

The Billboard

PRICE:
35 CENTS

ALL OVER
THE WORLD

APRIL 29, 1957 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

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By BOB DIETMEIER

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In point of fact, union inroads into the juke box operating business have been slight in terms of number of operating companies. No more than 10 per cent of the total number of operating companies have union members, according to best estimates.

But in terms of thoroughness in the few metropolitan areas in which unions have concentrated up to now, union activity has been impressive. The survey indicates that in a big city where a union is active, it would be virtually impossible to operate without union membership.

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Pre-school Thru Intermediate Classroom: “Callant Little Tailor,” Contemporary Films; Producer, Primrose Productions.

Safety: “The Hot-Rod Handicap,” Producer, Hal Roach Studios, United Artists.

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Music	21	TV, TV Film Reviews	20
Music Machines	89	Vending Machines	82

Both Employ "EE" & "ER"

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Altho no one knows for sure what occupations fall into the employer - employee classification, mentioned as possible by the Labor Department are barbers, truck drivers, some cigar makers, some of the building trades. The classification refers to self-employed persons. Many operators are both employer and employee. Even where an operator may have one or two employees, if he himself performs the work of an employee, he is both employer and employee.

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The firm is Associated Music Publishers, 30-years old in this country, and representative of many of the oldest European catalogs.

Among the American composers who contributed to the surge are Roy Harris, Wallingford Riegger, Walter Piston, Elliott Carter, Alan Hovhannes, Henry Cowell, the late Charles Ives and others.

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WORDS TO THE WISE

Celler Report Warns Webs On Program, Station Tie-Ins

By MILDRED HALL

WASHINGTON — If the TV networks can "conclusively" be proven to tie in the sale of network and net-owned station time, to the sale of net-owned or controlled programs, and indulge in other practices allegedly "anti-competitive" to independent programmers, the matter should "get prosecution from the Department of Justice."

This is one of the conclusions which will appear in the as yet unreleased Celler House Antitrust Subcommittee report on its broadcast probe of last session. The staff report is still officially under wraps at the committee, altho it was completed some weeks ago, under the direction of Herbert Maletz, majority counsel, assisted by Samuel Pierce, minority counsel.

Reliable sources indicated to The Billboard last week that the staff report will recommend, among other things:

Continuing investigation by the Justice Department of network program practices and the alleged tendency of nets and affiliates to favor net-owned packages. The report especially notes that tying sales of net time and net programming would enable nets to obtain "financial concessions" from independent producers, that these concessions can often include "a share in rerun and subsidiary rights" and that they sometimes can include "stock interests in the producing firm itself." These practices "can have dangerous anti-competitive consequences," the report will point out, and form the basis of a Justice suit "if the facts warrant."

The report will suggest continuing investigation by the Justice Department of the "unhealthy" situation of must-buy practices. (This study has been under way for some time by the Antitrust division, with assistance by the FBI in garnering evidence.) The report is said to recommend possible action, if the Justice Department feels the practice is proven in violation of anti-trust laws.

Closer attention should be paid to dominance of 15 ad agencies which have close to 50 per cent of the nation's total TV billings. The report will consider this a "dangerous" trend. "If the trend is not stopped, such a power might evolve serious political repercussions. A grave responsibility rests upon these agencies to conduct their affairs with due regard to the public good."

No relaxing of the multiple-ownership rules. The staff report will state that "any relaxation of the rule either by adoption of a 'case by case' approach, or by an upward revision of a numerical limit on station ownership would

be wholly inconsistent with anti-trust objectives."

The report will recommend that the FCC rectify its "failure" either to make public the network affiliation contracts on file with it, or to make better use of them. The report will conclude that the FCC has not studied the contracts for any purpose other than to find out if they violate the chain broadcast rules. Recommendation will also be made that the FCC correct the chain broadcast rules of "first call" for network affiliates on network programming available in the community.

The report would like to see the Justice Department investigate Broadcast Music, Inc., with a view to possible divestiture by all broadcast interests of ownership in BMI. (See separate story, Music-Radio.)

On the allocations front, the report will recommend that since "TV has become in one decade a profound social force," the FCC

should push forward in its deintermixtures to preserve ultra-high service, pending possible move toward a "major shift to UHF" in the future. The report will recommend further aid to ultra-high by a national educational campaign, led by the FCC, and will ask Congress to give favorable consideration to legislation to "spurt the production of all-channel sets."

The staff recommendations, yet to be endorsed by committee members, will summarize findings of its voluminous report covering UHF problems, the network role in TV, with an exhaustive report on broadcast revenues, ratios of broadcast income to investment in tangible property, and the alleged domination of CBS and NBC network ownership of stations.

Also covered are "network relationships to affiliates," and the FCC's alleged failure to watch for anti-trust aspects in dealings with stations and networks.

BIG CBS DAY PUSH

Horizontal Cross Plug in the Works

NEW YORK—In the planning stage at CBS-TV are a number of major moves which are being created to throw some excitement into daytime TV, both for sponsors and audiences.

Of greatest interest to advertisers is the fact that CBS is working to permit the horizontal cross plug on its daytime schedule. The NBC-TV allows the cross plug both horizontal and vertical for sponsors on its daytime properties, CBS has only allowed it on one show, "Our Miss Brooks," the rerunning of the vidfilm series.

Also of significance is an exploitation campaign on daytime TV being plotted for the web by Bud Brandt Associates. CBS has taken the wraps off its bankroll and is willing to spend into the millions if necessary for exploitation that will make the nation daytime TV conscious.

Any and all exploitation ideas will be used to keep the daytime video viewers close to their TV sets. Thus, for example, the network is considering a \$1,000 giveaway, daily or weekly, for viewers who are caught at home watching CBS daytime TV by interviewers, and can answer questions about it.

The network is also mulling a number of changes to strengthen soft programming spots on its day-

time schedules. Rumored soft are such shows as the "Valiant Lady" and Bob Crosby, who boasts a number of contented clients. Already in kine form is "You, the Jury," and being prepared are "The Search for Cinderella" and "Top Dollar," a new audience quiz.

Kaiser Takes 'Zorro' Half, Drama in Air

NEW YORK — Kaiser Aluminum has picked up the alternate week option on "Zorro" dropped by Pillsbury. The Disney serial has been rescheduled for Thursdays, 8-8:30 p.m., on ABC-TV, instead of in the 7:30 p.m. slot. Pillsbury bought alternate half hours of "The Big Record" on CBS-TV, Wednesdays, 8-9 p.m.

Kaiser, while mulling half-sponsorship of "Zorro" and "The Californians" back - to - back, hasn't dropped its hour-long drama series yet. ABC has offered to pair such a show with its own "Conflict," now slated to depart, should Kaiser make drama its final choice.

"Zorro" has already been bought by Seven-Up for alternate weeks.

Sponsors May Drop 'Panic'

NEW YORK—Liggett & Myers and Max Factor will probably give up on "Panic" at the end of their current commitment, tho the drama's TV career is, by no means, ended. The sponsors will use Saturday evening 9-9:30 on NBC-TV next season for a show as yet unselected and move out of Tuesday 8:30-9 p.m. on the same web.

The web and the advertisers believe that the show will not fit between Perry Como, 8-9 p.m. and

LATE TV FLASHES

"CINDERELLA" HITS JACKPOT

The March 31 CBS-TV spectacular of "Cinderella" hit the jackpot. It's Nielsen rating was a socko 60.1 and its AA a 49.1. Its share of audience was 65.6. Pepsi-Cola and Shulton sponsored.

NBC SIGNS RONSON, DAIRY

NBC-TV last week wrapped up two new sponsors. Ronson bought two quarter hours of its news show which will be presented in the 6:45 and 7:15 strips and is telecast by CBS-TV. And American Dairy Association bought an alternate third of the Saturday night Perry Como show making that stanza SRO for next season. Glidden has also evinced interest in NBC news.

HOME PRODUCTS EYE 'RILEY'

American Home Products may purchase an alternate half of "Life of Riley," NBC-TV Friday 8:30-9 next season. The deal is expected to be firmed this week. Levers will own the other half, and the two sponsors will also share "Have Gun Will Travel" on CBS Saturday nights.

THEY GO FOR ONE-SHOTS

A number of sponsors last week bought one-shot spectaculars. Pontiac and RCA will team up on the sponsorship of the two-hour "Annie Get Your Gun," Mary Martin vehicle, on NBC-TV, the last Monday in October in the 9-11 p.m. slot. Rexall Drug has purchased "Pinocchio" for presentation Sunday October 13, 6:30-7:30 p.m., and General Mills will sponsor the "Pendleton Round-up," a rodeo, September 14, 8-9 p.m.

REYNOLDS EYES WINCHELL

R. J. Reynolds has expressed interest in the Walter Winchell anthology series, now marked for Thursdays, 10-10:30 p.m. on ABC-TV. If Reynolds buys, the show will move to Mondays, 7:30-8 p.m.

ABC SHOWS FOR COMIC BOOKS

Dell Publishing has issued the first three comic books of a series of 12 based on ABC-TV shows, with 50,000 copies headed for web affiliates. Openers are "Cheyenne," "Rin Tin Tin" "Disneyland Comics and Stories."

'KUKLA' OFF FOR SPORTS

ABC-TV and Gordon Baking will abandon "Kukla, Fran and Ollie" in July, with the web prepping a sports show strip for 7 p.m. next fall. John Daly's newscasts will continue at 7:15 p.m.

Details on Weaver Program Service

NEW YORK—More details of Sylvester (Pat) Weaver's new Program Service this week became available. Weaver sees his organization as a third force between network and spot buying for advertisers.

On a live interconnected basis he is offering advertisers for immediate delivery stations in New York (WABD-TV), Chicago (WGN-TV), Washington (WTTG-TV), Philadelphia, Detroit, Milwaukee and Minneapolis-St. Paul. The total time costs of these stations, Weaver states, is \$10,000. He compares it with the \$26,000 that would be paid by sponsors who bought the same NBC-TV stations for spot and

the \$35,000 that would be paid if they paid the NBC card rate for its affiliates in those cities.

Also available for this fall are Hartford-New Haven, Conn.; Indianapolis, and St. Louis on a live interconnected basis. Weaver will also deliver Los Angeles, San Francisco, Dallas, Fort Worth and Seattle on kine and later, by special arrangement, Boston, Pittsburgh, Cleveland, Baltimore, Buffalo and Kansas City, Mo.

The former NBC-TV topper makes several major points to potential sponsors: Network TV has become so expensive that the many major clients who cannot afford all the web TV they need, can use his Program Service as a supplement. Because of his low cost operation, sponsors can rerun the hits of yesterday to see if they can do a job. Shows which are costly for network running can be programmed again because of low time costs. There can be increased agency participation in production thru his organization. Program Service is ideal for multiple and regional advertisers and his new operation is ideal for product introduction and testing.

Weaver's Program Service is offering sponsors time periods between 9-11 a.m., 1-3 p.m. and 5:30-7:30 p.m. Among his shows are "Ding Dong School," "Welcome Travelers," "It Pays to Be Married," "Feather Your Nest," "Winner Take All" and "Dollar a Second."

Lewis Marcy Joins Pat Weaver Operations

NEW YORK—Lewis M. Marcy, director of sales development and presentations for NBC-TV, has resigned to join Pat Weaver's Program Service firm in an executive sales capacity. Marcy has played an important role in rebuilding the NBC daytime sales position.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

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'PERRY' AND OTHERS

CBS Changes Sat., Still Some Posers

NEW YORK — CBS-TV last week made a major change in its Saturday night programming pattern for fall. "Perry Mason" was shifted forward from the key 8-9 p.m. slot to 7:30-8:30 where it immediately snapped up by Purex, which is willing to buy an alternate hour of the dramatic stanza.

Ford Buys 'Crisis' Half

NEW YORK—Ford last week purchased alternate hour sponsorship of "Crisis," NBC-TV Monday 10-11 p.m. this fall. The MCA-TV property will feature a number of hour dramatic film stanzas to be produced by Alfred Hitchcock.

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The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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Circulation Department B. A. Bruns, Director Cincinnati Main Advertising and Circulation Offices 2160 Patterson St., Cincinnati 22, Ohio

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Webs Shape Up Programs, Sponsors on Fall Schedules

NEW YORK—Because of general interest in the network programming schedules for next fall, the following comparative list has been prepared on the basis of information known at press time. It is meant to serve as a guide to current web thinking, rather than a complete forecast of a final line-up.

SUNDAY

7:30-8 p.m. ABC: "Mystery Street" from M-G-M. No sponsor. CBS: Jack Benny and an alternating show. Both for American Tobacco. NBC: "Sally." Chemstrand on alternate weeks.

EVER UPWARD

TV Execs Still Move Into Top Agency Jobs

NEW YORK — TV toppers more and more are stepping into top agency slots, another indication of the importance of the medium to advertisers and their agencies. The latest indication of this trend into top management positions is the naming of Jim Douglass as senior vice-president of the Ted Bates agency.

Another example of the boost upward received by TV toppers is the fact that Bob Foreman has been made chairman of the plans board of Batten, Barton, Durstine was named as his replacement to head up radio and TV. (See other story this issue.)

Some Buy Shows With Eye to Selling Off Half

NEW YORK — Some network sponsors are beginning to live dangerously. In their haste to wrap up nighttime slots and sought-after properties, many advertisers are committing themselves to full half-hour buys on the webs, fully expecting to sell off half of their new programs before the new season starts this fall.

CBS: Ed Sullivan concluded. NBC: Steve Allen concluded. 9-9:30 p.m. ABC: Ted Mack's "Amateur Hour" for Pharmaceuticals, Inc. CBS: G.E. "Theater" for General Electric. NBC: "Dinah Shore (20) for Chevrolet, Shirley Temple's "Fairy Tales" (19) with sponsor not set.

MONDAY

7:30-8 p.m. ABC: "Wire Service" or replacement for R. J. Reynolds. CBS: "Robin Hood" for Wildroot and Johnson & Johnson. NBC: "Tarzan" (tentative). No sponsor.

NEW YORK — Ron Cochran and "The Late News" have fought an uphill battle to primacy in the 11 p.m. newscast battle here. Nielsen figures for March give the WCBS-TV strip an average 20.1 against 13.0 for John K. M. McCaffery's "11th Hour News" on WRCA-TV. A year ago, WCBS with a 14.2 average was trailing the WRCA show's 20.2.

Cochran and News Battle at 11 P.M. To Hit Nielsen Top

Part credit must go to the WCBS buy of the M-C-M features for "The Late Show" which follows Cochran and which has upped its own ratings noticeably.

Everyone But Dog To Be Pulled Out Of 'Lassie' Series

NEW YORK—"Lassie" will be completely revamped within a 13-week cycle of scripts to remove every running character except the canine star. The bow-out of Jan Clayton and Tommy Rettig for other acting chores and the gradual de-emphasis of the grandfather and other featured roles have decided producer Bob Maxwell and Wrather Enterprises to make a clean sweep.

ABC: "Voice of Firestone" for Firestone. CBS: "Dick and the Duchess" (tentative) for General Foods and Procter & Gamble. NBC: "Twenty-One" for Pharmaceuticals, Inc. 9:30-10 p.m. ABC: Lawrence Welk's "Top Tunes and New Talent" for Dodge. CBS: "December Bride" or replacement for General Foods. NBC: "Four Star Playhouse" for Alcoa and Goodyear.

TUESDAY

7:30-8 p.m. ABC: "Cheyenne" for General Electric alternating with "Sugarfoot" for American Chicle, alternate half-hours. CBS: "Name That Tune" for Kellogg and Whitehall Pharmaceutical. NBC: "The Fox" (tentative). No sponsors.

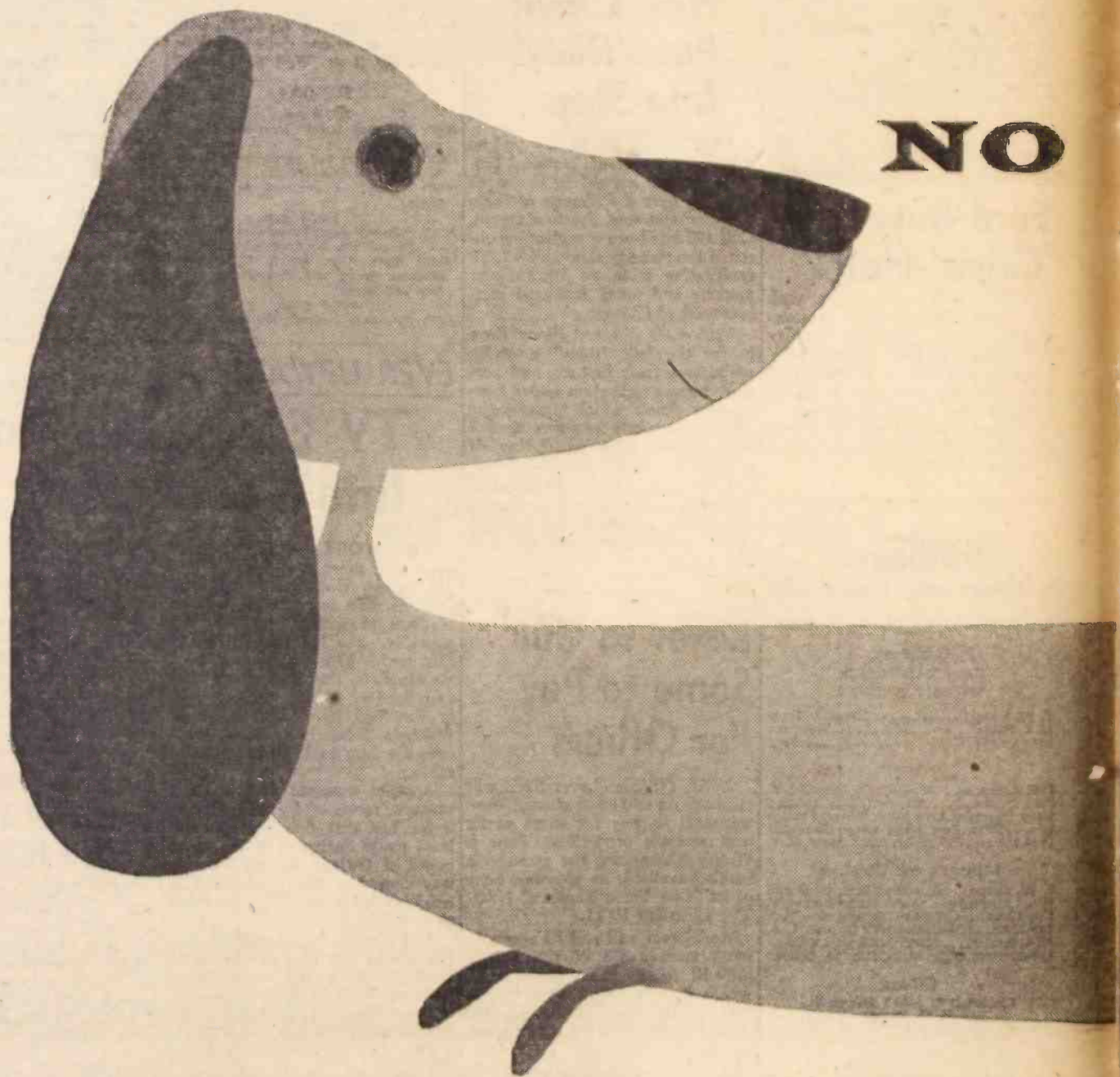
WEDNESDAY

7:30-8 p.m. ABC: "Disneyland" for General Mills and Derby Foods. CBS: "I Love Lucy" reruns for Gold Seal Wax, with Sheaffer Pens on eight alternate weeks. NBC: "Wagon Train." No sponsor.

THURSDAY

7:30-8 p.m. ABC: "Casey Jones." No sponsor. CBS: "Sgt. Preston" for Quaker Oats. NBC: "Tic Tac Dough" for Warner-Lambert, alternate weeks.

(Continued on page 20)



\$24,000,000 in gross billings have rolled into NBC daytime television during the past two months. During a single week—ending April 15—the advertiser swing to NBC daytime hit two million a day. Six new sales, two renewals. Total for the week: ten million!

General Foods, Chesebrough-Pond and S.O.S. joined the rapidly expanding list of national advertisers who are discovering the new values of NBC daytime, P & G and Standard Brands extended their daytime purchases. Miles and Alberto-Culver not

END IN SIGHT!

only renewed their existing schedules, but made important additional purchases.

What's behind it all? The simple fact that advertisers go where the audience goes. And, as Nielsen, Trendex and ARB all show, millions of daytime viewers have been switching to NBC. In one year NBC daytime audiences have increased 34%*.

As Variety headlined it, "*There Just Seems No Ending to That NBC-TV Day Push*" in

NBC Television Network

*Nielsen Mar. 11 '56-'57, 11 am-1 pm, 2:30-5:30 pm

SHORT SCANNINGS

By CHARLOTTE SUMMERS

The American Federation of Television and Radio Artists, on its 20th anniversary, will honor Henry Jaffe at a testimonial dinner. Jaffe, who recently resigned as AFTRA's legal counsel, along with the late George Heller, was one of the founders. The dinner at the Sheraton-Astor, New York, on May 13, will also serve to announce the establishment of the "George Heller Memorial Foundation and Awards." . . . David B. Wallerstein will succeed the late John Balaban as president of Balaban & Katz and member of the Board of Directors of American Broadcasting-Paramount Theaters.

The Frank Sinatra series will debut on October 18, ABC-TV, with a one-hour special featuring Bob Hope, pre-empting Plymouth's "Date With the Angels." The Sinatra show thereafter will settle down to a half-hour run on Fridays, 9-9:30 p.m. . . . Avery Gibson, research director of H-R Television, is on her annual West Coast tour of stations represented by her company. . . . Merle S. Jones, CBS-TV president, will speak before the Pittsburgh chapter of the National Industrial Advertising Association on May 2 at the University Club of that city.

Bernard Musnik, Ziv-TV sales executive, was awarded the French Legion of Honor for his contributions toward better understanding between the U. S. and France. Musnik, French born, is the only known member of the TV film business so honored. . . . Marvin Marx, Jackie Gleason's head comedy writer, became the father of a boy last week. . . . Ely A. Landau, NTA Film Network head, was

guest of honor of the Chicago Broadcasting-Advertising Club at their monthly meeting. . . . Freelan Fowler, ABC-TV film program manager, has been named to the advisory board on liberal arts of Pace College.

After three years plus with Official Films as a sales representative, Robert A. Conn, has moved to the Edward Robinson Agency in Philadelphia as vice-president in charge of sales. . . . The Cigar Institute of America is running a Father's Day letter-writing contest for kids via radio-TV mentions. . . . David Kanter and Bob Cunniff have joined the NBC Opera Company tour as production coordinator and press representative respectively.

S. MINEO GETS \$\$ ELSEWHERE

NEW YORK — Television is a great place to start a career, according to Sal Mineo, but it can't compete with other media for financial reward. For playing the title role in "Dino," the "Studio One" drama which made him a star last year, Mineo was paid \$2,000. The actor just completed the film version for Allied Artists for \$50,000 plus 5 per cent of the gross, spending about one day more on the project.

New Name Hung On Bruck Agency

NEW YORK — The Franklin Bruck Advertising Corporation, agency for the Coty cosmetic account, will become Heineman, Kleinfeld, Shaw & Joseph, Inc., on May 1.

The principals of the newly named firm, who continue in their present positions, include Mort Heineman, president; M. J. Kleinfeld, chairman of the board; Joseph Shaw, vice-president; and Julius Joseph Jr., vice-president.

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.

WHEELS ROLL

NBC Stations Progressing On Pubserv

NEW YORK — NBC's stations are reporting progress on their Impact Public Service Plan, which calls for stations to use their facilities and personnel periodically to push a single public service effort with in-program material, news coverage and heavy schedules of announcements.

WRCA and WRCA-TV, New York, used announcement saturation and in-show features in more than a dozen shows to plug the American Red Cross. The stations have also launched a year-long project with the New York Police Department, supporting the Police Athletic League, revealing the photos of "most wanted" criminals and covering the department's activities.

WNBC, Hartford-New Britain, Conn., reported the following: 169 announcements and nine film reports for the March of Dimes, 80 announcements which brought in more than 2,000 pairs of eyeglasses in its Eyes for the Needy project, 103 announcements and special programs to raise \$50,000 for the Red Cross and a current campaign saluting Connecticut towns.

WBUF, Buffalo, has put its support behind the Buffalo Philharmonic Orchestra, a spring clean-up campaign and a "Safety Spectacular," a joint effort with the local Fire, Police and Parks departments for Labor Day.

WRCV-AM-TV

WRCV and WRCV-TV, Philadelphia, sponsored a hockey game, raising \$8,744 for the Women's Medical College, donated 223 announcements on radio and 33 on TV for the Girl Scout Camp Development Fund, pushed the hospitals in Camden, N. J., and for the preservation of the USS Olympia, former flagship of Admiral Dewey.

WRC and WRC-TV, Washington, has a series called "Our Beautiful Potomac — Series III," which proposes freeing the river of pollution.

KRCA, Los Angeles, has donated \$200,000 worth of time during 1957 for safety. In the past (Continued on page 7)

Comedy, Variety & Music Shows

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC) \$1.08
2. ED SULLIVAN (Lincoln-Mercury, CBS) 1.81
3. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS) 1.96
4. WELK'S TOP TUNES (Dodge & Plymouth, ABC) 1.98
5. DISNEYLAND (American Motors, American Dairy, Swift, Derby, ABC) 2.29
6. PERRY COMO (Noxzema, Sperry Green Stamps, Kleenex, RCA, Sunbeam, Gold Seal, NBC) 2.24
7. RED SKELTON (Pet Milk, S. C. Johnson, CBS) 2.50
8. ERNIE FORD (Ford, NBC) 2.51
9. CHEVY SHOW (Chevrolet, NBC) 2.68
10. YOU ASKED FOR IT (Best Foods, ABC) 2.82

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC) \$1.06
2. ED SULLIVAN (Lincoln-Mercury, CBS) 1.80
3. WELK'S TOP TUNES (Dodge, Plymouth, ABC) 2.19
4. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS) 2.49
5. PERRY COMO (Noxzema, Sperry Green Stamps, Kleenex, RCA, Sunbeam, Gold Seal, NBC) 2.57
6. CHEVY SHOW (Chevrolet, NBC) 2.61
7. RED SKELTON (Pet Milk, S. C. Johnson, CBS) 2.68
8. YOU ASKED FOR IT (Best Foods, ABC) 2.74
9. ERNIE FORD (Ford, NBC) 2.93
10. JACKIE GLEASON (P. Lorillard, Bulova, CBS) 2.96

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC) \$.89
2. ED SULLIVAN (Lincoln-Mercury, CBS) 1.50
3. WELK'S TOP TUNES (Dodge & Plymouth, ABC) 1.71
4. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS) 1.81
5. PERRY COMO (Noxzema, Sperry Green Stamps, Kleenex, RCA, Sunbeam, Gold Seal, NBC) 2.00
6. CHEVY SHOW (Chevrolet, NBC) 2.16
7. ERNIE FORD SHOW (Ford, NBC) 2.23
8. RED SKELTON (Pet Milk, S. C. Johnson, CBS) 2.31
9. HIT PARADE (Warner-Lambert, American Tobacco, NBC) 2.52
10. STEVE ALLEN (Jergens, Rexall, Brown & Williamson, U. S. Time, NBC) 2.61

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. DISNEYLAND (American Motors, American Dairy, Swift, Derby, ABC) \$1.54
2. LAWRENCE WELK (Dodge, ABC) 2.37
3. JACKIE GLEASON (P. Lorillard, Bulova, CBS) 2.87
4. PERRY COMO (Noxzema, Sperry Green Stamps, Kleenex, RCA, Sunbeam, Gold Seal, NBC) 3.04
5. ED SULLIVAN (Lincoln-Mercury, CBS) 3.08
6. GODFREY'S TALENT SCOUTS (Toni, Lever, CBS) 3.32
7. STEVE ALLEN (Jergens, Rexall, Brown & Williamson, U. S. Time, NBC) 3.43
8. CIRCUS TIME (Bauer & Black, Hartz, Kendall, United Dye, ABC) 3.47
9. ARTHUR GODFREY (GUY MITCHELL) (American Home Products, Pillsbury, Bristol-Myers, Kellogg, CBS) 4.31
10. YOU ASKED FOR IT (Best Foods, ABC) 4.85

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By Program Type:

QUIZ AND PANEL

VARIETY AND MUSIC

Quiz, Panel & Audience Participation Shows

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. TWENTY-ONE (Pharmaceuticals, NBC) \$1.20
2. \$64,000 QUESTION (Revlon, CBS) 1.73
3. I'VE GOT A SECRET (R. J. Reynolds, CBS) 1.83
4. WHAT MY LINE? (Remington Shaver, Helene Curtis, CBS) 1.99
5. YOU BET YOUR LIFE (DeSoto, Toni, NBC) 2.13
6. NAME THAT TUNE (American Home Products, Kellogg, CBS) 2.15
6. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS) 2.15
8. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) 2.20
9. BEAT THE CLOCK (Hazel Bishop, CBS) 2.75
10. TO TELL THE TRUTH (Pharmaceuticals, CBS) 2.85

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. TWENTY-ONE (Pharmaceuticals, NBC) \$1.35
2. \$64,000 QUESTION (Revlon, CBS) 2.07
3. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS) 2.10
4. WHAT'S MY LINE? (Remington Shaver, Helene Curtis, CBS) 2.14
5. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.19
6. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) 2.39
7. YOU BET YOUR LIFE (DeSoto, Toni, NBC) 2.54
8. NAME THAT TUNE (American Home Products, Kellogg, CBS) 2.78
9. BEAT THE CLOCK (Hazel Bishop, CBS) 3.44
10. TO TELL THE TRUTH (Pharmaceuticals, CBS) 3.48

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. TWENTY-ONE (Pharmaceuticals, NBC) \$1.04
2. \$64,000 QUESTION (Revlon, CBS) 1.53
3. I'VE GOT A SECRET (R. J. Reynolds, CBS) 1.59
4. WHAT'S MY LINE? (Remington Shaver, Helene Curtis, CBS) 1.69
5. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS) 1.80
6. YOU BET YOUR LIFE (DeSoto, Toni, NBC) 1.88
7. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) 1.91
8. NAME THAT TUNE (American Home Products, Kellogg, CBS) 2.04
9. TO TELL THE TRUTH (Pharmaceuticals, CBS) 2.55
10. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS) 2.58

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) \$2.73
2. NAME THAT TUNE (American Home Products, CBS) 2.88
3. BEAT THE CLOCK (Hazel Bishop, CBS) 3.22
4. TWENTY-ONE (Pharmaceuticals, NBC) 3.33
5. I'VE GOT A SECRET (R. J. Reynolds, CBS) 3.93
6. YOU BET YOUR LIFE (DeSoto, Toni, NBC) 4.32
7. TO TELL THE TRUTH (Pharmaceuticals, CBS) 5.22
8. TREASURE HUNT (Mogen-David, ABC) 5.53
9. \$64,000 QUESTION (Revlon, CBS) 5.90
10. MASQUERADE PARTY (Associated Products, Beacon, NBC) 7.38

COMING COST PER THOUSAND ANALYSES:

Next Week: Dramas and Situation Comedies
 May 6: News-Commentary Shows and Adventure-Mystery-Western Series
 May 13: The Top 20 for April
 May 20: Quiz Shows and Comedy-Variety-Music Shows

BPA Forms Steering Org

NEW YORK—The Broadcasters' Promotion Association has formed a steering committee to assume "part of the responsibility for investigating, planning and projecting BPA's activities and services." The members of the committee are BPA First Vice-President Charles A. Wilson, promotion manager of WGN and WGN-TV, Chicago, chairman; Joe Zimmermann, promotion manager of WFIL and WFIL-TV, Philadelphia, and Bruce Wallace, promotion manager of WTMJ and WTMJ-TV, Milwaukee.

The BPA is also drafting a code of ethical practices to be submitted at the second annual Promotion Seminar in Chicago, November 1-2. Sam Elber, promotion manager of WERE, Cleve-

NBC Pubserv

• Continued from page 6

month the station aired a half-hour safety film and 100 messages on the subject.

WMAQ and WNBO Chicago, supported the Red Cross drive with 238 announcements and 61 program features. WNBO also donated 77 public service announcements for Handicapped Week and WMAQ used 160. During April they plugged the American Cancer Society.

KNBC, San Francisco, initiated "Report From Sacramento," a pubserv program; sponsored a children's contest on improvement of the city, gave Public Service Awards and ran Red Cross and Armed Forces recruiting promotions.

land, is drafting the code for BPA approval.

Mogul Agency to Boost Web Buys, Geared to Move Quickly on Deals

NEW YORK—The Emil Mogul agency this fall will continue to increase its network billings by a substantial margin over last year. The agency has just bought an alternate week, one-third segment of NBC-TV's Perry Como show for Esquire Shoe Polish, will handle the Guy Mitchell show on ABC-TV for Revlon and expects to sponsor part of a third show of one of the webs for the Park & Tilford Corporation. The last named will use it for its line of cosmetics and Tintex, which is currently riding on NBC's "Masquerade Party."

Mogul's buy of the top-rated Perry Como stanza was made within two hours of its availability

last week when R.&H. Green Stamps dropped the segment. It was a purchase made from under the noses of several top clients and their agencies who were not in a position to move fast enough to buy and could only offer options.

High Gear

The agency and its clients are geared to make immediate buys. This can be done because Mogul spends the winter and the spring evaluating each show and time period on all the networks and drawing up a strategy in the event an opening appears. The client thus is pre-conditioned for almost every eventuality.

Mogul concentrates on judging a show where it can on its sales

records. Consequently its short-term buy of "Masquerade Party" for Tintex was made because of the job that it did for Esquire Shoe Polish several seasons ago.

The same practice is constantly employed in the purchase of TV spots. Here Mogul is in a unique position, since it handles Rayco, National Shoes and other clients whose dollars must pay off immediately in sales to the retail trade. To compile as much data as possible on the effectiveness of its spots, the agency has the client distribute a questionnaire to Rayco customers. The same sort of information is gotten by National Shoes by offering a 10 per cent discount to listeners.

Spot Buyer

A major purchaser of TV spots, Mogul compiles a chart of each and every spot on most of the stations across the country, month by month, showing the preceding program, the competition and the cost-per-thousand. These spot charts are, of course, kept up to date, so that changes in programming and programming tastes are indicated. A sales barometer is also constructed to show how well the spots have produced for clients.

The agency's spot strategy is evolved with specific sales goals in mind. Stations are then told what is needed and submit schedules to fit in with requirements.

In many cases, of course, requirements cannot be satisfied, but schedules are gradually improved as openings appear. The agency always suggests that its clients continue to buy spots on a year around basis and not go in and out. Some of Mogul's clients have been using the same radio stations and schedules for as long as 15 years. Les Dunier is radio-TV director.

Lewis, Hope Get Sponsors

NEW YORK—Two advertisers last week bought themselves two top personalities on NBC-TV for next season's sponsorship. The Oldsmobile division of General Motors has bought Jerry Lewis, and the United States Time Corporation, Bob Hope.

Each performer will be starred on six hour shows which will be scattered throught the season. Olds, in addition, has bought the Academy Awards presentation on the same network, which will run sometime next March.

Musical, Disk Acts For 'Candy' Skein

HOLLYWOOD—Musical personalities and record artists will be featured as guest stars in a new situation comedy telefilm series starring singer Connie Russell. Titled "Candy," the program will be produced at Cober Studios, recently purchased by former Kling productions exec, David S. Garber.

The program, created and written by Phil Shuken, is being packaged by the Wm. Morris Agency.

Hoyt Andres, of WKY, Dies in Oklahoma City

OKLAHOMA CITY — Hoyt Andres, manager of WKY-AM-TV, died here Wednesday (17) following a stroke. He had formerly been associated with WACO, Waco, Tex., and with stations in Austin and San Antonio, Tex., and St. Louis before joining WKY in 1946. His wife and three children survive.

The Billboard Continuing

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Cigarette & Tobacco Sponsors

• COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.83
2. P. LORILLARD (\$64,000 Challenge, CBS)..... 2.15
3. R. J. REYNOLDS (People Are Funny, NBC)..... 2.20
4. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.30
5. PHILIP MORRIS (Playhouse 90, CBS)..... 2.46
6. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.58
7. AMERICAN TOBACCO (Private Secretary, CBS).... 2.59
8. LIGGETT & MYERS (Dragnet, NBC)..... 2.74
9. BROWN & WILLIAMSON (The Lineup, CBS).... 2.76
10. AMERICAN TOBACCO (Navy Log, ABC)..... 2.82

• COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. P. LORILLARD (\$64,000 Challenge, CBS).....\$2.15
2. R. J. REYNOLDS (I've Got a Secret, CBS)..... 2.19
3. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.22
4. R. J. REYNOLDS (People Are Funny, NBC)..... 2.39
5. PHILIP MORRIS (Playhouse 90, CBS)..... 2.69
6. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.83
7. AMERICAN TOBACCO (Private Secretary, CBS).... 2.88
8. P. LORILLARD (Jackie Gleason, CBS)..... 2.96
9. BROWN & WILLIAMSON (Steve Allen, NBC).... 3.01
10. LIGGETT & MYERS (Dragnet, NBC)..... 3.16

• COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.59
2. P. LORILLARD (\$64,000 Challenge, CBS)..... 1.80
3. R. J. REYNOLDS (People Are Funny, NBC)..... 1.91
4. LIGGETT & MYERS (Gunsmoke, CBS)..... 2.10
5. PHILIP MORRIS (Playhouse 90, CBS)..... 2.24
6. AMERICAN TOBACCO (Private Secretary, CBS).... 2.26
7. BROWN & WILLIAMSON (The Lineup, CBS).... 2.53
8. LIGGETT & MYERS (Do You Trust Your Wife?, CBS)..... 2.58
9. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.59
10. BROWN & WILLIAMSON (Steve Allen, NBC)..... 2.61

• COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. R. J. REYNOLDS (People Are Funny, NBC).....\$2.73
2. R. J. REYNOLDS (Phil Silvers, CBS)..... 2.75
3. R. J. REYNOLDS (Bob Cummings, CBS)..... 2.77
4. P. LORILLARD (Jackie Gleason, CBS)..... 2.87
5. AMERICAN TOBACCO (Navy Log, ABC)..... 3.18
6. LIGGETT & MYERS (Gunsmoke, CBS)..... 3.42
7. BROWN & WILLIAMSON (Steve Allen, NBC).... 3.43
8. AMERICAN TOBACCO (Private Secretary, CBS).... 3.80
9. LIGGETT & MYERS (Dragnet, NBC)..... 3.84
10. R. J. REYNOLDS (I've Got a Secret, CBS)..... 3.93

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By Sponsor Groups:

FOOD AND BEVERAGE

CIGARETTES AND TOBACCO

Food and Beverage Sponsors

• COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.95
2. LEVER BROTHERS (Godfrey's Talent Scouts, CBS).. 1.96
3. GENERAL FOODS (December Bride, CBS)..... 1.99
4. CAMPBELL (Lassie, CBS)..... 2.14
5. KELLOGG (Name That Tune, CBS)..... 2.15
6. PABST (Wednesday Night Fights, ABC)..... 2.23
7. DERBY, SWIFT, AMERICAN DAIRY (Disneyland, ABC)..... 2.29
8. SWIFT, GENERAL MILLS (Lone Ranger, ABC).... 2.33
9. GENERAL MILLS (Wyatt Earp, ABC)..... 2.45
10. LEVER BROS. (Lux Video Theater, NBC)..... 2.48

• COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. PABST (Wednesday Night Fights, ABC).....\$1.94
2. PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.41
3. LEVER BROS. (Godfrey's Talent Scouts, CBS).... 2.49
4. GENERAL FOODS (December Bride, CBS)..... 2.65
5. PET MILK (Red Skelton, CBS)..... 2.68
6. BEST FOODS (You Asked for It, ABC)..... 2.74
7. KELLOGG (Name That Tune, CBS)..... 2.78
8. GENERAL MILLS (Wyatt Earp, ABC)..... 2.85
9. CAMPBELL (Lassie, CBS)..... 2.93
10. GENERAL FOODS (Zane Grey, CBS)..... 3.00

• COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

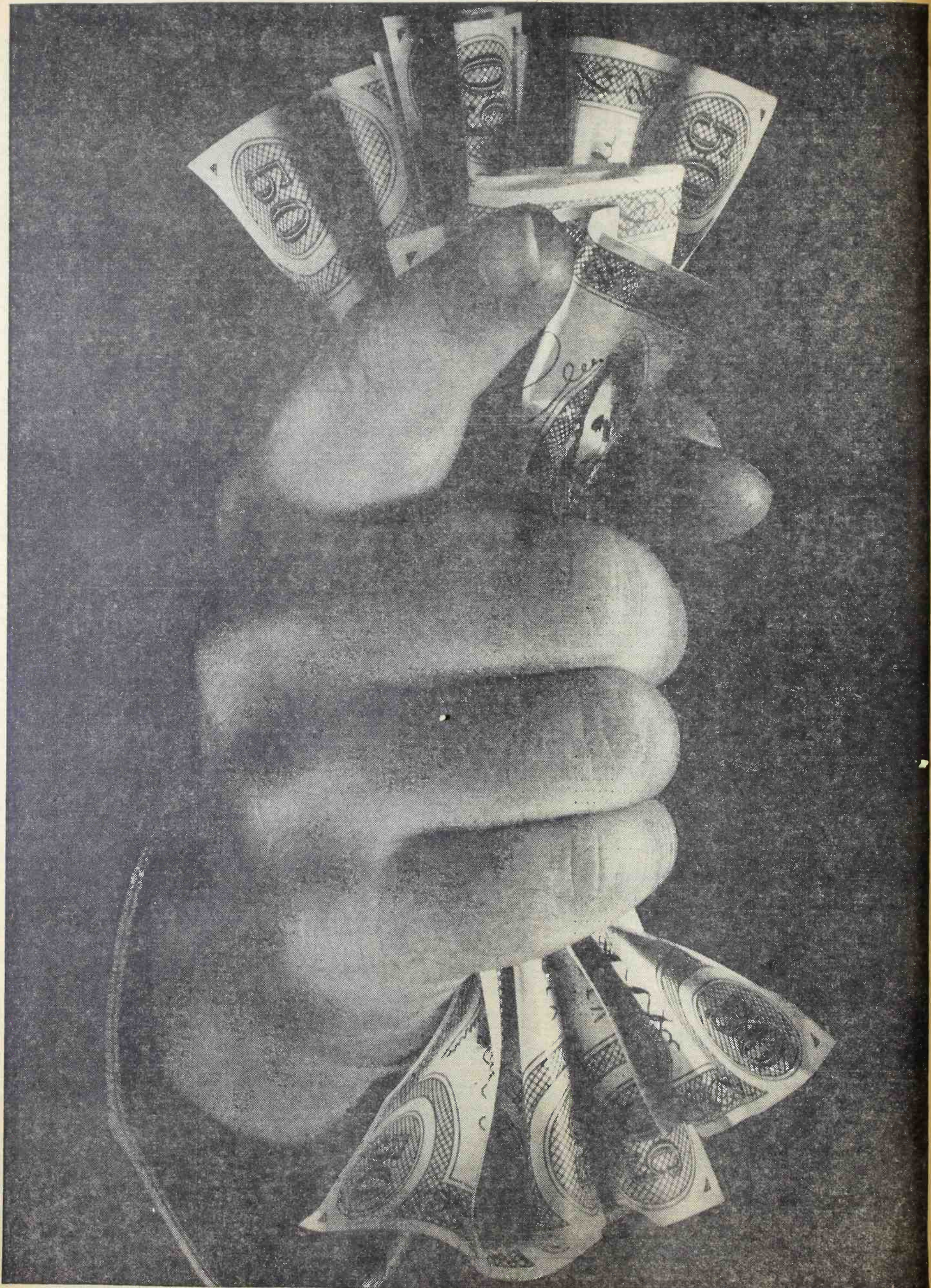
1. PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.17
2. GENERAL FOODS (December Bride, CBS)..... 1.76
3. LEVER BROS. (Godfrey's Talent Scouts, CBS).... 1.81
4. KELLOGG (Name That Tune, CBS)..... 2.04
5. LEVER BROS. (Lux Video Theater, NBC)..... 2.25
6. CAMPBELL (Lassie, CBS)..... 2.27
7. PET MILK (Red Skelton, CBS)..... 2.31
8. PROCTER & GAMBLE (Jane Wyman, NBC)..... 2.51
9. SCHLITZ (Schlitz Playhouse, CBS)..... 2.58
10. AMERICAN HOME PRODUCTS, PILLSBURY, KELLOGG (Arthur Godfrey, CBS)..... 2.67

• COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. DERBY, SWIFT, AMERICAN DAIRY (Disneyland, ABC).....\$1.54
2. CAMPBELL (Lassie, CBS)..... 1.57
3. SWIFT, GENERAL MILLS (Lone Ranger, ABC).... 1.72
4. NATIONAL BISCUIT (Rin Tin Tin, ABC)..... 2.03
5. PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.49
6. GENERAL FOODS (Roy Rogers, NBC)..... 2.78
7. KELLOGG (Name That Tune, CBS)..... 2.88
8. GENERAL MILLS (Wyatt Earp, ABC)..... 2.94
9. NESTLE (Oh! Susanna, CBS)..... 3.14
10. GENERAL FOODS (December Bride, CBS)..... 3.18

COMING COST PER THOUSAND ANALYSES:

- Next Week: Automotive-Petroleum & Appliance-Furnishings Sponsors
- May 13: Toiletries-Drug & Household Cleansers
- May 20: The Top 20 for April
- May 27: Food-Beverage & Cigarette-Tobacco Sponsors



IF YOU HAD A MILLION

(THE MILLIONAIRE)

SOLD in the past 6 days on **WCBS-TV**, New York

SOLD in the past 6 days to **WGN-TV**, Chicago

SOLD in the past 6 days to **WFAA-TV**, Dallas

SOLD in the past 6 days to **KTLA**, Los Angeles

SOLD in the past 6 days to **CKLW-TV**, Detroit-Windsor

SOLD in the past 6 days to **KHQ-TV**, Spokane

SOLD in the past 6 days to **KLFY-TV**, Lafayette, La.

