS"

New Dale Shooting Gallery with realistic sub-machine gun. Rapid Fire. Changing targets. 240 shots 30 seconds. Targets appear and disappear. Proven money maker. New . . . \$395.00

- Williams Baseball, new 1957 . . . Write
- Williams Crossfire Gallery . . . Write
- Mutoscope Lord's Prayer Vendor . . . \$249.50
- Mutoscope Bangorams Gallery . . . 325.00
- Exhibit Ant Colony . . . 149.00
- Exhibit Barrels, set of 2 . . . 225.00
- Exh. See A'View House . . . 129.00
- Sidewalk Engineer . . . 195.00
- Chicoin Steam Shovel . . . 245.00
- Wms. Crane . . . 245.00
- Graphoscope Coin Telescope . . . 645.00
- Trotter Horse, new . . . 395.00
- Relaxator Foot Vibrator . . . 240.00
- Exh. Vacuumatic Card Vendor . . . Write
- Peppy the Clown . . . Write
- Davy Crockett Gallery . . . Write
- Rock and Roll . . . 95.00
- Voice O'Graph, new 2 speed, with Musical Introductions . . . 1850.00
- Reverser Name Plate Machine . . . 330.00
- Standard Metal Typewriter . . . 450.00

#### "SQUOITS"

Water Polo. Two-player competitive game. Fast action. Fun with water. No plumbing required. Self-contained. Proven top money maker. Best game of the season. Ruggedly built and trouble free. Write for full details today.

Above are all new machines. Write for details. New 1957 catalog now ready. Get your copy today.

### 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

- 6 ea. Seeburg 100-R . . . \$675.00
- 3 ea. HF 100-G's . . . 585.00
- 10 ea. M-100 C's . . . 475.00
- 11 ea. AMI F 120's . . . 575.00
- 2 ea. AMI E 120's . . . 395.00
- 5 ea. Wurlitzer 1700's . . . 645.00
- 5 ea. Wurlitzer 1800's . . . 765.00
- 35 ea. 3 W1 CHROME SEEBURG WALL BOXES . . . 47.00
- AMI 40 Sel. Hideaway . . . 75.00
- Wurlitzer Wall Boxes . . . 12.50

### BINGOS

- Saddle & Turf . . . \$145.00
- Broadway . . . 335.00
- Nite Club . . . 395.00
- Pixie . . . 175.00
- Yacht Club . . . 45.00
- Spot Lights . . . 40.00
- Bright Lights . . . 35.00
- Bright Spot . . . 40.00
- Atlantic City . . . 35.00
- Bally Beauties . . . 45.00
- Big Time . . . 195.00

### 5 BALLS

- Quarrel . . . \$ 50.00
- Guys & Dolls . . . 55.00
- C.O.D. . . . 55.00
- Dragonette . . . 125.00
- Frontiersman . . . 155.00
- Green Pastures . . . 80.00
- Diamond Lil . . . 155.00
- Gypsy Queen . . . 145.00
- Quenneffe . . . 75.00
- Twin Bill . . . 135.00
- Derby Day . . . 175.00
- Gun Club . . . 45.00
- Skill Pool . . . 35.00
- Lazy "Q" . . . 60.00
- Globe Trotter . . . 20.00
- Cueette . . . 45.00
- Spiffire . . . 80.00
- Sky Way . . . 80.00
- Lovely Lucy . . . 80.00
- Times Square . . . 50.00
- China Town . . . 45.00
- Shindig . . . 55.00

### 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
- Turf King . . . 45.00

1/4 down, balance C.O.D.

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CANCER FUND

**LOWEST KIDDIE RIDE PRICES IN AMERICA!**

Bally Moon Ride . . .	\$130.00
Bally Space Ship . . .	165.00
Lane Merry-Go-Round . . .	275.00
Atomic Jet . . . . .	125.00
Scientific Boat . . . . .	195.00
Harvard Metal Typewriter . . .	250.00
Exhibit "500" Rifle Gallery . . . . .	175.00

**BUY NOW PRE-SEASON LOW-LOW**

*We Buy-Sell-Trade-What Do You Need?*

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**5 BALLS**

Southern Belle . . . . .	\$185.00	Un. Vogue (Like New) . . . . .	\$350.00
Twin Bill . . . . .	150.00	Un. Venus . . . . .	175.00
Stagecoach . . . . .	165.00	Un. Comet . . . . .	150.00
Lady Luck . . . . .	125.00	Un. Targette . . . . .	125.00
Rose Bowl . . . . .	65.00	Genco State Fair . . . . .	375.00
Cross Roads . . . . .	70.00	Genco Champion Baseball . . . . .	275.00
Times Square . . . . .	75.00	Genco Quarter Back (New) . . . . .	250.00
Blondie . . . . .	250.00	Wms. King of Swat . . . . .	265.00
Shindig . . . . .	90.00	Wms. 4 Bagger . . . . .	345.00
Niagara . . . . .	65.00	Genco Sky Rocket . . . . .	250.00
Poker Face . . . . .	90.00	Genco 2-Player Skee Bowl . . . . .	375.00

**SPECIALS**  
MIAMI SHUFFLES . . . . . \$ 79.50  
AMI E-120 . . . . . 445.00

**ATTENTION, EXPORT BUYERS**  
Write for prices on all types of Bowlers. We can fill your orders promptly with the finest quality merchandise.

**MONROE**  
COIN MACHINE EXCHANGE INC.  
2423 Payne Ave. Cleveland 14, Ohio. Superior 1-4600

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

**ATTENTION, ARCADE OWNERS . . .**

**HERE ARE REAL GOOD BUYS**

**15 GENCO 2-Play SKILL BALL . . . \$325 Ea.**  
LIKE NEW—IDEAL FOR BATTERY OPERATION

**10 WILLIAMS CRANES . . . . . \$195 Ea.**  
LIKE NEW

**1 Late Model DRIVE-MOBILE . . . . \$450**

**4 GENCO BIG TOPS . . . . . \$275 Ea.**

**WANTED**  
**200 BALLY BINGOS**  
**HIGHEST PRICES PAID**

**NEW PARTS INFORMATION CATALOG NOW AVAILABLE . . .**  
**SEND FOR YOUR COPY TODAY**

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Remember IN NEW ENGLAND IT'S TRIMOUNT  
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**WURLITZER**  
**MODEL 1700 . . \$680.00**  
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**WURLITZER**  
**MODEL 1900 . . 880.00**  
**Other Makes—Many Models at Low Prices**  
**DRACO SALES CO.**  
 2005 West Alameda  
 Denver, Colorado  
 Phone: Sherman 4-1797

### Dime Play, Tax

Continued from page 89

the State on the acceptance and growth of dime play in their territories.