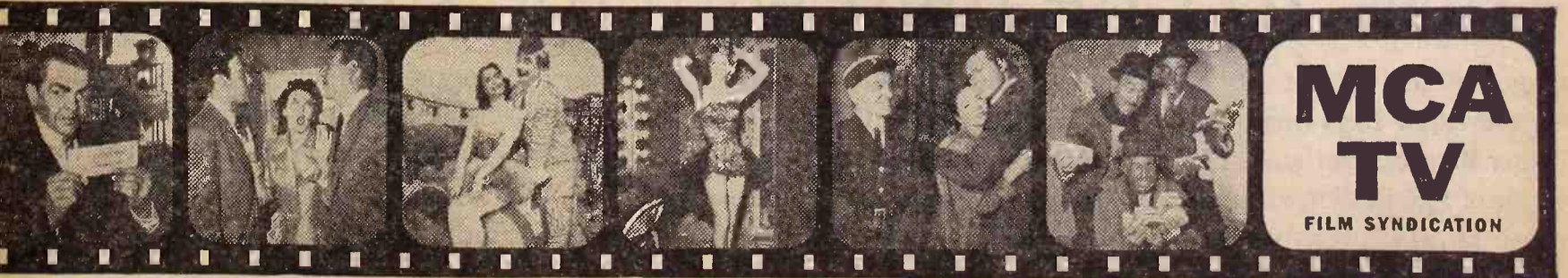
SOLD in 8 Southern markets

to **BLUE PLATE FOODS**, New Orleans

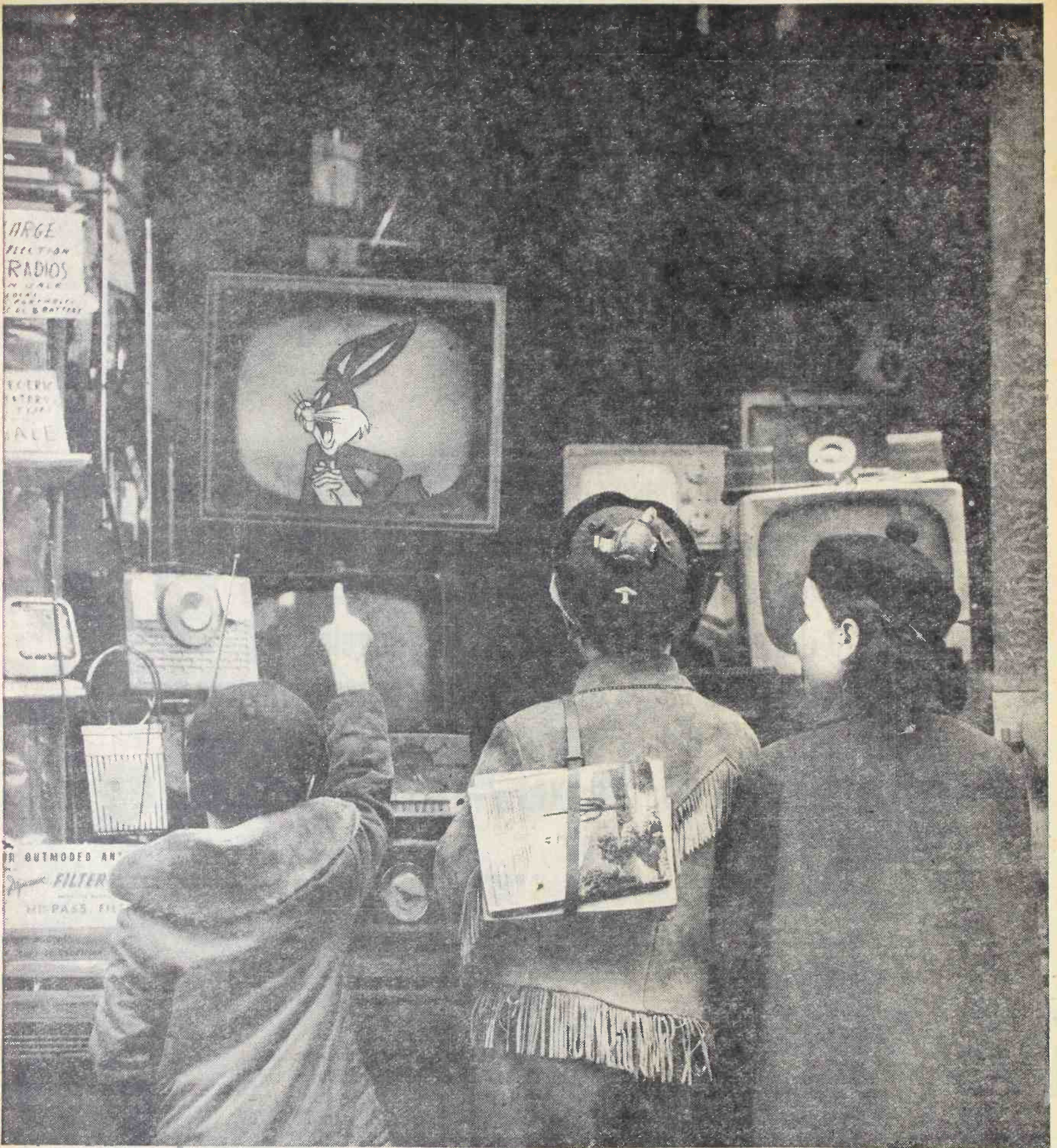


Million-dollar
March Nielsen of **38.0** just scored by
the first runs of **THE MILLIONAIRE**
... 51.3% share of audience! *2nd highest
rating of any drama series on television!*

You'll feel like a million when *you* knock
off the biggest ratings in your market with
IF YOU HAD A MILLION – the “money”
show of the season. Call your MCA TV
representative today!



A DON FEDDERSON PRODUCTION OF 39 HALF-HOUR FILM HITS
IMMEDIATELY AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS



how to rate high with the small fry

Stations are finding that they have the kids transfixed whenever they show Bugs Bunny, Porky Pig, and the rest of the Warner Bros. cartoon gang. The ratings prove it — a healthy average of 15.6 in all markets rated by ARB so far. Here are the figures: KBTB, Denver, 10.7; KDUB-TV, Lubbock, 17.3; WABD, New York, 12.9; KPHO-TV, Phoenix, 12.0; KOIN-TV, Portland, Ore., 24.8; KUTV, Salt Lake City, 22.9; KENS-TV, San Antonio, 10.8; KFSD-TV, San Diego, 13.9; KRON-TV, San Francisco, 8.8; KFSD-TV, Wichita Falls, 22.1.

Sponsors all over the country are lining up to buy participations in these Warner Bros. cartoons — among them Post Cereals, Bosco, Kellogg's, Flav-R-Straws and Seven-Up, to name a few. To tie down the lively young audience in your area with Warner Bros. cartoons, write or phone

c.i.c.p. inc. 345 Madison Avenue
New York City
MUrray Hill 6-2323

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

UNUSUAL BUY

'O. Henry' as Small-Market Régional Seg

HOLLYWOOD—Faultless Starch Company last week bought "O. Henry Playhouse" in 42 Mid-western markets in what shapes up as an unusual "small market" regional deal.

Of the 42 cities, spread over 14 States, purchased by the company only five are in major cities, the remainder falling into the secondary market classification. According to Gross-Krasne, this brings total sales of "Playhouse" to 187 markets. Syndication of the series started approximately a year ago. In the meantime Prexy Jack Gross and Thomas Mitchell, star of the show, returned from a 10-day p.a. tour of Southern States in which they visited Atlanta, St. Louis, Birmingham, Muskogee, Okla., and Oklahoma City, making a minimum of three appearances a day.

Crosley Buys MGM Library

NEW YORK—MGM-TV sold its feature library last week to Crosley Broadcasting for four of its stations: Cincinnati, Columbus and Dayton, O., and Indianapolis. Metro also closed its deal last week with its third RKO Tele-radio station WNAC-TV, Boston.

The Crosley deal was reported at \$4,000,000. The Boston deal at \$2,000,000.

KBET-TV, Sacramento, also bought the M-G-M pictures last week for \$750,000.

MGM-TV is now negotiating sale of the library to some of the Westinghouse stations. To date it has sold part or all of its library to 44 stations for an estimated gross of \$42,000,000.

MCA Contradicts 'Crusader' Point

NEW YORK — MCA-TV contradicts a statement in last week's Billboard. In a story about relations between the William Esty agency and its former client, Colgate-Palmolive, it was stated that they canceled "The Crusader" last year in CBS-TV Friday 9-9:30 p.m. because the show "was found wanting."

MCA-TV disagrees and points out that the property's last Nielsen was a strong 29.8. They furthermore also maintain that the show's ratings since on WOR-TV, here, have been extremely satisfactory.

Univ., Weintraub Deal Closed, or Is It?

NEW YORK—Rumor hit the trade last Thursday (25) that Sy Weintraub had finally closed his deal for TV distribution of pre-1949 pictures in the Universal backlog, and that the official closing would take place this week.

Weintraub promptly denied it. The negotiations are going, on he acknowledged, but as far as he could see they were not near closing.

COMEDY NIPS WESTERN LEAD

Nielsen Television Index (Second Report for March 1957)

Sponsored Network TV Dramas (Half-Hour Events)

Nielsen Total Audience Ratings* (Program Station Basis)**

Type	No. of Programs	High	Low	Avg.
Western	8	34.7	21.6	29.0
Sit. Comedy	19	40.1	12.8	28.8
General	9	36.5	16.9	25.8
Suspense	7	35.7	10.7	25.4
Adventure	10	35.0	10.0	22.6

*Percentage of homes viewing 6 minutes or more.

**Based on number of homes able to receive the telecast. (Copyright A. C. Nielsen Co.)

Miles Lab for Corey Series In 6 on Coast

Hollywood—Miles Laboratories has bought sponsorship of Ziv-TV's "Harbor Command" for six markets down the West Coast. Miles is understood to have a separate ad budget for the three Westernmost States.

The markets in which it will sponsor the Wendell Corey show are Los Angeles, San Francisco, San Diego and Salinas, Calif.; Portland, Ore., and Spokane. The show will debut in the fall.

Hamm's Beer was the first buyer of this new series. It will take at least 55 markets thruout the West and Midwest. It is possible that in a couple of the West Coast markets Miles and Hamm's will co-sponsor.

ID'S

Robert Lawrence Productions, Ltd., Toronto, has completed its largest group of commercials—42 for Sterling Drug Manufacturing, Ltd., Windsor, Ont. The blurbs were made in French and English.

Pintoff-Lawrence Productions, Inc., New York has wrapped up two 60-second and two 20-second commercials for American Beer, Baltimore. Filmways has created a series for Colgate Dental Cream thru the Ted Bates agency.

The production firm of Wondsel, Carlisle & Dunphy, or WCD, Inc., as it will be known, has taken over the entire facilities of George Blake Enterprises.

Nox Lempert has been promoted from production manager to producer of commercials for Guild Films. WNAC-TV's Louise Morgan, of Boston, has filmed minute and 20-second blurbs demonstrating "Take-off." They will be used in New York, Detroit, Chicago, Cleveland, Cincinnati, Philadelphia and Boston. Allan Swift is now doing voice-overs for five different cigarette accounts, besides the Tootsie Roll spots. Doug Anderson has been signed by Television Magic, Inc., as the Magic Clown for Bonomo Turkish Taffy.

Flamingo Films, in which Weintraub is a partner, is not involved in the Universal negotiations with him. Flamingo is expected to be sold shortly to a third party. With Weintraub in the Universal situation are understood to be a large group of stations, including Westinghouse and Storer, which would share in the profits from the sale of the pictures to stations outside the group.

NO RISE IN SIGHT

Distributors See Syndicated Films' Prices Leveling Off

By GENE PLOTNIK

NEW YORK—The prices paid by major regional sponsors for syndicated film programs will probably level off next season, in the opinion of the majority of distribution executives queried this week. Only two of the seven interviewed expected that the price would continue upward.

All but one of those queried acknowledged that in the current season the prices paid by the regionals were generally higher than in any previous season.

The main reason given for the new high levels reached this season was the quality of the shows sought. By and large, the regionals wanted shows with plenty of action and impact, which required expensive location shooting.

The rise was not regarded in most quarters as an inflationary spiral. On the contrary, the sales managers saw this season as a stabilization of prices and a withering away of price cutting. The

syndication market had been suppressed, one sales director pointed out, and this season's increases, such as they were, brought it up to a more realistic level.

The size of this season's increases were variously placed at from 5 to 15 per cent.

Foreign Off

None of those queried saw any influx of foreign produced series promising any price relief for syndication sponsors. Two of the new series that have been selling this spring are produced outside the U. S., "The New Adventures of Martin Kane" and "Hawkeye."

Neither of these was seen as setting any new market trends. But it is noted that their sales have largely been on a market-by-market basis. The same is true, to a degree, of "Silent Service," which also was launched this spring.

Granting the 15-market Langendorf Bakeries buy of "Hawkeye," these shows were not kicked off by tremendous regional deals,

which a season ago was a virtual requirement to get a first-rate show into syndication.

On this, one sales official pointed out that a distributor can't sweat out regional deals forever, that sooner or later he has to shove a series into syndication even without the assurance of regional business.

But, it was generally agreed, there are always a certain number of regional advertisers that have to have TV shows, that altho some of them may drop out of sponsorship for a spell, there are always new ones coming into the field.

WREC Buys Warner Pix

MEMPHIS—WREC-TV, here, last week signed for the entire Warner Bros. library of feature films. The deal with AAP, Inc., was reported to be close to \$1,000,000.

WREC, the CBS affiliate in this three-station market, has its "Late Movie" stripped at 10:30 p.m. In the February rating reports it dominated the time. So did its Saturday "Million-Dollar Playhouse" at 10 p.m. Its "Early Movie," stripped at 4 p.m., was not quite that strong.

Dudelson Replaces Gillespie as SG's Midwest Manager

CHICAGO — Henry Gillespie has resigned as Midwest manager of Screen Gems. Stan Dudelson, who went to Screen Gems with the Hygo absorption, will replace him as Midwest manager here. Dudelson had been North Central manager out of Detroit.

Bill Young, another Hygo vet, has been shifted from the Eastern division to the Midwest. Ted Swift, formerly of Guild and Ziv-TV, has also been hired for the

LANDAU SPEAKS:

NTA Net Gets Big Audience for Less

CHICAGO — The NTA Film Network is delivering to its independent affiliate an audience tonnage comparable to that of the wired network but at only a fraction of the cost to the advertiser, it was argued Thursday (25) by Ely A. Landau, National Telefilm Associates president, at the Broadcast Advertisers Club here.

Thus, Landau said, the film net broadens the program base of television and spreads the advertisers' opportunities by putting the independent station on a more evenly competitive basis with the wired net affil.

He cited the case of WPIX, New York, an NTA outlet, with a prime time rate of \$2,000 an hour, compared to WRCA's rate of \$8,200. For NTA's opening show on WPIX, Saturdays at 10 p.m., Pulse clocked an 11.2, American Research Bureau and Trendex, each 11.3. WRCA, with name shows in the same period—George Gobel and "Your Hit Parade"—pulled down an ARB 12.1, a Pulse 12.6 and a 16.2 Trendex. For comparable results, Landau reminded his listeners, NTA sponsors were paying 25 per cent of the time cost.

N. Y. Webs

In the same period, WCBS-TV was pulling three points better than WRCA on ARB and three points worse on Trendex. WABC, meanwhile, he said was dragging with a Trendex 2.8, so that a rate card comparison made the NTA show an 800 per cent better value.

For Chicago's opener, NTA affiliate WGN-TV boosted its previous ARB for the time slot from a 3.2 to a 12.1, representing a 20.5 share of audience. Last week, Landau ordered an overnight Trendex which gave WGN-TV a 14.4, against 13.6 for WBKB, 15.7 for WBBM-TV and 15.9 for WNBQ. In this close rating race for the time period, WGN-TV's base time rate is \$1,800 against WNBQ's \$4,000, WBBM-TV's \$3,900 and WBKB's \$2,200, Landau said.

He produced similar arguments for Los Angeles, Milwaukee and Denver and claimed this was the general picture across the country.

"We have plans past the blueprint stage," Landau said in a prepared text, "for more programming, major-time programming."

"We believe that more and more both logic and TV economics will dictate the diminishing use of the coaxial cable as a carrier of television programs. For the simultaneous transmission of events demanding immediacy, for certain types of musical and variety shows the cable will have its place. We sincerely believe that its use will be confined to those occasions by all networks—including the NTA Film Network."

ERA OF STARS DUE

Harrison, Wayne and Grant in CNP Huddles

NEW YORK — Negotiations with Cary Grant, John Wayne, Rex Harrison and several other high-powered stars are marking the emergence of California National Productions from a period of re-evaluation, with the new team of Robert Levitt, president, and Robert Cinader, chief programmer, eying "important class shows."

The Grant deal is almost firm, with tax problems the only stumbling block, for a series to start "almost immediately," tho the property hasn't been chosen. The Wayne and Harrison shows are still in the talking stage.

The success of the first Levitt-Cinader effort, "The Silent Service," which has been sold in 100 markets during the first six weeks of availability, and the pursuance of the two current projects, "Union Pacific" and "Boots and Saddles," are regarded by CNP as a first chapter prefacing the "star era."

International expansion is accompanying the search for big names. CNP is just opening a London office for production and sales work in Europe, while Levitt and Cinader this week are in Mex-

ico to scout a similar outpost. The CNP-Associated British agreement under which the English producers are in complete charge of a series for the American market, to be filmed this summer, is merely the first of an expected number of such co-finance deals.

"The local buyer, whether station or advertiser, wants class today," says Cinader. "It can be in the form of a historical slant to the locales and backgrounds, an adaptation of a classic hero or book, an assist on production from the government or a prestige organization or a long-time star name."

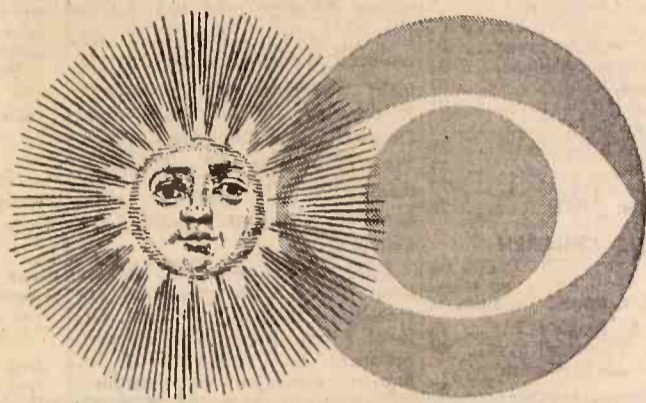
Only after CNP finishes the second chapter in its growth, perhaps in 1959, will it attack its secondary objectives allotted by its parent company, NBC, the financing of Broadway plays and theatrical movies and the production of color shows.

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

MORE LIGHT ON

*Monday-Friday average, Second March Report NTI

DAYTIME



Out of the 38
sponsored network
quarter hours
between 7 a.m. and 6 p.m.
CBS Television
wins the biggest
audiences* in 29...
the second ranking
network wins in 5...
the third network in 4

PULSE FILM RATINGS for February

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

The Pulse Audience Composition Studies

Syndicated Film Adventure Shows

FEBRUARY RATINGS			AMONG MEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	State Trooper (MCA)	13.2	1.	Dangerous Assignment (NBC)	83
2.	Superman (Flamingo)	12.8	2.	The Falcon (NBC)	83
3.	Soldiers of Fortune (MCA)	11.7	3.	Dateline Europe (Official)	81
3.	Waterfront (MCA)	11.7	3.	Man Called X (Ziv)	81
5.	I Search for Adventure (Bagnall)	11.0	3.	Waterfront (MCA)	81
6.	Crunch & Des (NBC)	10.9	6.	China Smith (NTA)	79
7.	Man Called X (Ziv)	10.7	6.	I Led Three Lives (Ziv)	79
8.	Captain Midnight (Screen Gems)	9.8	8.	I Spy (Guild)	77
9.	Count of Monte Cristo (TPA)	9.2	8.	State Trooper (MCA)	77
9.	I Led Three Lives (Ziv)	9.2	10.	Federal Men (MCA)	76

AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Dateline Europe (Official)	90	1.	Ramar of the Jungle (TPA)	92
2.	Dangerous Assignment (NBC)	89	2.	Superman (Flamingo)	91
3.	Man Behind the Badge (MCA)	87	3.	Captain Midnight (Screen Gems)	87
3.	Man Called X (Ziv)	87	4.	Jungle Jim (Screen Gems)	84
5.	State Trooper (MCA)	86	5.	Long John Silver (CBS)	82
5.	The Falcon (NBC)	86	6.	Sheena, Queen of the Jungle (ABC)	80
7.	Waterfront (MCA)	84	7.	Flash Gordon (Guild)	77
8.	I Led Three Lives (Ziv)	83	7.	Rocky Jones, Space Ranger (MCA)	77
9.	I Spy (Guild)	81	9.	Combat Sergeant (NTA)	65
10.	China Smith (NTA)	79	10.	Foreign Legionnaire (TPA)	62
10.	Passport to Danger (ABC)	79			

Syndicated Film Drama Shows

FEBRUARY RATINGS			AMONG MEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Esso Golden Playhouse (Official)	17.0	1.	Dr. Hudson's Secret Journal (MCA)	77
2.	Doug. Fairbanks Presents (ABC)	15.6	2.	Headline (MCA)	76
3.	Science Fiction Theater (Ziv)	12.7	2.	Science Fiction Theater (Ziv)	76
4.	Dr. Hudson's Secret Journal (MCA)	10.9	4.	Stage 7 (TPA)	75
4.	Stage 7 (TPA)	10.9	5.	Doug. Fairbanks Presents (ABC)	74
6.	Dr. Christian (Ziv)	9.9	5.	Dr. Christian (Ziv)	74
7.	Studio 57 (MCA)	9.6	7.	Esso Golden Playhouse (Official)	73
8.	Star and the Story (Official)	9.4	7.	Star Performance (Official)	73
9.	O. Henry Playhouse (Cross-Krasne)	9.0	7.	Studio 57 (MCA)	73
10.	Celebrity Playhouse (Screen Gems)	7.6	10.	Celebrity Playhouse (Screen Gems)	71

AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Doug. Fairbanks Presents (ABC)	96	1.	The Unexpected (Ziv)	39
2.	Celebrity Playhouse (Screen Gems)	95	2.	Your All Star Theater (Screen Gems)	29
3.	Dr. Christian (Ziv)	89	3.	Celebrity Playhouse (Screen Gems)	26
3.	Stage 7 (TPA)	89	3.	Esso Golden Playhouse (Official)	26
3.	Your TV Theater (Ziv)	89	3.	Star Performance (Official)	26
6.	O. Henry Playhouse (Cross-Krasne)	88	6.	Dr. Christian (Ziv)	23
7.	Esso Golden Playhouse (Official)	86	6.	Science Fiction Theater (Ziv)	23
7.	Star Performance (Official)	86	8.	O. Henry Playhouse (Cross-Krasne)	21
7.	Studio 57 (MCA)	86	9.	Studio 57 (MCA)	19
10.	Your All Star Theater (Screen Gems)	84	10.	Doug. Fairbanks Presents (ABC)	15
			10.	Headline (MCA)	15

Indie Product'n Execs to Star In FCC Study

WASHINGTON — A group of independent TV programmers of both live and film fare will be star witnesses at the Federal Communications Commission's first investigatory hearings to be held for its network study. The FCC announced Wednesday (24) that the open hearings will commence Wednesday (1) in the Federal Court House at Foley Square, New York, at 10 a.m., and will be conducted by the agency's chief hearing examiner, James D. Cunningham.

Programmers reportedly having been served with subpoenas are Harold L. Hackett, president, Official Films, Inc.; John L. Sinn, president, Ziv-TV; Michael M. Sillerman, executive vice-president, Television Programs of America, Inc.; Ralph M. Cohn, vice-president and general manager, Screen Gems, Inc. Not yet served but in prospect are Charles Miller, secretary, Revue Productions, Inc., subsidiary of the Music Corporation of America; Harry Fleischman, president, Entertainment Productions, Inc., and an undesignated person from MCA-TV, Ltd.

The indie program producers have been subpoenaed for testimony before the one-man FCC board as a result of the network group's trouble in getting full cooperation from "some members" of the industry. The FCC's network study committee announced in March that as long as information was not fully supplied on a voluntary basis, it would use subpoenas and hearings to unearth the facts.

The agency's network study is being conducted by Dean Barrows, of Cincinnati U. Law School, under direction of the FCC.

Mennen Ups ABC-TV Buy; Show Not Set

NEW YORK — The Mennen Company, which recently bought alternate Thursdays, 9:30-10 p.m., on ABC-TV for next fall, has upped its order to every Thursday. Its choice of vehicle is still undecided, with "O.S.S." an "in again out again" selection.

The sponsor has twice dropped the mystery adventure as being the wrong choice for the audience the slot will inherit from the new Pat Boone show, 9-9:30 p.m.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
DRUGS AND TOILETRIES			
Drugs and Remedies			
Lamont Labs, Colonoid, W. J. Klein	2 (10), 1 (60)	LA(C)	W. J. Klein
Carolina Druggists Assn., W. J. Klein (Douglas Fairbanks Presents, Patti Page)	4 (10)	LA(C)	W. J. Klein
	3 (10)	SE(C)	W. J. Klein
Union Pharmaceuticals, Saraka Powder, Grey	1 (60), (1 (20))	LA, SE, SA	Transfilm
Saraka Powder and Inhiston, Grey	1 (60)	LA, SA, SE	Transfilm
Inhiston, Grey	1 (20)	LA, SE	Transfilm
Whitehall Pharmacal, Anacin, Ted Bates (Sir Lancelot, News)	1 (60)	LA, FA	Transfilm
Emerson Drug, Bromo Seltzer, Lennen & Newell	—	NA	MPO-TV
HOME BUILDING			
Household Furnishings			
United States Rubber, U. S. Naugahyde, Fletcher D. Richards (Navy Log)	1 (60)	LA, FA, J	Transfilm
Serta, Mattresses, Ruthrauff & Ryan	1 (60)	LA	Fred Niles
American Viscose, Carpets, Direct	1 (60)	LA	Hartley
Kronheims, Furniture, Lustig Advg.	1 (10)	SA	Filmack
Restonic, Spine Liner Mattress, Bozell & Jacobs	1 (08)	SM	Filmack
Goodyear Tire & Rubber, Airfoam Mattress, Kudner	—	NA	Caravel
Appliances, Household Equipment, Supplies			
American Motors, Kelvinator, Geyer (Disneyland)	2 (60), 3 (50)	LA	Signal
	2 (60), 3 (50)	LA, FA	Signal
Walker Martin, General Electric Appliances, W. J. Klein	1 (60)	LA(C)	W. J. Klein
American Hardware and Equipment, W. J. Klein (Telenews Weekly)	2 (60)	LA(C)	W. J. Klein
General Electric, Institutional, Batten, Barton, Durstine & Osborn (G. E. Theater)	1 (270)	LA	Vidicam
Stanley Home Products, C. W. Hoyt	2 (20)	LA	Video
General Electric, G.E. PowerMite Bulbs, Grey (Cheyenne)	1 (20)	LA	Transfilm
	1 (60)	LA, SA	Transfilm
G.E. PowerMite Bulbs, Grey (Warner Bros. Presents)	1 (20)	LA	Transfilm
United States Rubber, House of the Future, Fletcher D. Richards (Navy Log)	2 (60)	FA, LA, M	Transfilm
General Electric, G.E. Radio, Maxon, (Cheyenne, G.E. Theater)	1 (60)	LA, FA	Transfilm
Diamond Match Co., Charcoal Briquets, Doremus	3 (60), 1 (120), 2 (20)	LA	Sound Masters
RCA Whirlpool, Full Line, Kenyon & Eckhardt (Producer's Showcase)	1 (120)	LA	Pathe
Rheem Mfg., Water Heaters, Campbell-Ewald	1 (60)	LA	Fred Niles
Alliance Mfg. Co., Genie Door Opener, Dancer-Fitzgerald-Sample	—	NA	MPO-TV
Westinghouse Electric, McCann-Erickson, (Studio One)	3 (110)	LA	James Love
O. W. Smith, Permaglas Water Heater, Cramer-Krasselt	1 (20)	SA	Filmack
Radios, TV Sets, Phonographs			
Am-Par Corp., Records, Buchanan	1 (60)	SE	Video
RCA, Records, Grey (Producer's Showcase)	2 (60), 1 (30)	LA, M(C)	Transfilm
	2 (60), 1 (30)	LA, M	Transfilm
(Perry Como Shows)	1 (60)	LA, M(C)	Transfilm
Household Soaps, Cleansers, Polishes			
Procter & Gamble, Spic & Span, Young & Rubicam	6 (60), 3 (30)	LA	Vidicam
Colgate-Palmolive, Ad Detergent, Lennen & Newell	1 (60)	J, LA, SE	Transfilm
(My Friend Flicka)	1 (60)	LA	Transfilm
Vel, Carl Brown	10 (20)	LA, FA	Shamus Culhane
Alberto, VO-5 Rinsaway, Geoffrey Wade	2 (60)	LA	Shamus Culhane
Procter & Gamble, Pink Camay, F. H. Hayhurst	—	NA	Sarra
John Puhl, Little Bo-Beep, Ammonia Cleaning, Roche, Williams & Cleary	4 (60)	LA, FA	Fred Niles
Procter & Gamble, Blue Dot Duz, Compton	—	NA	MPO-TV
Linco Distributing, Liquid Bleach, Henri, Hurst & McDonald	2 (20)	FA	Shamus Culhane
S. C. Johnson, Finishes, Foote, Cone & Belding	2 (60)	LA, FA	Hal Roach
SOS, Tuffy, McCann-Erickson	1 (26), 1(51), 1(148), 1(151), 1(132), 1(66), 1(118)	LA, SE	Hal Roach
S. C. Johnson, Stride Wax, Needham, Louis & Brorby	2 (60)	LA, FA	Five Star
Kimball Co., Red Cap Glass Cleaner, Charles F. Hutchinson	2 (08)	LA, SE	Beacon
	1 (08)	LA	Beacon
Colgate, Vel, Foster	2 (60), 2 (40), 2 (20)	LA	Clayton Cousins
APPAREL			
Apparel, Footwear, Accessories			
Tooke Shirts, Harold Stanfield, Ltd.	4 (20)	LA	Vidicam
Warner Bros., A'Lure, C. J. LaRoche	2 (60)	NA(C)	C. J. LaRoche
A'Lure	1 (50)	NA	C. J. LaRoche
Good News	2 (60)	NA(C)	C. J. LaRoche
Good News	1 (50)	NA	C. J. LaRoche
Warnerettes	2 (60)	NA(C)	C. J. LaRoche
Warnerettes	1 (50)	NA	C. J. LaRoche

(Continued next week)

"I LED 3 LIVES"

Starring RICHARD CARLSON

#2

AMONG ALL NETWORK SHOWS ALL WEEK IN COLUMBIA, S.C.

36.5

PULSE, August, 1956

TOPS ALL NETWORK SHOWS ALL WEEK EXCEPT ROBERT MONTGOMERY (38.8)

BEATS:

- \$64,000 QUESTION
- THIS IS YOUR LIFE
- ALCOA HOUR
- FESTIVAL OF STARS



NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.

RTES LUNCHEON TOPIC

Views Aired on Syndicated Shows, Attitudes Re Reruns, Feature Pix

NEW YORK—"They don't like reruns." Despite all the studies and statistics that prove the value of syndicated reruns, the sponsor's salesmen and dealers balk every time he buys a rerun show.

This was reported last week by Harry Schroeter, advertising director of the National Biscuit Company. He was referring to the 20-odd syndicated shows that Nabisco co-sponsors around the country. Schroeter said he recognized that the distributors had to make rerun sales in order to make a profit and that rerun sponsorship can often do a good job for sponsors. He suggested that the industry keep working away at promoting the value of reruns.

"Whirlybirds," which Nabisco has in eight markets, was well received, Schroeter said. A big reason was the merchandising with which it was kicked off. But a drawback to merchandising a show is that it costs the sponsor more money. Schroeter suggested that all parties involved with the show (station and distributor) benefit from the merchandising, and accordingly it should be done on a co-operative basis.

Cookie Preferences

As to why Nabisco, a national sponsor, is so heavily in syndication, Schroeter pointed out the great regional differences in cookie preferences. On "Sky King," which Nabisco has on a spot basis in 105 markets, Nabisco has 21 different product schedules. Its other syndicated shows, such as "Whirlybirds," it uses to reach the adult audience.

Schroeter was one of four speakers at last Wednesday's (24) round table luncheon of the Radio & TV Executives Society. The subject was "Syndicated Film Programs: Going Thataway!"

Jim Douglass, senior vice-president of the Ted Bates agency, said his agency buys syndicated shows strictly as spot carriers. He is not interested in the identity or merchandisability of the show, since the agency's philosophy is to buy the greatest circulation possible per dollar. He acknowledged that syndicated shows have been a boon to regional advertisers, but Bates does not have any of them as clients.

Bates will buy a syndicated program in a particular market when it can't get good network clearance in that market or when it can't prime-time announcements of sufficient length. It will resort to syndicated shows in those situations particularly when the advertiser in question has more than one brand. In the main, it buys its syndicated shows from the station rather than the distributor.

Douglass concluded that the syndicated shows the agency has bought for this purpose have done

an excellent job of reaching the right audience.

Regional advertisers, who are, in a sense, the backbone of syndicated programming, were not represented at the round table. The other two speakers were a station manager (Charles Vanda, WCAU-TV, Philadelphia) and a distributor sales manager (John Mitchell, Screen Gems).

Feature Projectors

Vanda deplored those stations that had turned themselves into feature film projectors. He warned that if stations do not support syndicated programming now they won't have fresh film programming

when the feature backlogs run out.

Mitchell said he was bullish about the future of syndicated film even tho it was so highly speculative a venture. He gave four reasons for his optimism: The opening of more stations will make more time available. Local and regional advertisers continue to need this kind of show. The foreign market promises a great opportunity for recoupment on these shows. And the large production - distribution companies now in the business require a completely vertical operation, which includes syndication.

Song Ad Productions To Get New Quarters

HOLLYWOOD—Song Ad Productions, makers of commercials, is moving to new quarters on the KTLA lot around June 1. It will occupy the second floor of KTLA's office building, where it will have offices and art and animation departments. It will have use of KTLA's studios and facilities and Paramount sound stages.

Theodore Prod. Joins Trek to West Coast

NEW YORK—Rex Marshall's Theodore Productions has joined the trek to the West Coast. The company shoots commercials for Reynolds Metals, General Foods and others and has set up schedules for West Coast shooting thru the summer and fall. The company also has a heavy industrial picture schedule and has added

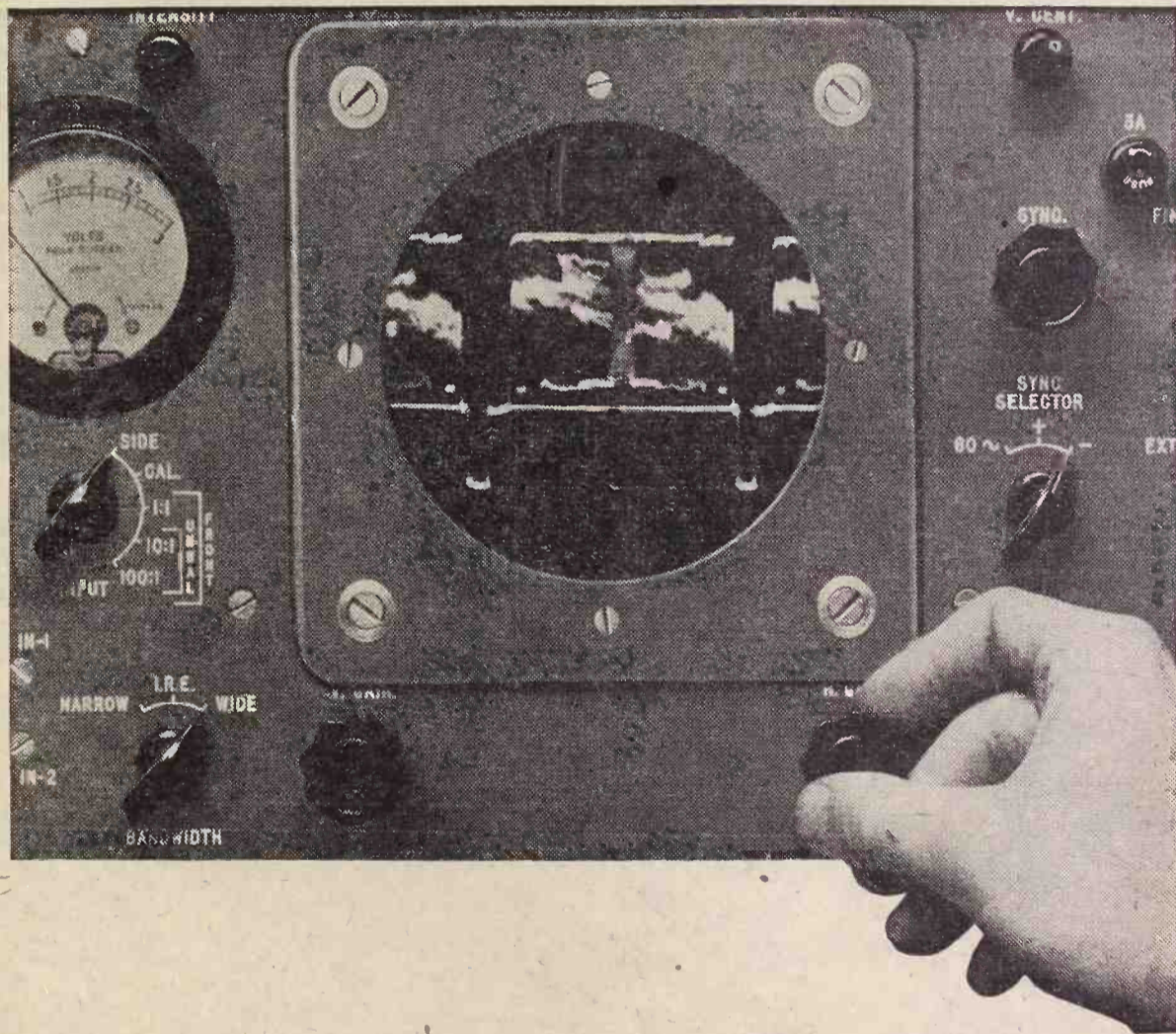
CBS to Synd. Gleason Show

HOLLYWOOD—CBS Film Division is taking over the 1955-'56 Jackie Gleason Show and "The Brothers," which just went off the air this month, and is beginning syndicated sales on both.

The Gleason show is the half-hour "Honeymooners" version which was filmed via the Du Mont Electronicam process.

"The Brothers," of which 32 half-hours are available, is being combined with 26 "Life With Father" segments as a package. Both this and Gleason are presently being offered for regional sales.

Joseph Manduke, formerly of Sarra. Theodore Productions also is preparing a new public affairs package for the fall.



Nowadays, everyone calls this "bleeding whites"

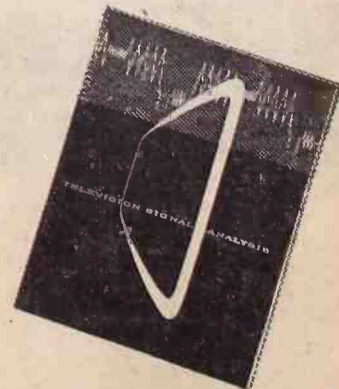
Time was when this phenomenon went by a variety of names—all describing an overloading condition in which white areas appear to flow irregularly into black areas.

Today, everyone in the transmission end of TV calls it "bleeding whites." And the same common language covers the scores of other signal patterns that appear on oscilloscopes.

It's a brand-new language, compiled in a Bell System book called

"Television Signal Analysis." Network technicians and Bell System men teamed up to write it. Their purpose: to give precise definitions to a uniform set of terms. That way, when describing picture quality, they'd all be talking about the same thing.

This co-operative effort pays off dozens of times a day. It gives the TV industry one more assurance that the signals carried over Bell System lines will be of high quality.



If you'd like a copy of the booklet, please write to: Division Commercial Manager—Program, American Telephone & Telegraph Company, 250 Park Avenue, New York 17, New York.

Balaban's Service Has 2 Short, Free Rita Hayworth Pix

NEW YORK—Bruce Balaban's TV-Movie News service is offering two more short free films, both of them about Columbia's new Rita Hayworth picture, "Fire Down Below." Titled "Portrait of Rita" and "Calypso," they were filmed on location in Trinidad, and they run about five minutes each.

Robert Mitchum and Jack Lemmon also appear in these shorts, as they do in the feature picture.

This makes a total of four such films Balaban has offered on this basis, the other two being in connection with "Zarak" and "Heaven Knows, Mr. Allison."

BELL TELEPHONE SYSTEM



Providing intercity channels for network television and radio throughout the nation



ARRESTING!

From start to finish, **SAN FRANCISCO BEAT** has everything it takes to capture attention. A suspense-laden close-up of the San Francisco Police Department in action, it is filmed on-the-spot against the colorful background of one of the world's most fascinating cities. As **THE LINE-UP** on the CBS Television Network, the series has consistently ranked up in the Top Ten national Trendex listings.

And as CBS Television Film Sales' **SAN FRANCISCO BEAT** it shapes up just as well or better! Sponsored by such big-time advertisers as Piel Brothers, National Biscuit Company, General Electric, Bristol-Myers, and Sealy Mattress Company, it's copping king-size ratings in Lansing (50.3), Columbus (25.8), Indianapolis (28.5), Grand Rapids-Kalamazoo (31.8).

SAN FRANCISCO BEAT even outpulls **THE LINE-UP** in such major markets as New Orleans, Omaha and Muncie. Future prospects are great too: 78 half-hours already in the can and two more years of production guaranteed. Authentically produced by expert Desilu, trigger-taut **SAN FRANCISCO BEAT** is a sure-fire show for advertisers who seek bigger and bigger audiences and solid sales returns. Call for a complete investigation of all the evidence—yours for the asking at...

CBS Television Film Sales, Inc.

"...THE BEST FILM PROGRAMS FOR ALL STATIONS" 

New York, Chicago, Los Angeles, Dallas,
San Francisco, Boston, Detroit, St. Louis
and Atlanta. S. W. Caldwell Ltd., Canada.

FCC May Put Allocations on Individual Basis

WASHINGTON—In the interests of faster and less expensive procedures in assigning TV allocations, the Federal Communications Commission may abandon its fixed table and allocate TV channels on the basis of individual applications, it was announced Wednesday (24). Along the lines of the so-called Craven Plan, the table would be kept in force only on non-commercial educational TV reservations, and TV assignments within 250 miles of Canadian and Mexican borders, in accord with an international agreement. (Educational channels could be deleted only by formal rule-making procedure.)

The present rule-making proposal, which invites comment by June 3, would end the old-style rule-making in channel allocations by "radically" amending FCC rules to provide that applications might be filed for "new or changed" facilities on any channel, in any community. Minimum separation requirements with respect to existing authorizations would have to be met.

Exceptions to the individual applications would also be made to protect ultra high areas from too much invasion by VHF. The application would not be granted if it requested a very high operation within 75 miles of the transmitter of an authorized ultra high station and (A) the proposed transmitter site is closer than an existing very high transmitter, (B) the principal city served by the ultra high station is receiving Grade A or better service from less than two existing very high stations, and (C) the principal city to be served by the proposed very high station is not already receiving a city grade signal from two or more very high stations.

The FCC based its proposed change of procedure partly on the fact that the present table has "served its purpose" in making a framework for orderly post-freeze development. Flexibility of the new policy would give ultra high operators a better chance to get more desirable space in the lower ultra band. Also, it was felt that the rule-making process has hampered authorizations because of its slow and expensive procedure.

Advertisement for Woodward Hotel, featuring a building illustration and text: "They Come to New York from everywhere to enjoy the Value, Comfort and Convenience of the HOTEL Woodward BROADWAY at 55th STREET Ideal accommodations for 800 guests Private Baths, showers and radio. Television! FROM \$3.50 SINGLE \$5.00 DOUBLE"

PULSE LOCAL RATINGS FOR FEBRUARY

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

Table for BIRMINGHAM: 2 TV STATIONS—147,800 TV HOMES. Population—622,700 (31st in U. S.) Buying Income—\$889,479,000 (41st) Retail Sales—\$607,803,000 (44th) Food Sales—\$142,033,000 (40th) Drug Sales—\$16,699,000 (53d) Automotive—\$141,745,000 (32d) Above figures include following counties: Jefferson

Table for BOSTON: 2 TV STATIONS—870,100 TV HOMES. Population—2,991,300 (6th in U. S.) Buying Income—\$5,472,790,000 (7th) Retail Sales—\$3,782,581,000 (6th) Food Sales—\$927,203,000 (6th) Drug Sales—\$114,673,000 (6th) Automotive—\$596,532,000 (6th) Above figures include following counties: Essex, Middlesex, Norfolk, Suffolk

Table for CHICAGO: 4 TV STATIONS—1,782,000 TV HOMES. Population—6,150,900 (2d in U. S.) Buying Income—\$4,380,431,000 (2d) Retail Sales—\$6,161,023,000 (2d) Food Sales—\$1,720,971,000 (3d) Drug Sales—\$255,124,000 (2d) Automotive—\$1,344,473,000 (3d) Above figures include following counties: Cook, Du Page, Kane, Lake, Wills, Ill.; Lake, Ind.

Table for CLEVELAND: 3 TV STATIONS—457,100 TV HOMES. Population—1,616,800 (11th in U. S.) Buying Income—\$3,597,116,000 (10th) Retail Sales—\$2,336,950,000 (11th) Food Sales—\$502,023,000 (10th) Drug Sales—\$76,207,000 (10th) Automotive—\$402,002,000 (11th) Above figures include following counties: Cuyahoga, Lake

- TOP NETWORK SHOWS: 1. I Love Lucy, WBRC, M.49.3 2. Red Skelton, WBRC, T.46.3 3. \$64,000 Question, WBRC, T.46.3 4. December Bride, WBRC, M.43.3 5. Ed Sullivan, WBRC, Su.43.0 6. Gunsmoke, WBRC, S.42.8 7. Millionaire, WBRC, W.41.8 8. Phil Silvers, WBRC, T.41.5 9. Burns & Allen, WBRC, M.41.3 10. Godfrey's Talent Scouts, WBRC, M.41.3

- TOP NETWORK SHOWS: 1. I Love Lucy, WNAC, M.43.9 2. Ed Sullivan, WNAC, Su.41.0 3. Jane Wyman, WBZ, T.40.7 4. Millionaire, WNAC, W.40.2 5. I've Got a Secret, WNAC, W.39.7 6. Climax!, WNAC, Th.38.9 7. Godfrey's Talent Scouts, WNAC, M.38.7 8. G. E. Theater, WNAC, Su.36.9 9. Burns & Allen, WNAC, M.36.4 10. Alfred Hitchcock, WNAC, Su.36.2

- TOP NETWORK SHOWS: 1. I Love Lucy, WBBM, M.48.9 2. \$64,000 Question, WBBM, T.38.5 3. Ed Sullivan, WBBM, Su.38.4 4. G. E. Theater, WBBM, Su.37.5 5. Alfred Hitchcock, WBBM, Su.36.5 6. Best of M-G-M, WBBM, S.35.8 7. Your Hit Parade, WNBQ, S.35.2 8. Red Skelton, WBBM, T.34.5 9. Disneyland, WBKB, W.34.2 10. December Bride, WBBM, M.34.0

- TOP NETWORK SHOWS: 1. Disneyland, WEWS, W.38.7 2. Playhouse 90, WJW, Th.37.4 3. Wyatt Earp, WEWS, T.37.0 4. Ed Sullivan, WJW, Su.36.4 5. Lawrence Welk, WEWS, S.36.3 6. I Love Lucy, WJW, M.36.0 7. Godfrey's Talent Scouts, WJW, M.35.9 8. Person to Person, WJW, F.35.0 9. Climax, WJW, Th.32.1 10. \$64,000 Question, WJW, T.31.9

- TOP MULTI-WEEKLY SHOWS: 1. Dinner Theater, WABT, M-F.20.4 2. Circle 6 Theater, WBRC, M-F.18.6 3. Mickey Mouse Club, WABT, M-F.18.5 4. Circle 6 Ranch, WBRC, M-F.18.4 5. NBC News, WABT, M-F.17.7 6. News, Sports, Weather (6:30 p.m.), WABT, M-F.17.5 7. Mystery Playhouse, WBRC, M-W, F.16.4 8. Uncle Bill & Spooky, WBRC, M-F.15.7 9. News Report, Weather (5:30 p.m.), WBRC, M-F.14.6 10. CBS News, WBRC, M-F.14.4

- TOP MULTI-WEEKLY SHOWS: 1. Mickey Mouse Club, WNAC, M-F.24.7 2. Boston Movie Time, WBZ, M-F.17.3 3. Xavier Cugat, WBZ, W, F.16.5 4. Queen for a Day, WBZ, M-F.16.2 5. Newsteller (6:45 p.m.) WBZ, M-F.16.1 6. NBC News, WBZ, M-F.15.7 7. Patti Page, WNAC, M, W, F.15.3 8. News, Weather (7 p.m.), WNAC, M-F.14.9 9. Matinee Theater, WBZ, M-F.14.4 10. Arthur Godfrey, WNAC, M-Th.13.7

- TOP MULTI-WEEKLY SHOWS: 1. Mickey Mouse Club, WBKB, M-F.25.4 2. Susan's Show, WBBM, M-F.17.6 3. News Round-up (10 p.m.), WBBM, M-F.17.1 4. Arthur Godfrey, WBBM, M-Th.15.6 5. Art Linkletter, WBBM, M-F.14.6 6. Big Payoff, WBBM, M-F.14.2 7. Bob Crosby, WBBM, M-F.14.1 8. In Town Tonight, WBBM, M-F.14.0 9. Garry Moore, WBBM, M-F.13.6 10. News-Bentley (6 p.m.), WBBM, M-F.13.5

- TOP MULTI-WEEKLY SHOWS: 1. Mickey Mouse Club, WEWS, M-F.27.8 2. 6 o'Clock Adventure, KYW, M-F.16.2 3. Reporter, Sports Final (11 p.m.), WJW, M-F.15.3 4. News Highlights (6:30 p.m.), WEWS, M-F.14.4 5. Queen for a Day, KYW, M-F.14.3 6. 11th Hour News, Weather, KYW, M-F.13.8 7. Weather, Two Star Reporter (6:45 p.m.), WEWS, M-F.13.7 8. Noon Show, WEWS, M-F.12.9 9. Theater 5, WEWS, M-F.10.3 10. NBC News, KYW, M-F.9.7

- TOP FEATURE FILMS: Once Weekly 1. Warner Bros., WABT, Su-9:30-10:3028.8 2. Academy Theater, WBRC, Su-4:00-5:3022.0 3. Stories Old West, WBRC, Su-12:30-1:3014.8 4. Saturday Matinee, WBRC, S-12:00-1:0013.4 5. Sunday Matinee, WBRC, Su-2:00-3:0013.3

- TOP FEATURE FILMS: Once Weekly 1. Saturday Movie Time, WBZ, S-5:30-7:0014.9 2. Magee's Movietime, WNAC, M-11:30-12 mid.9.5 3. Movie Matinee, WMUR, S-3:00-4:302.4

- TOP FEATURE FILMS: Once Weekly 1. Best of M-G-M, WBBM, S-10:00-12 mid.35.7 2. Courtesy Theater, WGN, Su-10:00-12 mid.22.1 3. Community Playhouse, WGN, F-10:00-12 mid.18.0 4. Magee's Playhouse, WGN, W-10:00-12 mid.14.6 5. Family Theater, WGN, S-10:00-11:3013.6

- TOP FEATURE FILMS: Once Weekly 1. G.E. Features, WJW, Su-5:00-6:0028.5 2. Western Film, WEWS, S-5:00-6:0018.7 3. Western Theater, WEWS, S-1:00-2:0016.0 4. Home Theater, KYW, S-11:00-12:00 mid.15.8 5. Letsy's Premier Theater, WJW, S-11:00-12:00 mid.14.8

- TOP SYNDICATED FILMS: 1. Man Called X (Ziv), WBRC, T-8:0030.8 2. State Trooper (MCA), WBRC, T-9:3030.8 3. Highway Patrol (Ziv), WBRC, T-10:0030.0 4. Unexpected (Ziv), WBRC, S-9:3029.0 5. Whistler (CBS), WBRC, F-9:3027.5 6. Science Fiction Theater (Ziv), WBRC, Th-8:3027.3 7. Dr. Hudson's Secret Journal (MCA), WABT, W-9:3025.3 8. Amos 'n' Andy (CBS), WBRC, Th-10:0025.3 9. Rosemary Cloney (MCA), WBRC, M-6:0024.8 10. Waterfront (MCA), WABT, S-10:0024.3 11. Crosscurrent (Official) WABT, Th-10:0022.5 12. Soldiers of Fortune (MCA), WBRC, W-6:0021.8 13. Annie Oakley (CBS), WBRC, T-6:0021.3 14. Badge 714 (NBC), WBRC, M-10:0020.8 15. Dr. Christian (Ziv), WBRC, W-10:0020.3 16. Stage Seven (TPA), WBRC, Th-9:3020.3 17. Mr. District Attorney (Ziv), WBRC, F-10:0019.8 18. Code Three (ABC), WBRC, Th-10:3019.5

- TOP SYNDICATED FILMS: 1. Count of Monte Cristo (TPA), T-8:3031.0 2. Rin-Tin-Tin (Screen Gems), WNAC, Su-6:3029.7 3. Sheriff of Cochise (NTA), WNAC, Su-6:0028.7 4. Crunch & Des (NBC), WNAC, Th-8:0026.2 5. Annie Oakley (CBS), WNAC, Su-5:0024.5 6. Supteman (Flamingo), WNAC, F-6:3023.5 7. Waterfront (MCA), WNAC, Su-7:0023.2 8. iSky King (Nabisco), WNAC, W-6:0022.8 9. Badge 714 (NBC), WNAC, W-6:3021.8 10. I Led Three Lives (Ziv), WNAC, W-7:3021.4 11. Ramar of the Jungle (TPA), WNAC, Th-6:0021.3 12. Frontier (NBC), WNAC, F-10:3021.3 13. I Search for Adventure (Bagnall), WNAC, Su-5:3021.2 14. Highway Patrol (Ziv), WBZ, W-10:3020.9 15. Science Fiction Theater (Ziv), WBZ, T-7:0019.4 16. Dr. Hudson's Secret Journal (MCA), WNAC, T-10:3018.9

- TOP SYNDICATED FILMS: 1. Gene Autry (CBS), WBBM, S-6:0023.5 2. Annie Oakley (CBS), WBBM, S-5:3020.9 3. State Trooper (MCA), WNBQ, W-9:3018.9 4. Life of Riley (NBC), WNBQ, S-6:0017.7 5. Sheriff of Cochise (NTA), WNBQ, F-7:3017.5 6. City Detective (MCA), WGN, F-9:3016.7 7. Wild Bill Hickok (Flamingo), WGN, T-6:0015.3 8. iDeath Valley Days (Pacific Borex), WBQ, M-9:3015.2 9. Buffalo Bill Jr. (WGN), 6:0013.3 10. iSky King (Nabisco), WBKB, Su-5:0013.3 11. Racket Squad (ABC), WGN, T-8:3013.2 12. Superman (Flamingo), WGN, F-6:0012.8 13. Gene Autry (CBS), WGN, S-3:0012.7 14. San Francisco Beat (CBS), WGN, T-9:0011.9

- TOP SYNDICATED FILMS: 1. Highway Patrol (Ziv), WJW, T-10:3029.7 2. Frontier (NBC), WJW, S-10:3025.7 3. Sheriff of Cochise (NTA), KYW, Su-10:3024.9 4. Range Rider (CBS), WEWS, Su-7:0022.7 5. Soldiers of Fortune (MCA), KYW, Th-7:0022.0 6. Long John Silver (CBS), WEWS, M-6:0020.8 7. San Francisco Beat (CBS), WJW, T-7:0020.2 8. iDeath Valley Days (Pacific Borex), WJW, S-7:0018.5 9. Annie Oakley (CBS), WJW, S-6:3016.9 10. Buffalo Bill, Jr. (CBS), KYW, S-11:30 a.m.16.8 11. Waterfront (MCA), WEWS, M-7:0016.3 12. Man Called X (Ziv), WJW, W-7:0016.2 13. Science Fiction Theater (Ziv), KYW, T-7:0015.4 14. Foreign Legionnaire (TPA), WEWS, F-7:0015.0 15. Gene Autry (CBS), WEWS, S-6:3014.9

STATION SIGNALS

By NORMAN MORRIS

The recent suicide attempt of 22 young Hungarian refugees has inspired WSM-AM-TV, Nashville, to dispatch News and Special Events Director Bill Williams to Vienna for on-the-spot film and tape coverage of the general refugee situation.

KOA-TV, Denver, is about to launch "Operation: Pick Your Movie." Listeners will have a chance to request favorite films from KOA-TV's vast library of great motion pictures. On May 15 Bill O'Mara, director of sports for KING-TV, Seattle, will inaugurate "Hydro Highlights," a new weekly half-hour series featuring hydroplane news and highlights. Sports-caster Bud Sherman, WBAP-TV, Fort Worth, is

host of the new nightly program, "Jax World of Sports."

On or about May 1 Southern Arizona's first TV station, KOPO-TV, will change call letters to KOLD-TV. The station will continue to be linked with CBS and the Arizona Television Network.

On May 1 the Storer Broadcasting Company will separate its radio and television properties into two major divisions. These will replace the present North-South geographic districts. William E. Rine, vice-president of the North District, will head the radio operations, and George B. Storer Jr., Southern district vice-president, will become chief of television operations. The new TV sales manager in charge of the Chicago office of the Storer National Sales Department is

Floyd E. Beaton. He replaces Lew Johnson, who has been transferred to the New York office.

Mike Wallace, whose new ABC Sunday night show starts April 28, will continue with "Night Beat" on WABD until May 31. He will also continue as newscaster for the station until October 7.

James E. Allen, advertising and sales promotion manager of WBZ-TV, has been named sales manager of the station. His present duties will be taken over by the assistant advertising and sales promotion manager, Donald H. Edgemon. William G. Moody, commercial production manager at KIMA-TV, Yakima, Wash., has been promoted to program director for KEPR-AM-TV, satellite of KIMA-TV in the tri-cities area of Pasco, Kennewick and Richland, Wash. Carleton D. Smith, general manager of WRC-AM-TV, Washington, was honored on Thursday (18) by Pres-

ident Eisenhower for his service to the community.

Thousands of letters have been pouring into Dallas radio and television stations crediting them with having saved countless lives during the twin tornadoes of April 2. Thruout the duration of the twisters, the stations remained on the air to give needed information and instructions to Dallas residents.

Playhouse Pictures in Renovation, Expansion

HOLLYWOOD — Playhouse Pictures, TV film and industrial production firm, has purchased a new studio site here. Besides building the new studios, the firm also has begun renovation of existing buildings. The initial outlay has represented over \$50,000. Current staffers number 24, and gross billings during 1956 were in excess of \$500,000.

BURSTING BOUNDS

American Music's Peak Influence

• Continued from page 1

are not currently disappearing; rather, they are making a greater contribution than ever. The sources of supply—the writers and publishers of such material, have never been more active.

Nobody at this point knows how all these diverse elements will ultimately be resolved. Several years ago, it was commonly stated that the country field was disappearing—not only as a market for a specialized type of material; but also as a source for the broad pop market. This, of course, has proven utterly fallacious. Now that TV and Eddie Fisher have reached the countryside, the countryside seems to have a pipe line direct to Broadway.

For the past several years rock and roll has been consigned to rest on various occasions (the never in The Billboard). This, too, has proven utterly fallacious.

It can already be stated that rock and roll, and more primarily, rhythm and blues, has left a mark that is not likely to be erased easily—if ever. It is so firmly integrated with the pop medium that backings on even so-called quality songs are scored with distinctive rock and roll figures—and today this is so common as to go completely unnoticed.

Of the various trends and influences, the one which still has failed to make an appreciable mark is calypso. Recapping the past several months, one is struck by the fact that despite an enormous output of songs and records, relatively few calypso singles have made the best selling charts. Those that come to mind include Terry Gilkyson's "Marianne" on Columbia, and also by the Hilltoppers on Dot; "Cindy" by Vince Martin on Glory and Eddie Fisher on Victor; "Banana Boat Song" by the Tarrriers on Glory, and the spate of recordings by Harry Belafonte on Victor, including "Mama Looka Booboo," "Day-O" and "Mary's Boy Child." Whether calypso can ever make it in a big way is considered dubious by many students who argue that it is not indigenous or native to the Ameri-

can scene. In the album field, calypsos have cut more of a swath, particularly among an adult audience hip to the West Indian tourist scene.

New Awareness

On the Broadway publisher and songwriter level, a change of attitude with regard to rock and roll and hillbilly material is developing. The initial attitude toward such "primitive" material was one of scorn and irritation. This was followed by wishful thinking—repeatedly kissing it off as dead, when it was at its liveliest. Now the mood seems to be one with more tactical sense: "If you can't beat them, join them." Thus it is that great firms of the traditional, standard type — such as Shapiro-Bernstein, Bourne, Inc., etc.—have been stepping up their activity in the rock and roll and country fields. They are not only seeking such material at the source, but are also attempting to channel the creative talents of Broadway-oriented writers into a more modern, lucrative vein.

The jazz and classical fields too, are at one might say—their swiftest. Like the mass categories of pop, rhythm and blues and country, their influence is being felt not only on a broad domestic front but also on the international scene.

But what is happening in the more rarefied areas of classical and jazz has not, as yet, the broad socio-musicological significance of development in the pop, blues and country categories.

Coast-Gotham Shuttle for Cap A&R Men

HOLLYWOOD—Capitol Records pop repertoire staffers will henceforth shuttle between the executive offices here and New York, with a.&r. man Lee Gillette inaugurating the system via
(Continued on page 52)

DJ-OVERSEAS ENTENTE GRIPES U. S. PUBBERS

LONDON—Beefs of the non-bovine variety are beginning to filter into the local music scene as the result of an entente set up among certain prominent American disk jockeys and a local record company topper. The gripes are originating, apparently, with American publishers who see themselves losing control over their own copyrights on this side.

Here's the way the entente works:

The jocks pick up reactions in their own territories to a new disk that looks promising and relay the info via trans-Atlantic phone or cable. The disk man then arranges to have a copy of the disk flown here and assigns a local British artist to duplicate it immediately. He then rushes it out on the market, usually before the English publisher has had a

chance to establish release date restrictions; in fact, oft-times even before the tune has been assigned to an English publisher.

The American disk companies also see a big threat in this practice. Some of these have learned that a State-side hit, when issued here, can sell a cool half-million disks in this market. When a "cover" by an English artist is released here first, however, the American disk's chances may be reduced to nil. To the American more frustrating, if the particular British company happens to be its regular distributor over here.

To the British company, besides scoring a "first" in this market, the practice can bring about huge savings in royalties, which might otherwise be paid to the American diskery and artist.

Celler Staff Report Sees BMI 'Power Opportunity'

Antitrust Subcommittee Mulls Charges With No Endorsement Yet Reached

By MILDRED HALL

WASHINGTON — Altho it is "not clear that the BMI structure is illegal," per se, it does "afford opportunity" for "power to exclude competing music on the air." This is the general tenor of the Celler (D. N. Y.) House Antitrust Subcommittee's staff report on the BMI-ASCAP rivalry covered in broadcast hearings last session.

Altho the report and conclusions are officially still under wraps, the music story leaked out last week, before Committee members studying the document have come to any decision on its endorsement. The staff report was completed several weeks ago under the direction of majority counsel, Herbert Maletz, and minority counsel, Samuel Pierce.

In view of the "power" of the BMI-broadcaster combination, the

staff conclusions recommend that the Department of Justice investigate "all phases" of BMI broadcasting activities in the music field, "to determine whether the antitrust laws have been violated." If the Justice Department feels they have, the report recommends that a suit "should be filed promptly, seeking among other things, divestiture of broadcaster ownership of BMI."

The staff paper's conclusions claim that "evidence" given the Celler Committee "indicates" antitrust violation already exists. However, the document gives a darker picture of future possibilities of BMI actions than present transgressions. The report itself covers the history of the days of ASCAP monopoly and the consent decree that followed, but the staff conclusions point to BMI and the

broadcasters as having "substantial power to control the price of music" today, and in the future.

To prove the point, the report's conclusion sets up a hypothetical case in which a music user, "dissatisfied with ASCAP rates," might go to court. In view of the ASCAP consent decree, the court "naturally would consider rates charged comparable users by BMI," and take cognizance of the fact that ASCAP rates have been two-and-one-half times those of BMI. The report concludes that if the courts keep that ratio in mind, the broadcasters could, by raising or lowering BMI rates, "exercise considerable influence" on the rates the court would allow ASCAP to charge.

Also hypothetically, the report conclusion envisions a possible future contest between the two licensing groups, in which the broadcasters could stop playing ASCAP music as they did back in 1940-41—but this time, with no need to resort to "Jeannie of the Light Brown Hair." Eventually, "ASCAP would have to yield to the broadcasters' terms, or go out of business," the report concludes. Mere "possession" of the power by
(Continued on page 57)

Col. Jazz Program Spots Top Talent

May-June 'Jazz Buy' Bargain Deal Is Traffic Hypo With Full Dealer Profit

NEW YORK — Columbia Records' album product for May and June is highlighted by an outstanding jazz merchandising campaign, titled "Jazz Buy Columbia," offering the consumer a top selection of 44 packages at bargain rates. The consumer has the privilege of buying any one of a selected

group of 44 jazz best-sellers for \$1.98, provided he buys one at the regular price. Dealer gets his full profit.

The program, which taps the gold in the Columbia catalog, is designed to help the dealer realize big sales during a period often regarded as critical. The mechanics of the promotion program are identical to "Buy of Your Dreams," but the jazz program contains an innovation. In order to stimulate
(Continued on page 24)

WARING JUNKET DATE JUNE 11

NEW YORK—The date of the annual "Fred Waring Day" for music contact men has been set this year for Tuesday, June 11. The place, as usual, is Waring's Shawnee Inn at Shawnee-on-Delaware, Pa.

Music men who wish to attend have been urged to send in their acceptances, with a \$7.25 donation by May 17. These are to be turned in to Hy Ross, Robbins Music Corporation. The fee will be used to handle all gratuities, plus Waring's birthday gift.

For contact men who would like to go up the day before, the committee is taking room and dinner reservations. The price for Monday dinner and sleeping accommodations for two nights is \$15. Reservations may be made thru Bernie Pollack, Mills Music, and accompanied by a \$10 deposit. Others not cleared thru Pollack have to pay the Inn's full rates. Closing day for room reservations is Friday, June 7.

The committee for the event, besides Ross and Pollack, includes Leo Diston, Mickey Glass and Joe Santly.

GLAMOUR WAX

Vik-Mag Calypso Tie In

NEW YORK — A special 45 r.p.m. record, carrying the Vik label, is the tie-in feature of the upcoming May issue of Glamour magazine.

The disk, recorded by Vik artist Geoffrey Holder, ties in with an eight-page piece on a novel Limbo-Calypso dance, which the mag is pushing, along with Caribbean party apparel. Holder, who adapted the dance for this market, instructs the listener on one side of the disk, and performs on the other side a special musical number that he wrote.

Glamour readers are offered the disk for 50 cents with a coupon clipped from the book. The disk, which has been handled thru the RCA Victor Custom records division will not be sold in stores.

Holder, meanwhile, is holding forth with his one-man show at the Brooklyn Academy. After his closing there the first week in May, he'll make a tour of the East.

Westminster Gives Brahms Nod for May

NEW YORK — Westminster Records, whose monthly mass releases have been giving the emphasis to one composer, has tagged Brahms for the featured clef in May. In a total release of 36 LP's, 12 are works by J. Brahms.

Majority of these are chamber works, and for the first time, the
(Continued on page 52)

EMI Subsid to Handle Disking

HOLLYWOOD — Electric & Musical Industries, Ltd., is currently in the process of reorganizing its disk operations, with the formation of a new company, E.M.I. Records, Ltd., to house all record activities.

New firm will henceforth be a subsidiary of EMI, Ltd., with C. H. Thomas named to head its operation as managing director. Record activities of EMI formerly were divisions of the parent company. New firm will allow for greater control of all EMI activities in the disk industry and will probably accrue certain tax benefits to EMI.

EMI Records, Ltd., will henceforth be responsible for the manufacture and distribution in the United Kingdom of Capitol, HMV, Parlophone, Regal, Angel, Pathe, Zonophone, Emitron and Emiscope.

FRESH NEW TALENT
**JUDY SCOTT**

WITH ALL MY HEART THE GAME OF LOVE
(A-One and A-Two)
DECCA 9-30324 (45 RPM)

 **DECCA**
RECORDS

Ruling in AFM Case Cue for New Fights

HOLLYWOOD — In a unanimous decision last week (24), the California District Court of Appeals here ruled that California courts have jurisdiction in the twin \$13 million law suits filed against the American Federation of Musicians and the Music Performance Trust Fund.

Court issued a writ of mandate and ordered the Superior Court and Judge John J. Ford to hold new hearings on requests of the plaintiffs for the appointment of a receiver for the fund, and the imposition of injunctions preventing further payment of the fund.

Holding of the Court of Appeals will, in effect, pave the way for the receivership, since the ruling dismisses the chief impediment to the action, namely, the contention by the defense that trustee Samuel Rosenbaum was "an indispensable party" who had not accepted service in California.

The court stated in its 46-page opinion that "the only impediment to the exercise of jurisdiction appears to be the unwillingness of Rosenbaum (to appear), who, though probably an indispensable party in a general sense, has no apparent interest in the litigation except his own fees." Opinion further held that control of the Trust Fund is "tightly held by the American Federation of Musicians."

Headed for Higher Courts
"Considerations of practical justice may not be ignored, the court

CMDJA Preps For K.C. Meet

KANSAS CITY, Mo. — Plans for the second annual Country Music Disk Jockey Association convention to be held at the Municipal Auditorium here, June 13-14, are rapidly shaping up, with such country music satellites as Marty Robbins, Wanda Jackson, Hank Thompson, Faron Young and Ferlin Husky definitely pledged to participate in the big show open to the public and visiting deejays on the second night of the conclave.

Smokey Smith, Des Moines deejay, in charge of booking talent for the show expects to announce his full line-up of acts within the next week. The 10,000-seat auditorium will be scaled at \$1 to \$2 for the show. On the Thursday (13) of the two-day event, CMDJA members will hold their annual membership meeting in the Little Theater of Municipal Auditorium.

Plans for presenting the Friday night show as a spectacular on one of the major TV networks is still pending and an answer one way or the other is expected within the next two weeks. Connie B. Gay, originally in charge of presenting the spectacular idea to the TV nets, was forced to resign his chairmanship several weeks ago when
(Continued on page 52)

Distrib Merger In Washington

WASHINGTON — McKechnie Distributors here has taken over the accounts of Mark Products of Baltimore and is now doing business under the name, Mar-Mac Distributors.

Both firms are record jobbers, numbering among their accounts the Acme Supermarkets, Food Town, Inc., and Whelan's Drugs, Daum's Food Baskets—200 rack outlets in all.

Declared. In light of the opinion, there appeared little doubt that the case, filed by dissident Coast musicians last January, would eventually go to the California Supreme Court and from there to the U. S. Supreme Court. Legal counsel for the AFM has previously indicated this would be the course of events if they lost in the lower California courts.

With the AFM annual convention less than six weeks away, the issue seems likely to be spotlighted again when the conclave meets in Denver in June. While AFM Local 47 has officially disclaimed any direct participation in the legal wrangle, the union is most assuredly in sympathy in the issues at stake. At the recent California-Arizona-Nevada convention of AFM locals, Local 47 introduced resolutions relating to residual payments to musicians the 5 per cent television formula, membership ratification of contracts, etc., all of
(Continued on page 52)

NIPPON WAX ERUPTION

Worldwide Labels Up Japanese Disk Mkt.

TOKYO — Nippon Victor has acquired the rights to press and distribute three important state-side labels—Dot, Imperial and Sun. Deal has been set thru the Cosdel Company, an American Tokyo-based outfit, which supplies imports of these three labels to American Army PXs here.

The Victor firm will now also have ties to both sides of the Iron Curtain via a pressing-distributing deal just set up with New World Records. New World is a Japanese label which will release Russian originals, supplied thru the Soviet government export firm, Musikniga, in Moscow to its Nipponese agent, Furutaka Industrial Company. Another deal set by Victor here involves pressing for Chant de Monde of Paris. First release for the latter will be the

All Types of Music Is GNP Diskery Goal

HOLLYWOOD — GNP Records, the Gene Norman diskery enterprise, will shortly expand its operation to embrace all types of music, with the company planning an ambitious addition of talent to its roster.

The largely restricted to jazz works at the outset, Norman will utilize his Whippet label for rhythm and blues, the Dixieland Jubilee firm for Dixie and the GNP company for pop and jazz works. Norman is presently dickering a recording contract with singer Jo Ann Gilbert and has a number of other pop names close to signing, he indicated.

A veteran jazz concert promoter on the Coast, Norman is currently cementing plans to hold the Coast counterpart of the Newport Jazz Festival here this fall, the latter to be called the Palm Springs Jazz Festival. Details of the event are being worked out with Palm Springs civic officials and the Chamber of Commerce there.

Norman has also formed a new BMI publishing company, Neil Music, with Abe Glaser to head its operation.

'PLATTERBRAINS' TABS BIRTHDAY

NEW YORK — "Platterbrains," the record quiz show conducted over ABC radio every week by music critic-author Leonard Feather, celebrated its fourth anniversary on the web Saturday (27) with an all-star panel of experts.

Feather's panel consisted of Duke Ellington, Gene Krupa, Steve Allen and Sammy Davis Jr.

"Platterbrains" actually was originated by Feather and producer Bob Bach, a one-time Billboard staffer, in 1939, on WNEW. Decca's pop a.&r. man, Milt Gabler, was a regular panelist in those days. From 1940 thru '45, it was on WMCA, with Bob Thiele and Dave Dexter as regular "brains." Thiele is now Coral a.&r. head, and Dexter is a top a.&r. staffer at Capitol. In those days they were strictly jazz cats.

In 1950, the program moved to WOR, and in April, 1953, it went network, over ABC. The show now is carried by 160 stations.

"Kreutzer Sonata," and the "Spring Sonata," by David Oistrakh and Oborin.

On another front, Toshiba, owner of Angel and Capitol and related labels, Odeon, HMV and Parlophone, has added the American Verve label. First release is the "Cole Porter Song Book" package by Ella Fitzgerald. An LP a month is the current schedule.

Competitive factors in the Japanese market have become even more marked with the news that King, an affiliate of London and Telefunken, has concluded agreements for the release here of Riverside, Atlantic, Bethlehem, Cadence and Savoy labels.

Still another contender for the narrow market here is Compagnie de Disque Japonais, a jointly operated firm with French and Japanese partners, which is now selling custom-pressed Ducretet-Thomson, Discophile Francais and L'Oiseau-Lyre French labels.

Other reports indicate the possibility that the American label,
(Continued on page 52)

More DJ Spins Hype Local Best Sellers

NEW YORK — More and more local radio stations are putting special programming emphasis on local best selling disks—based on station surveys—in addition to spinning national wax favorites.

Most recent converts are WBZ, Boston, and WKMH, Detroit. The former station launched a new "Giant 51 Super Survey" last week, while the latter, under the direction of program director-deejay, Robin Seymour, is conducting a new weekly "Top 40" survey from which is culled most of the station's platter programming.

Highlights of the new WBZ survey are a listing of the top 10 record albums of the week, the top 36 pop singles, and "The Hot Five of the Live Jive," featuring the new records each of the five WBZ deejays thinks is headed for best sellerdom. Each jockey gives away a free LP every day on his show,

Cap Sets Up C.O.W.; Realigns Intl. Dept.

HOLLYWOOD — The realignment of Capitol Records' international department and the formation of a new Capitol of the World division were completed here last week, with Dave Dexter named repertoire manager, C.O.W., and Don Hassler named sales manager for the series.

Alex Porges continues to head the Capitol international division in New York, with responsibility for all Capitol product exported abroad. Roland Friberghouse will assist Porges on the Coast, and Pete Duchoff has been named international promotion manager, reporting to Friberghouse.

Hassler will head up the sales operation of all imported material for sale in the United States, the latter to be incorporated into a Capitol of the World division. He will report to M. x Callison, national sales manager for Capitol Records Distribution Corporation. To facilitate the operation of the C.O.W. division and the international department, all personnel will be housed in new quarters at the Capitol tower here.

Sales of C.O.W. albums will continue to be handled thru Capitol's branches, with specific attention paid to additional potential

via special effort in heavily populated foreign language market areas. New album product will be added as it has in the past under the supervision of Dexter, with the company to add a completely new C.O.W. line of foreign instrumental and vocal singles. Additional sales personnel may be added to handle the new product.

The success of the Capitol of the World Series has prompted the expansion according to Vice-President Lloyd Dunn. "Some of the international albums, such as "In London, In Love"; "Our Paris," "My Greece," "La Femme" and others, have outsold many domestic albums, Dunn said. Since the debut of the Capitol of the World line some 16 months ago, Capitol has issued approximately 70 albums in the series, "75 per cent of which," said Dunn, "have exceeded sales of 10,000."

"One of the reasons for the outstanding success of Capitol of the World," according to Dunn, "is that we have never compromised with authenticity. All of the albums are painstakingly recorded with the same high standards of quality prevailing on C.O.W. product as on other Capitol albums."

Dot Records Adds Four to C&W Roster

HOLLYWOOD — Mac Wiseman, director of Dot Records' country and western department, has increased the firm's activity in the field with the signing of four new artists.

Added were T. Tommy, a WSM radio announcer; Don Reno and Red Smiley, of Roanoke, Va., and Whitey Knight, of Hollywood.

Wiseman will continue his prowling for talent with his current schedule calling for a series of television appearances on the Jimmy Dean CBS-TV show in Washington this week. He plans on touring the Baltimore and Richmond areas, discussing c.&w. markets with Dot distributors there.

Three country singles were set for immediate release by Wiseman last week, wax including works by White Knight, T. Tommy and Wiseman himself.

'Bandstand' To Add Disks To Live Seg

NEW YORK — NBC's all-live music show "Bandstand" (10 a.m. to noon across-the-board) will augment its live programming with records shortly.

Altho its emphasis will continue to be on live band music, the show, henceforth, will spotlight two or three platters each week, thus enabling its producers to tap heretofore unavailable wax talent as guests. The disk artists will either be in the studio for an interview or tape one in advance, when their records are played on the show.

Meanwhile, "Bandstand" has cut its emcee-roster to one, and is hiring guest singers for one-shots rather than a full week. The show originally featured permanent emcee Bert Parks, plus a guest emcee, usually a singer.

Sked Podium Trek For Fem Batoneer

NEW YORK — Ina Ray Hutton, the lady baton waver, will be back on the road in June for a two-month tour of the East. Altho Miss Hutton hasn't traveled with a band for several years and has no records active, she recently completed a network TV series.

The Willard Alexander office, which is booking her, expects it to be an all-girl crew.

FREE CONCERTS PLUG U. S. WAX

COPENHAGEN — Uncle Sam is boosting sales of made-in-U.S.A. records, here, by offering free phono concerts, in the auditorium of the U. S. Embassy, every Wednesday afternoon, April 17-May 29. Concerts occupy an hour and first program offered works of Samuel Barber, Howard Harding, and Morton Gould, and also a recording of the Eastman-Rochester Symphony Orchestra.

Paramount to Sell Pubberies To Du Mont Web

NEW YORK — The Du Mont Broadcasting Corporation will shortly acquire, in a package deal from the Paramount Pictures Corporation, the pic firm's subsidiaries Famous Music, Paramount Music, Paramount Roy Rogers Music and Comalco Music Corporations and TV station KTLA in Los Angeles. The deal is subject to the approval of the Federal Communications Commission and the stockholders of Du Mont.