The next meeting has been scheduled for June 17 in Green Bay. No location for the session has as yet been announced.

Attending the meeting were: Clint S. Pierce, Dick Wraight, Brodhead; Ed Dowe, Beaver Dam; Cliff Bookmeier, Norm Boettcher, Al Durand, Green Bay; Herb Tonnell, Appleton; Mr. and Mrs. Val Andreas, Oshkosh; Ben Ludewig, Oshkosh; Dewey Wright, Wausau; Tony Hirt, Clyde Fessler, Mr. and Mrs. John Jesinski, Sheboygan, and Harry Jacobs Jr. and Woody Johnson, Milwaukee.

### Show Jets

Continued from page 89

the distributor organization was Joseph Nemesi, president; Richard V. O'Meara, general manager; George Kelly and Herbert E. Payne, sales; receptionist Delilah Capps and chief accountant Treve Priebe.

From the service and record department were: Wyman Deeg, Anthony Selario, Sigmund Strudzinski, Jim Calhoun, Obert Riegel, Clarence Marvin, Jim Rehner, Thomas G. Mutter, Chester Kajeski and John Pilzak.

Operators were also treated to a hot roast beef and baked ham dinner.

#### Lansing

In Lansing the showing was held at the Kent State Room of the Pantlind Hotel, with 195 operators, wives and service personnel attending.

On hand from the Lansing office were: Gerald A. Snyder, vice-president; Walter Byron, Art Burke and Russell Knechtel, sales; Kirk Byron, service manager and John J. Delaney, service assistant.

#### Toledo

The Toledo office hosted 148 operators and guests to a showing of the new model and following buffet dinner. Representing Music Systems were: Frank J. Martin, general manager; Keith Healey, sales; Larry Lauer, parts department; Harold Myers, service manager; John Menard, service; and Fay Shawley, record department manager.

#### Cleveland

In Cleveland the showing was attended by 240 operators, wives and service personnel. Representing the Seeburg organization was assistant sales manager Tom Herrick, and regional manager, Al Gange.

Hosting the event were: S. J. Smith, sales manager of Music Systems; Joseph Stone, Charles L. Koch, and Mel Shone, sales. R. H. Black, Howard Walek, John Rothman, Clarence Sorber, Al Seidl and Helen O'Brien.

### Trio of Bally

Continued from page 100

(long bowler), Official Pool (six-pocket pool table) and the Bally kiddie rides, Bally Bike, Model T and Champion Horse.

Jimmy Hilliard, president of

Bally Recording Corporation, will introduce Bally artists and explain the juke box play-appeal of Bally disks.

Fred Mills, sales manager of Bally Vending Corporation, will demonstrate the Bally Beverage Vender, which serves hot coffee four ways, hot chocolate, hot soups and cold soft drinks.

### "NOW DELIVERING UNITED 11' and 14' BOWLING ALLEYS"

SHUFFLE ALLEYS	ARCADE EQUIPMENT
United Rainbow . . . \$110.00	Atomic Bomber \$125.00
Ace . . . 110.00	Auto Photo . . . 1,495.00
Speedy . . . 125.00	Bally Big Inning . . . 85.00
Mercury . . . 150.00	Bally Defender . . . 125.00
11th Frame . . . 125.00	Balloonmat . . . 295.00
Lightning . . . 185.00	2 Pl. Basketball . . . 225.00
Clipper . . . 195.00	Boomerang . . . 75.00
Capitol . . . 195.00	Coon Hunt . . . 100.00
Super Bonus . . . 245.00	C.C. Hockey . . . 75.00
Pool Alley . . . 295.00	Champion Hockey . . . 125.00
Select Play . . . 295.00	Chester Pollard . . . 85.00
Regulation . . . 350.00	Foot Ball . . . 85.00
Handicap . . . 395.00	C.C. 2-Man Hockey . . . 295.00
5th Inning . . . 125.00	Dale Gun . . . 50.00
Bally Blue Ribbon . . . 250.00	Evans Bat-A-Score . . . 145.00
Gold Medal . . . 250.00	Flash Hockey . . . 225.00
ABC . . . 350.00	Ex. Hi Ball . . . 95.00
C C Miami Shuffle . . . 195.00	Genco Quarterback . . . 285.00
<b>DRINK VENDORS</b>	Genco Champion . . . 275.00
Spacarb 3-Drink . . . \$295.00	Baseball . . . 275.00
3D50 . . . 395.00	Harvard Metal . . . 225.00
4D51 . . . 395.00	Typex . . . 125.00
Bert Mills Coffee, Model 500 . . . 295.00	Hayburners . . . 75.00
Bert Mills Coffee -202, with hot chocolate attach . . . 195.00	Wms. Jet Filter . . . 225.00
Bert Mills Coffee M-54 . . . 345.00	K.O. Filter, F.S. . . . 325.00
<b>COUNTER GAMES</b>	Keeney Air Raider . . . 150.00
Adv. Shockers . . . \$22.50	Keeney Submarine . . . 125.00
Merc. Grips . . . 25.00	Lite A League . . . 75.00
Got. 3-Way Grippers . . . 25.00	Liberator . . . 75.00
Pop-Up . . . 20.00	Knotty Peaks . . . 25.00
Kickers-Catchers, new . . . 52.50	Midjet Movies . . . 125.00
<b>RIDES</b>	<b>CIGARETTE MACHINES</b>
Big Bronco . . . \$325.00	Lehigh 12 Col., new \$235.00
Bally Space Ship . . . 275.00	Eastern Electric, 12 col., new . . . 289.50
Drive Yourself . . . 325.00	Mercury 9 col. . . . 165.00
Elsie the Cow . . . 295.00	National 930 . . . 110.00
Fire Engine . . . 395.00	National 930 . . . 95.00
Lane Miss America . . . 295.00	P.X., 10 Col. . . . 110.00
Lane Carousel . . . 325.00	Electro, 8 col. . . . 95.00
Midjet Racer . . . 250.00	<b>CANDY MACHINES</b>
Palomino Horses . . . 295.00	Mills 5-Col. Candy \$ . . . 65.00
Round the World . . . 425.00	Shipman 2-Col. . . . 42.00
See Saw . . . 225.00	Gum & Mint . . . 18.00
Texas Merry-Go-Round . . . 325.00	U-Select 5c Candy . . . 42.00
	Vendall, 8 Col. . . . 110.00
	Stoner's 4 Col. . . . 125.00
	S.M., 8 Col., new . . . 235.00
	Ship, 6 Col., new . . . 139.50
	Kleenex, 10c . . . 25.00
	<b>MUSIC</b>
	Seeburg A . . . \$225.00
	Seeburg A 45 RPM . . . 245.00
	Seeburg V-200 . . . 845.00
	A.M.I. A . . . 75.00
	A.M.I. C . . . 150.00
	A.M.I. D-40 . . . 195.00
	A.M.I. D-80 . . . 325.00
	A.M.I. E-120 . . . 475.00
	A.M.I. F-120 . . . 650.00
	Wurlitzer 1400 . . . 185.00
	Wurlitzer 1500 . . . 195.00
	<b>BINGOS</b>
	Atlantic City . . . \$ 50.00
	Beauty . . . 45.00
	Beach Beauty . . . 350.00
	Beach Club . . . 40.00
	Brite Spot . . . 50.00
	Cabana . . . 45.00
	Circus . . . 50.00
	Gay Time . . . 210.00
	Double Header . . . 475.00
	Dude Ranch . . . 45.00
	Gaiety . . . 110.00
	Ice Frolics . . . 70.00
	Nite Club . . . 365.00
	Pixie . . . 225.00
	Stars . . . 45.00
	Surf Club . . . 75.00
	Spot Lite . . . 50.00
	Tropics . . . 45.00
	Tropicals . . . 110.00
	Yacht Club . . . 50.00



M. S. GISSER  
Sales Manager

**CLEVELAND COIN MACHINE EXCHANGE**  
 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-6715

### NOW DELIVERING

- **BALLY A. B. C. BOWLING LANES** — 14 & 11 ft.
- **ROCK-OLA PHONOS** — 50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.

### CALDERON DISTRIBUTING, INC.

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### BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

KEY WEST . . . . . Write	GAY TIME . . . . . \$200.00
BIG SHOW . . . . . Write	VARIETY . . . . . 135.00
NITE CLUB . . . . . \$455.00	GAYETY . . . . . 110.00
BROADWAY . . . . . 395.00	YACHT CLUB . . . . . 60.00
MIAMI BEACH . . . . . 225.00	

Immediate Delivery. 1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

### SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

### ATTENTION, MICHIGAN OPERATORS!

WE ARE NOW DELIVERING

### 18-FT. BALLY ABC BOWLING LANES

14-FT. AND 11-FT. ALSO IN STOCK FOR IMMEDIATE DELIVERY

EXCLUSIVE MICHIGAN DISTRIBUTOR FOR BALLY MANUFACTURING COMPANY

King-Pin Equipment Company

826 Mills St. Kalamazoo, Mich. Phone: Fireside 5-1151

King-Pin Distributing Company

7624 Fenkell Detroit, Mich. Phone: University 3-4770



### GUARANTEED MUSIC!

- Wurlitzer 1800 . . . \$650
- Rock-Ola 1448 . . . 665
- Rock-Ola (51-50) . . . 175
- Rock-Ola Fireball . . . 275
- A.M.I. Model C . . . 125
- A.M.I. D-80 . . . . . 295
- A.M.I. B . . . . . 125

**A.M.I. E-120**

Finest condition—ready to operate

**\$445**

RECONDITIONED—REFINISHED LIKE NEW!  
 Terms: 1/3 Dep., Bal. C.O.D.

### ATLAS MUSIC COMPANY

A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005



### SEEBURG

### Wall-o-matic WALLBOXES

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

TERMS: 1/3 DEPOSIT REQUIRED

### WORLD EXPORT

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DISTR'BTING

Exclusive Seeburg Distributors

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Corp.

when answering ads . . .  
 Say You Saw It in The Billboard



**JOE ASH SAYS:  
ATTENTION EUROPE**

In order to better serve your needs, we are sending our personal representative abroad. We will be most happy to include your office on his itinerary. Kindly contact us as soon as possible.

SINCERELY YOURS,  
**JOE ASH**

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in So. Jersey, Del. and E. Penna.

**ACTIVE**

**AMUSEMENT MACHINES CO.**

You can ALWAYS depend on ACTIVE ALL WAYS

666 N. Broad St., Phila. 30, Pa. • POlar 9-4495  
Write or wire for prices



**ROYAL**  
DISTRIBUTING, INC.



**BALLY KEY WEST, \$570.00**

We need the following games as is. Need not be cleaned.

**ICE FROLIC—FROLIC—BEAUTY**

Write—Wire—Call

★★★ **ROCK-OLA** DISTRIBUTORS ★★★

Ask For Ben Mackie or Harold Hoffman

37 26 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

**'RCIA Acted Without Cause'**

• Continued from page 100

Amusement Machine Operators of New York was made thru Local 465.

Singer said that while he is representing Caggiano, he is not representing Al Cohen, another defendant. Cohen is the former Local 433 official who left the union to organize his own juke box local in competition with Local 1690.

Singer said the charge in the order to show cause which dealt with welfare and pension study plans was in error. The plaintiffs had said that each employer had to pay \$5 a week per employee for the welfare fund and \$10 a week per employee for a pension study plan.

**Denied Charge**

Actually, said Singer, the charges were \$5 a month per employer for the welfare plan and \$10 a month for the pension study plan. The plaintiffs said that no benefits had been paid from the welfare fund. Singer denied this.

Singer added that Caggiano had never attempted to hide union books and that he had never been given a hearing by RCIA.

On the contrary, he argued, attempts to get together with the RCIA general counsel proved fruitless after the general counsel had broken appointments and refused to return calls.

Singer said that if there was anything wrong in the conduct of the

local and if the parent organization had informed Caggiano, his client would have attempted to correct the situation.

**N. Y. Pin Raids**

• Continued from page 100

Catskills and Adirondacks and on the Long Island beaches.

Normally, most of these resort locations are considered pinball stops; but it is doubtful if many operators will tempt fate by using pins.

Chances are that they will step up their purchases of bowlers, shuffle alleys and pool games. The catch is that summer stops will normally take older equipment that is generally used on year-round locations, and there isn't that many old pool and bowling games kicking around.

It also means that operators will have to buy new equipment rather than utilizing what they have.

Nor does the distributor reap any benefits from the pinball bans. Whatever revenue he picks up from the sale of bowlers, shuffle alleys and pool games, he loses from the cutting off of pinball sales.

**United Juke**

• Continued from page 89

in 10 rows of 10 selections each. The panel is arranged to accommodate 20 selections each of five musical categories.

Records are stored in a vertical ferris wheel. After selection, a record is swung into a horizontal position on the turntable as the playing arm comes into contact with the record.

The machine features automatic volume control and an automatic noise filter that absorbs scratchy surface noises from heavily played records.

Loudspeaker assembly consists of one speaker and one hi-fi horn. Receptor is National's.