Under the proposal, which will be voted on at the annual Du Mont stockholders' meeting on May 13, the firm would acquire the four publishing firms and the TV station and all its facilities "for a consideration payable entirely in capital stock of the company, without any cash consideration." Numbers of shares to be issued to Paramount, if the deal is consummated, would run to between 700,000 and 800,000.

Both Famous and Paramount Music own more than 1,600 published copyrights, many of which are songs featured in motion pictures.

As one of the select group of top publishing empires, Famous-Paramount has been consistently represented on the board of the American Society of Composers, Authors and Publishers. The transfer, if consummated, would have special interest in view of sporadic criticism attacking film-publisher tie-ups within the Society, since it would be the first move on the part of a pic producer to divest itself of its publishing holdings.

Bob Willheim To Join Staff Of Dot Label

HOLLYWOOD — Bob Willheim, associated with Capitol Records as assistant to the advertising manager and chief of their editorial department for the past five years, will join the Dot Records organization next month. In his new post, Willheim will be assistant to album repertoire chief Tom Mack, and will be in charge of packaging for the company.

Willheim will specialize in the fields of creative illustration, styling, design, cover photography and album liner notes.

Move is the first in an expected series which will increase the tempo of Dot's album division. Mack, since joining the label, recently completed the editing of the upcoming de luxe two-pocket LP version of Cecil B. DeMille's "Ten Commandments" and set recording sessions with Helen Traubel and Marlene Dietrich.

Epic Plugging Mineo Debut

NEW YORK — Epic Records and Sheldon Music have launched an all-out promotion on "Movin' (In My Direction)," a disk for teen idol, Sal Mineo and the disk will be featured on the May 1 Kraft Playhouse airing on NBC-TV.

A series of 10 daily teaser cards on the disk went out to disk jocks in advance of releasing the disk. TV slottings on which Mineo will plug the record include Alan Freed's CBS-TV Rock Roll Show, the Perry Como Show and the Steve Allen Show.

No Red Seal In Victor's May Product

NEW YORK — To avoid complicating its May scrap turn-in promotion (The Billboard, April 27), RCA Victor is excluding new Red Seal disks from its May regular package release.

Excluding the Save-On-Records specials, the month's issue will be 13 LP's (and their EP equivalents) and three EPA extended play disks.

The S-O-R disks, which sell at \$2.98 to coupon holders in the shops, are: Pop—"The Big Sound on Broadway," with Ray Bohr, organist; Jazz—"Red Norvo and his Hi-Five"; Classical—Prokofieff's Classical Symphony and Symphony No. 7, with Malko and the Philharmonia orchestra.

In the regular line, there will be four packages by country artists: "Barefoot Ballads," by Homer and Jethro; "Hot, Happy and Honky," by pianist Del Wood; "Jim Edward, Maxine and Bonnie Brown," and a sacred set by the Statesmen Quartet.

Pop sets include piano albums by Barbara Carroll and Hans Sommer. "Invitation to Dream," by Ernestine Holmes, and an Italian song set by thrush Nilla Pizzi.

There will be two 12-inch conversions, one titled "Sauter-Finegan Concert Jazz" and the other, also a jazz set, "Rogers and Previn," which once was tagged "Collaboration."

Among the featured EPA's is the "Gene Austin Story."

Decca Pushes 'World' Disk

NEW YORK — Decca has unleashed a full-scale regional and national promotion on the single disk of the theme from "Around the World in Eighty Days." The single pairs Victor Young's instrumental version of the theme from the sound track LP, with a vocal rendition by Bing Crosby. Sales on the single reportedly started to build after the pic's Academy Award publicity.

Key personnel of the diskery and its branches will be out on the road all next week and display streamers and other special mailings will be going to dealers. The disk is also being packaged in a special sleeve.

ASCAP Elects New Officers

NEW YORK — The board of American Society of Composers, Authors and Publishers met here last week and elected new officers and board members for the coming year. Officers named were Paul Cunningham, president; Otto Harbach, vice-president; Louis Bernstein, vice-president; John T. Howard, secretary; Sol Bourne, treasurer; George Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

New board members are Douglas Munn...

Sheldon, Ltd., In Partnership With Chappell

NEW YORK — Sheldon Music, Ltd., a firm with world-wide operations, has been formed on a 50-50 partnership basis with Chappell Music. The new arrangement, which replaces a long-standing deal under which Chappell represented Sheldon throughout the world, takes effect at once.

The new firm, according to Moe Gale, owner of the Sheldon network of firms, will cover all copyrights of Sheldon, as well as Shalimar, Springfield, Stratton and Sequence Music companies.

The move comes at a time when greater interest than ever is being focused on foreign exploitation of American music.

Explaining the move, Gale said: "Even with Chappell we felt our songs were never fully exploited."

By setting up the partnership arrangement, Sheldon, Ltd., gets the benefit of being able to use the facilities of what Gale called "a going concern," in principal markets for American songs throughout the world. Wherever there is a Chappell office, separate Sheldon staffs will be set up to exploit tunes, not only of the firms in the Sheldon orbit but other Stateside songs for which the firm may contract to act as foreign rep.

Among the countries where the offices will be established will be England, France, West Germany, Italy and Australia. Sheldon, Ltd., will also operate in Canada and in a number of Latin American nations.

Wexler Sets Cabot Label Sked for '57

NEW YORK — Cabot Records, new label recently set up here by Paul Wexler, one-time Columbia veepee, has crystallized its distribution set-up and blueprinted plans for the balance of 1957.

During the next year Wexler intends to release 25 LP's and 35 singles, with former priced at regular retail tag of \$3.98 and latter, 89 cents. Among artists signed to the new label are Alfred Drake, Lionel Hampton, Virginia Gibson (featured in the legit hit "Happy Hunting" and new "Hit Parade" star this fall) and Sandy Stewart, new canary on Garry Moore's TV show.

Other new Cabot artists are Danny Davis and his orchestra, the Merrill Jay Singers, singer-trumpeter Bill Heyer and three organists—Ashley Miller, Betty McDonald and Al Lawrence.

Don Bell Joins KIOA

DES MOINES — Don Bell, popular local deejay, is leaving KRNT and KRNT-TV to join KIOA here May 1. The jock will be on the air 30 hours weekly on KIOA-15 and a half hours more broadcasting time than he currently has on KRNT.

Bell, who has been with KRNT for almost 11 years, said his resignation from KRNT was motivated by a difference in policy. He preferred to aim his disk programming at teen-age audience, while the station wanted him to make platter selections for an older-non-rock and roll-group of listeners.

ENTRY FROM NIPPON YET!

DISC's Golf Tournament Debut Cues Global Scope

NEW YORK — The Disc Industry Scholarship Committee's (DISC) first annual golf tournament was originally proposed to be held in the East, expanding to national scope in subsequent years. However, the officers and directors decided to go all-out and make it a national tournament the first year. Now, it appears that the tournament will have international overtones as the first overseas entry was received from Robert Wynn, president of the Japan Sales Company, Tokyo. Wynn is a record manufacturer-distributor who covers both civilian and U. S. military record outlets in the Far East.

According to Hirsh de La Viez, MOA vice-president and national membership chairman of DISC: "If Wynn doesn't come to the U. S. on a business trip so we can play him, Sammy Kaye and I will go over there and play him on his own ground." Harry Obtiz, PGA member and pro at the Fred Waring Shawnee-on-Delaware Club where the DISC finals will be played, admits that lining up outstanding golf clubs around the country is fairly simple for the DISC tournament play but admits that the selection of a Tokyo course a little more difficult.

Murray Luth, treasurer of DISC, reports the following membership applications received this week: Sammy Kaye and Pee Wee King, from the artist roster; Dave Bernie, Sid Goldstein, Joe Linhart, Charles Warren and Mike Gould, from West Coast music publishing firms, with Ed Levy, Burton Levey, Dave Dreyer, Jimmy Brown and Kelly Camarata, representing Eastern publishing houses.

From the record companies, entries were received from Hal Neely, Urania Records; Henry Onorati, Dot Records; Richard Davimos, Grand Award; Dick Linke, Columbia Records; Harry Meyerson, M-G-M; Norman Weinstroer, Coral Records, and Charles Hall, RCA, all New York, and

Disney Urges ASCAP Hearing

HOLLYWOOD — Whether the House Judiciary Committee or the House Committee on Small Business eventually holds hearings regarding alleged inequities in ASCAP is apparently of small matter to a number of Coast music publishers. What is important they say, tho, is that the hearings be held, and held with the utmost of haste.

This latter viewpoint was brought out last week by James Johnson, vice-president of Walt Disney Music Company, in a wire to Congress.

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Avakian Sets 2 Pop LP A&R Appointments

NEW YORK — Calvin Lampley has been appointed Recording Director, pop album a.&r. it was announced last week by George Avakian, Columbia Records director of pop album a.&r. Lampley formerly was music editor of the pop album division.

Avakian also appointed Robert Prince as assistant recording director of pop album a.&r. Prince was formerly music cuer in the engineering department.

Leonard L. Levin, Mercury Records, Chicago.

Among record dealers, distributors, radio station personnel and juke box operators entering were Albert Marks, Encino, Calif.; Albert Robertson, Washington; Leslie (Continued on page 52)

Robertson 'Hummingbird' Suit Settled

NEW YORK — Suit brought by cleffer Don Robertson against Ross Jungnickel Inc. for unauthorized use of his song "Hummingbird," in a Ford Motor Company commercial jingle, has been settled by arbitration. Robertson claimed that his 1947 contract with Songwriters Protective Association was breached because the publisher failed to get his consent before issuing the license on the tune.

The arbitrators, Jay Gorny, appointed by Robertson; Jerry Wexler of Atlantic Records; and Joseph McDonald, treasurer of the National Broadcasting Company, determined from a poll that customary industry practice under the '47 SPA contract was for the publisher to obtain consent before issuing such a license.

The settlement included a revision of the license fee for the song's use and for the withdrawal of the writer's claim for return of the copyright and rescinding of his claim for damages to his reputation. Jungnickel also agreed to get Robertson's permission in any similar future case.

'Orpheus' Is Decca Class. Lead for May

NEW YORK — A de luxe two-LP set of the Gluck opera, "Orpheus and Eurydice," with the lead role sung for the first time by a baritone, heads the Decca May Gold Label release. The cast includes baritone Dietrich Fischer-Dieskau as Orpheus, Maria Stader as Eurydice and Rita Streich as Amor. The Orpheus role is written for a contralto altho once before it has been performed by a tenor. Ferenc Fricisay, who conducted the former Decca best seller, "The Magic Flute," conducts soloists, chorus and the Berlin Radio Symphony Orchestra.

Other packages in the release include Beethoven's Eroica (3rd) Symphony, with Igor Markevitch and the Symphony of the Air Ork; Dvorak's Second Symphony with the Berlin Philharmonic; Rimski-Korsakov's "Scheherazade," with Foldes playing the works of Hungarian composer Zoltan Kodaly.


Malin Joins Mills Music

NEW YORK — Don Malin, who recently resigned as president of C. C. Birchard & Company, of Evanston, Ill., has been named educational director of Mills Music, Inc. He will also serve as editorial advisor to the B. F. Wood Music Company of Boston, a Mills subsidiary.

Malin has had more than 25 years of experience in the educational field and has served as president of the Music Publishers' Association and the Music Industries Council.

A NEW W

ANOTHER BMI "PIN-UP" HIT



ALL SHOOK UP

Recorded by
ELVIS PRESLEY . . . Victor
DAVID HILL . . . Aladdin

Published by
ELVIS PRESLEY MUSIC, INC.
SHALIMAR MUSIC CORP.

BUTTERFLY

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

GONE

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

TOO MUCH

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

ALL SHOOK UP

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

TRUE LOVE GONE

(Come On Home)

Sensationally recorded by

- **BETTY MADIGAN**
on Coral
- **THE ENCHANTERS**
on Coral

MILLS MUSIC, INC.

ATTENTION

watch for

FACE IN THE CROWD

MAMA GUITAR

REMICK MUSIC CORP.

Plan Musical One-Shotters For Radio-TV

NEW YORK—One-shot music shows make up an important part of the programming plans of network radio and TV this spring. Latest entry is the "RCA Victor Galaxy of Stars," an hour-long one-shot featuring Tony Martin, Julius La Rosa, Jaye P. Morgan, Georgia Gibbs and Vaughn Monroe, which will be aired over the NBC radio network June 15 from 9 to 10 p.m.

The show, sponsored by Breast-O-Chicken Tuna, will also feature Martha Carson, Geoffrey Holder, and Eddie Heywood. Monroe will emcee the program. Meanwhile ABC-TV presented "All About Music," third in a three-part "live" series spotlighting calypso, country and western and jazz music, last Sunday night (21).

The web is also currently readying two half-hour one-shots, featuring deejay Alan Freed and an all-star rock and roll bill, for airing next month. There is a strong possibility that both Freed and "All About Music" will be presented on a regular basis by ABC-TV in the fall.

In line with this, fall 1957 shapes up as a sock TV season for record talent, with Patti Page's "Big Record," a new show featuring disk artists, scheduled to take over Arthur Godfrey's Wednesday night spot on CBS-TV and ABC-TV kicking off new telecasts with Frank Sinatra, Guy Mitchell and Julius La Rosa.

'Crisis' SRO With Sylvania

NEW YORK—NBC-TV "Crisis" is now SRO. Alternate hours of the Monday 10-11 drama, 10 of which will be produced by Alfred Hitchcock, have been sold to Ford, with Sylvania also agreeing to the same sort of purchase.

Dick Lewis will produce most of the shows, except the Hitchcock's for Revue Productions, the packager, an MCA-TV subsidiary. J. Walter Thompson is the agency for both clients.

Dinah on Victor's Top Canary Perch

NEW YORK—Dinah Shore was in fine sales-shape at RCA Victor, last week, with two waxings of the label's top-selling singles—"Chantez-Chantez," and her new platter, "Cattle Call."

Also in the RCA Victor's top-selling six last week were Perry Como, Elvis Presley, Jim Reeves and Gene Austin.

Columbia Jazz

Continued from page 21

repeated interest on the part of the consumer, new releases will be made available during the second half of the program. Thus, out of the total of 44 albums, some six or eight items will not be shipped until June 3.

The jazz packages include "Louis Armstrong Plays W. C. Handy," Leonard Bernstein's "What Is Jazz," material from the Newport Jazz Festival, including "Louis Armstrong and Eddie Condon at Newport," "Dave Brubeck and Kai At Newport," "Ellington At Newport," "Ellington And Buck Clayton At Newport," etc. The list includes other representative packages by Brubeck, Ellington and Armstrong—in addition to those mentioned—including Brubeck's "Jazz Impressions of the U.S.A.," Ellington's "A Drum Is a Woman," Armstrong's "Ambassador Satch," etc.

List includes several Erroll Garner packages, Les Elgart's "Sophisticated Swing," Kai Winding's "Trombone Panormama," Count Basie's "One o'Clock Jump," J. J. Johnson's "J Is for Jazz," and albums by the Art Blakey Percussion Ensemble and Jazz Messengers, the Johnny Eaton Quintet, Ted Nash, and others.

A big consumer ad campaign gets under way May 13, with schedules in The New Yorker, Holiday, Harper's, Saturday Review, High Fidelity, etc., backed by point of sale material, a deejay promotional drive, and other sales aids.

Columbia's new product also includes important packages the pop, classical, country and children's fields. These total 14, including Columbia's "Buy-Of-The-Month" in the pop and Masterworks field. Former is "Ring Around Rosie," by Rosemary Clooney and the Hi-Lo's, and the latter is the "Nutcracker Suite," with Sir Thomas Beecham conducting the Royal Philharmonic Orchestra. Other notable pop albums include "Grand Tour," with Kostelanetz conducting the Philharmonic Symphony of New York; a Flamenco package by Vincente Escudero; "Speaking of Love," with Shirley Jones and Jack Cassidy, and others. Marty Robbins, country artist now having big pop sales on his singles, is represented by "The Song of Robbins." Included are albums by Pearl Bailey, a continental type album called "Paris Night Life," etc.

In addition to the Beecham package, the Masterworks release includes one package containing the Schuman "Kredendum" by the Philadelphia Orchestra with Ormandy, and Kirchner's "Piano Concerto," with the composer and the Philharmonic Symphony, conducted by Mitropoulos.

MUSIC AS WRITTEN

Rave Label Bows With Marty Drake Release

Rave Records, new Coast indie label, bowed here last week with its first release by comic Marty Drake. New label is a subsidiary of Jemo Tapes and is headed by Elliot MacHat. Firm has inked recording contracts with Nora Evans, the Pied Pipers, Rita Paul, Judy Booth and Red Norvo, and plans a full line of pop albums and singles. National distribution is currently being set by MacHat.

Going . . . Going . . . Gone . . . Realgone

Lou Galli, former general manager and controller of the Rama, Gee, Tico and Roulette combine, last week joined the staff of Gone Recording Corporation and Realgone Music, Inc., in the same Myrna Leibowitz, Galli's assistant, has also gone.

George K. Moffett Dies at 42

George King Moffett, 42, former band leader and one-time manager of Sammy Kaye, Hal McIntyre and the Joe Mooney Quartette, died suddenly last week at Lexington, Ky. He is survived by three sons and his widow, Helen Honan Moffet, operator of the Antler Hotel, Hazel Hurst, Pa.

Montilla Off On Caribbean Trek

Fred Montilla, head of the diskery bearing his name, left for the Caribbean last week to visit his distributors in Puerto Rico, Cuba, and then Miami. The diskery will bring out its spring line of 10 new disks next week, plus its latest \$1.98 "sampler."

New York

Ivory Joe Hunter was presented with the key to the city of Oakland, Calif., by its mayor April 11 "for achievement as a songwriter." . . . Jack K. Kirby has been appointed promotion man in the South for ABC-Paramount Records. . . . Brenda Lee, 12-year-old Decca thrush, has a busy schedule set for summer "vacation," beginning with a guest shot at the Music Operators' Convention in Chicago, followed by an eight-day tour thru North Dakota as headliner of a Tom Kelly c.&w. package. The gal, who makes her third appearance on NBC-TV's "Steve Allen Show" next month, now draws between \$750 and \$1,000 on one-nighters.

Helen O'Connell has signed with Vik and will cut an LP in the near future. . . . Ann Gilbert, thrush on the same label, was engaged last week to Stu Ostrow, Frank Music staffer. . . . Tommy Leonetti is set for the Hit Parade when it resumes next season. . . . Dee Welker, member of the Vik publicity staff, resigned last week to join the Harry Belafonte staff. Hope Nathan is her successor at Vik. . . . Dick Gersh is new Eastern flack for Mort Hillman's Salem diskery. Jazz pianist Ralph Sharon will fill in as musical director for Tony Bennett during May. Regular m.d. Claude Thornhill is playing the prom circuit during that month. . . . Publisher-cleffer Sidney Prosen jocks not daily Wm. P. Q. disk label.

Beginning last week WBZ's "Giant 51 Super Survey" was available in all local Stop and Shop markets in the Boston area. A feature of the survey is a weekly gossip column on music and record business news, written each week by a different WBZ deejay. Last week's column was penned by Norm Prescott, while Alan Dary handles the chore this week.

The WBZ survey is based on weekly surveys of the best selling and most requested records and albums both locally and nationally, most played platters in 6,000 local juke boxes and on predictions of promising new releases by the "Live Five" jockey group.

ber, and the Johnny Dankworth British band to the States, has been called off. Too much cooking here for Ellington. . . . The Kids, Philadelphia act now on RCA Victor, have signed with Associated Booking Corporation Group's latest disk is an EP, "Teen-Agers Dance the Hop-A-Do." . . . General Artists Corporation has signed the Kirby Stone Four and also warbler Roger Coleman. Coleman recently exited Music Corporation of America. The M-G-M disk opened Thursday (25) at the Bellevue Casino, Montreal, for four weeks.

Lincoln Chase, singer-cleffer, most recently with Dawn Records, has signed a new contract with liberty and is cutting his first dates on the Coast. . . . Jazz saxophonist Phil Woods will be featured as an actor and musician in "Drummer Boy," the Kraft Playhouse TV musical to be broadcast May 1. Sal Mineao is star of the drama.

Mort Fega, currently the only jazz deejay in the Metropolitan area, over WNRC, New Rochelle, N. Y., enters the concert promotion field next month. His first venture will be a Town Hall bake with the new Johnny Richards band. It will be the same band featured on Richards' Bethlehem albums.

Morgana King, Mercury thrush, opened Friday (26) at the Beau Brummel for a short stand.

"HOOK, LINE & SINKER"

Decca 30214

BILL HALEY
and His Comets

Valleybrook PUBLICATION INC.

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Chester, Penna.

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

ONLY TRUST YOUR HEART

LEO FEIST, INC.

"HITS" From THE "HOUSE OF BOURNE"

PAT BOONE "LOVE LETTERS IN THE SAND" (DOT 15570)

BIG MAYBELLE "ALL OF ME" (SAVOY 1512)

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

KITTY KALLEN "STAR BRIGHT" (DECCA 30267)

JULIUS LA ROSA "MAN TO MAN" (RCA VICTOR 6878)

BOURNE, INC.—ABC MUSIC CORP.
FRM 52 St. N. Y. C.

FALSE HEARTED GIRL

Tenn. Ernie Ford
Capitol

AMERICAN MUSIC, INC.
109 SUNSET BLVD., HOLLYWOOD, CALIF.

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.

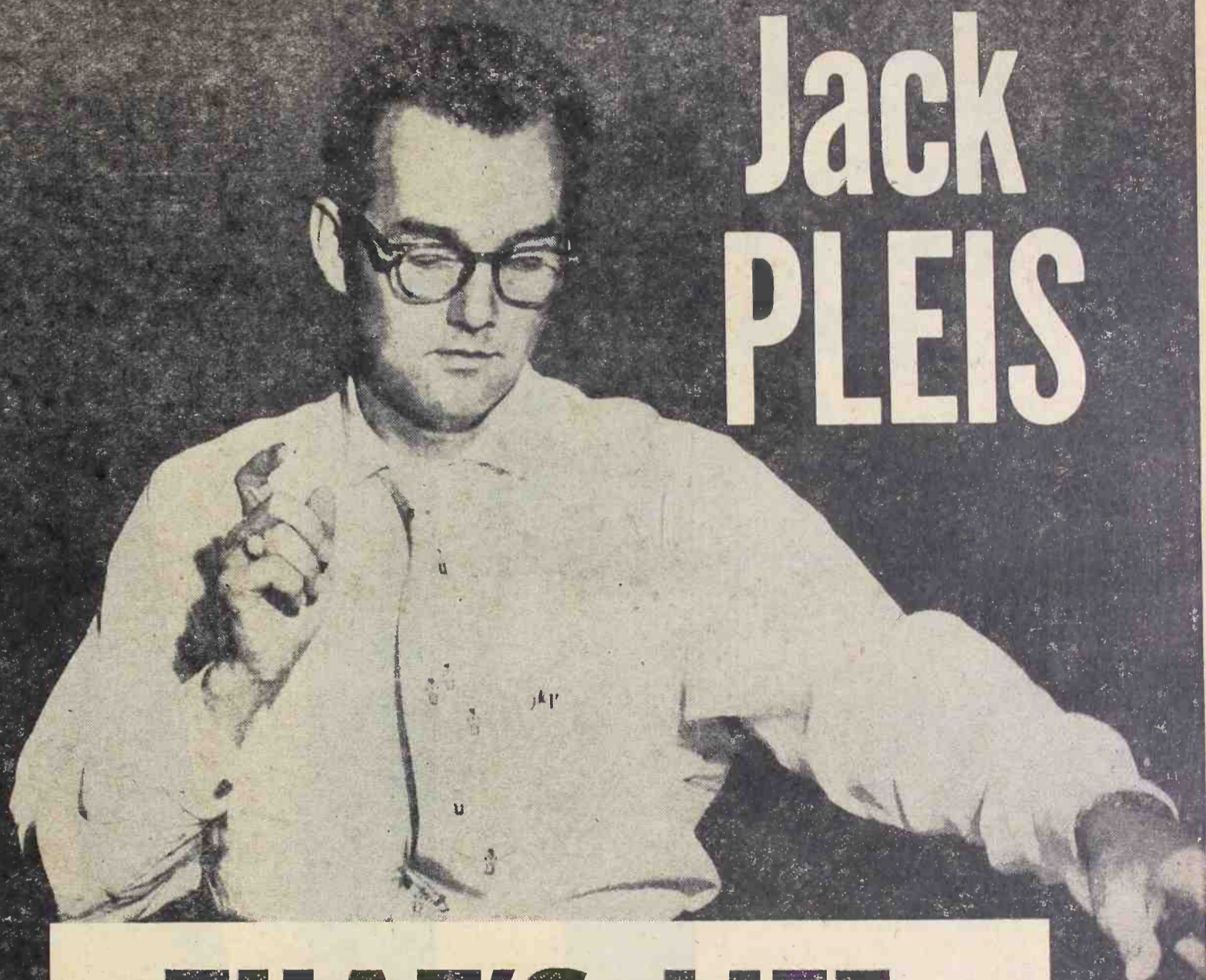
The OK Group, with radio stations in New Orleans, Houston, Memphis, Lake Charles and Baton Rouge, are expanding their operation. They are looking for alert and capable Negro men and women who want to become personality disc jockeys in the rhythm and blues and spiritual field. You must have a good voice 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.

Z,
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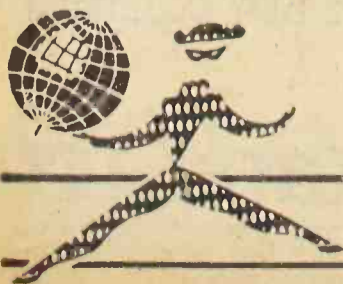
Jack's Greatest Instrumental—A Smash



Jack
PLEIS

THAT'S LIFE
GOODNIGHT
WALTZ

Decca 30303



A NEW WORLD OF SOUND





ANNOUNCING-

JAZZ

**BUY
COLUMBIA**

THE "GREATEST" PROMOTION OF ALL!
Clear the counters for instant
action! Fans everywhere have been
waiting for just such a chance as
this, the greatest jazz promotion
ever... Jazz BUY Columbia!

Your biggest selling events come from

JAZZ FOR EVERYONE

44 SPECTACULAR JAZZ ALBUMS

Available as part of the

"greatest" buy of all

Jazz BUY Columbia

Promotion runs from May 13 to June 29

ELLINGTON

The Music of Duke Ellington Played by,
Duke Ellington CL 558
Blue Light CL 663
Masterpieces by Ellington CL 825
Hi-Fi Ellington Uptown CL 830
Liberian Suite and A Tone Parallel to
Harlem CL 848
A Drum Is a Woman CL 951

ARMSTRONG

Louis Armstrong Plays W. C. Handy CL 591
Satch Plays Fats CL 708
Ambassador Satch CL 840

GARNER

Erroll Garner CL 585
Erroll Garner Gems CL 588
Gone Garner Gone CL 617
Erroll Garner Plays for Dancing CL 667
Concert by the Sea CL 883
The Most Happy Piano CL 939

JAY & KAI

Trombone for Two—J. J. Johnson and
Kai Winding CL 742
Jay & Kai + 6—the Jay & Kai Trombone
Octet CL 892
J Is for Jazz—the J. J. Johnson Quintet CL 985
The Trombone Sound—Kai Winding and
His Septet CL 936

BRUBECK

Jazz Goes to College CL 566
Dave Brubeck at Storyville: 1954 CL 590
Brubeck Time CL 622
Jazz: Red Hot and Cool CL 699
Brubeck Plays Brubeck CL 878

ELGART

Sophisticated Swing CL 536
Just One More Dance CL 594
The Band of the Year CL 619
The Dancing Sound CL 684
For Dancers Only CL 803
The Elgart Touch CL 875
Dance to Hits from Frank Loesser's Musical
"The Most Happy Fella" CL 904

NEWPORT JAZZ FESTIVAL

Louis Armstrong and Eddie Condon at
Newport CL 931
Dave Brubeck and Jay & Kai at Newport
CL 932
Duke Ellington and the Buck Clayton
All-Stars at Newport CL 933
Ellington at Newport CL 934

BERNSTEIN

What Is Jazz? CL 919

NEW RELEASES

*Trombone Panorama—The Kai Winding
Septet CL 999
Jazz Impressions of the U. S. A.—The Dave
Brubeck Quartet CL 984
*Star Eyes—Ted Nash CL 989
*Far Out, Near In—The Johnny Eaton
Quintet CL 996
*Jazz Lab—Don Byrd and Gigi Gryce CL 998
Jay & Kai—J. J. Johnson and Kai Winding
CL 973
*Drum Suite—Art Blakey and The Jazz
Messengers CL 1002
*One O'Clock Jump—Count Basie CL 997
(*available in June)

SELL A 12" ^{LP} RECORD FOR \$1.98

WITH EVERY ONE YOU
SELL AT THE REGULAR PRICE
OF \$3.98, YOUR CUSTOMERS
SAVE \$2.00 ON EVERY
SECOND RECORD!



RA BOOSTS FOR YOUR BIGGEST PROMOTION YET!

POSTER—a striking 18" x 36" display card featuring great Steig cartoon shown above! (two colors)

STREAMERS—2 color traffic-stoppers listing all artists promotion!

MOUNTED COVERS—mounted album covers of key promotion merchandise for effective point-of-sale reminders!

PHOTOS—mounted 12" x 14" photos of artists and their listings for window, counter display or for use as answer box dividers (top two inches contain artist's name and . . . Jazz BUY Columbia!)

* **MAILERS**—a special Jazz BUY Columbia brochure to carry your story right into customer's homes. Contains listing of the entire repertoire and has space for dealer imprint. Perfect for use as an envelope stuffer!

* **HEAVY RADIO SPOT ADVERTISING IN SELECTED MARKETS!**

* **SALES-BUILDING NEWSPAPER MATS**—three different types in several different sizes to boost your own effort in your own locale!

CALL YOUR COLUMBIA DISTRIBUTOR FOR DETAILS

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COLUMBIA RECORDS

A DIVISION OF CBS

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Lack of Space Can't Kill Sales

By RALPH FREAS

GERMANTOWN, Pa. — A frequently heard beef from record-music dealers is, "I haven't any space." They can cite any number of dealers who have more space than they and they regard more display area as a panacea for most merchandising ills.

One exception to the above is Leon Jaffe, owner-manager of the Chelten Record Shop in suburban Philadelphia. His shop is a perfect cube, measuring 14 feet in length, depth and height. In that tiny area he displays and sells LP's, EP's, singles, accessories and several phonograph lines. His annual volume is substantially above that of many dealers who operate from stores two and three times larger.

Planning is part of the Chelten Record Shop's success. From the floor to a height of seven feet, three walls are covered with peg-boards. The peg-board supports a variety of wall fixtures which

may be easily removed and changed. All floor fixtures are mounted on casters so that they can be moved away from the walls or shuffled around to change the display.

The shop's inventory is kept on shelves above the seven-foot level. The shelves are mounted on all four walls. Inventory on faster moving items is kept beneath the floor fixtures where they are easily accessible. Only when Leon participates heavily on a special stocking program does he keep stock outside the store. Then he stacks it in an office rented in a nearby bank building.

"I'm never confused about how much stock I have," Leon points out. "All I have to do is look around the store and I know exactly what's on hand. Another advantage I have with so little space is that I rarely over buy. I haven't any room for mistakes."

Probably the most startling aspect of the Jaffee operation is the phonograph department. This oc-

cupies the entire rear wall of the shop. At one time Leon carried as many as four different phonograph lines, including console models.

Admittedly, his phonograph sales figures are not of the kind that would startle the industry. The size of the shop is hardly conducive to demonstrating the finer points of a phono model. A customer cannot sit down and leisurely listen. Traffic is lively and Leon hasn't time for a sustained sales talk. But he does plug away at moving this high-ticket merchandise, displaying it in his window and holding periodic sales.

The Traffic Factor

The Chelten Record Shop has been doing business at the same spot for the past five years and it's a good spot. It is only several doors away from the heavy-traffic Germantown and Chelton Avenue intersection. The number and variety of stores in the area make it possible for residents of the area to do most of their shopping locally to avoid the press of crowds in downtown Philadelphia.

Whereas space is not an important factor to Leon Jaffe, he lays great stress upon other things. Even tho he has free delivery of records from the distributor within 24 hours, he prefers to make his own pick-ups. This gives him an edge on his competition in having the latest pop hits. If, for instance, he has several calls on a new hit in the morning, he has copies of the disk before evening. His teen-age customers know they can count on him having the latest hits before any other shop in the shopping area.

In addition, making his own pick-ups enables him to make exchanges on defective records with a minimum of effort. He also has a chance to exchange views on the business with other dealers and with the various distributors.

No, the space factor doesn't bother Leon Jaffe. He doesn't have enough to worry about.



Duotone's new sales manager is Joseph P. Bour (above, left) who gets a warm handshake from Steve Nester, the firm's president. Joe has been the national sales manager for Capitol's accessory division the past four years. At Duotone, he will handle sales, promotion, advertising and merchandising activities.

PREMIUMS APLENTY

Firms Spur Sales With Specials

NEW YORK—Springtime is promotion time for many electronics equipment manufacturers. Promotions this year are wider in scope and more varied than heretofore.

RCA-VICTOR USES "TRAVEL" THEME . . .

The year's projected travel figures influenced RCA-Victor's promotion plans for portable radios. Portable dealer aids, carrying out the travel theme, include six four-color travel posters with pictures of famous world landmarks. Each poster carries copy on a different RCA-Victor portable or transistor radio. Another aid is a display fashioned like a European kiosk or street corner bulletin board. The display shows two portables and two transistor radios. Attached arms move see-saw fashion to attract attention. Die-cut cards fit over the radios to announce their special features. In-store materials include a door hanger, window streamers and counter booklets.

PHILCO OFFERS FREE PERFUMES . . .

A set of five different perfumes by Lucien LeLong will be given to each buyer of a Philco seven-transistor radio (Model T-7). This promotion is designed for Mother's Day gift buying. The perfumes are worth \$24 and should certainly appeal to male shoppers. The deal covers only the Model T-7. This is the unit which is powered by only two flashlight batteries and is unconditionally guaranteed for five years.

MOTOROLA PLANS SPLASHY AD PROGRAM . . .

The Motorola portable radio line will be the subject of intensive consumer advertising during the spring. The series kicks off with full-page, four-color insertions in several national media during May, June and July. The Ranger 700 six-tube portable radio will be featured. In addition, the firm has created a seven-set turntable display capable of showing the entire Motorola portable radio line. Constructed of wood and masonite, the display has strength to spare. It can be rotated by the customer himself for easy comparison of various models. It requires a minimum of counter space and has an interchangeable display header so that copy can be changed throughout the year.

COLUMBIA OFFERS PREMIUM KITS . . .

The big Columbia program for spring revolves around a series

of premiums given with the purchase of any one of their phono lines. Premiums consist of special prices on accessory kits, some at half price, some at less



than half price and others at no cost whatsoever. Kit shown here is the Super-Hi-Way kit consisting of carrying case, automatic 45 spindle and 10 EP disks. Value of the kit is \$21. It is available for half price with the purchase of either model 515, 516 or 517.

IRISH TAPE HAS DISPLAY MERCHANDISER . . .

ORRadio Industries, manufacturers of Irish brand recording tape, are introducing a Money-Maker Pack designed for the dealer who wants to carry recording tape but doesn't want to carry too heavy an inventory.

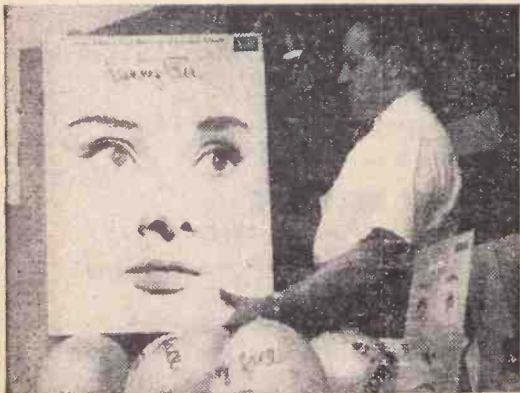
The merchandiser displays 20 assorted reels of recording tape, forming an attractive display to invite browsing and stimulate impulse sales.

The rack does not have to

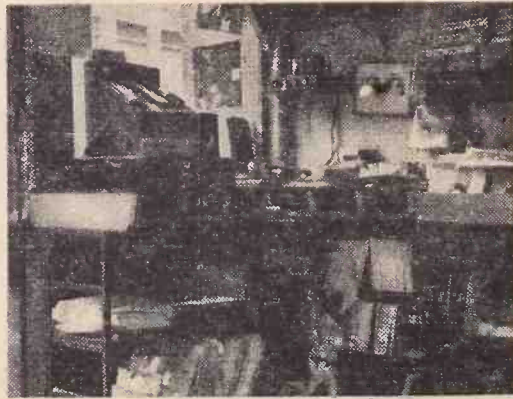


be assembled since it comes in one piece. It is constructed of wrought iron and may be used either on a counter or hung on a wall. On the counter, it takes up only two feet of space.

The Money-Maker Pack is packaged in two cartons, the rack in one and the merchandise in the other. A supply of sales aids is also included with the deal. The merchandiser sells at retail for \$89.95 and it costs the dealer \$53.97, giving him a full 40 per cent profit of \$35.98. The rack merchandiser, valued at \$7, comes to the dealer at no cost.



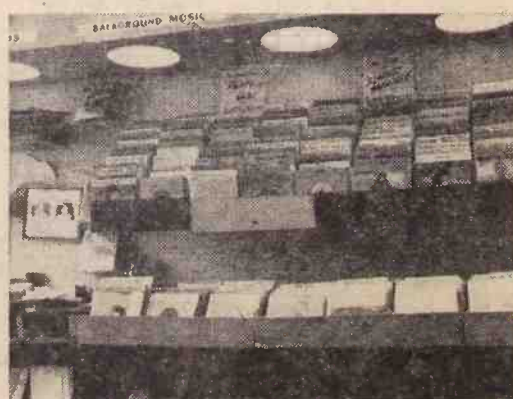
With a few simple props, Leon Jaffe creates an eye-catching window. Materials, provided by Verve records, include a blow-up of their "Funny Face" album cover, several "Funny Face" balloons and a turntable that spins easel-back album covers. Floor of the window is covered with a gravelly colored material that provides a contrasting texture. Within minutes after installing window, passersby came in to try and buy the balloons. The important thing is—they came in.



All fixtures, even the cash register, are on wheels. By making the fixtures moveable, the Chelten Record Shop achieves a flexibility that is necessary in a store of this size. For example, when Leon Jaffe wants to change his window display, he simply swings the cash register back out of the way to get at the window display area. Behind the till, within easy reach, is the disk demonstrator. If only one clerk is on hand, he can demonstrate a disk, make change and wrap a purchase without moving from the spot.



Accessories and several low-end phono lines are ranged across the back wall. Almost all wall space is covered with peg-board. This permits frequent changes of displays with a minimum of effort, a fortunate circumstance since Leon Jaffe is rarely satisfied with one arrangement for more than a week at a time.



Singles and EP-45's are on the left-hand wall in a series of waist-high browsers and a shoulder-high rack. The peg-board wall again proves its worth by supporting the higher unit. The overhead fixture is custom-built. It provides lighting for the browsers and serves as a shelf for additional stock.

May is Mantovani Month

Music by Mantovani LONDON RECORDS



HIGH FIDELITY at its ENJOYABLE best



FILM ENCORES
My Yacht Heart; Unchained Melody; Over The Rainbow; Summertime In Venice; Intermezzo; Three Coins In The Fountain; Love Is A Many Splendored Thing; Laura; High Noon; Hi-Lili, Hi-Lo; September Song; Theme From Lighthouse. LL 1700



BALLET MELODIES
Valse des fleurs (Nutcracker Suite); Spectre de la rose (Invitation to the Waltz); Pas de deux (Giselle); Waltz (The Sleeping Beauty); 6 others. LL 1625



MUSIC FROM THE FILMS
Warsaw Concerto; Serenata D'Amore; Dream of Olwen; The Legend of The Glass Mountain; Story of Three Loves; Cornish Rhapsody. LL 1513



CANDLELIGHT
Candlelight; Blue Fantasy; Gold and Silver Waltz; Heart of Paris; Spring in Montmartre; Song of Sorrento, 6 others. LL 1502



WALTZES OF IRVING BERLIN
All Alone; Because I Love You; Russian Lullaby; Always; Morie; The Girl That I Marry, 6 others. LL 1452



OPERATIC ARIAS
Celeste Aida (Aida); One Fine Day (Madame Butterfly); Caronome (Rigoletto); M Appari (Martha); Musetta's Waltz Song (La Boheme); 7 others. LL 1331



GERSHWIN. RHAPSODY IN BLUE CONCERTO IN F
JULIUS KATCHEN, Piano. LL 1252



MUSICAL MODES
Lonely Ballerina; Deserted Ballroom; Lazy Gondolier; Begin the Beguine; Intermezzo; Edelma, 6 others. LL 1259



SONG HITS FROM THEATRELAND
If I Loved You (Carousel); Hello Young Lovers (King and I); Stronger in Paradise (Kismet); C'est Magnifique (Candide); Bewitched (Pal Joey); 7 others. LL 1219



THE MUSIC OF RUDOLF FRIML
Rose Marie; Dear Love, My Love; Love Is Like a Firefly; Giannina Mia; Indian Love Call; Donkey Serenade; Someday; Sympathy, 6 others. LL 1150



WALTZ TIME
Diane; Queen Elizabeth Waltz; Our Dream Waltz; Under the Roofs of Paris; The Melba Waltz; Wyoming; Chormaine, 6 others. LL 1094



THE MUSIC OF SIGMUND ROMBERG
Wanting You; Stouthearted Men; Desert Song; One Alone; Just We Two; Drinking Song; When I Grow too Old to Dream; Lover Come Back to Me, 6 others. LL 1031



ROMANTIC MELODIES
Swedish Rhapsody; Music Box Tango; Moonlight Serenade; Beautiful Dreamer; Moulin Rouge Theme; Jamaican Rumba; Gypsy Legend; Suddenly, 6 others. LL 979



AN ALBUM OF CHRISTMAS MUSIC
The First Noel; Joy to the World; Hark, the Herald Angels Sing; Silent Night, Holy Night; God Rest Ye Merry Gentlemen; O Tannenbaum; White Christmas; Midnight Waltz, 6 others. LL 913



THE IMMORTAL CLASSICS
Prelude in C Minor (Rachmaninoff); Minuet in G (Mozart); Largo (Handel); Barcarolle (Offenbach); Ave Maria (Schubert); Cradle Song (Brahms); 6 others. LL 877



AN ALBUM OF FAVORITE TANGOS
Jealousy; A Media Luz; Berame Mucha; Tango de la Luna; Red Petticoat; Adios Muchachos; La Comparsita; Chiquita Mia, 4 others. LL 768



AN ENCHANTED EVENING
Some Enchanted Evening; After the Ball; Symphony; The Agnes Waltz; Faith; Schonbrunner Waltz; Cardas, 6 others. LL 766



THE MUSIC OF VICTOR HERBERT
Ah, Sweet Mystery of Life; March of the Toys; I'm Falling in Love With Someone; Kiss Me Again; Indian Summer; Italian Street Song, 8 others. LL 746



STRAUSS WALTZES
Blue Danube; Wine, Women and Song; Tales from the Vienna Woods; Emperor Waltz; Voices of Spring, 6 others. LL 638



A SELECTION OF FAVORITE WALTZES
It Happened In Monterey; Mexican Rose; Love, Here Is My Heart; I Love You Truly; Dancing With Tears In My Eyes; Greenleaves, 6 others. LL 579

EXTRA DISCOUNT EXCHANGE PRIVILEGE SPECIAL DATING

PROMOTION

Co-op money for window and store displays

6 full page ads in Schwann, Long Player and High Fidelity May and June

"Mantovani Film Encores" (LL1700) to radio stations and disc jockeys throughout the U.S.A.

Point of sale material for all dealers.

Contact your distributor or London Salesman for complete details—or call your London District Manager!

- Robert Van Metre Jr., 35 Lombardy Way, N.W. Atlanta, Ga. (Trinity 5-2767)
- A. R. Bell, 9173 Round Top Road, Cincinnati, Ohio (Jackson 1-1230)
- Dan Singer, 743 Wannaker Dr., Ladue 24, Missouri (Wynova 1-0385)
- H. W. Annett, 2031 Thirtieth Avenue, San Francisco, California (Overland 1-2054)
- George Hayes, 78 Pallana Road, Norwood, Massachusetts (Norwood 7-4168AM)
- Lee H. Helberg, 1850 Tunlaw Road, N.W., Washington 7, D. C. (Kellag 7-1643)
- Al Moore, 6703 Fairway, Houston, Texas
- John Vall, c/o James H. Martin, 1341 S. Michigan Avenue, Chicago 5, Illinois

THOUSANDS OF DOLLARS IN PRIZES

- 130 prizes for best dealer performances. (There will be a winner in each distributor's territory.)
- 390 prizes to retail sales personnel
- 30 prizes for the best store and window display combination. (There will be a winner in each distributor's territory.)
- A special gift to EVERY dealer who submits a set of store and window display photos. (They do not have to be taken by professional photographers.)



When your customers see your ads in your local newspapers and our supporting National Advertising they'll jump at the chance to trade in their old records for new RCA Victor Hi-Fi L.P.s

HERE'S HOW TO MAKE THEM JUMP YOUR WAY:

- 1** Run RCA Victor's specially-prepared trade-in mat advertisements in your local paper. Three sizes available. Use some of the special radio spot commercials. See your RCA Victor distributor today. He has an exciting deal to tell you about.
- 2** Ask him for RCA Victor's dramatic three-dimensional trade-in window display and colorful in-store

streamer. Install both right away!

- 3** Be prepared for crowds of customers. Your distributor has a Red Seal stocking program for you that represents one of the bargains of the year.
- 4** Alert your customers to this trade-in opportunity—by mail, by phone, in person. Start talking it up without delay!

**MAKE YOUR STORE HEADQUARTERS FOR RCA
YOUR CUSTOMERS HAVE NEVER SEEN SUCH**



RCA

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ONE MONTH ONLY!

TRADE IN

YOUR OLD ALBUMS

ON NEW RCA VICTOR

CLASSICAL HI-FI L.P.s

LIKE THESE:

Any old Albums that cost you \$2 or more each . . . any brand . . . any speed . . . are now worth \$1 toward the purchase of any RCA Victor Classical Long Play Album!



DEALER IMPRINT

VICTOR'S GIANT RED SEAL TRADE-IN EVENT!

SAVINGS...YOU'VE NEVER SEEN SUCH SALES!

VICTOR
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. AN EVENING WITH HARRY BELAFONTE. RCA Victor LPM 1402
3. HYMNS—Tennessee Ernie Ford. Capitol T 756
4. LOVE IS THE THING—Nat (King) Cole. Capitol W 824
5. OKLAHOMA!—Sound Track. Capitol SAO 595
6. MY FAIR LADY—Original Cast. Columbia OL 5090
7. THE KING AND I—Sound Track. Capitol W 740
8. MY FAIR LADY—Percy Faith. Columbia CL 895
9. THE EDDY DUCHIN STORY—Sound Track. Decca DL 8289
10. AROUND THE WORLD IN 80 DAYS—Sound Track. Decca DL 9046
11. SONGS OF THE FABULOUS FIFTIES—Roger Williams. Kapp KXL 5000
12. CLOSE TO YOU—Frank Sinatra. Capitol T 789
13. ELVIS—Elvis Presley. RCA Victor LPM 1382
14. JULIE IS HER NAME—Julie London. Liberty LRP 3006
15. CINDERELLA—Original Cast. Columbia OL 5190

Review Spotlight on . . .

Popular Albums

DANCE THE BOP! (1-12)—Ray Conniff Ork and Chorus. Columbia CL 1004
Ray Conniff's recent album, "S Wonderful," is on The Billboard's most-played jockey list right now, and his lively new package should have an even stronger impact on the LP market. It's loaded with appeal for teen-agers. The selections—some instrumentals, others combining voices with instruments, but always with a solid rock and roll beat—were all penned by Conniff and include "Walkin' the Bop," "Just Boppin'," "Honky-Tonk Rock-Around," etc. An eight-page illustrated booklet, "How to Dance the Bop," is an added sales incentive.
STEADY DATE WITH TOMMY SANDS (1-12"). Capitol T 848
Tommy (Teen-Age Crush) Sands stands a good chance of chalking up as strong a sales record in the album field as he already has in the singles market. His first LP spotlights a sock selection of teen-age-bait tunes—"Too Young to Go Steady," "Too Young," "Graduation Day," etc.—sung expertly by Sands in a variety of styles—pop, rockabilly, and rock and roll. The kids made Presley and Pat Boone best selling album artists, and they may very well do the same for Sands. Watch this one.

Special Merit Jazz Album

ZOOT (1-12)—Zoot Sims Quartet. Argo LP 608.
In spite of the plethora of recently released Sims packages, this is an indispensable set. With ideal assistance from J. Williams, G. Johnson and K. Totah, Zoot is at his earthy, emotional best. There are many tenor men who play the Lester Young line, but few have the ingenuity, talent and definable dignity of Sims. To show it is to sell it.

Sacred Albums

BE STILL AND KNOW (1-12)—James Berry. World Records W 4010-LP
An exceptionally fine sacred package. Berry, who toured the States and Canada with the Westminster Choir, has vocal equipment of unusual timber and technique. He is accompanied on Wicks three-manual organ played by John Boe. Effect is one of exaltation and sonorous sound. Songs include "God Is Our Refuge and Strength," "Song of Penitence," by John Boe. Effect is one of exaltation and recording is so effective that dealers may well use this disk to demonstrate equipment. In its field, the package deserves to do very well.

Jazz Albums

JAY AND KAI (1-12)—J. J. Johnson and Kai Winding. Columbia CL 973
Still another strong album, with broad appeal, from the two top jazz trombonists. Smart tunes and arrangements and peerless, tasteful musicianship will continue to sell beyond the confines of the jazz cultists. Of the 12 tracks, one is by Kai's current four-trombone group, and one by Jay's new unit with the dazzling Belgian tenor, Bobby Jasper. Plenty of kicks here. Any track is good—try "Violets for Your Furs" or "I Should Care."
MAX ROACH PLUS FOUR (1-12"). Mercury MG 36098
This dynamic, inventive program is the most promising new set cut by ace modern drummer Roach since his late collaborator, Clifford Brown, was alive and slicing best sellers with him. The more than adequate replacement is the amazing tenor man, Sonny Rollins, plus the ever-improving trumpeter Kenny Dorham. Ray Bryant is excellent in the late Richie Powell's piano chair, and apparently Max is back in business. Smart cover and modern jazz that can keep listeners wide awake. Try "Ezz-thetic" or the original sounds on "Body and Soul."

Album Cover of the Week



OFFENBACH: LA VIE PARISIENNE, Epic LC 3344. Colorful, tho subdued, cover radiates elegant taste and charm. Almost uniquely today, the cover art pertains to the contents. Shades here of the Third Empire, Empress Eugenie, and all that.

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. Spirituals Tennessee Ernie Ford Capitol T 818
2. Pat Boone Pat Boone Dot DLP 3050
3. Casa Loma in Hi-Fi Glen Gray Capitol W 747
4. Rock, Pretty Baby Sound Track Decca DL 8429
5. The Platters, Vol. II The Platters Mercury MG 20216
6. Rockin' Frankie Laine Columbia CL 975

Spotlight on Sound

LIEBERT TAKES A HOLIDAY (1-2)—Dick Liebert. Westminster WP 6042

This is a hi-fi organ romp. The choice of material is perfect for displaying the wide range of Wurlitzer effects, and the clarity of reproduction in all registers is impressive. For demonstration, don't miss the chimes in "You Look Like Someone," the xylophone in "Valse Rhythmic," full-throated power in the Sousa march and the tom-tom, triangle and cymbals in "The March of the Siamese Children." Dealers who got action on previous Liebert disks can expect more on this one.

Reviews and Ratings of New Albums

Popular

MY BLUE HEAVEN—THE GENE AUSTIN STORY (1-EP) 86
RCA Victor EPA-4057
Gene Austin, the Elvis Presley of the twenties, is in remarkable good voice, on this nostalgic LP, kicked off on a recent tele-drama "The Gene Austin Story." He warbles a medley of his old hits—"Ramona," "She's Funny That Way," "The Sweetheart of Sigma Chi," etc.—in his usual easy style. Sock nostalgia wax for jocks, and TV exposure might spark surprisingly brisk counter sales.

SONGS FROM WALT DISNEY'S "LADY AND THE TRAMP" 86
Peggy Lee (1-12")
Decca DL 8462
A package of proven success, re-issued in the favored 12-inch form. Peggy Lee's versatility in torch song, lullaby or up-tempo number remains a powerful value for the entire market. Added draw for the younger set, of course, lies in Disney movie and TV connections. All dealers should stock this.

PAGE 2 85
Patti Page (1-12")
Mercury MG 20096
"Page 2," second in Mercury's new Patti Page LP series, features memorable tunes from the late '20's and early '30's—"It All Depends on You," "My Ideal," "Rockin' Chair," etc.—sung with warmth, taste and sincerity
(Continued on page 37)

Classical

VIVALDI: CONCERTOS NOS. 5 IN E FLAT MAJOR ("LA TEMPESTA DI MARE"); 6 IN C MAJOR ("IL PIACERE"); 7 IN D MINOR; 8 IN G MINOR (1-12)—I. Musiel; Felix Ayo, Violin. Epic LC 3343. 78
Present combination of artists and composer has produced unusually large sales for "The Seasons." Elegant playing in this allied repertory should prove good successor, if not quite so strong. Dealers can suggest these self-contained concertos to buyers who balk at cost of complete three-record set on Vox.

OFFENBACH: LA VIE PARISIENNE (1-12)—Renee Doria, Dario Moreno with other soloist and the Renee Alix Chorus and Orchestra; Marcel Cariven, Cond. Epic LC 3344. 74
Perfect style and excellent recording compliment this witty celebration of l'amour in Paris. Mock operatic sestet on a split uniform, scene at drunken party and cynical advice on love's course are high points. Admirers of the best-selling "Gaité Parisienne" should be introduced to this set which originates much material used in the ballet. Extremely attractive cover helps sell the package.

MOZART: LA FINTA SEMPLICE K. 51 (2-12)—Solists and Camerata Accademica Des Salzburger Mozarteums; Bernhard Paumgartner, Cond. Epic SC 6021. 72
A delightful realization of the 12-year-old Mozart's first Italian opera, which foreshadows "Figaro" and "Don Giovanni." Goldoni's comedy of "The Pre-
(Continued on page 37)

Jazz

TONY SCOTT IN HI-FI 83
Tony Scott Quartet (1-12")
Brunswick BL 54021
A great jazz album. The title is only half true, since one side of this set (culled from two older 10-inch LP's) was recorded by less than hi-fi equipment at a Harlem club. Nevertheless, this stands as the finest Scott "blowing" collection on disks, and, with the recent "arrival" of the artist as poll-topping clarinetist, these sides should do much better than when originally issued. Any track can sell it, and even pop jocks will favor the moody ballads, "I Cover the Waterfront" and "Goodbye."

IT'S A WONDERFUL WORLD 81
Barbara Carroll Trio (1-12")
RCA Victor LPM 1396
Easy, clean, imaginative performance in a cool vein, as in the title selection. "Spring Is Here" is more atmospheric, almost longhair; "The Girl Friend" "farther out." Miss Carroll indulges in song in two numbers, neither adding to nor detracting from the matter at hand. This is sparkling piano fare of variety and good taste.

THE GREATEST STARS OF JAZZ UNDER ONE ROOF 80
Various Artists (1-12")
EmArcy MG 36088
Mercury is putting a big push behind this package, styled to suit a variety of jazz tastes in the vocal and instrumental categories. Line-up ranges from pop canary Patti Page
(Continued on page 37)

MONEY-SAVING SUBSCRIPTION ORDER

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THE NORMAN LUBOFF CHOIR COLUMBIA

calypso holiday



LUBOFF

When Norman Luboff leads his choir on a musical exploration of the West Indies, the findings are bound to be registered in, naturally, the best-sellers lists! Singles from this album have already got into heavy action; the album itself looks like a "hot" item.

CALYPSO HOLIDAY: twelve authentic calypso melodies of the West Indies. The Norman Luboff Choir CL 1000, Extended Play B-10001, B-10002, B-10003



BERGEN SINGS MORGAN



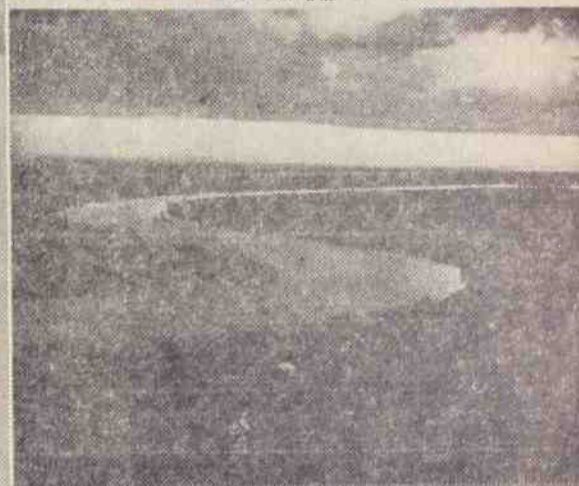
BERGEN

Polly singing the songs of Helen Morgan is just plain terrific! The whole country will see her play the role of Helen on the CBS Television spectacular based on Helen's life on May 16th. Watch for immediate public response as this album hits the charts!

POLLY BERGEN SINGS SONGS OF HELEN MORGAN: twelve of the haunting songs so closely associated with the memory of Helen Morgan. Polly Bergen with Luther Henderson and Orchestra CL 994



CRESCENT CITY PAUL WESTON



WESTON

Conductor-composer-arranger . . . Paul here presents a sketchbook of New Orleans with all the flavor of dinner at Antoine's. There's magic in New Orleans, but it's sheer solid reasoning that an album like this one will soon be on the charts . . . and stay!

CRESCENT CITY: a vivid portrait of the most colorful city in the U. S. A. Paul Weston and his Music from Hollywood CL 977, Extended Play B-9771

From the world's largest selling catalog of popular albums

COLUMBIA RECORDS

A DIVISION OF CBS
 ® "Columbia" ® ® Marcas Reg

AMERICA'S
CONTRIBUTION



RUSTY DRAPER

SINGS
A NEW HIT
TAILOR MADE
FOR HIM

FREIGHT TRAIN

MERCURY 71102

WITH COMPLETE NEW LYRICS!

This Will Be Rusty's Biggest Hit!



MUSIC FROM MICHAEL TODD'S AROUND THE WORLD IN 80 DAYS

*DECCA gives you a SMASH HIT SINGLE
With a Side 1-Side 2 Punch!*

Bing Crosby

SINGS

FROM THE SOUND TRACK ALBUM

**Victor
Young**

conducts MAIN THEME

**AROUND
THE WORLD**

orchestra
directed by
BUDDY COLE

**AROUND THE
WORLD IN
80 DAYS**

9-30262

a *New World of Sound...*



DECCA
Records

Reviews and Ratings of New Popular Albums

Continued from page 32

by the thrush. Perfect programming for romantic jock segs. SONGS THEY SING BEHIND THE GREEN DOOR... THIS IS ART... NINO TEMPO'S ROCK 'N' ROLL BEACH PARTY

Reviews and Ratings of New Jazz Albums

Continued from page 32

to jazz cat Gerry Mulligan, along with Sarah Vaughan, Dinali Washington... THE YOUNG BLOODS... AFTER HOURS JAZZ... LOCKING HORNS... SHADES OF SAL SALVADOR... HANK MOBLEY AND HIS ALL STARS... ALL DAY LONG... EVOLUTION... KENNY BURRELL

Tempo has achieved a following among the youngsters as a result of his film appearances. An ex-child vocalist, he displays some dexterity here with the tenor sax.

Folk

THE CALYPSO CARNIVAL... AFRICANA SUITE AND SONGS OF SPIRIT AND HUMOR... WALT DISNEY PRESENTS FOLK SONGS FROM THE FAR CORNERS

Sacred

THE SACRED SONGS OF FRANK BOGGS... World Records W 3014-LP

Country & Western

BAREFOOT BALLADS... The noted c.w. comedy duo has a faithful following and this package can be depended upon to rack up profits in c.w. areas.

Reviews and Ratings of New Classical Releases

BACH: CONCERTOS NOS. 1 IN A MINOR AND 2 IN E MINOR FOR VIOLIN AND STRING ORCHESTRA... BACH: CONCERTOS NOS. 1 IN A MINOR AND 2 IN E MINOR FOR VIOLIN AND STRING ORCHESTRA

writing, it is skeletal and typical of Cohn and Getz groups. Ex-Herman tenor Sandy Mosse and guitarist Jimmy Gourley both play with authority and good continuity.

THE "FOX" IN HI-FI... George Williams Ork (1-12") Brunswick BL 54020

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.

Today, hundreds of these precision-made, high power microscopes are in use by profit-wise Walco dealers from coast-to-coast.

Walco ELECTROVOX CO., INC. 60-B Franklin St., East Orange, N. J.

12" LP CATALOGUE MILES DAVIS SONNY ROLLS THE MODERN JAZZ QUARTET



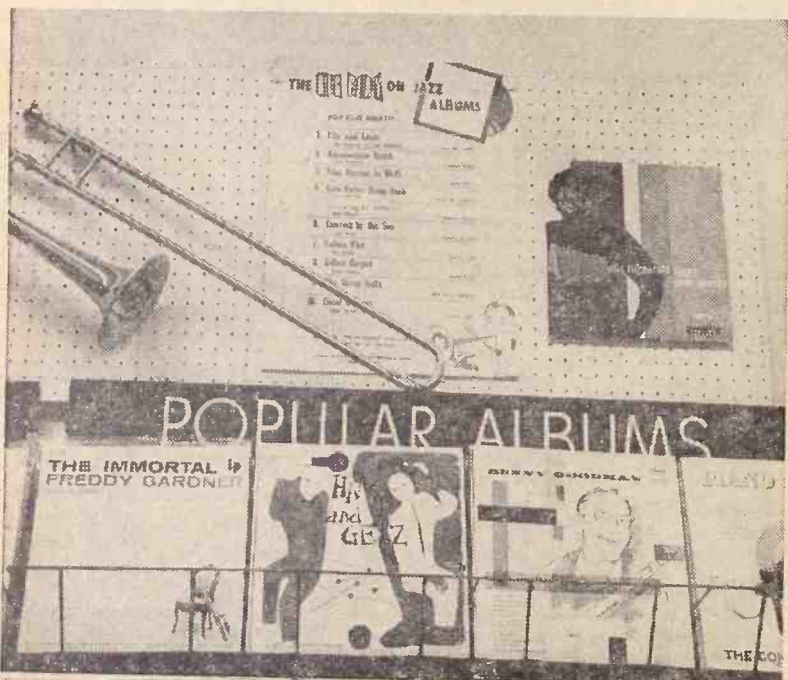
a message of importance to

every record dealer

that wants more profits



In busy New York City's Grand Central Terminal, the Doubleday Record Shop prominently displays the best selling Pop Albums poster as a sales reminder to passing potential customers



orchestra
directed by
BUDDY COLE

9-30262

a **New World of**

Dear Record Dealer:

Over \$320,000,000 worth of records were sold in 1956. And one of the top executives of one of the major record companies is quite optimistic about the future. He says that 400 or 500 millions of dollars of annual record sales doesn't have to be a ceiling either.

Speaking of record dealers, this executive says that "record retailers have generally become more showmanship minded," and that "one of the healthiest factors in the whole business is that dealers have learned modern merchandising techniques and are now pitching for that consumer dollar."

One of the ways you can make more sales and more profits is to sell more records to your present customers and, at the same time, find and sell new customers. And here's an easy way to merchandise your record stock and pitch for that consumer dollar:

THE BILLBOARD'S SALES BOOSTER KIT . . .

will sell more records to customers in your store . . . for it contains big, colorful posters of the Honor Roll of Hits, Best Selling Jazz, Best Selling Popular and Best Selling Classical Albums. You post these around your store as gentle reminders to your customers of additional records they wanted but forgot to buy.

THE BILLBOARD'S SALES BOOSTER KIT . . .

will bring new customers into your store, for in addition to the posters of best selling albums and singles, it also contains colorful reprints on new releases, complete with pictures of the artists that recorded them. Stick these posters and reprints in your window and watch the people stop . . . and then come in to buy!

Don't take our word for it. Enter a trial subscription now. Two kits a month for the next three months . . . a \$6 value at regular prices . . . will start your sales moving upward and the cost is only \$3.

Just display these colorful posters on your walls and in your windows. They'll be the best silent salesman you ever had.

MERCHANDISING DIVISION, THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO

Okay, I'll try your Sales Booster Kits!

Send me the next six kits (two a month for three months) at your trial offer rate of \$3 (regular \$6 value):

My check for \$3 is enclosed Bill me

(name of person entering order)

(name of store)

(store address)

(city and zone)

(state)

LOVE LETTERS IN THE SAND

from the sound track of the
20th Century Fox Picture --- "Bernardine"



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PAT BOONE

starring in

BERNARDINE



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RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

• Best Sellers in Stores

For survey week ending April 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		5	ALL SHOOK UP (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
2		8	LITTLE DARLIN' (BMI)—Diamonds Faithful and True (BMI)—Mercury 71060	
3		9	ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
4		10	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
5		7	GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	
6		3	SCHOOL DAY (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	
7		10	COME GO WITH ME (BMI)—D. Vikings How Can I Find Love? (BMI)—Dot 15538	
8		9	I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
9		7	WHY, BABY, WHY? (BMI)—P. Boone I'm Waiting Just for You (BMI)—Dot 15545	
10		3	SO RARE (ASCAP)—J. Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	
11		6	MAMA LOOK-A BOOBOO (BMI)—H. Belafonte Don't Ever Love Me (ASCAP)—Vic 20-6830	
12		10	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
13		11	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
14		8	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
15		3	ROCK-A-BILLY (ASCAP)—G. Mitchell Hoot Owl (ASCAP)—Col 40877	
16		11	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (ASCAP)—Cap 3639	
17		1	WHITE SPORT COAT (BMI)—M. Robbins Grown-Up Tears (BMI)—Col 40864	
18		3	HE'S MINE (BMI)—Platters I'm Sorry (BMI)—Mercury 71032	
19		9	I'M STICKIN' WITH YOU (BMI)—J. Bowen Ever-Lovin' Fingers (BMI)—Roulette 4001	
20		6	NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	
21		2	DARK MOON—B. Guitar Big Mike (BMI)—Dot 15550	
22		3	LUCILLE (BMI)—Little Richard Send Me Some Lovin' (BMI)—Specialty 598	
23		1	EMPTY ARMS—T. Brewer Ricky Tick Song Coral 61805	
23		6	SITTIN' IN THE BALCONY (BMI)—E. Cochran Dark Lonely Street (BMI)—Liberty 55056	
25		4	ALMOST PARADISE (BMI)—R. Williams For the First Time (ASCAP)—Kapp 175	
25		1	PLEDGE OF LOVE—M. Torok What's Behind That Strange Door Dec 30230	

• Most Played in Juke Boxes

For survey week ending April 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		4	ALL SHOOK UP (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
2		6	LITTLE DARLIN' (BMI)—Diamonds Faithful and True (BMI)—Mercury 71060	
3		7	ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
4		9	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
5		7	I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
6		9	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
7		6	WHY, BABY, WHY? (BMI)—P. Boone I'M WAITING JUST FOR YOU (BMI)—Dot 15545	
8		10	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
9		10	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
10		4	GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	
11		8	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
12		11	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
12		1	COME GO WITH ME (BMI)—D. Vikings How Can I Find True Love? (BMI)—Dot 15538	
14		11	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
15		2	I'M SORRY (BMI)—Platters HE'S MINE (BMI)—Mercury 71032	
16		8	WALKIN' AFTER MIDNIGHT (BMI)—P. Cline Poor Man's Roses (BMI)—Dec 30221	
17		2	I'M STICKIN' WITH YOU (BMI)—J. Bowen Ever-Lovin' Fingers (BMI)—Roulette 4001	
18		4	NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	
19		15	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
20		14	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1		8	1. Round and Round (Rush)
2		10	1. Marianne (Montclare)
3		8	3. Butterfly, (Mayland-Presley)
4		3	4. All Shook Up (Shalimar-Presley)
5		7	5. Almost Paradise (Peer)
6		4	6. Why, Baby, Why? (Winneton)
7		7	7. Chantez-Chantez (Cromwell)
8		3	8. Ninety-Nine Ways, (Mayland)
9		15	9. Young Love (Lowery)
10		3	10. Do I Love You? (Williamson)
11		16	11. Banana Boat Song (E. B. Marks-Bryden)
12		1	12. Come Go With Me (Gil-Feebee)
12		8	12. Who Needs You? (Korwin)
14		6	14. Party Doll (Jacie)
15		2	15. So Rare (Robbins)

• Most Played by Jockeys

For survey week ending April 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		4	ALL SHOOK UP (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
2		10	ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
3		6	LITTLE DARLIN' (BMI)—Diamonds Faithful and True (BMI)—Mercury 71060	
4		8	GONE (BMI)—F. Husky Missing Persons (BMI)—Cap 3628	
5		9	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
6		9	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
7		7	WHY, BABY, WHY? (BMI)—P. Boone I'm Waiting Just for You (BMI)—Dot 15545	
8		5	COME GO WITH ME (BMI)—D. Vikings How Can I Find True Love? (BMI)—Dot 15538	
9		8	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
10		3	LOVE IS A GOLDEN RING (BMI)—F. Laine There's Not a Moment to Spare (ASCAP)—Col 40856	
11		2	SCHOOL DAY (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	
12		7	I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
13		1	WHITE SPORT COAT (BMI)—M. Robbins Grown-Up Tears (BMI)—Col 40864	
14		4	MAMA LOOK-A BOOBOO (BMI)—H. Belafonte Don't Ever Love Me (ASCAP)—Vic 20-6830	
14		1	PLEDGE OF LOVE (BMI)—K. Copeland Night Air (BMI)—Imperial 5432	
16		1	SO RARE (ASCAP)—J. Dorsey Sophisticated Swing (ASCAP)—Fraternity 755	
17		6	NINETY-NINE WAYS (BMI)—T. Hunter Don't Get Around Much Anymore (ASCAP)—Dot 15548	
18		2	ROCK-A-BILLY (ASCAP)—G. Mitchell Hoot Owl (ASCAP)—Col 40877	
19		2	ALMOST PARADISE (BMI)—R. Williams For the First Time (ASCAP)—Kapp 175	
20		3	MANGOS (ASCAP)—R. Clooney Independent (ASCAP)—Col 40835	
21		10	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
22		12	WHO NEEDS YOU (ASCAP)—Four Lads It's So Easy to Forget (BMI)—Col 40811	
23		10	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
24		6	CHANTEZ-CHANTEZ (ASCAP)—D. Shore Honkytonk Heart (BMI)—Vic 20-6792	
25		3	SITTIN' IN THE BALCONY (BMI)—E. Cochran Dark Lonely Street (BMI)—Liberty 55056	



NIGHT TRAIN

CHIC#1008

SKIFFLE GROUP

VOCAL BY NANCY WISKEY

MGM Records



JONI JAMES

ONLY TRUST YOUR HEART
and
I NEED YOU SO

K12450
MGM 12450

DAVID ROSE
CALYPSO MELODY

K12430
MGM 12430



MARVIN RAINWATER

GONNA FIND ME A BLUEBIRD

K12412
MGM 12412



CHUCK ALAIMO QUARTET

LEAP FROG

K12449 • MGM 12449

LEROY HOLMES

and His Orch. and Chorus

SOUVENIR D'ITALIE

Vocal by Angela Drake

and
WARM AND TENDER
K12460 • MGM 12460

MIKE SECREST

Sensational Reaction to First Air Plays

THE GIFT

and
DO YOU PROMISE
K12479 45 R.P.M.

LILLIAN BROOKS

SAILING WITH MY DREAMBOAT

and
MY MAN PETE
K12456 45 R.P.M.

NEW SOUND-TRACK ALBUM

Recorded Directly From the MGM Motion Picture

THIS COULD BE THE NIGHT

RAY ANTHONY and His Orchestra
JULIE WILSON • NEILE ADAMS
E3530 ST



Territorial Best Sellers

For survey week ending April 24

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. Round and Round, P. Como, Vic.
3. Marianne, T. Gilkyson, Col.
4. Butterfly, A. Williams, Cdc.
5. Party Doll, S. Lawrence, Cor.
6. White Sport Coat, M. Robbins, Col.
7. Little Darlin', Diamonds, Mer.

Baltimore

1. All Shook Up, E. Presley, Vic.
2. School Day, C. Berry, Chs.
3. Wonderful, Wonderful, J. Mathis, Col.
4. Empty Arms, T. Brewer, Cor.
5. Little Darlin', Diamonds, Mer.
6. So Rare, J. Dorsey, Fly.
7. Round and Round, P. Como, Vic.
8. Party Doll, B. Knox, Rit.
9. Dark Moon, B. Guitar, Dot

Boston

1. It's Not for Me to Say, J. Mathis, Col.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, E. Presley, Vic.
4. Why, Baby, Why? P. Boone, Dot
5. Harem Dance
Armenian Jazz Sextet, Kap.
6. After School, R. Starr, Del.
7. Gone, F. Husky, Cap.
8. School Day, C. Berry, Chs.
9. Rock-A-Billy, G. Mitchell, Col.

Buffalo

1. All Shook Up, E. Presley, Vic.
2. Empty Arms, I. J. Hunter, Atl.
3. Round and Round, P. Como, Vic.
4. Little Darlin', Diamonds, Mer.
5. School Day, C. Berry, Atl.
6. Come Go With Me, D. Vikings, Dot
7. Gone, F. Husky, Cap.
8. Marianne, Hilltoppers, Dot

Chicago

1. Little Darlin', Diamonds, Mer.
2. Party Doll, B. Knox, Rit.
3. All Shook Up, E. Presley, Vic.
4. Gone, F. Husky, Cap.
5. Party Doll, B. Knox, Rit.
6. Mama Look-A Booboo
H. Belafonte, Vic.
7. Day-O Banana Boat Song
S. Freberg, Cap.

Cincinnati

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

Cleveland

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. School Day, C. Berry, Chs.
4. So Rare, J. Dorsey, Fly.
5. Round and Round, P. Como, Vic.
6. I'm Walkin', F. Domino, Imp.
7. Party Doll, S. Lawrence, Cor.
8. Wind in the Willow, J. Stafford, Col.
9. Gene, F. Husky, Cap.
10. When Rock and Roll Comes to Trinidad, N. K. Cole, Cap.

Dallas-Fort Worth

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

Denver

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

Detroit

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

Kansas City

1. All Shook Up, E. Presley, Vic.
2. I'm Walkin' F. Domino, Imp.
3. Round and Round, P. Como, Vic.
4. School Day, C. Berry, Chs.
5. Party Doll, B. Knox, Rit.
6. Little Darlin', Diamonds, Mer.
7. Gone, F. Husky, Cap.
8. So Rare, J. Dorsey, Fly.
9. Teen-Age Crush, T. Sands, Cap.
10. Ninety-Nine Ways, T. Hunter, Dot

Los Angeles

1. Come Go With Me, D. Vikings, Dot
2. All Shook Up, E. Presley, Mer.
3. Little Darlin', Diamonds, Mer.
4. Mama Look at Boo-Boo
H. Belafonte, Vic.
5. Why, Baby, Why? P. Boone, Dot
6. Marianne, T. Gilkyson, Col.
7. Party Doll, S. Lawrence, Cor.
8. Butterfly, A. Williams, Cdc.

Milwaukee

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Dark Moon, B. Guitar, Dot
4. Come Go With Me, D. Vikings, Dot
5. Round and Round, P. Como, Vic.
6. Pledge of Love, D. Contino, Mer.
7. Gone, F. Husky, Cap.
8. Party Doll, B. Knox, Rit.

Minneapolis-St. Paul

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. He's Mine, Platters, Mer.
4. So Rare, J. Dorsey, Fly.
5. Gone, F. Husky, Cap.
6. Round and Round, P. Como, Vic.
7. Peace in the Valley, E. Presley, Vic.
8. White Sport Coat, M. Robbins, Col.
9. Come Go With Me, D. Vikings, Dot
10. Sittin' in the Balcony, E. Cochran, Lbt.

New Orleans

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

New York

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

Philadelphia

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Round and Round, P. Como, Vic.
4. Butterfly, C. Gracie, Cam.
5. Mama Look-A Booboo
H. Belafonte, Vic.
6. So Rare, J. Dorsey, Fly.
7. Banana Boat (Day-O)
H. Belafonte, Vic.
8. Party Doll, B. Knox, Rit.
9. Come Go With Me, D. Vikings, Dot

Pittsburgh

1. Round and Round, P. Como, Vic.
2. All Shook Up, E. Presley, Vic.
3. So Rare, J. Dorsey, Fly.
4. Mangos, R. Clooney, Col.
5. Little Darlin', Diamonds, Mer.
6. White Sport Coat, M. Robbins, Col.
7. Yes, Tonight, Josephine, J. Ray, Col.
8. School Day, C. Berry, Chs.

St. Louis

1. All Shook Up, E. Presley, Vic.
2. So Rare, J. Dorsey, Fly.
3. Round and Round, P. Como, Vic.
4. Party Doll, B. Knox, Rit.
5. Tricky, R. Marterie, Mer.
6. Mama Look-A Booboo
H. Belafonte, Vic.
7. I'm Stinkin' With You, J. Bowen, Rit.
8. Why, Baby, Why? P. Boone, Dot
9. Little Darlin', Diamonds, Mer.
10. Mama Guitar, D. Cornell, Cor.

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. Teen-Age Crush, T. Sands, Cap.
7. Butterfly, A. Williams, Cdc.
8. Party Doll, S. Lawrence, Cor.
9. Dark Moon, B. Guitar, Dot
10. I'm Walkin', F. Domino, Imp.

Seattle

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. I'm Walkin', F. Domino, Imp.
4. Little Darlin', Diamonds, Mer.
5. Party Doll, B. Knox, Rit.
6. Ninety-Nine Ways, T. Hunter, Dot
7. Come Go With Me, D. Vikings, Dot
8. Round and Round, P. Como, Vic.
9. Butterfly, A. Williams, Cdc.
10. Rock-A-Billy, G. Mitchell, Col.

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.



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THE HOT NEW LABEL
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AND BIG RECORDS

ATTENTION DISTRIBUTORS! *Few Territories
Still Available*

THE TOP 100

For survey week ending April 24

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

Pos.	Song, Artist, Label	Last Week
1.	ALL SHOOK UP, E. Presley, Victor	1
2.	LITTLE DARLIN', Diamonds, Mercury	2
3.	ROUND AND ROUND, P. Como, Victor	3
4.	PARTY DOLL, B. Knox, Roulette	4
5.	GONE, F. Husky, Capitol	5
6.	BUTTERFLY, A. Williams, Cadence	6
7.	WHY, BABY, WHY? P. Boone, Dot	7
8.	I'M WALKIN', F. Domino, Imperial	8
9.	COME GO WITH ME, D. Vikings, Dot	10
10.	PARTY DOLL, S. Lawrence, Coral	12
11.	SCHOOL DAY, C. Berry, Chess	21
12.	BUTTERFLY, C. Gracie, Cameo	9
13.	MAMA LOOK-A BOOBOO, H. Belafonte, Victor	14
13.	SO RARE, J. Dorsey, Fraternity	20
13.	TEEN-AGE CRUSH, T. Sands, Capitol	12
16.	NINETY-NINE WAYS, I. Hunter, Dor	11
17.	WHITE SPORT COAT, M. Robbins, Columbia	29
18.	I'M STICKIN' WITH YOU, I. Brown, Roulette	14
18.	ROCK-A-BILLY, G. Mitchell, Columbia	17
20.	MARIANNE, T. Gilkyson, Columbia	23
21.	SITTIN' IN THE BALCONY, E. Cochran, Liberty	18
22.	MARIANNE, Hilltoppers, Dot	16
23.	LOVE IS A GOLDEN RING, F. Laine, Columbia	28
24.	EMPTY ARMS, T. Brewer, Coral	38
25.	PLEDGE OF LOVE, K. Copeland, Imperial	32
26.	ALMOST PARADISE, R. Williams, Kapp	26
27.	DARK MOON, B. Guitard, Dot	24
28.	LUCILLE, Little Richard, Specialty	39
29.	I'M SORRY, Platters, Mercury	25
30.	WHO NEEDS YOU? Four Lads, Columbia	26
31.	MANGOS, R. Clooney, Columbia	40
32.	YOUNG LOVE, T. Hunter, Dot	13
33.	CHANTEZ CHANTEZ, D. Shore, Victor	27
34.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	22
35.	PLEDGE OF LOVE, K. Copeland, Imperial	32
36.	HE'S MINE, Platters, Mercury	44
37.	JUST BECAUSE, L. Price, ABC-Paramount	36
38.	DARK MOON, G. Storm, Dot	53
39.	PEACE IN THE VALLEY, E. Presley, Victor	49
40.	DON'T FORBID ME, P. Boone, Dot	24
41.	FIRST DATE, FIRST KISS, FIRST LOVE, S. James, Capitol	49
42.	YOUNG LOVE, S. James, Capitol	21
43.	BANANA BOAT (DAY-O), H. Belafonte, Victor	20
44.	AFTER SCHOOL, R. Starr, Dale	54
45.	PLEDGE OF LOVE, D. Contino, Mercury	50
46.	POOR MAN'S ROSES, P. Page, Mercury	29
47.	WONDERFUL, WONDERFUL, J. Mathis, Dot	38
48.	THERE OUGHT TO BE A LAW, Mickey & Sylvia, Vik	64
49.	SITTIN' IN THE BALCONY, J. Dee, Colonial	45
50.	'DAY-O-BANANA BOAT SONG, S. Freberg, Capitol	43
51.	EMPTY ARMS, I. J. Hunter, Atlantic	55
51.	LITTLE DARLIN', Gladys, Atlantic	60
51.	YES, TONIGHT, JOSEPHINE, J. Ray, Columbia	60
54.	JAMIE BOY K. Starr, Victor	62
54.	RING A DING, T. Sands, Capitol	—
56.	TOO MUCH, E. Presley, Victor	35
57.	TRICKY, R. Marterie, Mercury	52
58.	IT'S NOT FOR ME TO SAY, J. Mathis, Columbia	—
59.	WIND IN THE WILLOW, J. Stafford, Columbia	53
60.	ONE STEP AT A TIME, B. Lee, Decca	63
60.	THAT'S WHEN YOUR HEARTACHES BEGIN, E. Presley, Victor	58
62.	CALYPSO MELODY, D. Rose, M-G-M	65
63.	C. C. RIDER, C. Willis, Atlantic	—
63.	TILL, P. Faith, Columbia	64
65.	LOVE IS STRANGE, Mickey & Sylvia, Groove	48
66.	I'M WAITIN' JUST FOR YOU, P. Boone, Dot	50
66.	I'LL TAKE ROMANCE, E. Gorme, ABC-Paramount	66
68.	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	75
68.	MAMA GUITAR, D. Cornell, Coral	98
68.	SEND ME SO 'IE LOVIN', Little Richard, Specialty	76
71.	MY LOVE SONG, T. Sands, Capitol	70
72.	PLEDGE OF LOVE, J. Janis, ABC-Paramount	—
73.	LET IT BE ME, J. Corey, Columbia	57
74.	PARTY DOLL, W. Manone, Decca	56
74.	I'M SERIOUS, Hilltoppers, Dot	—
76.	FOUR WALLS, J. Reeves, Victor	—
77.	CAN I STEAL A LITTLE LOVE? F. Sinatra, Capitol	84
78.	DO I LOVE YOU? V. Damone, Columbia	62
79.	ALMOST PARADISE, L. Stein, Unique	53
80.	LITTLE WHITE LIES, B. Johnson, Bally	—
81.	LITTLE LONELINESS, K. Starr, Victor	73
82.	BAHAMA MAMA, Four Aces, Decca	87
82.	WHEN ROCK 'N' ROLL COMES TO TRINIDAD, N. K. Cole, Capitol	—
84.	TWELVE O'CLOCK TONIGHT, Doris Day, Columbia	98
85.	JIM DANDY, L. Baker, Atlantic	—
86.	SHISH KEBAB, R. Marterie, Mercury	—
87.	I MISS YOU SO, C. Connor, Atlantic	92
87.	I LOVE MY GIRL, Hilltoppers, Dot	77
89.	HAREM DANCE, Armenian Jazz Sextet, Kapp	—
89.	PARTY DOLL, R. Brown, Imperial	—
89.	ON TREASURE ISLAND, G. Storm, Dot	—
92.	LEAP FROG, C. Alaimo, M-G-M	—
93.	JAMAICA FAREWELL, H. Belafonte, Victor	—
94.	DO I LOVE YOU? T. Martin, Victor	—
95.	BALLERINA, N. K. Cole, Capitol	67
95.	SO LONG MY LOVE, F. Sinatra, Capitol	79
95.	MAKE LIKE A BUNNY, HONEY, J. Corey, Columbia	—
98.	YOU'RE MINE, Four Aces, Decca	—
99.	ANASTASIA, P. Boone, Dot	—
100.	YOUR TRUE LOVE, C. Perkins, Sun	70

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.