No price has been quoted. The model comes in five colors: black, red, green, blue and sandy.

**PHONOGRAPHS**

EVERY ONE  
STEAM-CLEANED AND  
REFINISHED LIKE NEW!

SEEBURG	AMI	SEEBURG
V200 ..... \$845.00	F120 ..... \$675.00	3W1 (Chrome) ..... \$62.50
HF100R ... 725.00	E120 ..... 450.00	50¢ Conversion Kit .. 79.50
M100C ... 525.00	D80 ..... 325.00	8" Wall Speakers 6 8.50
M100B ... 425.00	E40, 78 RPM 295.00	<b>WURLITZER</b>
HF100C ... 645.00	C40, 45 RPM 365.00	1900 ..... \$795.00
M100A ... 225.00	D40 ..... 195.00	1800 ..... 675.00
100J ..... 850.00	C-200 ..... 845.00	2000 ..... 845.00
100JL ..... 895.00		



**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**

**GENCO CIRCUS RIFLE  
GALLERY**  
**WILLIAMS CROSSFIRE**  
Treasure Cove ..... \$275.00  
Sportland Shooting  
Gallery ..... 175.00  
Deluxe Ranger ... 250.00  
Davy Crockett .... Write

Challenger (with  
stand) ..... \$ 65.00  
500 Shooting  
Gallery ..... 250.00  
Coon Hunt ..... 150.00  
Anti Aircraft .... 99.50  
Spacegun ..... 95.00  
State Fair ..... 350.00  
Rifle Gallery ..... 175.00

Deluxe Bonus .... \$245.00  
Carnival ..... 185.00  
Sky Gunner ..... 145.00  
Shooting Gallery . 110.00  
Jet Fighter ..... 225.00  
Mauser Pistol .... 89.50  
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Now It's Official  
The 1957  
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1957 DeLuxe  
**BASEBALL**

THIS IS IT. A WINNER!

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KING OF SWAT  
\$245.00**

Greatest of all time at a very special price.

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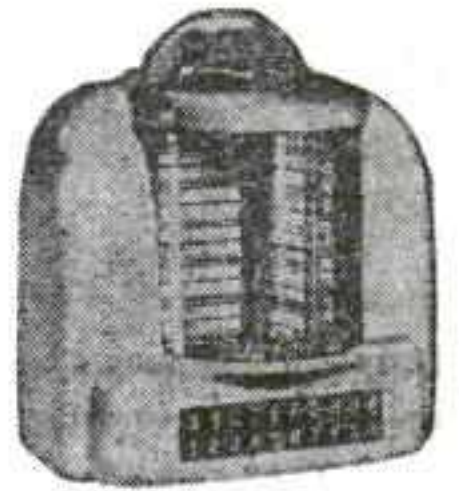
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1/2 with order,  
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**SEEBURG 3W1 100  
WALL BOX SPECIAL  
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- New Buttons
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- Completely Reconditioned

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- MODEL 1900 (104 Sel.) 725.00
- MODEL 1800 (104 Sel.) 625.00
- MODEL 1400 ..... 149.50
- MODEL 1250 ..... 129.50

**ROCK-OLA**

- 1442 Hi-Fi ..... \$395.00
- 1438 Comet ..... 395.00
- 120 Sel. Wall Box. .... 34.50

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- G-120 ..... \$695.00
- F-120 ..... 550.00
- E-120 ..... 395.00
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- MODEL B ..... 89.50
- MODEL A ..... 69.50

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# Depreciation on MOA Agenda

Continued from page 89

tion schedule for any coin-operated equipment. Vending machines do not have a schedule either.

For all such equipment, it has only what it calls "suggested rates based on past experience." These suggested rates are out of date in today's operating business.

For example, juke box operators are allowed three to five years. But suggested rates are eight to 10 years. Because of this, there is sometimes considerable confusion and misunderstanding between IRS agents without a knowledge of the business and operators seeking to depreciate new equipment or set up new schedules.

On vending machines, the suggested rates are eight to 10 years for food, drink and tobacco vendors, longer for stamp and miscellaneous machines.

Efforts to adopt a uniform depreciation schedule on juke boxes are not new.

As long ago as July 22, 1954, a group of operators, represented by Rodney Pantages and Hirsh de La Viez, met informally with Treasury Department officials in an effort to establish a uniform national four-year depreciation schedule.

Their action at that time was prompted by an Internal Revenue ruling in Hawaii establishing a 10-

year depreciation schedule retroactive for five years, that operators were certain, if adopted in this country, would be chaotic to the music machine business.

The pair recommended a four-year schedule calling for 40 per cent depreciation the first year, 30 per cent the second, 20 per cent the third and 10 per cent the fourth.

They pointed to rapid advances in the industry which made a juke box, after four years, while usable, nevertheless obsolete.

Their suggestions were also embodied in a letter to the Treasury by the MOA, but no action was ever taken on the point.

### New Confidence

However, MOA officials are more confident about the expected success of their current efforts.

For one thing, the meeting in 1954 was at the suggestion of the operators rather than the Treasury officials, as is the case now. MOA spokesmen feel that the recent Internal Revenue bulletins, along with the Treasury Department letter, indicate a genuine desire on the part of the government to revise

the current code to some equitable agreement.

They feel confident that action at the coming MOA convention will lead to concrete proposals that will be a dominant factor in the drafting of new depreciation schedules.

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### FOR SALE

We carry a full line of genuine Panoram Projector Paris—sold with a money-back guarantee.

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## BRAND NEW POOL TABLES!

Plastic light-up bumpers, cabinet size 36" by 60" ..... \$125.00

Reconditioned pool tables, Each. \$75.00



Slate pool tables, reconditioned with brand-new slate top installed \$125.00

## SHUFFLES

### UNITED

- SUPER BONUS \$290
- \* IMPERIAL ..... 90
- ROYAL ..... 80
- OLYMPIC ..... 70
- \* STAR 10TH FRAME ..... 55

### KEENEY

- \* DIAMOND ..... \$160
- BIKINI ..... 130
- PACEMAKER ..... 80
- \* DOMINO ..... 60
- CARNIVAL ..... 50
- 10 PLAYER ..... 50

\* Indicates Match Play

## SPECIAL ON 14 FT. BOWLERS!!

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## Phonographs!

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Exhibit Space Patrol .....	\$150.00	Merry-Go-Rounds .....	\$295.00
Royal Rocket Ride .....	150.00	Standard Metal Typer .....	225.00
Clown See-Saws .....	125.00	Round the World Trainer .....	425.00
Clown See-Saws (Lrg.) .....	160.00	Exhibit Space Gun .....	50.00
Chi Coin Super Jet .....	245.00	Genco Sky Gunner .....	100.00
Exhibit Junior Jet .....	\$95.00	Goalee .....	85.00

And Many Other Devices.

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PLEXIGLASS BACKGLASS Optional

● "Bowl 300 this Game" lites up at selected intervals on upper left of backglass. May lite up in 5th or 7th frame at option of operator. Pulls heavy play!

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● 6 different adjustments on strikes

SURELY... A REAL BEAUTY!

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● HANDSOME MIRRORED BACK GLASS

● 14 Feet Long Three easy-to-move sections

National Slug Rejector

JAM-PROOF BALL LIFT

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11', 8" or 14', 8"

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REGULAR MODEL SLATE TOP MODEL

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Finest reconditioned late model bumper pool tables with brand-new slate tops installed. 36"x52". Ready for location ... ONLY \$125 COMPLETE

FINEST SLATE TOPS

Regulation size 32"x48". Rubber-backed billiard cloth. Jumbo Plastic Bumpers ..... \$67.50

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- Wms. KING OF SWAT... \$275
- Wms. 6-PL. ALL STAR... 185
- C. C. HOME RUN, 6-PL... 175
- C. C. SUPER H. R., 6-PL... 185
- Evans BAT-A-SCORE... 105
- Wms. DL WORLD SERIES... 85
- Sc. BATTING PRACTICE... 75

## ARCADE

- Mut. LORD'S PRAYER \$335
- Mut. K. O. CHAMP 325
- C. C. TWIN HOCKEY 265
- C. C. STEAM SHOVEL 185
- Gen. 2-PL. BASKETBALL 185
- Mut. TUNGO 175
- Wms. SIDEWALK ENGINEER 150
- C. C. BASKETBALL CHAMP 135
- C. C. 4-PLAYER DERBY 145
- Cap. MID'ET MOVIES 125
- Evans SUPER BOMBER 115
- TELEQUIZ w/ Film 90
- Mut. ROCK 'N' ROLL 85
- Wms. QUARTERBACK 85
- Amuse. BOWMEERANG 65

## GUNS

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- STATE FAIR ..... \$350
  - RIFLE GALLERY ..... 175
  - SKY GUNNER ..... 125

### EXHIBIT

- JUNGLE HUNT ..... \$415
- SHOOTING GALLERY ..... 110
- DALE GUN ..... 55

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- BONUS GUN ..... \$245
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1st with choice of 45 or 78 rpm recording speeds! 1st with choice of musical introductions!

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**The NEW, STREAMLINED  
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NOW ON DISPLAY AT  
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**OTHER SPECIAL SHOWINGS:**

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**GIVE TO DAMON RUNYON  
CANCER FUND**

**Health Plan**

• Continued from page 89

the individual contracts now in use. • Sherman was authorized to draw up such a contract and supply members with it.

Agents of the Hardware Mutuals Insurance Company will visit each member of the association to sign for the health and welfare plan. It is to be for members only and will be available at reduced rates and will apply to self-employed operators as well as those employing help.

An election committee was appointed by President David J. Baker. It is comprised of Dave Cropman, Benjamin Ross and Leon Sherter and will bring a slate of officers to be voted on at the next meeting.

Two new members were welcomed to the association. They are Thomas Byrne of Boston and James W. Woodward of Quincy. Baker spoke at length on the unfair, adverse publicity which the industry is receiving in connection with the reduction in license fees.

Baker also reminded the membership of the MOA convention in Chicago May 19, 20, 21 and strongly urged members to attend if possible. Several signified their intention of being there. Arrangements are being made to fly in a group.

**STUCK**  
FOR EXTRA PROFITS!  
Try The  
Trouble-Free  
Operation  
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**STANDARD-HARVARD**  
Metal Typer, Inc.  
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**LIKE NEW!**

- WURLITZER  
MODEL 1700 . . . . \$675.00
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MODEL 1800 . . . . 765.00
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MODEL 1900 . . . . 870.00
- FULL SELECTION, GOOD REBUILT  
MACHINES. SEE US FIRST
- STEELE DISTRIBUTING**  
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**GENCO'S NEW  
CIRCUS  
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Only GENCO . . .  
the LEADER in Gun Games  
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**SENSATIONAL NEW  
TARGET ACTIONS!**

NEW... Mysterious  
**CRAZYBALL**

Defies Gravity . . . Rolls across the back wall  
of game . . . drops when hit!

NEW... "SAD SAM"  
COMICAL

Automatic Reversing HOBO FIGURE... Stops  
and Turns When Hit—Only one of its  
Kind without Electric Eye!

Realistic "SHATTER"  
**CLAY PIPE  
TARGETS!**

Swinging  
**GORILLA  
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MATCH AND REGULAR

PLEXI-GLASS GUN REST LIGHTS UP LIKE  
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|-----------------------------|--------------------------------|
| Wms. 4-BAGGER . . . . \$315 | C. C. STEAM SHOVEL . . . \$145 |
| Wms. KING OF SWAT . . 245   | Wms. CRANE . . . . . WRITE     |
| Wms. BIG LEAGUE . . . 125   | Gen. SKY ROCKET . . . 195      |
| Wms. D LX. BASEBALL . . 95  | Un. CARNIVAL GUN . . . 195     |
| Gen. 2-PI. BSKTBALL . . 195 | Genco WILD WEST . . . 265      |
| C. C. TWIN HOCKEY . . . 225 | Genco SUPER BIG TOP . . 325    |
| United STAR SLUGGER . . 295 | MERRY-GO-ROUND . . . 295       |

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| SUPER BONUS . . . . \$235  | C.C. HOLLYWOOD . . . \$195 |
| CAPITOL . . . . . 210      | C.C. BOWLING TEAM . . 135  |
| CLIPPER . . . . . 195      | C.C. BLINKER . . . . . 295 |
| LIGHTNING . . . . . 165    | Genco SKILL BALL . . . 285 |
| D LX. COMET . . . . . 125  | Ex. RINGER BALL . . . 285  |
| D LX. TARGETTE . . . . 110 | Wms. ROLLABALL . . . 375   |
| GOLD MEDAL . . . . . 195   | Un. RAINBOW . . . . . 110  |
| MAGIC . . . . . 145        | Un. TEAM . . . . . 85      |
| VICTORY . . . . . 95       | Un. ROYAL . . . . . 55     |