Z Chart Climbers from...




Teresa Brewer
EMPTY ARMS

b/w
 THE RICKY-TICK SONG
 CORAL 61805

DON CORNELL
MAMA GUITAR



b/w
 A FACE IN THE CROWD
 CORAL 61819



CMDJA Preps

• Continued from page 22

his own five-day-a-week CBS-TV country music network show made its debut via WTOP-TV, Washington.

Cracker Jim Brooker has taken up the reins dropped by Gay and has been scouring around for a possible sponsor for the network TV spec. He is reportedly negotiating at the moment with American Chicle and the Ted Bates Agency. Whether the network spectacular idea is sold or not, the Friday night country music rally at the Auditorium is a sure-shot.

Assisting Smith and Brooker in handling the arrangements for the show and the two-day meeting is Del Stallard, of Kansas City. Nelson King, of WCKY, Cincinnati, is national president of the CMDJA. Vernon Banks, Auditorium tub-thumper, is handling the local publicity on the event.

Nippon Eruption

• Continued from page 22

ABC-Paramount, may soon enter the sales battle in Japan. According to one source: "The market will get very much confused and the competition will get tremendously acute by the participations of those minor labels."

Another offshoot of the increased stir in the record business here, is the establishment by Nippon Victor of a concert management service. The company has a 20 million yen capitalization and will book personals in Japan of exclusive RCA-Victor artists. First singer on the slate is Eartha Kitt, who according to local sources had a smash about a year ago here with "Hungry Coon," a transcription of a popular children's song, titled "The Badger in the Shoji Temple." A report indicated that "Victor raked in a fabulous sum of money by this disk."

AFM Case

• Continued from page 22

which are the basic causes of action in the law suits. Furthermore, AFM delegates to the C.A.N. meet voted against resolutions of support to President James C. Petrillo, against support of the Trust Fund and against a resolution aimed at rebuking "deserters of the AFM."

It is not beyond reason to suspect that the International may move to appoint a trustee to run Local 47 should the issues get out of hand at the upcoming convention. Local 47 membership will instruct its delegates at its May 27 meeting, with the likelihood that these delegates will move to introduce resolutions similar to that sought by deposed Vice-President Cecil Read.

If this course of action is followed by the AFM federation, local musicians are reported ready to ask for congressional action and an official investigation by the Senate Committee on Labor Racketeering.

Coast-Gotham

• Continued from page 21

Gotham stand from April 26 thru May 11.

Plans calls for each member of the a.&r. staff to helm the New York post for a period of one with complete autonomy to record and select material for all Capitol artists. Rotation system was put into effect with the recent promotion of Andy Wiswell to the firm's pop album repertoire staff.

Voyle Gilmore is scheduled to helm the New York reins from May 27-June 21, with Dave Cavanaugh set for July 1 thru August 9.

Golf Tourney

• Continued from page 23

Boyd Jr. and Morty Kline, New York; Arv Saari, Wellsburg, W. Va.; Leonard Book, Yonkers, N. Y.; Phil Markman, Baltimore; Gus Statiras, Tiston, Ga.; Les Lirche, Milwaukee; Frank Norgor, Des Moines; Gerald J. Lewis, St. Louis, Robert Luttmann, New York; Michael Mulqueen Sr. and Michael Mulqueen Jr., both Walden, N. Y.

Also William Oetz, New York; Ed. Barsky, Philadelphia; Taylor Dawson, Detroit; Ben Spaulding Jr., Phoenix, Ariz., and Roger Kiley, Lafayette, Ind.

George Miller, president of MOA, also entered this week along with Hirsh de La Viez, vice-president of the same organization.

Promotion Rolling

Joe Mathews, promotion chief for Capitol Records, is making a special mailing to disk jockeys about the tournament. William Card, secretary of the National Association of Music Merchants (NAMM), is similarly getting a mailing out to members. DISC treasurer, Murray Luth, is also getting descriptive material and entry blanks to music publishers. National Membership Chairman Hirsh de La Viez is also getting out mailings to regional membership chairmen who will start membership drives in their areas. Distributors are being covered by all the major record companies, via special mailings, and will co-operate in membership drives.

Twenty-five per cent of all moneys received by the non-profit organization will go into a scholarship fund to aid deserving talent in furthering their careers in the music field. The scholarship committee is headed by Martin Block, who suggested the idea of scholarships. Other committee chairmen include Dick Linke, Columbia Records, publicity; Charles Hall,

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(Distributed in Canada by Sparto of Canada, Ltd.)

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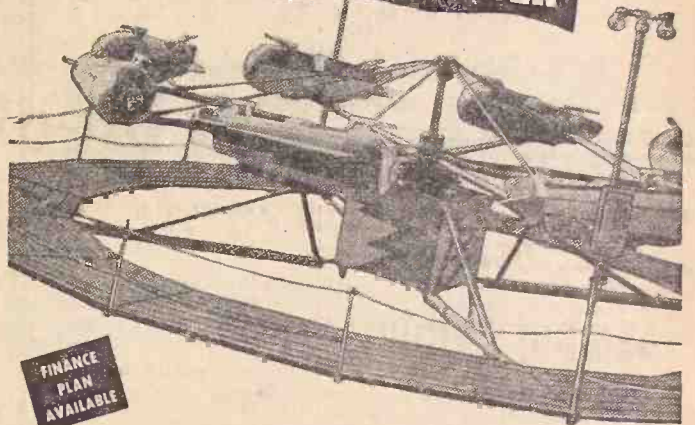
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KIDDIE SKY FIGHTER

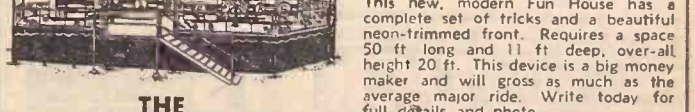


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CMDJA Preps

• Continued from page 22

his own five-day-a-week CBS-TV country music network show made its debut via WTOP-TV, Washington.

Cracker Jim Brooker has taken up the reins dropped by Gay and has been scouring around for a possible sponsor for the network TV spec. He is reportedly negotiating at the moment with American Chicle and the Ted Bates Agency. Whether the network spectacular idea is sold or not, the Friday night country music rally at the Auditorium is a sure-shot.

Assisting Smith and Brooker in handling the arrangements for the show and the two-day meeting is Del Stallard, of Kansas City. Nelson King, of WCKY, Cincinnati, is national president of the CMDJA. Vernon Banks, Auditorium tub-thumper, is handling the local publicity on the event.

Nippon Eruption

• Continued from page 22

ABC-Paramount, may soon enter the sales battle in Japan. According to one source: "The market will get very much confused and the competition will get tremendously acute by the participations of those minor labels."

Another offshoot of the increased stir in the record business here, is the establishment by Nippon Victor of a concert management service. The company has a 20 million yen capitalization and will book personals in Japan of exclusive RCA-Victor artists. First singer on the slate is Eartha Kitt, who according to local sources had a smash about a year ago here with "Hungry Coon," a transcription of a popular children's song, titled "The Badger in the Shoji Temple." A report indicated that "Victor raked in a fabulous sum of money by this disk."

AFM Case

• Continued from page 22

which are the basic causes of action in the law suits. Furthermore, AFM delegates to the C.A.N. met voted against resolutions of support to President James C. Petrillo, against support of the Trust Fund and against a resolution aimed at rebuking "deserters of the AFM."

It is not beyond reason to suspect that the International may move to appoint a trustee to run Local 47 should the issues get out of hand at the upcoming convention. Local 47 membership will instruct its delegates at its May 27 meeting, with the likelihood that these delegates will move to introduce resolutions similar to that sought by deposed Vice-President Cecil Read.

If this course of action is followed by the AFM federation, local musicians are reported ready to ask for congressional action and an official investigation by the Senate Committee on Labor Racketeering.

Golf Tourney

• Continued from page 23

Boyd Jr. and Morty Kline, New York; Arv Saari, Wellsburg, W. Va.; Leonard Book, Yonkers, N. Y.; Phil Markman, Baltimore; Gus Statiras, Tiston, Ga.; Les Lirche, Milwaukee; Frank Norgor, Des Moines; Gerald J. Lewis, St. Louis, Robert Luttmann, New York; Michael Mulqueen Sr. and Michael Mulqueen Jr., both Walden, N. Y.

Also William Oetz, New York; Ed. Barsky, Philadelphia; Taylor Dawson, Detroit; Ben Spaulding Jr., Phoenix, Ariz., and Roger Kiley, Lafayette, Ind.

George Miller, president of MOA, also entered this week along with Hirsh de La Viez, vice-president of the same organization.

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Coast-Gotham

• Continued from page 21

Gotham stand from April 26 thru May 11.

Plans calls for each member of the a.&r. staff to helm the New York post for a period of one with complete autonomy to record and select material for all Capitol artists. Rotation system was put into effect with the recent promotion of Andy Wiswell to the firm's pop album repertoire staff.

Voyle Gilmore is scheduled to helm the New York reins from May 27-June 21, with Dave Cavanaugh set for July 1 thru August 9.

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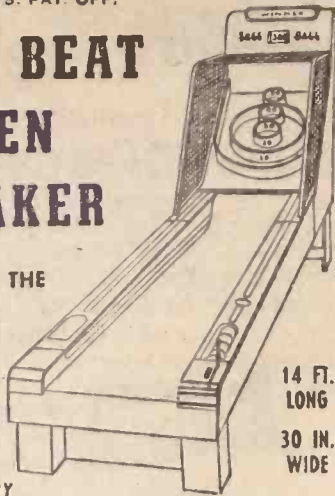
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DeFOREST—James, 70, former vaude and burlesque performer who at one time was a co-owner with Dan Sherman of the Jay Circus, April 15 in West Davenport, N. Y. A brother of Mabel DeForest and an uncle of the Sherman Brothers and Tessie, he was a member of the Actors' Fund, White Rats, Actors' Equity and the NVA.

DOWNEY—James J., 50, operator of a St. Louis booking office specializing in attractions for outdoor events, April 19, at his home in that city of a heart attack. (Details in General Outdoor section.)

HARBOLD—Jesse W., 73, former trapeze artist and high diver in his own show, April 17 of cancer in General Hospital, Washington. He formerly owned the Harbold Amusement Company, which toured the Southwest from 1903 to 1922. Surviving are his widow, Lillian; a daughter, Mrs. Clarence Hemphill, Duarte, Calif., and a sister, Minnie Yoder, Winfield, Kan. Services April 19 and

burial in Washington National Cemetery.

RHOADES—Richard, 69, in recent years a concessionaire and earlier a vaude performer, March 8 in Wichita, Kan. Survived by two daughters, Mrs. Clara Norwid and Mrs. Lily Belle Smialek. Burial in Wichita's Park Cemetery.

Pancho Heads Rodeo Program At Charlotte

CHARLOTTE, N. C. — Leo Carillo, the Pancho of TV's "Cisco Kid" series, will be featured in the Texas Rangers Rodeo at the Charlotte Coliseum May 8-12. Show is being sponsored by the Junior Chamber of Commerce and produced by Milt Hinkle and Babe Sharkey.

Show will include many traditional Wild West events such as the Capture of a Horse thief, the Pony Express, Chase for the Bride, and the Old Covered Wagon, as well as riding and roping events.

Among performers will be the Rudynoffs, equestrians; Charley and Jewel Poplin (The Honey-mooners), comedy car; Arthur Smith and his Crackerjacks, Frank Biron horse acts including a Liberty horse number; Peewee Cobb, Bob Cobb, the Shooting Mansfields, Jackie Rinehart, Tony White Cloud and his Indians; Ralph Clark, and Brahma Rogers.

Producers also are scheduling rodeos at Greenville, S. C., ball park, May 15-18; Cow Palace, Raleigh, N. C., May 22-25; fairgrounds, Spartanburg, S. C., May 30-June 1; Richmond, Va.; and the Arena, New Haven, Conn., June 12-16.

MARRIAGES

DIXON-WEST— Max R. Dixon, son of Marquita and Cuban Mack, Side Show operators, and Little Jean West, Chicago, April 13 in Chicago.

HARDY-McLAIN— James W. Hardy, concessionaire with the Ross Manning Shows, and Velma McLain, Tampa, February 17 in Kingsland, Ga.

BIRTHS

HOLLINGSWORTH— A daughter, Frances Ruth, April 19 in Veterans' Memorial Hospital, Bradenton, Fla., to Mr. and Mrs. Fred Hollingsworth, owners of the Holly Amusement Company.

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Chitwood Unit Florida Tour Reported Big

TAMPA, Fla.—The Joie Chitwood Thrill Show closed a three-week tour of Florida at the Jacksonville Speedway Park with generally successful business for the trek. Chitwood's plans are for four units equipped with Chevrolets.

The date at Hialeah Speedway, March 24, did a reported 6,000 persons for a combined thrill show and stock car promotion. Same combination also drew well at the Sara Mana Speed Bowl, Sarasota, March 18.

Hialeah stand produced Chitwood's best gross in the Miami area since his unit's appearance at the Orange Bowl in 1950. Promotion was handled by the Julian Cole agency, with good scores and photo layout in the Herald and Daily News, as well as several radio and TV interviews.

Capt. Holger Rasini's rocket car act was an added attraction. Stunt personnel included Bob LaBay, ramp-to-ramp in a convertible; Mike Kintzer, Dick Miller, Hank Virdon, Mike Kelly, Jay Ward and others, with Happy Roberts and Johnny (Crash) Roberts handling the clowning. Ray and Buddy Wagner handled advance publicity, with Buddy doubling on microphone during the show.

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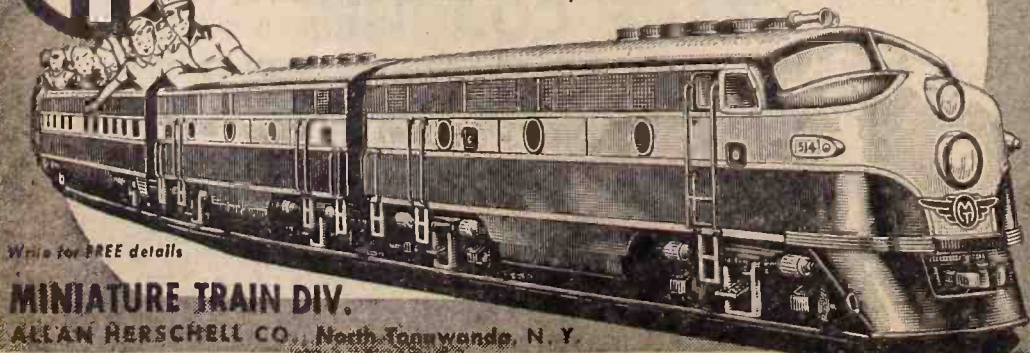
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Babcock United: East Los Angeles Calif.
Baker United: Terre Haute, Ind.
B.B. Combined: Pawhuska, Okla.
Beam's Attrs.: Kenbridge, Va., May 2-11.
Bee's Old Reliable: Winchester, Ky., May 10-18.
Bogle, F. C.: Manhattan, Kan.
Big City: Ellijay, Ga.
Borderland: Ozona, Tex.
Brodbeck & Schrader: Guymon, Okla.
Buck, O. C.: Menands, N. Y.
Burke, Harry: (Fair) Litcher, La., 30-May 6.
Capital City: La Grange, Ga.; Dalton May 6-11.
Catlett Greater: Rosenberg, Tex.
Central States: Dodge City, Kan.
Chanos, Jimmie: Muncie, Ind.
Coleman Bros.: Middletown, Conn.
Continental: Kingston, N. Y.
Crystal Amuse.: Blackwell, S. C.; Barnwell May 6-11.
Dixie Amusements: Jay, Okla.; Cherryvale, Kan., May 6-11.
Drago Amusements: Frankfort, Ky., May 6-11.
Drew, James H.: St. Albans, W. Va.
Dudley, D. S.: Odessa, Tex., 29-May 11.
Dumont: Fayette, Ala.
Dyer's Greater: Forest City, Ark.; North Little Rock May 6-11.
Franklin, Don: Victoria, Tex., May 3-11.
Gala Expo.: Bald Knob, Ark., 29-May 11.
G & B: Ravenswood, W. Va.; Lumberport May 6-11.
Gem City: Augusta, Ga.; Asheville, N. C., May 6-11.
Georgia Am. Co.: Dahlonega, Ga.
Gladstone Expo.: Humboldt, Tenn.
Glass City: Coalton, O.; Spencer, W. Va., May 6-11.
Golden State: Westlake, Calif.
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Gooding Am. Co., No. 3. Farrell, Pa.
Gooding Am. Co., No. 6: Parkersburg, W. Va.
Gooding Am. Co., No. 7: (S. Parsons & Kian) Columbus, O.
Grand American: Ottumwa, Ia.; Ames May 6-11.
Great Joyland: Wayne, Mich., May 3-12.

(Continued on page 66)

Circus Routes

Beatty, Clyde: Staunton, Va., 30; Charlottesville May 1; Farmville 2; Petersburg 3; Norfolk 4-5.
Carson & Barnes: Gentry, Ark., 29; Lincoln 30; Tahlequah, Okla., May 1; Coweeta 2; Broken Arrow 3; Cleveland 4; Hominy 5.

Clyde Bros.: Syracuse, N. Y., 29-May 5; Sault Ste. Marie, Ont., 9-11; Sudbury 13-15.
Cristiani Bros.: Elizabethton, Tenn., 29; Pennington Gap, Va., 30; Bristol, Tenn., May 1; Big Stone Gap 2; Richlands 3; Welch, W. Va., 4.
Dailey Bros.: Albuquerque, N. M., May 2-4; Spearman, Tex., 6.
Davenport, Orrin: Hibbing, Minn., May 3-5; Winnipeg, Man., 6-11.
Hagen Bros.: Warrensburg, Mo., 29; Sedalia 30; Jefferson City May 1; Columbia 2; Washington 3; St. Charles 4; Florissant 6; Kirkwood 7; Washington Park, Ill., 8; Collinsville 9; Litchfield 10; Taylorville 11.
Hamid-Morton: Harrisburg, Pa., 29-May 4.
Hunt Bros.: Middlesex, N. J., 30; Washington, May 1; Hometown, Pa., 2; Quakertown 3; Bristol (Levittown) 4.
Kelly-Miller: Durant, Okla., 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.: Rocky River, O., 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. Eastern: Akron, O., 29-May 4; Atlanta, Ga., 7-12; Mobile, Ala., 17-18.
Polack Bros. Western: Stockton, Calif., May 1-4; San Francisco 8-12; Oakland 18-26.
Ringling Bros. and Barnum & Bailey: New York, 29-May 12.

Ice Shows

Holiday on Ice of 1957: Lafavette, La., 29-May 3; Baton Rouge 4-7; Mexico City, Mex., 11-June 2.
Ice Capades, 16th Edition: Fresno, Calif., 29-May 5.
Ice Capades, 17th Edition: Denver, Colo., 29; Los Angeles, Calif., May 1-26.

Miscellaneous

Burke's Wild Cargo: Jackson, Tenn., 29-May 4; Memphis 6-18.
Damon, Dwight, Magician: Orion, Ill., May 4; Durant, Ia., 10; Davenport, Ia., 11.
Hitler's Personal Auto: Fort Smith, Ark., 29-May 4; Memphis, Tenn., 6-18.
Wolcott's Rabbit Foot Minstrel Show: Jacksonville, Tex., 29; Palestine 30; Nacogdoches May 1; Lufkin 2; Jasper 3; Woodville 4.

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ARENAS & AUDITORIUMS

School Financing Plan Used To Build Elkhart Gym-Arena

By TOM PARKINSON

INDIANA has developed a way for school systems to build new facilities, altho their bonding power is committed, and Elkhart's school system has used this plan for building a sports arena that also is used for ice shows, stageshows and circuses.

Elkhart school system was very near its bonding limit three years ago when need for a gym was great and Indiana interest in basketball caused more pressure for a new building. To meet this need, the system followed a plan now used by many other schools but not often adapted to gym arena use.

ABOUT 100 LOCAL citizens formed a corporation with capital stock of \$10,000. This company decided to build the 8,500-seat building and took bids for it. Bonds were sold to the general public and contracts were let for construction of the \$1,350,000 structure. It was completed two years ago and thereupon leased to the school system. The school administration worked closely with architects which designed it for the holding company.

Under terms of the lease on the North Side Gym, the school city, and Indiana term for the autonomous school taxing authority, pays \$87,350 annual rent for the gym, which incidentally includes four class-room shops.

After six years the school system could pay off the bonds or part of them, but continued pressure for more facilities is expected to require putting available funds into new schools rather than paying off the gym bonds early.

BUT IN 26 YEARS the annual rental payments will have built up a reserve and paid off the indebtedness on the 30-year bonds. At that time the title to the building will be transferred to the school system. Already the holding company is all but inactive; a bank is trustee for the operation, and while the corporation is maintained and it reserves right to pass judgment on any major alterations for the building, it actually has nothing to do now.

With two years' operation behind it now the North Side Gym is in good position, school business manager Maurice Burns reports. Any opposition to the plan at the outset has been more than answered by the popularity of the new building in Indiana's heated basketball tournaments. This year there were 15 regular games plus holiday, county, sectional and regional tournaments. Some tournaments are televised and there is a coaxial cable installed.

From the first the concessions at the building have been held by William Miller, owner of Elkhart's State Theater. His early promotional activities have expanded at the gym until he now also handles most of the events coming there.

A SHOW WITH the McGuire Sisters was a hit at the opening. Pat Boone has done well there and is due in again in four weeks. Fred Waring and Nat (King) Cole headed up other successful shows at North Side. "Holiday on Ice" has played the building three times with success. Latest event was a circus produced by CAC thru Ernie Young of Chicago, and it was a failure because the ticket sale was put up to high school students and the sale was inadequate.

There have been many delegations, Burns reports, from other school systems and from other municipalities to inspect the Elkhart building with a view to duplicating the plan. Conceivably, the same idea could be used elsewhere not only for school gym or auditorium facilities but also for general municipal auditorium-arena buildings.

Carnival Routes

• Continued from page 65

Great Western: Dinuba, Calif.; King City May 6-12.
Groscurth Combined: Owensboro, Ky.
Hale's Shows of Tomorrow: Kansas City, Mo., until June 30.
Hannum, Morris: Pringle (Wilkes-Barre), Pa.; Scranton May 6-13.
Happy Attrs.: Crestline, O.
Heal, Bill Am. Rides: Newport, Ky.
Hill's Greater: Gallup, N. M.
Hottle, Buff. No. 2: Ponchatoula, La., 29-May 6.
Hugo's Novelty Expo.: Leavenworth, Kan.; Atchison May 6-11.
Inland Empire: Payette, Idaho.
Irwin Greater: Franklin, W. Va., May 3-10.
Johnny's United: Laurel, Miss., 29-May 12.
Key City: Pontiac, Ill., May 6-11.
King Bros.: Derby, Colo., May 2-12.
Lawrence Greater: Anniston, Ala.
Manning, Ross: Newport News, Va.; Richmond May 6-11.
M. D. Amusements: Essington, Pa., May 6-11.
Mercury: Eldon, Mo.; Sullivan May 6-11.
Midway of Mirth: Centralia, Ill.
Monarch Expo.: St. Clair, Mo.; Moberly May 6-11.
Moore's Modern: Duncan, Okla.
Motor State: Oxford, Mich.; Rochester May 6-11.
Myers, Sonny Am.: St. Joseph, Mo.
Nolan Am. Co.: Barberton, O.
Norton's Rides: Borger, Tex.
Pan American: Pine Bluff, Ark.
Penn Premier: Winchester, Va.

Powelson Greater: Gallipolis, O., May 4-11.
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FAIRS-EXPOSITIONS

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The plant used by the fair in recent years did not have a track adequate to handle auto races, but the new fairgrounds, which is east of town on Highway 16, will have a half-mile oval with 60-foot wide turns and straightaways. Seating capacity will be in excess of 3,500.

Dates for Winkley's engagements will include big cars on August 7 with a program of stock car sprints on the afternoon of August 11 and a 100-lap stock car feature that evening under lights.

Mich. State Names Zorlen

DETROIT—Harold Zorlen, Capac dairy farmer, was elected president of the Michigan State Fair Commission at its recent meeting. He succeeds Harry Carling, Pontiac, who had served two terms.

Frank Kinsora, of the Palms Theater here, who for many years was president of the Detroit local of the International Alliance of Theatrical Stage Employees, was named vice-president.

Donald Swanson continues as secretary of the commission as well as fair manager, following his reappointment for two years last January.

REVAMPED:

Dallas Maps New Exhibit Bldg. Set-Up

DALLAS—Several basic changes in the exhibits set-up will be put into effect for the 1957 State Fair of Texas, October 5-20.

Signs shortly will come down from the 30,000-square-foot foods building and the 49,000-square-foot agriculture building and the agriculture sign will go up again on the facade of the smaller building.

The old agriculture building will be designated as a varied industries building.

The fair's agriculture show, which for many years has shared the agriculture building with a variety of commercial exhibits and more recently with combined radio-TV studios, is deemed to be just the right size for the smaller foods building right across the street, which also houses the poultry show.

With this set-up, the shell of the agriculture show exhibits can be kept in place all year round and a complete rebuilding job will not be necessary each year as a result of renting the larger building out for trade shows and other activities.

Move Food Show

The food show will be housed in the front end of the varied industries building, which will continue to house the same commercial exhibits it has in the past, quite a few of which are of an agricultural type. In addition, space will be made available for a variety of light industrial exhibits which cannot now be accommodated.

The large general exhibits building, one of the two largest exhibit halls on the fairgrounds, with 72,000 square feet, will continue to house the fair's International Center with exhibits from foreign nations. It will also be slanted more toward exhibits by heavy industries and large corporations, several of which have already been lined up for lavish participation.

Home furnishing exhibitors and others of this type will be encouraged to make the switch to the new women's building, in which a family and home approach will be made—a broader appeal than the high fashion displays of the past several years.

Two Calif. Events Sked Photo Shows

LOS ANGELES—International photographic exhibits will be featured at the Southern California Exposition, Del Mar, and the Los Angeles County Fair, Pomona.

The Del Mar show, June 28-July 7, will be sponsored by the Southern California Association of Camera Club in co-operation with the Exposition. Burton Frasher, Professional Photographers' Association of the Inland Empire, will direct the showing at the Los Angeles County Fair.

Frasher said the Pomona event will be for amateurs as well as professionals. Among the participants will be Photographic Society of America, Professional Photographers of California, National Press Photographers' Association, American Society of Magazine Photographers, White House Photographers' Club and others.

Texas State Preps Vast Garden Center

DALLAS—The plans and aspirations of Dallas Garden Club ladies for the past six years are nearing culmination with the imminent start of work on the new Dallas Garden Center at State Fair Park here.

The horticulture building, built for the Texas Centennial Exposition in 1936 and later used by the fair as a women's building until 1954, will be converted into a lavish garden center building and the several acres of land which surrounds it will be made into a luxuriant botanical garden. Eventual plans call for expansion of the garden center area and botanical gardens to cover a seven-acre tract at the southeast corner of the fairgrounds.

The garden center project has been financed by six spring flower shows put on by the Dallas Garden Center, Inc., with the co-operation of the State Fair of Texas.

The fair has loaned staff members and the use of buildings for the flower shows and net profit of the shows has gone into a Garden Center fund. Garden pilgrimages to estates in the Dallas area, also put on with assistance from the fair, have raised additional funds for the center project.

In addition to funds raised by the flower shows and pilgrimages, the city park board and the State Fair have both contributed to the total needed for the Garden Center and botanical gardens. The estimated total cost of the Garden Center is \$262,930.

Revamp Building

Under the contract between the Garden Center, of which Mrs. Herbert Marcus Sr. is president, and the park board, the old horticulture building will be completely

remodeled and air conditioned.

An auditorium seating about 400 people will be added on, doubling the size of the building which now has about 20,000 square feet.

There will be a garden room in the building with greenhouse, fountains, indoor garden, etc. The rest of the old part of the building will be offices and a garden book library, small meeting rooms and kitchen facilities.

The Garden Center is expected to be ready for occupancy before the 1957 State Fair, adding a new major structure to the fairgrounds.

The sales and special events department of the fair, headed by Joe Rucker, has handled business and financial details of the six flower shows put on by the Garden Center ladies, with publicity help from the fair's publicity department.

The flower shows will be continued on an annual basis, with proceeds to be utilized for equipping, maintaining and operating the Garden Center.

The building and land will remain the property of the city.

Games Okay Is Sought For Trenton

TRENTON, N. J.—The outlook for concession game operations at New Jersey State Fairgrounds looked favorable last week following discussions by George A. Hamid with Agriculture Secretary Alampi and Governor Meyner.

Under the State Legalized Games of Chance Commission, auspices groups can operate games. The plan was tried successfully last year by Morris County Fair, Troy Hills, where churches obtained licenses to operate wheels.

This pattern is employed in park operations thus far this year. Trenton has a long head start in the direction of auspices, since the gathering of veterans, church, firemen's and fraternal stands of all kinds is among the largest in the East.

New Grandstand For East Moline

EAST MOLINE, Ill.—The Rock Island County Fair here has awarded the contract for construction of a new \$120,000, all-steel grandstand to seat 2,780.

The new stand was designed by Gaylord R. Lewis, Findlay, O., fair consultant, and also includes 12,900 square feet of commercial exhibit space under the seat deck. According to present plans and if there should be no delay in steel delivery, the stand should be available for use by the August 20 opening day of the fair.

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Currently: Home Furniture Show, Boston, Mass., April 29-May 5
Management: J. Brandon

450 W. 24th St., New York, N. Y.



Brandon Plans 65G Stock Barn

BRANDON, Man. — Directors of Manitoba Provincial Exhibition here have approved construction of a \$65,000 building to house dairy cattle exhibits.

The structure, 94 by 200 feet, is expected to be ready in time for the opening of this year's fair, July 1.



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ARENAS & AUDITORIUMS

School Financing Plan Used To Build Elkhart Gym-Arena

By TOM PARKINSON

INDIANA has developed a way for school systems to build new facilities, altho their bonding power is committed, and Elkhart's school system has used this plan for building a sports arena that also is used for ice shows, stagshows and circuses.

Elkhart school system was very near its bonding limit three years ago when need for a gym was great and Indiana interest in basketball caused more pressure for a new building. To meet this need, the system followed a plan now used by many other schools but not often adapted to gym arena use.

ABOUT 100 LOCAL citizens formed a corporation with capital stock of \$10,000. This company decided to build the 8,500-seat building and took bids for it. Bonds were sold to the general public and contracts were let for construction of the \$1,350,000 structure. It was completed two years ago and thereupon leased to the school system. The school administration worked closely with architects which designed it for the holding company.

Under terms of the lease on the North Side Gym, the school city, and Indiana term for the autonomous school taxing authority, pays \$87,350 annual rent for the gym, which incidentally includes four class-room shops.

After six years the school system could pay off the bonds or part of them, but continued pressure for more facilities is expected to require putting available funds into new schools rather than paying off the gym bonds early.

BUT IN 26 YEARS the annual rental payments will have built up a reserve and paid off the indebtedness on the 30-year bonds. At that time the title to the building will be transferred to the school system. Already the holding company is all but inactive; a bank is trustee for the operation, and while the corporation is maintained and it reserves right to pass judgment on any major alterations for the building, it actually has nothing to do now.

With two years' operation behind it now the North Side Gym is in good position, school business manager Maurice Burns reports. Any opposition to the plan at the outset has been more than answered by the popularity of the new building in Indiana's heated basketball tournaments. This year there were 15 regular games plus holiday, county, sectional and regional tournaments. Some tournaments are televised and there is a coaxial cable installed.

From the first the concessions at the building have been held by William Miller, owner of Elkhart's State Theater. His early promotional activities have expanded at the gym until he now also handles most of the events coming there.

A SHOW WITH the McGuire Sisters was a hit at the opening. Pat Boone has done well there and is due in again in four weeks. Fred Waring and Nat (King) Cole headed up other successful shows at North Side. "Holiday on Ice" has played the building three times with success. Latest event was a circus produced by GAC thru Ernie Young of Chicago, and it was a failure because the ticket sale was put up to high school students and the sale was inadequate.

There have been many delegations, Burns reports, from other school systems and from other municipalities to inspect the Elkhart building with a view to duplicating the plan. Conceivably, the same idea could be used elsewhere not only for school gym or auditorium facilities but also for general municipal auditorium-arena buildings.



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Carnival Routes

• Continued from page 65

Great Western: Dinuba, Calif.; King City May 6-12.
Groscurly Combined: Owensboro, Ky.
Hale's Shows of Tomorrow: Kansas City, Mo., until June 30.
Hannum, Morris: Pringle (Wilkes-Barre), Pa.; Scranton May 6-13.
Happy Attrs.: Crestline, O.
Heal, Bill Am. Rides: Newport, Ky.
Hill's Greater: Callup, N. M.
Hottle, Buff, No. 2: Ponchatoula, La., 29-May 6.
Hugo's Novelty Expo.: Leavenworth, Kan.; Atchison May 6-11.
Inland Empire: Payette, Idaho.
Irvin Greater: Franklin, W. Va., May 3-10.
Johnny's United: Laurel, Miss., 29-May 12.
Key City: Pontiac, Ill., May 6-11.
King Bros.: Derby, Colo., May 2-12.
Lawrence Greater: Anniston, Ala.
Manning, Ross: Newport News, Va.; Richmond May 6-11.
M. D. Amusements: Essington, Pa., May 6-11.
Mercury: Eldon, Mo.; Sullivan May 6-11.
Midway of Mirth: Centralia, Ill.
Monarch Expo.: St. Clair, Mo.; Moberly May 6-11.
Moore's Modern: Duncan, Okla.
Motor State: Oxford, Mich.; Rochester May 6-11.
Myers, Sonny Am.: St. Joseph, Mo.
Nolan Am. Co.: Barberton, O.
Norton's Rides: Berger, Tex.
Pan American: Pine Bluff, Ark.
Penn Premier: Winchester, Va.

Powelson Greater: Gallipolis, O., May 4-11.
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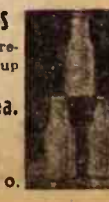
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LA CROSSE, Wis. — Auto racing will return to La Crosse Interstate Fair this year for the first time in many years when Frank Winkley's Auto Racing, Inc., will stage three programs on the new fairgrounds here.

The plant used by the fair in recent years did not have a track adequate to handle auto races, but the new fairgrounds, which is east of town on Highway 16, will have a half-mile oval with 60-foot wide turns and straightaways. Seating capacity will be in excess of 3,500.

Dates for Winkley's engagements will include big cars on August 7 with a program of stock car sprints on the afternoon of August 11 and a 100-lap stock car feature that evening under lights.

Mich. State Names Zorlen

DETROIT—Harold Zorlen, Capac dairy farmer, was elected president of the Michigan State Fair Commission at its recent meeting. He succeeds Harry Carling, Pontiac, who had served two terms.

Frank Kinsora, of the Palms Theater here, who for many years was president of the Detroit local of the International Alliance of Theatrical Stage Employees, was named vice-president.

Donald Swanson continues as secretary of the commission as well as fair manager, following his reappointment for two years last January.

REVAMPED:

Dallas Maps New Exhibit Bldg. Set-Up

DALLAS—Several basic changes in the exhibits set-up will be put into effect for the 1957 State Fair of Texas, October 5-20.

Signs shortly will come down from the 30,000-square-foot foods building and the 49,000-square-foot agriculture building and the agriculture sign will go up again on the facade of the smaller building.

The old agriculture building will be designated as a varied industries building.

The fair's agriculture show, which for many years has shared the agriculture building with a variety of commercial exhibits and more recently with combined radio-TV studios, is deemed to be just the right size for the smaller foods building right across the street, which also houses the poultry show.

With this set-up, the shell of the agriculture show exhibits can be kept in place all year round and a complete rebuilding job will not be necessary each year as a result of renting the larger building out for trade shows and other activities.

Move Food Show

The food show will be housed in the front end of the varied industries building, which will continue to house the same commercial exhibits it has in the past, quite a few of which are of an agricultural type. In addition, space will be made available for a variety of light industrial exhibits which cannot now be accommodated.

The large general exhibits building, one of the two largest exhibit halls on the fairgrounds, with 72,000 square feet, will continue to house the fair's International Center with exhibits from foreign nations. It will also be slanted more toward exhibits by heavy industries and large corporations, several of which have already been lined up for lavish participation.

Home furnishing exhibitors and others of this type will be encouraged to make the switch to the new women's building, in which a family and home approach will be made—a broader appeal than the high fashion displays of the past several years.

Two Calif. Events Sked Photo Shows

LOS ANGELES—International photographic exhibits will be featured at the Southern California Exposition, Del Mar, and the Los Angeles County Fair, Pomona.

The Del Mar show, June 28-July 7, will be sponsored by the Southern California Association of Camera Club in co-operation with the Exposition. Burton Frasher, Professional Photographers' Association of the Inland Empire, will direct the showing at the Los Angeles County Fair.

Frasher said the Pomona event will be for amateurs as well as professionals. Among the participants will be Photographic Society of America, Professional Photographers of California, National Press Photographers' Association, American Society of Magazine Photographers, White House Photographers' Club and others.

Texas State Preps Vast Garden Center

DALLAS—The plans and aspirations of Dallas Garden Club ladies for the past six years are nearing culmination with the imminent start of work on the new Dallas Garden Center at State Fair Park here.

The horticulture building, built for the Texas Centennial Exposition in 1936 and later used by the fair as a women's building until 1954, will be converted into a lavish garden center building and the several acres of land which surrounds it will be made into a luxuriant botanical garden. Eventual plans call for expansion of the garden center area and botanical gardens to cover a seven-acre tract at the southeast corner of the fairgrounds.

The garden center project has been financed by six spring flower shows put on by the Dallas Garden Center, Inc., with the co-operation of the State Fair of Texas.

The fair has loaned staff members and the use of buildings for the flower shows and net profit of the shows has gone into a Garden Center fund. Garden pilgrimages to estates in the Dallas area, also put on with assistance from the fair, have raised additional funds for the center project.

In addition to funds raised by the flower shows and pilgrimages, the city park board and the State Fair have both contributed to the total needed for the Garden Center and botanical gardens. The estimated total cost of the Garden Center is \$262,930.

Revamp Building

Under the contract between the Garden Center, of which Mrs. Herbert Marcus Sr. is president, and the park board, the old horticulture building will be completely

remodeled and air conditioned.

An auditorium seating about 400 people will be added on, doubling the size of the building which now has about 20,000 square feet.

There will be a garden room in the building with greenhouse, fountains, indoor garden, etc. The rest of the old part of the building will be offices and a garden book library, small meeting rooms and kitchen facilities.

The Garden Center is expected to be ready for occupancy before the 1957 State Fair, adding a new major structure to the fairgrounds.

The sales and special events department of the fair, headed by Joe Rucker, has handled business and financial details of the six flower shows put on by the Garden Center ladies, with publicity help from the fair's publicity department.

The flower shows will be continued on an annual basis, with proceeds to be utilized for equipping, maintaining and operating the Garden Center.

The building and land will remain the property of the city.

Games Okay Is Sought For Trenton

TRENTON, N. J.—The outlook for concession game operations at New Jersey State Fairgrounds looked favorable last week following discussions by George A. Hamid with Agriculture Secretary Alampi and Governor Meyner.

Under the State Legalized Games of Chance Commission, auspices groups can operate games. The plan was tried successfully last year by Morris County Fair, Troy Hills, where churches obtained licenses to operate wheels.

This pattern is employed in park operations thus far this year. Trenton has a long head start in the direction of auspices, since the gathering of veterans, church, firemen's and fraternal stands of all kinds is among the largest in the East.

New Grandstand For East Moline

EAST MOLINE, Ill.—The Rock Island County Fair here has awarded the contract for construction of a new \$120,000, all-steel grandstand to seat 2,780.

The new stand was designed by Gaylord R. Lewis, Findlay, O., fair consultant, and also includes 12,900 square feet of commercial exhibit space under the seat deck. According to present plans and if there should be no delay in steel delivery, the stand should be available for use by the August 20 opening day of the fair.

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Brandon Plans 65G Stock Barn

BRANDON, Man. — Directors of Manitoba Provincial Exhibition here have approved construction of a \$65,000 building to house dairy cattle exhibits.

The structure, 94 by 200 feet, is expected to be ready in time for the opening of this year's fair, July 1.

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Steeplechase Pier Destroyed by Fire

NEW YORK — Fire swept Steeplechase Pier last week, destroying the ancient structure but was prevented from hitting the amusement park, one of the Coney Island landmarks.

Monday's (22) blaze was the second costly one for Steeplechase in the last couple of years. The first razed the venerable Merry-Go-Round which had been in use on the Boardwalk end since early in

the century. It was not so much a matter of price as of nostalgia, since the ride was not replaceable.

This time a 900-foot section of Steeplechase Pier was burned out. Shore winds whipped the flames, which also destroyed a two-story wood building at the foot of the 1,200-foot pier. The fire broke out at 3:50 a.m. and lasted a little over an hour.

Built in 1904

Erected in 1904 as part of the Tilyou family's amusement operation, the pier had served strollers and fishermen for decades, and was also a docking place for excursion boats.

The Park Department acquired the pier in 1938, and also owned the two-story building, which fell into the ocean during the fire. Police reported that success in containing the fire to the ocean end of the pier undoubtedly prevented it from sweeping thru the park, which was built by George C. Tilyou in 1897.

Estimates of the loss ran from \$50,000 to several hundred thousand dollars.

Pontchartrain Opens; Flashes New Pool Golf

NEW ORLEANS — Pontchartrain Beach here opened a new three-part swimming pool. There was a preview for invited guests Saturday (20), with a water ballet and diving exhibitions as part of the event.

Hary J. Batt, managing director of Pontchartrain, said that the pool cost \$556,000. It includes areas for diving, wading and swimming, and it is featured as a fresh-water pool.

Other new features at the beach this season are a miniature golf course and a new boat dock from which will be operated speed boats and sightseeing boats.

Park's season got under way Sunday (14). The weather was unseasonably cold, but few warmer hours brought business which Batt interpreted as an indication of another strong season.

Spot scored a good publicity break in the Down South magazine, which is devoted to news of resort, amusement and vacationing spots along the Gulf Coast of Louisiana, Mississippi and Alabama. Story is in the second most favored position in the magazine and gives a comprehensive coverage of the amusement park and beach with pictures.

Jersey Group Plans Strategy

ASBURY PARK, N. J. — An 11-man committee has been formed to plan strategy and formulate wording of a referendum thru which New Jersey residents may give approval of concession games for 1958. Games were closed in mid-summer last year and were again ruled unconstitutional this winter by the State Supreme Court.

Maj. J. Francis Tunney, of Seaside Heights, president of the New Jersey Amusement Men Board of Trade, is chairman of the committee which embraces operators from shore and park locations.

Other members are Gilbert Ramagosa, Wildwood; Abe Baker, Atlantic City; James Smith and Abe Rubin, Asbury Park; George A. Hamid, Atlantic City; James Grover, Keansburg, and Irving Rosenthal, Fletcher Creamer and Joseph Weisman, Palisades Amusement Park.

Working with the committee will be former State Senator John Toolan, of Perth Amboy, counsel, and William O'Connor, Newark, publicist of the association.

The association will meet again in early May in Convention Hall for election of officers. George Zuckerman is secretary.

Belmont Park At San Diego Spends Heavily

SAN DIEGO, Calif. — New kiddie and major rides, a renovated Roller Coaster and a new entrance are among the improvements being readied at Belmont Park, Mission Beach here. John C. Ray is president of the operation.

Management of the park invested \$75,000 in this year's improvements and the city has appropriated \$151,000 for landscaping, improvement of the parking area and beach work.

The Coaster has been idle for two years. Now it is equipped with new cars, new lighting and new power, Ray stated.

New in the ride department are a Hot Rod and a Flying Scooter. Kiddie ride additions are a Junior Hot Rod and Tubs-O-Fun.

The entire park has been fenced and new lighting equipment has been installed thruout.

Belmont Park is playing up its role as a family park again this season.

Lou Franklin Reports Successful Price Hike

NORTH HACKENSACK, N. J. — Lou Franklin, operator of Kiddie Wonderlands near here, has announced new ticket price scales and reports that there has been virtually no resistance or complaint from his customers.

Since 1951, when his Kiddieland opened, his rides went for the general price range," he said. But now he declares the time of three rides for 25 cents has gone the way of the 5-cent phone call and nickel record play.

His new scale is 15 cents; two for 25; five for 55 cents, and 28 rides for \$2.75. As he points out, this means 5 or 10 cents for most sales.

Franklin said that at the Kiddieland session during last November's convention of the National Association of Amusement Parks, Pools & Beaches, he realized that the general attitude, and his own, was to "wait out changes and go along with the general trend."

But he decided to take the initiative in view of increased taxes, licenses, labor, equipment and operating costs. He recalled that his experimental switch two years ago to 100 per cent automatic vending for the refreshment area was successful and now nets 300 per cent more than the previous set-up. With this background, he took the plunge in raising prices.

Kennywood Launches Its 60th Season

PITTSBURGH — Kennywood Park launched its 60th season Easter Sunday and will continue weekend operation thru May 12, after which full-time operation will be scheduled.

A new ride is the Round-Up. There also are a new novelty stand and concessions center. The Pittsburgh Post-Gazette recently carried a layout of pictures along with copy that told how much effort and material went into preparing the park for reopening.

Last week he reported that there have been "no comments, no complaints and more money each day we are open." He recommended that other Kiddieland operators could increase prices also. Franklin said his experience shows that the public is accustomed to paying more for everything and that kiddie ride tickets are no exception.

Western Layout Viewed For Jersey Storyland

ASBURY PARK, N. J. — Third year of operation of Storyland, U. S. A., major theme installation at the Neptune traffic circle, probably will see a couple of changes instituted to cater to repeat patrons.

The 50-acre layout, much of which is still undeveloped land, may see a cowboy village in operation by mid-season, it is reported.

Oklahoma City Funspot Opens With New Rides

OKLAHOMA CITY — Spring Lake Park here opened the season with a four-day initial Easter weekend. Roy and Marvin Staton, operators, featured fireworks, Easter pageant and free circus acts Friday (19) thru Monday (22).

Park has been renovated and new rides are installed. Included is a new Little Dipper, new swing ride and new Whirlybird ride.

Springlake is featuring availability of parking space for buses and the presence of city bus service from downtown direct to the park. Ads for the park also stress that Springlake is a private enterprise.

Park is being managed by Merrill Braverman, who is on leave

New Pa. Animal Farm Prepares for Opening

WILKES-BARRE, Pa. — A new theme park and animal attraction, Red Rock Game Farm, is being readied for opening early in May. The 44-acre attraction is next to Ricketts Glen State Park on highway 115 between Williamsport and Wilkes-Barre.

Early interest has been built with a weekly TV show on a Wilkes-Barre station. The 15-minute Tuesday program has been featuring animals from Red Rock Game Farm.

Wilkes-Barre board of education has contracted with the spot to handle school children in bus loads at special prices. Normal ticket prices will be 50 cents for adults and 25 cents for children.

Circus Background

Operator is Henry Vonderheid, who has had the Von Bros. Circus in recent years. Some aspects of the attraction have been derived from the Fort Weare Game Park, Pigeon Forge, Tenn., operated by other circus owners.

The layout includes a high board fence along a 450-foot frontage of the main animal area. At the center is the entrance and concession building. More than three-fourths of the permanent animal pens have been completed. Meanwhile, the warm-weather animals are being kept at Vonderheid's new circus winter quarters at Plymouth, Pa.

Two dump trucks and a power shovel have been purchased for the job, now well along, of grading the site, which is 300 feet deep. Two bull dozers have been kept busy much of the winter also.

Rides, Animals

Four kiddie rides are to be installed inside the animal area. A live pony ride also is planned. Free shows will be given daily, with chimpanzee, monkey and bird acts

worked by Gus and Casey Augsburg as well as Von's circus stock.

Staff includes Vonderheid, owner and manager; Mrs. Herman Vonderheid, secretary-treasurer; Henry Todd, restaurant; Mrs. Todd, front animal food stand; Bob and James Augsburg, rear animal food stand; Gene Burr, concessions; George and Floyd Lake, animal superintendents, and Homer (Red) Oliver, cookhouse.

Animals on hand include 40 assorted deer, 2 llamas, 2 bobcats, 5 bears, 1 alpaca, 22 assorted monkeys and chimps, 2 lions, giant anteater, 3 kinkajous, 4 alligators, 2 zebus, 2 kangaroos, an emu, plus large assortments of lambs, sheep, raccoons, pheasants, peacocks and other animals.

Peak Opening Buoy Hopes At Riverside

AGAWAM, Mass. — Blessed by ideal weather, Riverside Park enjoyed its best opening weekend ever, Saturday and Sunday (20-21). The spot, operated by Ed Carroll, went in heavily on advertising, promoting a 15-minute program on Springfield's WWLP-TV on Tuesday (16) and securing TV coverage of the Easter Sunday parade.

Cool but comfortable conditions for the Saturday night auto racing helped lure 4,700 fans, a record for opening night.

The parade on Sunday drew nicely, as did Ben Schiff's new Wild Mouse ride, completed just under the wire for the opening. The unit got best patronage, benefiting from the advance publicity and advertising Carroll has pinned on it.

A minimum of confusion attended the transition to a new centralized ticket system, which employs 5-cent units rather than individually priced tickets at each ride.

The Easter Parade was conceived by Harry Storin, park's promotion chief, and featured the Terry Twins of TV's "Twenty-One" program as judges. Number of contestants ran into the hundreds, requiring two hours to run them thru the judging mill.

It is the spot's 18th year under C. roll. Storin was in New York Saturday (27) for the wedding of his daughter.

Salt Lake City's New Lagoon Building \$100,000 Funhouse

SALT LAKE CITY — A new Funhouse, costing a reported \$100,000, will be ready for opening at New Lagoon park here May 4. Ranch S. Kimball, president and general manager of the park, designed the attraction after inspecting Funhouses at 40 other parks here and abroad. This one is billed as the first major Funhouse in this country in 28 years.

The new building, replacing one lost in a 1953 fire, contains 40 stunts and devices. Exterior is decorated with panels in a harlequin pattern. At the main corner is a larger sign reading Fun. Over the entrance way is a mechanical monkey band.

Following the European plan, the Funhouse will have accommodations for spectators from which they may overlook the entire Funhouse area.

Features of the building will be a skating floor, shuffleboard, crash bumper, lily pads in a tank of water, Sahara Desert, rolling logs, twisters, teeterboards, electric air valves, moving floor, whistle trap, roller inclines, doghouse craw-thru, jail and others.

Most spectacular will be the 50-foot slides; the whirlpool, a new circular device which revolves at such speed that rides are unable to change their position as it revolves, and the ever-popular barrels.

ROLLER RUMBLINGS

Van Horns' Formula For Click Operation

MINEOLA, N. Y.—What is the formula for successful rink operation? According to Earl and Inez Van Horn, operators of Mineola Roller Rink, sound promotional ideas are necessary to increase patronage of a rink. They operate their rink on a business basis, knowing that every business must spend money for advertising and promotion.

Just how this formula has paid off for the Van Horns is revealed in this account of the growth of the Van Horn rink. Just because a rink has opened its doors, does not mean that it will do business, the Van Horns point out. When Mineola Rink opened for the first time in July, 1934, just 39 people paid their way into the establishment, and these, the operators point out, were mostly curiosity seekers. Today the rink is one of the most successful in the country, solid evidence that the business-building policies instituted after opening night were the answers to the Van Horns' problem.

Built Via Promotion

When the Van Horns saw the poor showing that marked their opening night effort they knew the answer lay in but one direction—the building of patrons' interest and enthusiasm for the sport. To accomplish this they embarked upon a series of promotions. The first of these was the awarding, twice weekly, of a pair of shoe skates as the door prize. The idea behind this was twofold. First, it boosted attendance figures mightily. Secondly, it introduced shoe skates to patrons. At that time few, if any, skaters used shoe skates at Mineola, so when the winners of them told their friends about the comfort of them and how

they increased their skating ability, it started a trend. The result was that the sale of shoe skates in the rink's retail shop skyrocketed.

At that time not one of the Mineola patrons could dance skate, so Inez Van Horn began teaching interested students the intricate steps that she and Earl did when they were on the vaudeville stage as a dance team. Classes were held on weekday nights, thus offsetting the midweek slump that plagues most operators.

Another policy of the Van Horns was that of generating an atmosphere of friendliness in the rink and offering programs that would insure a good time for each patron, the operators realizing that a good time is paramount in the minds of most skaters. This embodied use of many games and party stunts. One of the most popular and one that has endured thru the years is voodoo night. In this game each couple is given a number, and with the spin of a huge roulette wheel, couples are eliminated. The one remaining couple is given a cash award of a few dollars. Not only is a good time had by all, but the word is spread among teenagers that Mineola Rink is the place to go for fun and, with a little luck, some money.

Programming for All

Another traffic builder for the Van Horns is dance contest night, usually held on Tuesdays. The most graceful couple wins a medal which, tho inexpensive, provides incentive. To appease both dancers and regular skaters, enough specials are programmed to give dancers an opportunity to practice steps. These specials are spaced into the evening program so as not to cause the regular skaters to become bored.

Once yearly the rink offers an old-timers night. All people who used to skate during the rink's early days are invited to skate and meet old friends. Last year's event drew 1,500 paid admissions, the Van Horns report.

Even tho over-all dimensions of the rink were increased by 60 feet, the skating surface has been kept the same size, the Van Horns believing that a smaller floor creates a friendlier atmosphere and that, actually, youngsters enjoy being jostled around a bit.

Well Regulated

High standards of dress regulation are maintained at the rink. Skating skirts more than two inches above the center of the knee are not permitted. Men are required to wear jackets or sweaters, with the exception of summer months, when sport shirts are permitted. Inez Van Horn personally supervises youngsters at the rink. This not only includes dress regulations, but behavior as well. This policy of maintaining high moral standards has paid off handsomely, for not only do parents encourage their children to skate at Mineola, knowing that they will be well supervised and out of trouble, but a church runs a monthly skating party in the rink. This vote of confidence by parents and church groups could not have been given unless the rink was carefully regulated.

LeSourdsville's Turnpike and Dancery OK'd

MIDDLETOWN, O.—Work continues to advance at LeSourdsville Lake Park here in preparation for the season's May 11 official opening, which is to be preceded by the second of two scheduled weekend previews on May 4-5.

Manager Don Dazey said that the popular Turnpike ride, introduced last season, has been improved. A new concrete track, complete with graded curves and guard rails, has been installed. Also added to the ride is a fleet of heavier cars equipped with more powerful motors and controls to provide easier steering. An automatic stopping device will now stop cars at the end of the ride.

Stardust Gardens, the park dance hall, went into operation during the first weekend preview. A cement garden has been added to the rear of the structure, permitting the seating of an additional 500 persons and bringing total seating capacity to 2,000. Karl Taylor's orchestra played during the first preview, and the Buddy Roger band is set for the second weekend, with Sammy Leeds' crew in for the opening of the regular season.

Bob McKay Manager at Buckeye Lake

BUCKEYE LAKE, O.—Buckeye Lake Park opened its 37th season under the Carlin banner Sunday (21) with Bob McKay in as new manager, replacing A. M. Brown. For the past 19 years McKay was assistant to Brown, who is now at the Indian Lake, O., park operation of Mrs. French Wilgus.

Buddy Morrow's orchestra was the Sunday night attraction in the ballroom, attracting 1,737 customers. The dancery has a new lighting system and has been redecorated. Other orks set for the season include the crews of Sam Donahue, Woody Herman, Ralph Marterie, Les Brown, Ray McKinley, Johnny Long and Larry Sonn. Also signed for an appearance are the Four Freshmen, vocal team.

The park reportedly has signed more industrial picnics for 1957 than ever before, but the more than 500 tables in a covered picnic grove are adequate. Another attraction set for the park is the State finals of the Miss America contest in August.

The new U. S. Highway 40 currently under construction two blocks from the park entrance is expected to increase patronage for the park once it is completed.

New London's Outlook Good

NEW LONDON, Conn.—Ocean Beach Park is running weekends until early in May, when daily schedules will be resumed. Park opened April 14.

Dick Coleman, operator of 11 rides at the spot, reports prospects good for this season, following a successful year in 1956.

Coleman's C & F Amusement Corporation has expanded to the limit of its property, it is reported, and a rearrangement has been studied with the intent of adding a new ride.

Circus Stand Builds Daytimes at Palisades

PALISADES, N. J.—Spotty weather has hampered night operations at Palisades Amusement Park, but daytime business, bolstered by the parking lot circus and generally warm weather, has been excellent.

There are several new units in play. The Holmes Cook miniature golf course was completed just under the wire for last week's opening, as was the Wild Mouse ride and the Life Show installation.

Fascination has been replaced with a group of coin-operated bowling units.

Nights Light

Palisades will require a larger tent than that provided by the Hunt family this year, and on Thursday (15) the Hunts committed themselves to an additional 40-foot middle, increasing seating capacity by several hundreds to around 3,000 for next year. Three shows daily during the holiday week have produced constant turn-away business at matinees and three-quarter houses for the 5:15 shows. Next year the second show will be advanced to around 4 p.m.

Evenings remain relatively light but still average close to two-thirds full.

The parking lot under-canvas show has enjoyed enough success to encourage park operator Irving Rosenthal and George A. Hamid to set sights on a two-week rodeo

outside the park at season's end. It would begin the final week of the normal season and extend the closing an additional week.

The park's games are in operation in a pattern set last year by the Morris County Fair.

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New Beatty Circus Makes Long Jumps, Plays First Stands

New Look Brings Rave Comments; Performance Details Reported

COLUMBIA, S. C.—The re-constituted Clyde Beatty Circus has opened as a motorized show and completed its set of long jumps from Florida. Business at the opening stand in winter quarters and at the subsequent two stands was okay.

De Land, the first stand, was played Wednesday (17) to a better than half house in the afternoon and a three-quarter night attendance.

At Charleston, S. C., the next stand, Saturday (20), the show had 80-degree weather and pulled a two-thirds afternoon plus one-third night house with fire department auspices.

Columbia was the Monday (22) stop and it gave the show its best score so far, with three-quarters and near-full houses. Exchange Club was the auspices.

New Rig Shines

New trucks, new canvas, new paint, and new equipment gave the show a sparkling appearance that drew comment from observers at early stands.

Among the acts on the program, Clyde Beatty's Wild Animals, the Sabre Jet flying act and Don Dorsey's single trapeze number, were winning comments.

Show is offering its animals in a Side Show-menagerie combination at a 35-cent gate. At Charleston there were 15 elephants and 10 other animals. Among other mid-way units is a whale show walk thru, but this is not the same whale show that closed with the circus last season.

At De Land the Alberto Zoppe bareback troupe had not yet arrived.

Count Nicholas is equestrian director and Raymond Aguilar has the band. Performance at De Land was as follows.

La Fiesta, entry; clowns; Clyde Beatty; two elephant-pony acts; clowns; aerial display with six webs, two ladders and one trapeze;

Buffalo Opens To Good Crowd

BUFFALO, N. Y.—Shrine Circus, produced here by Al Dobritch with Clyde Bros.' Circus making up much of the show, opened Monday (22) to a 4,500 afternoon and 6,000-person night crowd in Buffalo Memorial Auditorium. Opposition included Pat Boone in a week-long date.

Sets Winter Dates

PATERSON, N. J.—Booking of eight weeks of circus dates for next winter by Don Francisco was reported here. Francisco recently produced a circus in Paterson. His reported winter dates include Atlantic City, White Plains, N. Y., and Paterson, N. J.

Hagen Houses Okay

SHAWNEE, Okla.—Hagen Bros.' Circus played to a two-thirds afternoon and a straw house at night here Thursday (18) under Exchange Club auspices. Sponsor came away with \$365. Weather was threatening. Kelly-Miller is booked to play here May 8.

Early Stands Hold Strongly For Cristiani

GREENWOOD, S. C.—Good business continues for Cristiani Bros.' Circus. The show had two three-quarter houses here Saturday (20) under Slurine auspices. At Augusta, Ga. (18) they had two-thirds in the afternoon and half at night with an all-day rain.

Upon arriving in Augusta, Daviso Cristiani discovered that his High school horse was not in the trailer. With the help of the highway patrol, the horse was relocated about 14 miles out of the city. It was uninjured and performed that night as usual. It was deduced that while in the truck it had slipped free of its halter and leaped out of the moving vehicle.

clowns; three wire acts, Ricardo, Attilana and Latinos; clowns; Don Dorsey, single trapeze; Ming Toy, slide from the top of the tent to the ground while suspended by her hair; the Carmenas, acrobatic and balancing act; the Fortseitz-Mendez Troupe, high wire; two balancing acts; clowns, the Sabre Jets; clowns; Rentons, Seguras, Miss Ming, juggling and acrobatics; elephant display with two herds of three each and one of two followed by a walking long mount.

PACKS WESTERN ANNOUNCES ACTS

Unit Opens May 3 in Arizona; Cut Mileage From 1956 High Total

ST. LOUIS—Tom Packs' Western unit will open in Phoenix, Ariz., May 3, it was announced here last week at the Packs headquarters. The show also announced the line-up of its acts.

Following Shrine dates in Tucson and Globe, Ariz., the show will move into New Mexico, to be followed by dates in Colorado and a trek in the Northwest.

Mostly Shrine-sponsored, the show has been routed about 6,000 miles less than last year, according to Jack Leontini, Packs staffer.

The line-up of talent will include the following:

Dick Clemens, mixed wild animals; the Reynolds, juggling; Don Frisco, wire; Gustavos, acrobats; Rolfe's ponies; Thompson's dogs; Arturo Family, high wire; Name-dils, perch; Alex Eduardo, comedy car; Droguetts, Valentines and Johnsons, trampoline; La Vals, flying return; J. Garcia Nicolini's chimps; Mauricos, juggling; aerial ballet; Simru Duo, sky dancers; Carlyle Troupe, teeterboard; Dolly Jacobs' Elephants, and Dressler Brothers, aerial motorcycle. In clown alley will be Teto Flint, Al (Kokomo) Maddox, George Barnaby and others.

Playing Rink Wright's Omaha circus instead, Dick Clemens and the Simru Duo will be replaced on the Arizona dates by Stefano Rpetto with group of mixed wild animals from the Jungle Compound, and Willy Huestrei's Hollywood Skyrockets.

C. W. Hoerber is the Packs Unit's general manager and will have per-

sonal charge. Jack Leontini will be on hand the first two weeks after which he returns to St. Louis.

Victor Robbins will be the musical director; Julie Droguett, vocal soloist; Milt Robbins, announcer; Harry Hammond, concession manager; Nick Bengor, in charge of working personnel, and Eddie Frisco, electrician. Bob Stevens is the Western unit's general representative, and Bill Tumber, press agent.

Garden Details Plan For Bermuda Ontario

TORONTO — Garden Bros.' Circus will sail from New York on May 9 and arrive in Bermuda on May 13 to start that island's first circus engagement. The show then will close May 29, return to New York on June 3 and opens its Canadian tour at Grimsby, Ont., June 6.

W. R. (Bill) Garden announced details of the show's plans. He also revealed that the show will have the Jules Jacot animal act in Bermuda and the Royal Inca Llamas in Canada. Other acts also were named.

The show will work under canvas this year. Previously it has appeared in buildings and at ball parks.

Bermuda publicity began in February and advance ticket sales opened April 5. Show is to be sponsored there by the Lions Club. A Lions representative was in Toronto recently and reported widespread interest in the circus on the island.

Garden said that there is a possibility that the Canadian Broadcasting Company will send a mobile unit with the circus to Bermuda. CBC interest stems from the fact that no circus has been in Bermuda before and that Garden Bros. is the only Canadian circus. In Bermuda the Pillsbury cake mixes have just been introduced, and this is tied in with the circus thru a merchants' ticket deal.

Once back in Ontario, the show will play 96 sponsored towns in Ontario. It also will make three fairs, where it has sold its per-

18th Mills Edition Starts New Season

Performance Run-Down Reported; New Seat Wagons Put Into Use

JEFFERSON, O.—Mills Bros.' Circus opened its 18th season here. Weather was ideal and business was okay. The operation ran smoothly, with most of the show's regular staffers on hand again.

The afternoon show drew a full house; there was a three-quarter house at night. In keeping with Mills custom, an invocation was given by a clergyman at the first performance of the season. Then a circus fan, Paul Bowers, blew the whistle to start the show.

Between performances 350 persons, including fans from seven States, officials of Ohio State, county and city governments, newspaper people from various cities, and circus people were guests of Jack and Jake Mills, show owners, at the annual opening day banquet.

Many circus fans began converging here Wednesday (16) in advance of the Mills opening on Saturday (20). Various fan groups held meetings, and following the Mills rehearsal, the Ohio CFA organization was host to troupers and fans at a party in Ashtabula.

Show put into use three new seat wagons. They fold into three layers, and when unfolded they are 10 high.

Program running here was as follows:

Carnival in Spain, entry; Buckskin Birnie, concert announcement; Juggling Bakers and Juggling Droguetts; Jinx Adams and Edith Beketow, pony drills; Miss Christine's loop-the-loop, Miss Lola's foot revolutions, and Miss Eleva's loop-the-loop; Canine Capers and Beauty and Beast; clowns; Three

Sons, acrobatics, Marquez Troupe's horizontal bar number and Three Lads, acrobatics; concert announcement; Great Condonea, cloud swing; Count Beketow, dressage riding; clowns.

New Arab Act

The Eight Sons of Morocco, newly imported Arab act, with Monticon Trio and Sanchez Trio, trampolines; Paul Nelson and Jinx Adams, Liberty horse acts; clowns; Senor Leopoldo's chair balancing and Three Castalias' head balancing; concert announcement; Reynosa Trio, aerial; clown boxing; web number; Olga Sanchez, bounding rope; clowns.

Rafael's and Francisco's trapeze head balancing acts; Mills Bros.' Elephants with Virgil Sagraves; the (Bakers) Spinnets, plate spinning, and Miss Rebecca, barrel kicking; Great Roby and Patricia, newly imported contortion act; high school horses; high jumping horses; Miquel and Rita and Les Argentines, perch acts; clowns, and the Flying LaForms, flying return.

Equestrian director is Paul Nelson, and Frenchy LeBoeuf has the band. Show is produced by Jake Mills.

Scandinavian Tent Shows Open Season

COPENHAGEN — Circus Benweis was the first Danish tent-circus to tee off here this season and it drew a full house at its opening Saturday (6) night. A prime asset is a big top which, because of its size, will probably be used only for the Copenhagen stand. Unusual features were six tubular metal stairways — 10 wide steps each—which reached half way up the sidewalls, making it easy to seat the audience and speed up exits and also making it possible to comfortably heat the big tent, which seats well over 2,000.

Show has the Bogdadi Family. (Continued on page 81)

Carson-Barnes Starts Trek; Crowds Okay in Storm Area

ATOKA, Okla. — Carson & Barnes Circus opening its season here Thursday (18) received a matinee baptism of more water than customers, but had better than a half-house at night despite almost constant tornado warnings for the Atoka area on every commercial and police radio station from 5 p.m. until midnight. As an afterthought to the weather's hijinks, the winds blew down the Side Show tent between the matinee and night performances. No one was hurt.

Performance is the strongest for any of the shows taken out of Hugo, Okla., quarters by Manager Jack Moore, and ran one hour 45 minutes opening day. Moore reported sponsoring Lions Club had better than fair advance sale.

Atoka airport, generally used by circuses, was under water from recent rains, but General Agent Tom McLaughlin had spotted the show

on a small but well-drained new lot just south of Atoka, and no problem was encountered getting on or off lot despite rains which started at mid-morning.

Bill Woodcock, manager of Animal Annex in what was previously billed as Side Show, said damage to canvas by blowdown was slight. Two strong pit shows, Norman Anderson's hippo and Jack Turner's snakes, had an excellent opening day.

Most of front yard had flashy new art paint job and lettering, and Willie Rawls hopes to complete painting job at Joplin, Mo., while show is still for week playing indoors at home show.

An estimated 100 show people were visiting at opening day. Included were Mr. and Mrs. Kelly Miller, Mr. and Mrs. D. R. Miller and Col. Tim McCoy, all of the Kelly-Miller circus.

JUNIOR AT 73

Louie Berger, Vet Agent, Exudes Youthful Enthusiasm for Business

CHICAGO — At 73, Louie Berger, general agent of the Olson Shows, still answers to the name of "Junior."

To anyone who knows Louie, this is understandable.

At 73, he still shows the same boyish eagerness and earnest dedication to his responsibilities as a youngster just starting out in the business.

His size—he's 5 feet 5 and weighs about 135 pounds—adds to the boyish appeal. So, do his eyes—blue ones that sparkle.

Rarely does he lapse into reminiscences, for Louie is always looking ahead to the future.

Past Draws Chuckles

When he does recall incidents of the past, his chuckle becomes a little deeper because Louie in a quiet, good-natured way has experienced much—the good with the bad—yet always has bobbed up, with his eyes a-twinkle, intent on still more new experiences.

At 73, Louie is one of the two veteran railroad show agents still active. The other is Bob Lohmar of the Royal American Shows.

Looking back, Louie can retrace more than 50 years—54 to be exact—spent in the outdoor amusement field.

Besides his long, broad background in the carnival field, he can draw from experiences in still other fields—fields which also



LOUIE BERGER

were packed with no little excitement.

With Bunion Derby

For instance, he was an advance man for the highly publicized Bunion Derby, the cross-country run

staged by Cash and Carry Pyle in 1918. The Derby was one of the great outdoor promotions of all time—great in the sense that it captured the imagination of the American public as have few major events before or since.

The run, it will be recalled, was from Los Angeles to New York. The money from the run was planned to come from sums put up by villages, towns and cities along the route.

As advance agent, it was Louie's job to go into each community along the route from Los Angeles to St. Louis to get the Chambers of Commerce to up with money. In return, the Bunion would go thru the town, and, in most instances, make an overnight stop, thus focussing nation-wide attention upon the community and giving the town an attraction that drew folks in from miles around.

Held Up His End

Louie asked anywhere from \$400 to \$5,000 depending upon the size of the town. Characteris-

(Continued on 76)

Army Dates Send Manning Hopes Up

HIGH POINT, N. C.—Addition of new units and signing of a promising series of Army camp dates has brightened the outlook for the Ross Manning Shows. Manning has played two military dates thus far and has five to go, beginning with the heavily-populated grounds at Fort Campbell, Ky., during July Fourth week. Route includes 10 fair dates as well.

The show has acquired four light towers and one of the show fronts of the John Marks Shows, which has been retired from the road by its owner. In addition, Manning reported, purchases include a Coaster from Stacy Johnson of Miami, a Scooter, and a Diesel plant from Harry Heller.

Show had a big week at Camp Gordon in Augusta, Ga., but played a disappointment at Camp Stewart, Ga., which reportedly did not have the population to provide suitable business.

Coming into High Point for Holy Week, the show had misgivings,

but business held up satisfactorily, Manning said.

New York Dates Set

Route takes the show thru Virginia for a couple of weeks, then jumps to Newburgh, N. Y., May 13, followed by West Haverstraw, and Poughkeepsie, Decoration Day

(Continued on page 74)

Wade Greater Set For May 17 Opener

DETROIT — Wade Greater Shows, the first show to use the Michigan State Fair Grounds here as winter quarters, has had a staff of eight men on duty since March 20 readying equipment stored in the Blue Pavilion.

The shows, which are now owned by Patrick and Connie Wade Manley—the latter the daughter of the late W. G. Wade—will be again managed by Cameron D. Murray, a veteran of the organization. Fenton Zurka is returning as secretary.

The Wade Greater unit will carry its own power unit for the first time, having purchased a 28-foot semi with two 100 KVA transformers complete with switch boxes from the W. R. Geren Shows. Other acquisitions include four two-ton Chevrolet trucks.

Carry 8 Majors

The show will carry eight major and four kiddie rides, six shows and about 50 concessions this year, Murray said, representing an increase of about 40 per cent in each department. New rides being added include Jerry Ruff's Octopus, and the Whirl-o-Plane and an Airplane ride owned by Clark McCuen.

Bill Abraham, who will have 12 concessions with the show, has already arrived at Pontiac, Mich., after a winter at Tampa, to ready equipment and assemble personnel. Mr. and Mrs. Gene Jamieson, who will have five concessions, were en route this week from Tampa.

H&M Signs 8 Georgia Fairs

INDIAN SPRINGS, Ga. — Hoard & Mullis Amusements has been contracted to supply the midway at eight Georgia county fairs, it was announced last week by Elbert Mullis, co-owner with Dan Hoard.

The line-up of annuals includes Crawfordville, Jefferson, Hartwell, Sparta, Jackson, McRae, Sylvester and Ashburn.

All rides and concessions have been refurbished and are now in operation at the Hoard & Mullis Park here. They will be at the park location until after Labor Day.

Powelson Bows In Sunshine

NEWARK, O.—The first unit of Powelson Amusement kicked off its '57 season here Monday (22) to ideal weather, plenty of sun and high temperatures.

The unit, which is managed by Homer Snedeker and Richard Criley, had 10 rides in operation including a Jenny, Ferris Wheel, Scrambler, Tilt-a-Whirl, Octopus, Rolloplane and a kiddieland of Jeeps, Autos, Ferris Wheel and Airplanes. On the back-end were Speedy Sayre's Motordrome, Mark William's girl unit and John Mapus' Playland.

Last minute touches were being applied to the second unit in Coshocton, O., quarters. The show, under the management of Harry L. Day, will spring May 6 at Gallipolis, O., with a Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane, Roller Coaster, Chairplane and four kid devices.

A new Funhouse will also be carried by the Day-managed show.

Penn Premier Opens Season In Virginia

LYNCHBURG, Va. — Penn Premier Shows opened its season here last week after final touches were applied to rides and equipment in Henderson, N. C., winter quarters.

For the early season dates the show had 23 rides and 11 shows, which will be augmented for fairs. A total of 14 fairs, including several played by John Marks for years, are signed with the first one to start in early August.

Three more light towers and a searchlight were added this season and new banners will be delivered to the show in time for fairs. The Minstrel Show, purchased from the Marks organization, will be managed by Jimmie Simpson. Harry Mammias will have a Rock-o-Plane and several concessions, while Irvin Degger has signed to bring his Skooter to the show. Happy Powelson will join with his Scrambler once his show has finished its fair route.

On the backend, Frank Tezane will manage two gal shows; Philipino Jimmie, Side Show; James Author, Monkey Speedway and monkey unit; Mack Donner, life show; Clint Strouse, Funhouse and Glass House; George Ice, snakes, and Irene Burton, Wild Life.

Major celebrations include those at Winchester, Va.; Charoli, Pa., and Washington, Pa.

Staff, in addition to owner-manager, Lloyd D. Serfass, includes Harry Westbrook, business

(Continued on page 76)

Garman Opens After Hefty Ad Campaign

EXCELSIOR SPRINGS, Mo.—Ken Garman's Sunset Amusement Company opened its 28th season here Thursday night (25) preceded by a hefty advertising-publicity campaign.

The show, which has its own winter quarters here, was the subject of a two-page advertising spread in the Sunday (21) Daily Standard, with some 20 of the local merchants and organizations welcoming the show. In addition, a number of long stories were featured in the paper.

The ride line-up included two Ferris Wheels, Dodgem, Tilt-a-Whirl, Caterpillar, Octopus, Rock-o-Plane, live ponies, kid autos and a Pony Cart ride.

The staff, in addition to Garman, includes Mrs. Garman, secretary-treasurer; J. T. McManus, assistant manager; A. J. Duffey and Miss Feye Barnes, publicity and advertising.

The '57 route will take the show into Iowa, Minnesota, Kansas and Arkansas. Still dates will

(Continued on page 76)

Fitzsimmons Takes Little Dixie Title

HUGO, Okla.—Roy Fitzsimmons, who has been operating his carnival under the name of Fitzsimmons Shows, has changed the title to Little Dixie Amusement Company.

Show opened here at the Semi-Centennial and is now in the fourth week of operation. Route will take it thru Oklahoma, Kansas and Colorado.

Twin City Fems Organize Club

MINNEAPOLIS—Mrs. William T. (Mickey) Collins was elected president of the new Ladies' Auxiliary of the Midwest Showmen's Association at its recent organizational meeting here in quarters of the parent club. The new president is the wife of show owner Billy Collins.

Mrs. Frank (Verna) Winkley, wife of the head man of Auto Racing, Inc., was named first vice-president, and Mrs. Charles Carroll, wife of the owner of Carroll Greater Shows, was elected second vice-president. Other officers are Mrs. William G. Hoff, secretary-treasurer; Angie Conroy, ways and means chairman, and Mrs. Preston Lambert, chairman of entertainment.

1st Vivona Weekend Creamed by Weather

LEIPERVILLE, Pa. — New show paper was in use here for the Vivona opening on Monday (29). Good weather has permitted a rebound from snow and coldness which greeted the opening Friday (12) in Lexington Park, Md.

It snowed after midnight and the coldness persisted into Saturday. Sunday was also cold, and the week-end weather kept the show from telling what kind of business was in store for them in this town.

The midway is equipped to earn plenty, in comparison with last year, and a weather break is awaited now. New revolving light towers studded with 1,000-watt bulbs and neon have added considerable flash to the show, it is felt.

Joe Cenname has joined with his bingo, staffed by Paul and George Graver, managers, and Robert L. Elms, Carrol Schermerhorn, Charles Anderson, Elvis Rotolo, Francis Scott, and Danny Davis. Gene Sweeney is assisting Harry Wilson on promotions.

Show Visited

Visitors included Claude Scherest of Cetlin & Wilson Shows, Joe Sherman, and Morris Vivona. Babe Vivona returned to New Jersey during the week to get the No. 2 unit ready for its opening. Joining soon will be Joe Faracchio, novelties and Roller Coaster. Also visiting were Leona (Tirza) Duval, with several performers of her "Wine, Women and Song" revue, who will be on the show this season.

MIDWAY CONFAB

Mr. and Mrs. James E. Strates, owners of the show bearing their name, have announced the engagement of their daughter, Elizabeth, to Lee Alexander, of Syracuse, with the nuptials to take place May 12 in Elmira, N. Y. Miss Strates is a graduate of both the University of Buffalo and Vassar College. Since completing her education she has been on the social service staff of the Veterans' Hospital in Syracuse and a clinical instructor at the New York College of Medicine at Syracuse University. Her fiancé, an attorney, is a graduate of Syracuse University.

Lou DuFour, veteran show op, will have a coast-to-coast operation this season. He'll have a life unit in Palisades Park, an alligator unit in Riverview Park, Chicago, and life and illusion shows in Long Beach, Calif. . . . Tivoli Exposition Shows was recently visited by the remote unit of Station KLOU, Lake Charles, La., which spent most of a day on the midway interviewing personnel for a half-hour taped show. Frank Spina, shows' business manager, wrapped up the show with a talk on the operation and transportation of modern carnivals.

Mrs. Hattie Wagner caught the Gem City Shows' opening at Pensacola, Fla., Monday (22) and was entertained by Manager Hickey and Dolly Young, business manager of the show. . . . Mrs. Bob Ayers, who recently underwent surgery in

Mobile, Ala., has been discharged from the hospital and will leave soon for the Battle of Flowers, San Antonio.

Elmore Yates, contracting agent of Benson Bros. Circus, was a recent visitor in Mobile, Ala., with Walter B. Fox, former carnival man. . . . Mr. and Mrs. Harry Bartlett, glass pitch concessionaires, who were to have joined the Harry Burke Shows in Baton Rouge, La., were forced to postpone their departure from Mobile due to Mrs. Bartlett's illness. . . . Mr. and Mrs. M. J. Drossen, off the road this year, trekked from Mobile to Peoria, Ill., to spend Easter with relatives.

Charles and Anna LeRoy are back on the Thomas Joyland Shows, managing an illusion show. Westley Blair is inside emcee and Bertie LaPage recently joined as annex attraction. . . . Dottie Valez and her mother, Anna Mae, are preparing to leave Raleigh, N. C., soon to join the Cetlin & Wilson Shows. . . . LaVern Martin, who has spent two weeks with Lee Huston's Snake Show on the Page Combined Shows, has been booked for a week on the Tinsley Shows in Greenville, S. C., before leaving for Springfield, Mass., to join Charles Hodge's Side Show as annex attraction.

J. A. Milliken, former owner of Milliken Bros. Shows, is in Adel (Ga.) Memorial Hospital after suffering a stroke April 17. Doctors say he will be incapacitated for some time and he would like to hear from friends. . . . Denes Papandropoulos (known professionally as Danny Pepper), formerly with the Gold Medal and Blue Ribbon shows, is reported to be seriously ill in St. Vincent Hospital, Sydney, Australia. He would like to hear from friends and his brother and sister of the Peppers Shows.

Milton R. (Pete) Stapleton, who was a partner with his brother, Charles G. in Funfair Shows, has sold his interest and returned to Korea where he owns part of a beer distribution agency. Chuck Duma is the new partner in the organization which recently bought a searchlight from John Reid of Happyland Shows and a Ferris Wheel from Paul Spor of Toledo. Recent visitors to Funfair winter quarters included Horace MacGinley, Rod Link, Red Ostrow, Sam Goldstein and Paul Gueldner. . . . Ben H. Liddon, formerly with Sheesley Shows and the Wallace Circus, is recuperating at 2455 14th Street, Detroit, following a stroke.

Mr. and Mrs. J. R. Carroll, San Antonio, joined Drago Amusement Company recently at Clarksville, Ind., with their parakeet concession. . . . Tommy and Etta Henderson celebrated their silver wedding anniversary April 21 on St. Simons Island, Ga., where they wintered. The Hendersons have spent 25 years in show business and have two daughters, Hedda and Juanita. . . . Lucilla Lichliter, who underwent a foot operation in Tampa March 4, is recuperating at her home there. It will be another three weeks before she is able to take to the road.

E. W. (George) and Betty Coe, of the West Coast Shows, recently observed their 38th wedding anniversary in Los Angeles. They have both been active in show business for years, with Coe serving as president of the Pacific Coast Showmen's Association and his wife as president of the PCSA Auxiliary. Coe is business representative for the West Coast Shows.

Novelty operator Aaron Hymes will be back on the Conklin Shows this year for Canadian fairs starting in August.

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, Brd 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, Bob Scott, contact at once. Mr. & Mrs. Payson, come in for opening—Robertson.

C. S. PECK, Owner. Wire or phone 2-8215, Kankakee, Illinois

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OFFICIAL OPENING—8 MILE ROAD AND SOUTHFIELD ROAD, DETROIT, MICH.
MAY 7 THROUGH MAY 19—THE FINEST LOCATION IN THE DETROIT AREA.

SHOWS

WANT SNAKE, MONKEY AND GRIND SHOWS OF ALL KINDS.

THIS BIG DATE TO BE FOLLOWED BY SANDUSKY, OHIO AND MUNCIE, INDIANA.