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| KEY WEST . . . . . WRITE   | BRAZIL . . . . . \$425   |
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| DOUBLE HEADER . . . . 455  | STARBUST . . . . . 275   |
| NITE CLUB . . . . . 425    | STARLET . . . . . 225    |
| BROADWAY . . . . . 385     | PIXIES . . . . . 195     |
| BEACH BEAUTY . . . . . 325 | TROPICANA . . . . . 110  |
| MIAMI BEACH . . . . . 225  | CABANA . . . . . 55      |

**NEW GAMES**

- Wms. CROSSFIRE GUN • Wms. 1957 D LX. BASEBALL • Bally SHOW TIME • Gottlieb MAJESTIC • United BOWLING ALLEY • Bally A.B.C. BOWLING LANES

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Exclusive Distributors for  
**FISCHER'S  
'SIX-POCKET' POOL**  
In ILLINOIS—INDIANA—IOWA—MICHIGAN  
**PRICED RIGHT! IMMEDIATE DELIVERY!**



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M-100A.....MH-100A  
**CONVERSION**  
to 33 1/2 RPM to 45 RPM  
**\$24.50 • \$69.50**  
F.O.B. Los Angeles  
**CALCOIN CORP.**  
11167 West Pico Blvd.  
Los Angeles 64, Calif.

... guarantee  
Billboard advertisement  
a true measure  
of value

**Detroit's Income**  
• Continued from page 91  
stay-at-homes, the general trend toward entertainment at home and the lack of amusements in the tavern.  
Moss charged that tavern and bars have nothing in the way of entertainment to offer the public but possibly color TV. He added, "If there is nothing to hold customers inside the bar, they certainly aren't going to pause long enough to load up the juke box with the same pile of coins once used in the past as a part of the evening's entertainment."

**NEW!**



SIZE—74"x41"x32"

- Attractively finished grey cabinet
- Choice of A. B. T. double 10c or 25c chute
- White and black beaded score rack
- Cue Ball return
- Separate locked coin compartment
- Anti-cheat system

**6 POCKET**

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.

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Dickens 3-3444

**CONVERT Shuffle Alleys ... to Bowling Alleys**  
with our NEW Sensational BOWLING ALLEY CONVERSION KIT!  
**NO PUCKS—NO WAX! IN DEMAND EVERYWHERE!**  
CONVERT all your LOW-INCOME producing SHUFFLE ALLEYS to HIGH EARNING BOWLING ALLEYS.



- Convert 8 or 8 1/2 ft. shuffle alley in a few hours
- Diagrams and instructions with kit
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**CHROME PLATED BALL RETURN!**

**KIT INCLUDES:**

- Ball Lift (Motor Driven)
- 3 Rubber Balls
- Chrome-Plated Ball Return
- Roll-Overs for Playing Field

**SHIPPING WEIGHT 60 lbs.**

**IMMEDIATE DELIVERY**  
1/2 dep., bal. C.O.D., f.o.b. N.Y.

**8 ft. CONVERSION KIT \$169.50**  
8 1/2 ft. CONVERSION KIT only \$5 more

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Introducing... **NEW ROTO-TARGETS**

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- Red and Green Pop Bumpers Lite Alternately for High Score.
- Holes Score Indicated Target Value plus 100 Points When Lit.
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- Super-Powered Flippers Fire Ball Up Field at Roto-Targets.

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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

New Parts Catalog Now Available  
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**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

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in New England for Quality REGULATION 6-POCKET POOL  
REDD—THE POOL TABLE PIONEER

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- Midget Movies ..... \$ 95
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- Genco Champion Baseball ... 175
- Exhibit Shooting Gallery ..... 100
- Williams 4-Bagger ..... 375
- Williams Big League Baseball 125
- Williams DeLuxe Baseball ... 100

## —MUSIC— WURLITZER

2000 1900	1650	\$285
1800 1700	1500/50	210
	1500A/50A	310
	1400	175

SEEBURG		AMI	
V-200	\$815	G-200	\$815
R	665	E-120	395
G	595	F-120	595
W	595	E-80	385

## —KIDDIE RIDES—

BALLY CHAMPION HORSE	\$450
MERRY-GO-ROUNDS (Lane, Lee, etc.)	400
BALLY SPACE SHIP	225
SEE SAW	195
SCIENTIFIC TV RIDE	195
BOATS	225

50 POOL TABLES—Assorted ..... \$50  
50 Slate Top POOL TABLES—Assorted ..... 95

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Deco Rocket Ships	\$265.00
Bally Space Ships	175.00
Clown See-Saws	165.00
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King Ponies	285.00
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Capital Midget Racers	195.00

and many, many more to choose from!

All Prices F.O.B. Pittsburgh. Subject to Prior Sale.  
We Buy—Sell—Trade  
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Write for prices.

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Inside work—Must be reliable. Part-time mechanic also considered.  
Leading Chicago Distributor.  
Write Box 889, The Billboard  
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## Now Delivering 6-POCKET POOLS

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... built to insure years of profitable operating!

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GIVE TO DAMON RUNYON  
CANCER FUND

# Williams DELUXE 1957 BASEBALL! REPLAY or NOVELTY



Only AUTHENTIC BASEBALL GAME WITH WILLIAMS PROVEN NEW ANIMATED BASE RUNNING UNIT

FORMICA PLAYFIELD

YOU PITCH AND BAT YOUR OWN BALL!

SINGLES • DOUBLES  
TRIPLES  
out of the park HOME RUNS  
SACRIFICE HITS

### SCORES REPLAYS ON:

- RUNS • HOMERUNS
- BEAT PREVIOUS HIGH SCORE\*
- GRAND SLAM HOME RUN\*
- NUMBER MATCH\*

\*Adjustable to Register on Replay Unit or Meters  
3 OUTS: 10¢  
3 PLAYS for 25¢  
Adjustable to 5¢ per Play, 5 Plays for 25¢

### 2 BIG CARRY-OVER FEATURES:

1. GRAND SLAM HOME RUN
2. BEAT PREVIOUS HIGH SCORE

MORE FANS come in crowds to play and pay  
MORE MONEY!

NEW Hi-Style Cabinet with Show Case Vision

Twin National Slug Rejector Coin Mechanism



See Your Williams Distributor without delay...today!

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Williams Now Delivering  
CROSSFIRE Popular Gun Game  
6-Pocket POOL TABLE

# TOPS 'EM ALL

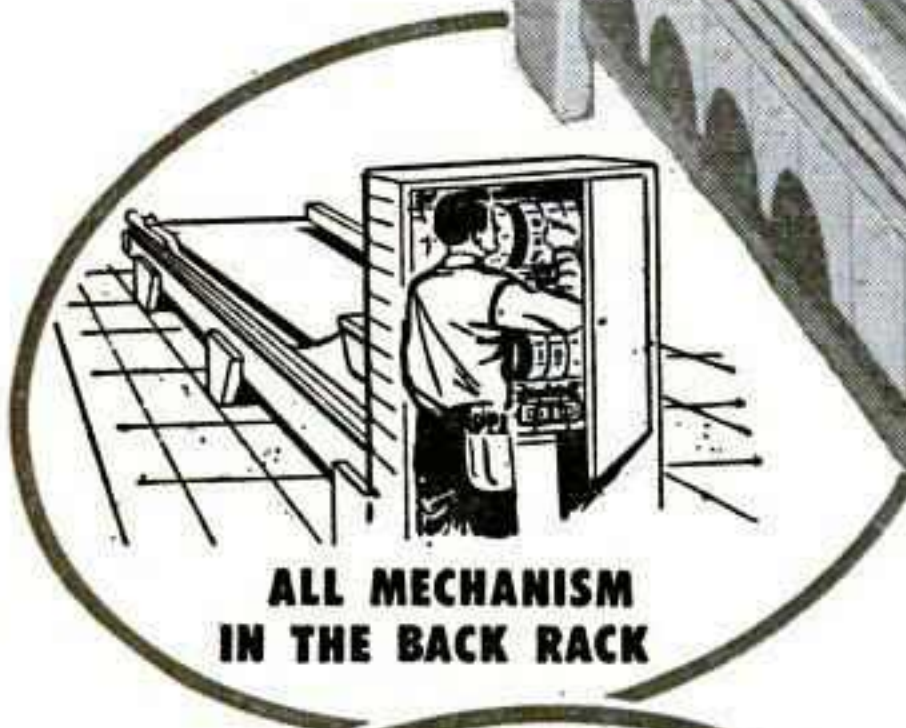
## chicago coin's BOWLING LEAGUE

✓ *Tops in EXTRA FEATURES!*

✓ *Tops in EXTRA PROFITS for YOU!*



**NEW!**  
ALL METAL  
ROLLER CHAIN  
AND SPROCKET  
BALL LIFT  
(ELIMINATES  
BALL JAMS)



**ALL MECHANISM  
IN THE BACK RACK**



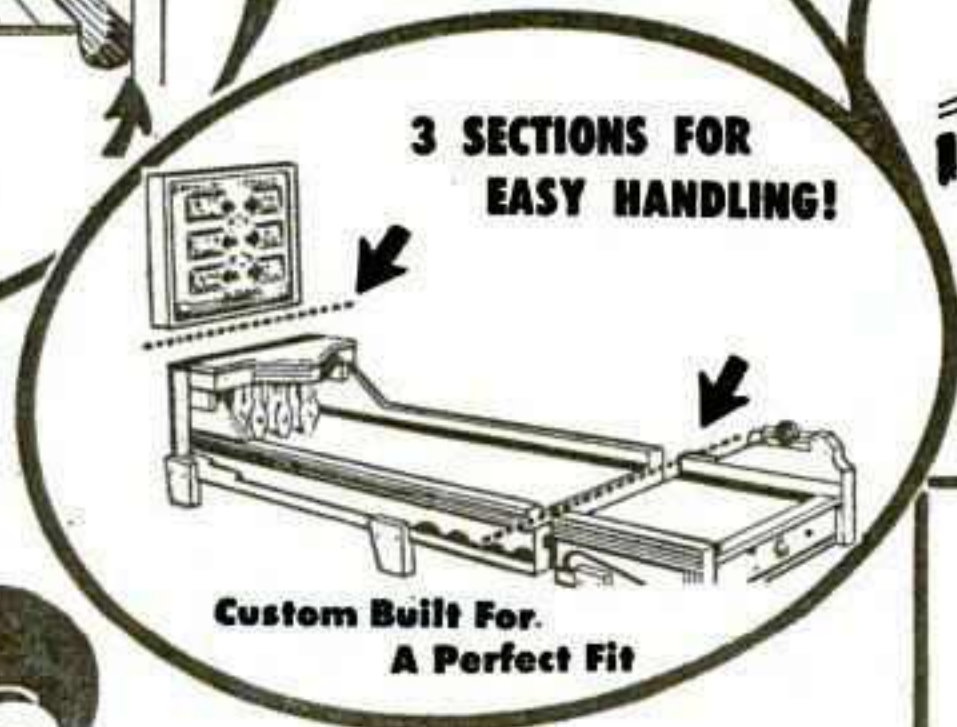
BALLS FEEDING ON TO  
CHAIN ELEVATOR GET AGITATED IN  
THE TROUGH, PREVENTING JAMMING  
OR BALL HANG-UPS



**GENUINE GUTTERS**



**SCORING  
HANDICAP CONTROL**



**3 SECTIONS FOR  
EASY HANDLING!**

Custom Built For.  
A Perfect Fit

Your Choice Of  
2 Size Cabinets!

**14 ft. 8" LONG  
12 ft. LONG**

29 Inches Wide  
18 Inches High

Equipped With National  
Slug Rejector!



Available In **20 ft. 8 in. Length**

(Convertible to 14 ft. 8 in.)

**2 GAMES IN ONE**

Order Now For Early Delivery

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CHICAGO 14, ILLINOIS



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**OFFICIAL  
BOWLING RULES**

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STRAIGHT BALL • HOOK BALL • BACK-UP BALL

**6 CAN PLAY**

3 POPULAR SIZES

11 ft., 14 ft., 18 ft. long

18 IN. HIGH ALLEY • SECTIONAL CONSTRUCTION

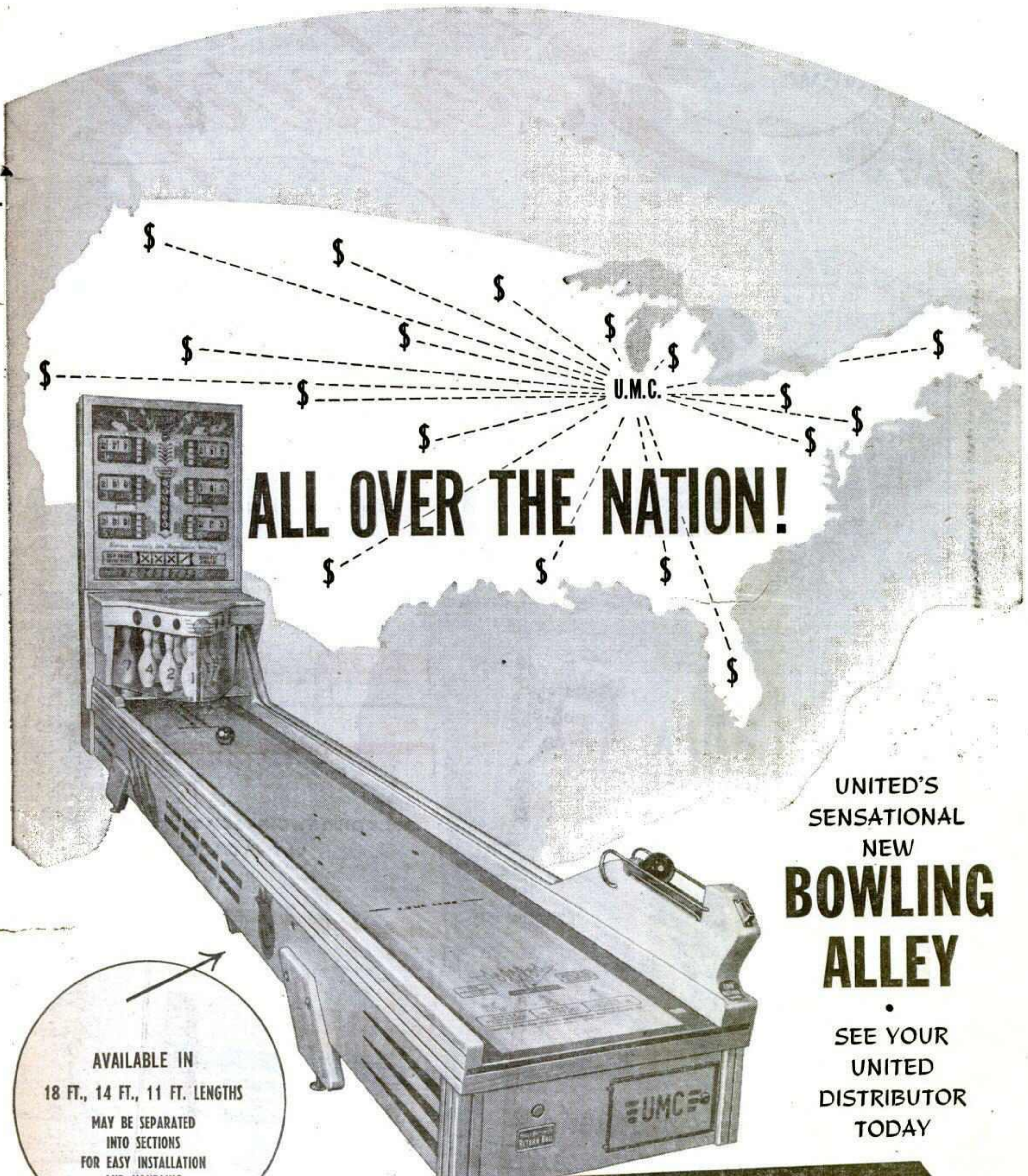
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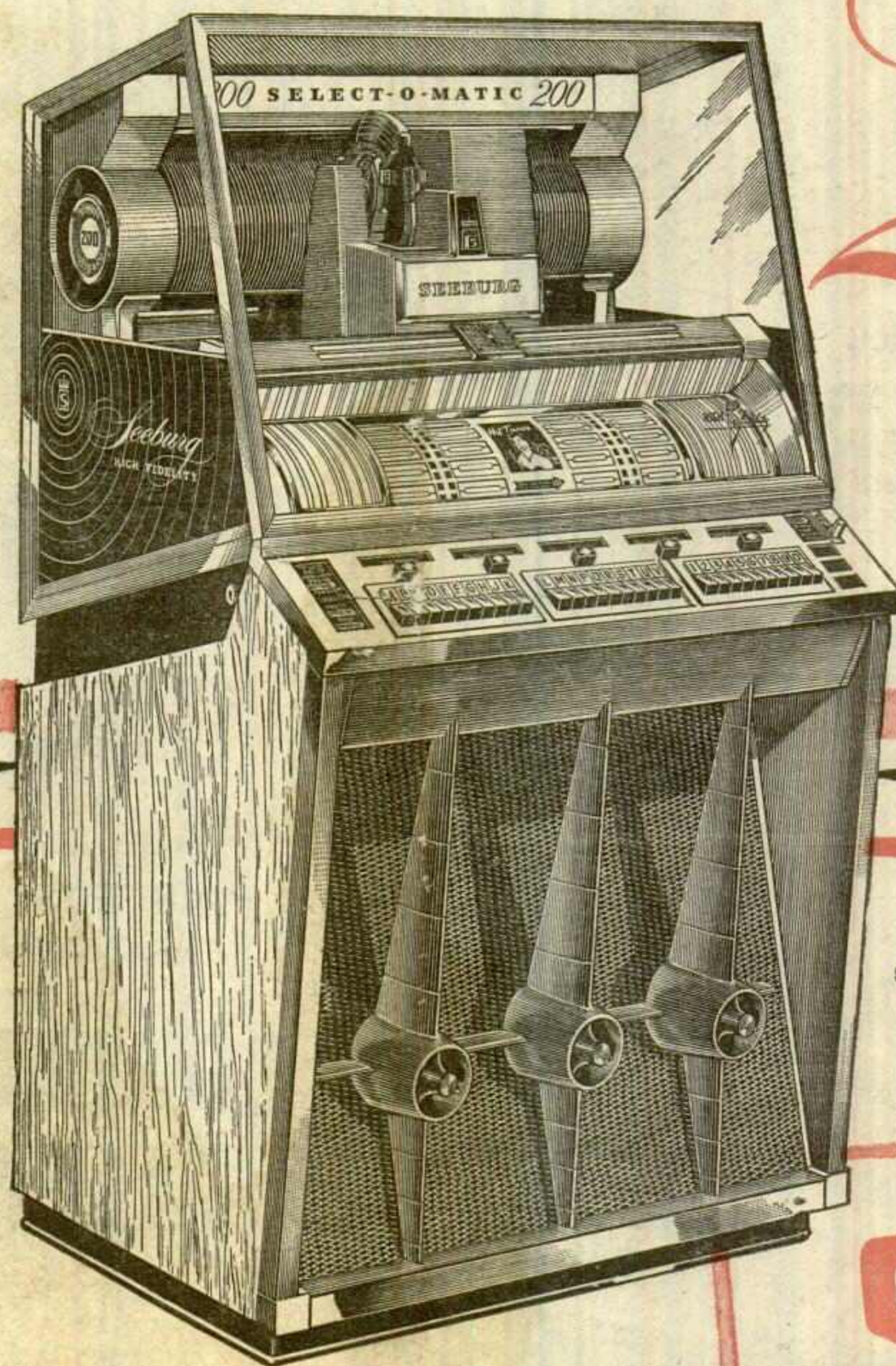
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