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All replies to: **ROD LINK, Mgr.**
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OPENING VICTORIA, TEXAS, FRIDAY, MAY 3, THRU MAY 11; THEN BRYAN, TEXAS, MAY 13 THRU 18

HELP

Want capable Foremen for Twin Wheels, late model 3-Abreast Merry-Go-Round and Octopus. Want Second Men for 18 Rides, also Kiddie Ride Help. All must be licensed semi drivers. Can place Wives on Ticket or Concession. Want Couple with House Trailer to operate office-owned Trailer Grab, one of the finest on the road. References required. Want Operators for Fun House, Midget Cattle Show and Walk-Through Grind Show on truck.

SHOWS

Want to book Motordrome, Big Snake, Ape or Monkey Show, Big Dog-Little Horse, Mechanical or any Show of merit. Committee money only. No Girl Shows.

CONCESSIONS

Can place Long Range and High Striker for season.

Mrs. Ernie Peterson, please contact; on holding Jewelry for you if you want it.
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WANT—FOR BLUEFIELD, WEST VIRGINIA, MAY 13-18—WANT

First show in 10 years

RIDES: Scrambler, Roundup, Twister, Rockoplane and Kid Rides.
SHOWS: Grind Shows, Motordrome, Monkey Drome, Wildlife (Irene Burton, answer), Unborn, Funhouse and Minstrel Show.
CONCESSIONS: Photos, Ball Games, Hanky Panks, Long and Short Range Galleries.
HELP: Can place Help on Fly-o-Plane, Scooter, Tilt-a-Whirl and Second Men on all Rides. Must drive. Can place at once, Funhouse Operator, also Sign Painter.
Chas. Leroy wants to hear from Margo West, Rockie and Lozzie Mae. Man for Geek Show. Address
L. J. THOMAS, Mgr.
Princeton, W. Va., this week; Gary, W. Va., next week, then the big one, Bluefield, W. Va.

FOR SALE

Three Hunt-type Candy Floss Machines, built for extra fast production. Two Gold Medal Snow Cone Machines. Cheap if taken at once. Reply to
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Good attendance guaranteed with plenty of money to spend for all types of amusements and attractions. Will consider a main show and several rides. Contact
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NOW CONTRACTING FOR 1957
Rides — Shows — Concessions.
MICKEY STARK, Owner
P. O. Box 229 Mt. Sterling, Ill
Winter Quarters at Fairgrounds.

WANT FOR LIONS' CLUB JULY 4-5-6 CELEBRATION JAMESTOWN, OHIO

3RD ANNUAL ON BEAUTIFUL SCHOOL STADIUM GROUNDS
Want good 2-Ring Circus, 2 Performers, July 4. All kinds independent Rides and clean Shows thru July 4-6. Kiddie Rides, Pony Rides Good Free Act. All Concessions, Novelties, etc., open excepting Eats, Soft Drinks. Games MUST BE LEGITIMATE. Write, giving terms and your prices to **GEORGE SMITH, Chairman, Lion's Club Celebration, Smith Law Offices, 24 1/2 E. Market St., Xenia, Ohio.** Phone: Drake 2-4371.

PARAKEETS
FINCHES AND CANARIES
BIRDS OF QUALITY—PRICED RIGHT
24 hour a day service
BIRDS SHIPPED SAME DAY AS ORDER RECEIVED.
PHONE OR WIRE YOUR ORDER.
CONRICK BIRD FARM
8914 S. WESTERN AVENUE
LOS ANGELES 47, CALIF.
PL. 1-6394 PL. 6-0254

EP GLOSSER
WANTS AGENTS
Opening May 6, Madison, Tenn.
(Suburb of Nashville).
Contact Me.
c/o Showmen's Club
710 Whittington, Hot Springs, Ark.,
until May 3.

LITTLE DIXIE AMUSEMENT COMPANY
Want Hanky Parks of all kinds for Colorado, Kansas and Oklahoma. Can also place Bucket Agents and Second Men on all Rides. Contact
ED WHALEN, Gen. Mgr.
Hobart, Okla., April 29-May 4

FOR SALE
Two complete G-12 Streamliners with 300 ft. track each unit, A-1 and ready to operate. Engine and three coaches each unit.
Motor State Exposition
Oxford, Mich., this week; Rochester, Mich., next.

FOR SALE OR LEASE
90 Kw. G.M. DIESEL mounted on Dodge '48 straight job. Both are in A-1 condition. Not using it this season as we are going in a park. Contact at once.
CARL SCHLOSBERG
Hotel Sarfield Camden, S. C.

DANZEL CAROUSEL
Good condition, fifty-one horses, two chariots; now in operation. Priced for quick sale.
GOLD
160 Beach 120th St.
Rockaway Beach, N. Y.

Oblong 50c ea. **PARAKEETS and CAGES** Round 62c ea.



Write or Wire for Prices on Live Birds.
 ● Shipped Daily ● Safe Arrival
 ● Lowest Prices ● Buy Direct

CHICAGO BIRD & CAGE CO.
 422 S. State St., Chicago, Ill.
 Phone: WEbster 9-4191

OPENING, GALLIPOLIS, OHIO, MAY 6

CONCESSIONS—Age and Scales, Glass Pitch, Mug, Arcade, Fish Pond, Long Range Gallery, Ball Games, Jewelry, Novelties, Games of all kinds. No grift.

SHOWS—Of all kinds, Motordrome, Fun House, Grind Shows, Side Show, Snake Show.

FOR SALE—M12 Train.

POWELSON AMUSEMENTS
 Box 125, Coshocton, Ohio, Phone 1088M

ROHR'S MODERN MIDWAY

OPENING CITY PARK, CHILLICOTHE, ILLINOIS, MAY 3

Concessions: Fish Pond, Glass Pitch, Ball Games, Bowling Alleys, Balloon Darts, or what have you. Concessions that work for stock only. Those joining now given preference.

Can use one more Grind Show that does not conflict. Experienced Ride Help who drive for Wheel, Spinaroo, Tubs of Fun. No flats or gypsies.

D. J. ROHR Chillicothe, Ill.

VIRGINIA GREATER SHOWS
 The Show With The Proud Reputation

Crisfield, Maryland, this week; Delmar, Delaware, May 6 to 11.

Want at once: Griddle Man, Agents for Office Hanky Panks, Photos, Novelties, Long and Short Range Gallery, American Mitt Camp (no gypsies), French Fries, Pan Game, Penny Pitch, Hoopla, Hi-Striker. Harry Heller wants Man and Wife to manage Bingo, also Man for Custard. Cody, with Harry before, contact him. Want at once: Side Show Manager, we have complete outfit; Monkey Show, Wildlife, Unborn, Pony Ride, Funhouse, Freak Animal Show (Tompkins, answer). Want at once: Truck Mechanic. Mail and wires to

WM. C. (BILL) MURRAY

DE LUXE SHOWS

WANT WANT WANT

FOR WOONSOCKET, R. I., MAY 3-11.
 Elks' Auspices. Car Giveaway. Downtown Location.
 FOR MIDDLETOWN, CONN., MAY 8-12.

New England's Best Spring Date. St. Sebastian Church Celebration. CONCESSIONS: Hanky Panks, Watchla, Bumper, String Games, Basket Ball, Fish Pond, Record Game, or what have you? RIDE HELP: Want capable Foremen for Allan Herschell Little Beauty Merry-Go-Round, Eli Wheel, Chairplane and Kiddie Rides. Salary second to none plus bonus if you can produce.

All replies **DE LUXE SHOWS, Rockville, Conn.**
 Phone: Tremont 5-2281

MOTOR STATE EXPOSITION SHOWS

WANT FOR LONG SEASON, FAIRS AND CELEBRATIONS

Few more Hanky Panks only. Can place one or two Family-Type Shows—Fun House, etc. Help on Rides: Foremen for Rockplane and new Tilt, Roller Coaster, Merry-Go-Round, etc., also Second Men who drive. We do not want tourists with cars, midway delegates, drunks or prima donnas. We have long season, and pay every week. Can place Agents for Scales, also Hanky Panks, Howard Rayburn, Blacky Hill, Shorty Crenshaw, come on at once. All replies to:

JOE FREDERICK
 2263 NEWTON
 DETROIT 11, MICH.

BEE'S OLD RELIABLE SHOWS, Inc.

OPENING WINCHESTER, KY., FRIDAY, MAY 10. TWO WEEKENDS.

RIDES—Want Ride Help, Foremen and Second Men on all Rides: Chastler Stover, Landon Lee, James Curtis, Albert Cash and other Help who have worked for us before, come on in not later than May 6. Top wages and bonus, no trucks to drive and can use wife selling tickets. CONCESSIONS—Can place Popcorn, Snow, Ice Cream, Custard, Novelty, Jewelry and any Hanky Panks not conflicting. Want Agent or Man and Wife for office-owned Glass Pitch. Tex Roberts wants Agents for Count and Pin Stores (no Skillo Agents); Carolina, come on in. Moving on lot May 6. All Shows, Concessions and Ride Help come on in by that time.

Winchester, Ky., May 10-18; Maysville, Ky., May 20-26.

CARROLL'S GREATER SHOWS "BIGGER & BETTER"

Opening Lexington Village, Minn., May 15. Those booked, please contact.

CONCESSIONS: Due to disappointment can place Bingo beginning May 31 for balance of season. Need Cookhouse and a few more Hanky Panks. No flats or gypsies, please.

RIDE HELP: Need Foremen for Merry-Go-Round, Wheel, Octopus, Round-Up, Tube-O-Fun and Tilt. Need Second Men on all Rides. Must be able to drive semis.

SHOWS: Athletic, Illusion, Unborn, Mechanical and Mouse or any Show of merit with own transportation. FOR SALE: One Train, new paint, and one LeRoy Motor, both 4 cylinders; two 10x14 ft. Lincolns with Frames, 1 1/4x14 ft. Center Top with Frame, Awnings all around. Contact **CHAS. H. CARROLL, 10754 Central Ave., N.E., Minneapolis, Minn.** (Phone: Sunset 4-5018) No collect calls.

★ GIRLS—GIRLS—GIRLS ★

OPENING OUTSIDE CAMP PICKETT, BLACKSTONE, VA.—ARMY PAY DAY

Want Girl Dancers; top A.G.V.A. salaries. Also can use Girls willing to learn; have wardrobe. Salary plus percentage; money every day. People who were with me before, get in touch. Bobby Martini, have ex for you on bunch of good Southern Fairs. Art Brooks, good proposition. Mule Le Doux, Ride Boys whose wives work Girl Show or Concessions. Can use Agents for Swinger, Spot Game and Hanky.

LARRY SAUNDERS, General Delivery or Western Union, Blackstone, Virginia

AGENTS FOR CANADA

Have 28 Stampedes, Race Meets, Sports Days and "C" Fairs in Sask.; then the Vancouver, B. C., Fair over Labor Day.

Need Help for Rat Game and other P.C., Milk Bottles, Whiskey Bottle, Hit or Miss. One Agent for 6 Cat and Swinger, also Age & Weight and other Hanky Panks. Leaving Lawton May 8—open Herbert, Sask., Stampede May 18-20. All help must enter Canada together on bonded manifest. Have transportation from Lawton. The following please contact: Glen Cummins, Ronnie (worked 6 Cat last fall), Jimmie Reue, Hap Moats, Harold Scott and Peggy Landsdowne. Address:

VIRGIE WATERS
 Box 1132, Lawton, Okla.
 Phone: Elgin 5-3223

Merry-Go-Round, 6 horse ... \$350.00
 Smith Airplane, Mangels Boat and 1946 Chevrolet Truck, racked to carry same, 225', 3-wire #6 Cable, Field Box and Ticket Booth. CASH ... 3,500.00

Polar Pet and Echols Snowball Machines ... \$75.00 & 35.00
 Floss Machine and Stand ... 150.00
 Concession Trailer, one of the best flashed and equipped in the East, apples, floss, corn, peanuts, dogs and drink. Opens four (4) sides, awnings four (4) corners. CASH 1,950.00
 20x20 Sidown Cookhouse ... 400.00

DAVID C. REID, Reid's Rides
 75 Strawberry Hill Ave., Norwalk, Conn.
 Telephone: VO 6-0861

FOR SALE

Two 90's, one 30 KVA GM Light Plants, recently overhauled, guaranteed, original cost \$31,000.00, mounted on beautiful 32-foot stainless steel trailer. Price \$9,000.00, with or without tractor. Can be financed. Will trade for anything of value pertaining to show equipment. Also acres and acres of Tractors, Chev., G.M.C., Ford. Fully equipped, fifth wheels, signal lights, saddle tanks, nice tires, West Coast mirrors. We deliver anywhere in United States and Canada. Let me handle your transportation problems. Contact: Write, wire or call.

A. C. HILL, Showman's Supply Man
A. C. HILL MOTORS
 Gadsden, Alabama Tel: LI 6-1621

RIDE HELP WANTED

Need three good Ride Men; sober, industrious, neat appearance, no police record. Must drive semi. All new equipment. Playing Shopping Centers. Top pay and treatment. Apply

FUN SPOTS, INC.
 c/o Pee Wee Volley Amusement Co.
 9606 Reading Rd., Cincinnati 15, O.
 (No collect phone calls)

FOR SALE OR TRADE

BABY ELEPHANT

Eight years old, exceptionally well trained, very gentle, family pet, presents 25 tricks, a child can perform her. Value \$3,500 cash, or trade for Kiddie Rides. Write—Call

ALBERTA SLIM
 Box 666, New Westminster, B. C., Canada
 Phone: LA 2-5536

FOR SALE—FOR SALE

8 Keel Diggers in 4-wheel trailer. Opens into Concession. Stocked, ready to work. Simple to repair. \$1,250.00, cash deal only

TOWER AMUSEMENT PARK
 Box 2265 Odessa, Texas

WANT GIRLS

For Dancing Girl Show. Also want Dancing Girl for Concession. Experience unnecessary. Best of treatment. Best offer on salary. Write

LESLIE KESTER
 Nuville Bldg. Rochester, Minn.

WANTED

Opening May 20, Madison, So. Dak. Arcade, Hi-Striker, Scales and Age, Watch-La, Bear Pitch, Bird Pitch, Glass Pitch, Novelties, Spindle, Balloon Dart or any Hanky Pank not conflicting. Will book any Grind Show.

AL BROWN'S TRI-STATE SHOWS
 Phone: 4473 Madison, S. D.

WANTED

Merry-Go-Round and Ferris Wheel

Or Small Carnival for all summer.

BOWLER MATCHERY, Bowler, Wisc.

Morris Hannum Shows
One of the Great Eastern Shows

Scranton, Pa., May 6-11, new downtown lot; followed by Vandling, Pa., May 13-18, mammoth six county Firemen's Parade; then Lion's Club Homecoming and Beauty Pageant, Olyphant, Pa., May 20-25.

SHOWS
CONCESSIONS
HELP

All replies to **MORRIS HANNUM**
 Sterling Hotel, Wilkes-Barre, Pa., this week; then Casey Hotel, Scranton, Pa., May 6-25.

Manager with People for Side Show, Monkey Speedway, Arcade, Snake, Wildlife, Operator for Drome, Rider or Talker who will drive semi.
 Photos, Age and Weight, Jewelry, Custard, Milk and Coke Bottles, Hats, Pitch-Tilt-U-Win, Fish or Duck Pond, Wheel and Grind Stores.
 First-class Ferris Wheel Man and Helpers. Capable, experienced Ride Men who drive for Merry-Go-Round, Tilt, Octopus, Comet, Chairplane and Kiddie Rides. Some openings for Foremen. Can place capable Help for Mack's Bingo.

WOLFE Amusement
 FOLLOW THE WOLFE ARROW

THE SHOW THAT GETS UP ON SUNDAY

Spartanburg, S. C., all this week; then North with a strong route of industrial towns

Want Concessions of all kinds: Pitch-Tilt-Win, Bumpers, Age and Scales, Balloon Darts, Hi-Striker, Coke Bottles, Hanky Panks of all kinds. Place some Games. Will book two or three good Grind Shows. Want Snake Show, Monkey Circus, Illusion, Side Show. Florence Porter, if you're coming, it's time.

RIDES: Want set of Kiddie Rides. Will book on reasonable percentage. Want Foreman for Chairplane, must drive.

All replies **BEN WOLFE, Owner-Mgr.**
 SPARTANBURG, S. C., ALL THIS WEEK

GIRLS—TALKERS—GENERAL HELP

Girls for season, with or without experience. Top salary. Send picture and complete details in first letter. Talkers for Oklahoma Semi-Centennial Exposition, June 14 to July 7. Over 1,500,000 people expected in 24 days. Must be top-flight Revue and Posing Show Talkers. Well dressed, sober and used to making over \$500 per week. The standards of this giant exposition are very high, so do not misrepresent. Organist with organ for entire season or this spot alone. High-class Candy Man and Pitchman for Posing Show for season. Leo, where are you? Ticket Sellers, Truck Drivers, Candy Helpers, General Help. My season officially opens at Semi-Centennial Exposition, Oklahoma City, June 14. All help must be in June 12.

Write or wire (no collect)

MIKE MILLER
 2844 N.E. 23rd St., Oklahoma City, until May 5 (with 20th Century Shows for season).

WILLIAM T. COLLINS SHOWS

CAN PLACE CAN PLACE

RIDE HELP: Foreman who can handle Twin Ferris Wheels, Tilt-A-Whirl Foreman; Foreman for 16 Car Dodgem, new Building and Cars; also Second Men on all Rides. Must have chauffeur's licenses and drive semis. We can give you all year around work.

SHOWS: Snake, Monkey, Mickey Mouse, Mechanical or any worth-while Grind Show.

CONCESSIONS: Hanky Panks of all kinds, Parakeet Pitch, Age and Scales, Novelties, Ice Cream Bars and Sandwiches, Glass or Pottery Pitch.

Can place Billposter for year around job starting June 7. Want Canvasman to handle Side Show. Man to handle Front Gate and Towers. General Help in all departments.

Season opens June 21—Winter Quarters now open. All replies to

WM. T. COLLINS, MGR.
 801 E. 78th St., Minneapolis, Minn. Phone: Union 9-5097

GEORGE CLYDE SMITH SHOWS

Opens at Mount Savage, Maryland, May 20.

Want Ball Games, Fish Pond, Duck Pond, Hi-Striker, Basketball, Hoop-La, Penny Pitch, Scales and Age, Balloon Darts, Glass Pitch, Six Cats, Custard, Swingers, Penny Arcade, Slum Spindle.

Monkey Show, Wildlife, Girl Show.

Want Merry-Go-Round Foreman, Ferris Wheel Foreman, Agents for Office Hanky Panks. Willie Brown, Thomas Kinder, get in touch with me. General Ride Help, Truck and Tractor Drivers. All replies

GEORGE CLYDE SMITH SHOWS
 P. O. BOX 521, CUMBERLAND, MARYLAND

BEE and JAY ATTRACTIONS

Want for Opening May 13-18 at Winterville, Ohio, in the Steubenville residential area. Hanky Panks working for stock only—Striker, Cork Gallery, Fish Pond, Ball Games, Glass Pitch, etc. No flats, P.C. or gypsies. Shows that cater to family trade. Can use some Ride Help. Contact:

K. GAMBILL
 P. O. Box 1182, Steubenville, Ohio
 Phone: AM 4-3218

HUGO'S NOVELTY EXPOSITION SHOWS

Want Ride Help on all Rides, Octopus, Merry-Go-Round, Tilt and #5 Wheel. Can use some sober Foremen, must drive. Can place Shows with own equipment. Will place Photos, Short Range and other Hanky Panks.

ADDRESS: **CAPT. E. H. HUGO, MGR.**
 Leavenworth, Kansas, until May 4; Atchison, Kansas, May 6-11.
 P.S.: Ben Walters wants Cookhouse Help.

CRYSTAL AMUSEMENT CO.

Blackville, S. C., all this week; followed by Barnwell, S. C.

CONCESSIONS: Want Photos, Ball Games, Coke, Jewelry, Darts, Short Range or any Concession working for stock. Can use two P.C. Dealers. SHOWS: Can use Colored and White Girl Show for Barnwell. RIDES: Coaster, Flyplane or Octopus. Playing payroll towns in North and South Carolina. Our fairs start in August. Route to interested parties. If you want all winter's work in Florida, you can be among the selected few. Bernie Spain, contact.

All replies to **EARL MILLER**
 Blackwell, S. C., all this week; Barnwell, S. C., May 6-11.

WANTED—RIDES AND CONCESSIONS FOR
Park in good location; will rent space or
work percentage. Eugene Michael, Grand
View Park, Mobile, Ala.

WOULD LIKE TO LEASE KIDDIE RIDES
for my Park with option to buy. Elwood
Dodrill, Newark, O., R.F.D. 6.

GEM

MERCHANDISE TOPICS

National Distributing Company, Box 261, Ocean Drive Beach, S. C., specializes in closeout items. It is particularly interested in attracting business from jobbers, dealers and salesmen. About 5,000 items, all different closeouts, have never been offered before at prices now prevailing. Send for free price list. A 25 per cent cash payment with order is requested, balance c.o.d. Each order, large or small, is given prompt attention.

If you can use wading pools and swim rings in your operation, write to Creative Marketing Company, 1415 Third Avenue South, Minneapolis, which offers them at liquidation prices. The pools are of heavyweight nastic in various color designs. They are 65 inches in diameter and 10 inches deep, are double ring, come equipped with drain plug and repair kit, and are individually packaged. Listing for \$10.95 each, this firm is offering them in dozen lots at \$45, in five-dozen lots at \$42 and in 25-dozen lots at \$36. The swim rings are 24-inch Koroseal by Goodrich and are individually boxed. They range from \$15 per dozen to \$10 per dozen, depending on quantity ordered.

Getting behind the eight ball introduced by Alabe Crafts, Inc., 5th at Central, Cincinnati, can prove profitable to you. The Magic 8 Ball Fortune Tellers is a perfectly designed replica of an 8 ball which answers questions put to it by means of an opening at the bottom. This is an interesting novelty which most will want to take home as a souvenir. Priced at \$14.40 per dozen, the item is one which can turn a strong profit. Write this firm for other fortune teller novelties.

Harris Novelty Company, 1102 Arch Street, Philadelphia, is featuring big and flashy men's sets. These are 11-piece watch sets which consists of a yellow gold-tone watch with metal goldtone expansion band to match, retractible ball-point pen and pencil set, wallet, goldtone pocket lighter, cufflink and tie slide set, money clip and embossed, hinged silk-lined box complete with service guarantee. A sample set is \$8.50, but the price drops to \$7.50 per set when you order more. Harris says it will ship the same day order is received.

The low price of Rodeo Leather Goods Company's Little Maverick purse is bringing an avalanche of orders, says N. W. Berman, manager. This is a hand-tooled solid leather coin purse which the firm claims is a fast seller. It retails at \$1.25 and may be had for \$6.75 per dozen on self-selling display card. Rodeo Leather also features a genuine leather belt with richly embossed buckle and hand-woven Indian wampum beaded necklaces. Prices are low to allow good mark-up. The firm is located at 229 North First Street, Minneapolis.

Calling it its greatest display of spring specials, Excel Merchandise & Novelty Company, 1001-11 South 24th Street, Omaha 2, has come out with a large and attractive group of products tailored for the needs of pitchmen, demonstrators, engravers, operators, direct salesmen and concessionaires. All kinds of engraving jewelry, novelty earrings, rings, pearl sets, lighters and boxed men's sets are available at low prices. The firm has prepared special reprints giving complete information and they are available on request.

PIPES FOR PITCHMEN

By BILL BAKER

B. V. (SPUD) MANGUM... writes that he and Heavy Forkner have been kicking the leaf around to good results in the Carolinas. Heavy's health is reported to be somewhat improved. Spud, who spent the winter in the Smokey Mountains of North Carolina and found the weather there wonderful, is now headed for the East Coast of Virginia, where he expects to rework some of his old customers on the fishing boats. "I'd like to read a few pipes from Jack (Bottles) Stover, Dr. Lockley, E. C. Pardee, George Lunsford, Dr. Harry E. Patrick, Bob Williams (the Ashland Kid) and Clyde Forkner," writes Spud.

VETERAN... store demonstrator James F. O'Donnell, 53, died October 24, 1956, in Norristown, Pa., it has just been learned from Frank Curry, with whom he worked medicine in store windows at one time. Death was caused by a heart attack. O'Donnell was highly esteemed by members of the demonstration trade, according to Curry. Burial took place in New Berlin, Pa. Besides his widow, Evelyn, he is survived by three sons, James Jr., Andrew and Joseph, all of Collegeville, Pa.

WRITING FROM... Manteno, Ill., Big Al Wilson reported that he expects to leave there about May 1 and make the Kentucky Derby at Louisville. After the Derby date Al plans a trek to the East. "Would like to hear from Tyler Ward, Jack Anthony and the boys in Florida," says Al. "Things in Chicago are about the same," he reports. "Some of the out-of-town boys are trying

to book into the Chicago Navy Pier show, which will be a big one coming up for 30 days."

MRS. FRANK EARLE... reports that her husband, the well known sheetwriter, is in Veterans' Hospital, Louisville, and would like to hear from friends. He is expected to be hospitalized for an extended period of time, but hopes to be out in time to make fairs.

"HAVE BEEN... working the 'blink fake' to good returns in York's drugstore, Winston-Salem, N. C.," writes Jim Wall. "Have about quit sheetwriting, altho I expect to do a bit of it at a few fairs this year," he says. "Let's hear from some of the well known sheeties."

MARK JARETT... husband of the late Stella Jarett and well known in pitchdom as a top scope worker, suffered a double fracture of the pelvis and an ankle fracture when struck by an automobile April 8 while crossing a street in Newark, N. J. He is expected to be detained in St. Peters General Hospital, New Brunswick, N. J., for considerable time. Our informant, Bert L. Goodman, says that your cards and letters of good wishes would buoy up the spirits of the veteran pitcher.

E. C. PARDEE... a patient in Veterans' Hospital, Temple, Tex., is expected to be there for some time and would like to hear from Al Harvey, George Lunsford, Horace Brazeal, Steve McClain and Marvin Krimer. It is also reported that Marvin Cutler is in the tuberculosis hospital at McCain, N. C.

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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
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Press the button and get \$1.39

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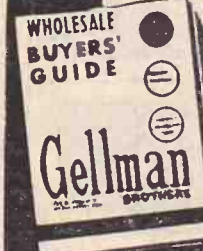
New miracle spray shines shoes with a high gloss in 5 seconds. No brushing—No rubbing. 50 shines for 2 1/2¢ each.

MAKE BIG MONEY FAST

Everybody wants it. Send \$1.00 for 11-ounce sample and money-making details.

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Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

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IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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2201 Washington Ave., St. Louis 3, Mo.

THE JOHN ROBBINS CO. PITTSBURGH
Announces New, Modern and Larger Quarters
60,000 Square Feet
● TO SERVE YOU BETTER ●
Visit Our New Showroom and Warehouse
THE JOHN ROBBINS CO. 1801 FORBES STREET PITTSBURGH 19, PENNSYLVANIA

- Carnival Supplies
- Bingo Supplies
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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.
309 North Jefferson St. (Phone ATLAS 8-8301) Muncie, Ind.

PAK'S New PATRIOTIC BALLOON

always big sellers...
NOW—More Flash than Ever
Real Money-Makers
for the HOLIDAYS and POLITICAL CONVENTIONS

★ ORDER No. TOPSB From Your Jobber TODAY!

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

Polished Aluminum Necklaces

No. inch Gross	
C7 12 \$	3.75
C8 21	8.40
C9 24	21.00

SEND FOR FREE C57 CARNIVAL CATALOG

25% Deposit—With Order, Balance C.O.D.

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SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

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.

WORLD'S SMALLEST LITER
SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sunray action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.75 Doz. **\$30.00** Gr.
Plus shipping charges.
Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax.
Free catalog.

STERLING JEWELERS
1978 East Main St. Columbus, Ohio
Ideal for Engravers. State Your Business.

COMING EVENTS

Alabama Birmingham—Better Homes Expo., April 30-May 5. Patrick J. O'Toole.
Arizona Flagstaff—Indian Powwow, July 4-6. 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 1-6. Mexican Chamber of Commerce.
San Diego—Home Show, (Electric Bldg., Balboa Park), May 18-26.
Santa Barbara—Horse Show & Flower Show, July 16-21. Edward G. Van Cleave, 715 Santa Barbara St.
San Jose—Homes Beautiful Expo. (Civic Aud.), June 6-9. Robert L. Jordan.
Stockton—Legion Celebration, July 4.
Colorado Derby—Celebration, May 2-12.
Walsenburg—Spanish Peaks Fiesta, June 16-22. Star Carwood, P. O. Box 643.
Georgia Augusta—Celebration, July 4-6. Wm. E. Anthony, P. O. Box 1181.
Idaho Blackfoot—Snake River Valley Horse Show, July 11-13. Dess Lauder, Sugar City.
Emmett—Emmett Cherry Festival, June 17-22.
Meridian—Meridian Dairy & Stock Show, May 23-June 1.
Rigby—Rigby Pioneer Days, June 14-15.
Illinois Chicago—Chicago-Land Fair (Navy Pier) June 28-July 4. Geraghty, Chicago Assn. of Commerce, 1 N. La Salle St.
Chicago—Celebration (Soldier Field), July 4.
Herdin—Legion Picnic, July 4-7. Howard Devine.
Madison—Celebration, July 1-6.
Polo—Centennial, June 17-22.
Springfield—Land of Lincoln Centennial, July 1-6.
Indiana Brazil—Celebration, July 4.
North Webster—Mermaid Festival, June 24-29. Robert Huffman, Lions Club.
West Baden—Legion Celebration, July 1-6. Dow S. Henson, Box 91.
Walparaiso—Celebration, June 26-29.
Iowa Lake Park—Celebration, July 4-7. A. V. Hanson, Box 225.
Kansas Dodge City—Boot Hill Celebration, April 30-May 4.
Emporia—Centennial, June 30-July 6. Chamber of Commerce.
Kentucky Louisville—Homecoming, July 1-6. Dr. E. J. Tisko.
Paintsville—Celebration, July 1-6.
Louisiana 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.
Massachusetts Boston—Home Furnishing Show (Armory), April 28-May 5.
Boston—Boston Common Dairy Festival, June 8-17. Paul Corson.
Fall River—Greater Fall River Home & Sports Show, May 14-19. John W. Daly, 66 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. Dylissa 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.
Minnesota Edgerton—Dutch Festival, July 17-18. Clifford H. Peterson.
Missouri Centralia—Centennial, June 10-15.
Florissant—Centennial, June 17-22.
Gallatin—Davless Co. Jr. Lamb Show, June 3. George Schmitt.
Grand—4-H Livestock & Home Economics Show, July 4-5. Raymond Ketterer.
Huntsville—Huntsville Horse Show, July 1-2. J. D. Bagby.
Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.
Maryville—4-H Fat 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—Ozarka Future Farmer Fat Lamb Show, June 14. Vencil G. Mount.
Shelbyville—Shelby Co. 4-H Lamb Show, June 19. John M. Douglas.
Nebraska Grand Island—Centennial, July 1-6. Jerry Anderson, 1114 N. Eddy St.
Lincoln—Midwest Ceramic Show (State Fair Expo. Bldg.), May 4-5. James Brownson.
New Mexico Albuquerque—Food, Home & Auto Show (Auditorium), May 16-18. Continental Enterprises, 304 San Mateo, NE.
New York Laokawanna—Marine Corps Memorial Celebrations, June 11-16. Fred V. Catuzza Jr., 54 Jackson Ave.
New York—Natl. Home Builders' Expo. (Colliseum), May 4-12.
North Dakota Dickinson—Celebration, July 4.
Ohio Gibsonburg—Firmen's & Legion Homecoming, July 24-28. Al Schlea, Vol. Fire Dept.
Oklahoma Oklahoma City—Semi-Centennial Expo., June 14-July 7. James C. Burge, Box 5111, Farley Station.
Prague—Celebration, July 4.
Tulsa—Charity Horse Show (Fairgrounds), May 21-25. Mary Glass, P. O. Box 4042.
Tulsa—Tulsa, June 1-8.
Waynoka—Snake Hunt, April 26-28.
Wright City—Rodeo & Old Settlers' Reunion, July 2-4. James Lawhorn.
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—Mfd-Columbia Livestock Show. 4-H, Fat Stock Show & Sales, June 2-5. Elmer H. Lierman.
Union—Eastern Ore. Livestock Show, June 6-8. G. I. Hess.
Pennsylvania Lyons—Firemen's Celebration, July 3-7.
Sharon—Patagonia Fire Co. Homecoming, June 24-29. J. E. Barker Jr., 1039 Adelaide St.
South Dakota Bristol—Diamond Jubilee, June 9-11.
Bristol—Old Settlers' Picnic, June 2.
Brookings—VFW Carnival Days, May 30-June 6.
Carhage—75th Anniversary Celebration, June 23-24.
De Smet—Old Settlers' Day, June 10.
Estelline—Celebration, July 4.
Faulkton—Diamond Jubilee, June 5-6.
Hot Springs—Junior Rodeo, May 25-26.
Hot Springs—Miss S. D. Talent & Beauty Pageant, July 20-22.
Lemmon—50th Anniversary Celebration, June 1-19.
Mitchell—Dakota Shorthorn Show & Sale, May 4.
Pierre—Oahe Powwow, June 16-17.
Pierre—Old Sioux Sun Dance, June 14-15.
Plankinton—Tulip Festival, May 18-19.
Sioux Falls—S. D. Sportsmen's Show (Colliseum), April 29-May 1. David A. Witte.
Sturgis—Progress Day Celebration, June 15.
Vermillion—Horse Show, May 30.
Westington Springs—Diamond Jubilee, June 3-5.
Woonsocket—Celebration, July 4.
Tennessee 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.
El Paso—Food-O-Rama (Colliseum), June 13-15. Continental Enterprises, Liberty Hall.
El Paso—Washington Park Celebration, July 4.
Wichita Falls—Diamond Jubilee, May 11-18. J. A. McDonald, P. O. Box 991, Iowa Park.
Utah Delta—Millard Co. Jr. Livestock Show, May 23-24.
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 5-6.
Plain City—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 18-18. Don P. Wood, Box 129. 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.
Washington Bellingham—Northwest Blossom Time Festival, May 5-12.
Bothell—Celebration, July 4.
Centralia—Lewis Co. Rose Show, June 29-30.
Edmonds—Celebration, July 4.
Ellensburg—Kittitas Co. Quarterhorse Show, June 8-9.
Enumclaw—Spring Cattle Show, May 18.
Ephrata—Sun Festival, June 28-30.
Everett—Celebration, July 4.
Ferndale—Old Settlers' Picnic, July 26-27.
Forks—Celebration, July 4.
Kelso—Kelso Dairy Week, June 17-22.
Kirkland—Eagles Strawberry Festival, June 21-22.
Okanogan—Natl. Guard Exhn. and Fireworks, July 4.
Port Townsend—Rhododendron Festival, May 23-25.
Seattle—International Trade Fair, May 17-26.
Seattle—Rhododendron Show, May 25-28.
Seattle—Rose Show, June 25.
Sedro Woolley—Loggrotto Celebration, July 1-4.
Shelton—Mason Co. Forest Festival, May 23-25.
Spokane—Spokane Home Show (Colliseum), May 1-5.
Spokane—Lilac Festival, May 13-18.
Wenatchee—Wash. Apple Blossom Festival, May 2-4.
West Virginia Ripley—Celebration, July 4. Don Flesher, Box 6.
Wisconsin Madison—Celebration, July 4.
Ontario—Centennial, July 12-14.
Rhinelander—Northern Wis. Sports & Vacation Show, July 3-9. Ed McGowan.
Spring Green—Centennial, June 27-30.

Fla. Short Course

Continued from page 62

chance to give its side of the story in a panel discussion on "Contracts and Relations With Carnivals and Shows." Lloyd Rhoden, manager of the North Florida Fair, will moderate the panels which will include C. C. (Specks) Groscurth, Blue Grass Shows; Jerry Saddlemire, Glades Amusement Company, and Tom Baker, Miller Amusement Company. Representatives of Royal American Shows and the Gooding Amusement Company are also expected, according to the program.
J. C. Huskisson, manager of the Florida State Fair, will head up the important panel on advertising and publicity. Members of the group will include Bob Hancock, TVT, Tampa; Milton Plumb, Tampa Tribune; Bob Cody, Florida cattleman; Ted Chapeau, radio, and a representative of the Florida Development Commission.
A breakfast will be held on Monday morning, and the annual banquet is scheduled for that evening. Willard (Bill) M. Fifield, provost for agriculture, University of Florida, will serve as toastmaster.

UNDER THE MARQUEE

Continued from page 71

Seals; camels worked worked by Rudolph Jurkshat; polar bear act, and Billy Smart Jr.'s Liberty horses and elephants. Show has a series of nine Wild West displays as its second half. Clowns are Spider Austin, Sasha Coco, Frank Harty, Whimsical Walker, Winkles, Kinko and Little Merry.
Phil Bonta of Phil and Bonnie Bonta, is a heart patient at Royal Victoria Hospital, Montreal, and would like to hear from friends.
Roosevelt Field, huge shopping community on Long Island, started a six-day circus promotion Monday (22) with acts including several booked thru Ray Beaudet. Included are the Albanis, motorcycle somersault; Welde's Bears; the Tsilaks, juggling; Andy McLaughlin, clown; the Waltons, trampoline, and Ajax, fire-eater and sword swallower. They put on 22 shows at five spots at the shopping center.

Site Dispute Delays D. C. Aud. Progress

WASHINGTON—Disagreement over a suitable building site is delaying plans for construction of an auditorium-music hall here. Designed to provide space for performances by orchestras, bands and other entertainment groups, the auditorium will be built near the Georgetown section of Washington, if a prediction of Mrs. Agnes Meyer, auditorium commission chairman, comes true.
The \$36,000,000 National Auditorium and Cultural Center would represent the largest grouping of multi-purpose buildings in the nation, built on government-owned land with private funds.
The section devoted to music would seat 3,800 to 4,200, and acoustics will be such that amplification will not be needed.

Opposition to the site has been voiced by Rep. Joel Broyhill (R., Va.), who fears it would interfere with plans for an expressway to be constructed in the area. Mrs. Meyer has stated that "all difficulties can be settled satisfactorily" and that the site she favors will be chosen.

Scandinavian Tents

Continued from page 70

antipodists, (2) Pedrolas, comedy wire; five Robertis, speedy acrobatics; Rolf Hansen, sleight-of-hand; two Cartelays, roller skating; Ge da and Pedro, iron jaw, swivel feats and breakaway; Mireille Loyal, doves; (6) Barrani Troupe, pyramids and tumbling; Sonny Benneweis, ponies and Liberty horses and double high school number with John Ploungman, and three big elephants. In Oslo, Circus Bery was the first Norwegian circus to start the season, opening Wednesday (3). Arthur Reinsch presented horse and pony numbers and an exotic touch was added by elephants and camels from Circus Benneweis. Standouts are the Dagenham Girl Pipers, two Renellys, double trapeze; two Ronos, tightwire; Arno and Rita Van Bolen, illusions; five Biasinis, bike act; and two Silvanos, comedy-tumbling.

Garden Details Plan

Continued from page 70

Monkeys; Miss Norma (Garden), acrobatics; web number; Royal Inca Llamas; intermission.
Dale Madden Jr. with his high school horse; table rock; perch; juggling in two rings; Madden's Chimps; Jargo and clowns; Morris Troupe, teeterboard, and Garden Bros. Elephants with the James M. Cole elephant act.
Dale Madden and Dale Jr. will have the music assignment.

Tremendous CLOSE-OUT SAVINGS!

Imported Leather, Sisal, Alligator Specialties—priced to ZOOM YOUR SUMMER SALES!

Advertisement for Bob Stone Importers featuring leather goods like bags, purses, and luggage. Includes a list of items and a call to write for a free folder.

BOB STONE IMPORTERS DEPT. B CHARITON, IOWA

Okla. Lighting

Continued from page 62

Dean Ward and Jim Williams, all of KTOW, Oklahoma City; Dave Black, Lou Miller and Dale Wehba, all of KOCY, Oklahoma City; Tom Paxton, Cris Daniels, John Doeremus and Wilson Hurst, all of Oklahoma City; Eddie Koontz, Bill Bailey and John Stone, all of KOMA, Oklahoma City, and Jim Willaford, KNOR, Norman, and Martha Knott, KLPR, Oklahoma City.

Wyoming Daniel—Green River Rendezvous, July 7.
Greybull—Days of '49, June 8-9.
Thermopolis—State Park Day, June 9.
Laramie—Laramie Jubilee Days, July 11-14.
CANADA Alberta Calgary—Calgary Horse Show, May 7-11.
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.
Toronto—Regional Meet of National Association of Concessionaires (King Edward Hotel), May 8.
Waterloo—Centennial, June 26-July 2.

OPERATORS—JOBBER—DISTRIBUTORS FIVE CARD DRAW NO FEDERAL TAX OR WAGERING STAMP REQUIRED BIG PROFITS—NATIONALLY ACCEPTED BENMAR SALES CO. 633 Plymouth Ct., Chicago 5, Ill.

Advertisement for The Billboard magazine featuring a smiling sun character and a call to subscribe. Includes details on pricing and contact information.

Advertisement for plush toys from MFR Inc. featuring a 32" plush bear for \$20.00 and other items like a super plush bear and flapper bear.

SEE JAY TOYS, INC. 48 West 20th St., NYC 11 WA 9-6865

Expect Peak Attendance for NVA '57 Vending Superama

Machine Servicing, Chain Store Outlook to Key Business Sessions

CHICAGO—Representatives of the bulk vending industry from all over the nation will gather in Chicago for the 7th annual convention of the National Vendors Association to be held May 2 to 5 at the Conrad Hilton Hotel.

Billed "Vending Superama of 1957," this year's four-day conclave will include business sessions and displays by manufacturers of automatic merchandising and service machines, component parts and suppliers to the vending industry.

Attendance by operators, distributors, manufacturers and suppliers is expected to set a high mark in the Association's history.

At press time, 17 firms had confirmed their intentions to exhibit. Included will be three machine manufacturers, seven chain manufacturers, two product suppliers, three distributors and two trade journals.

New Merchandise

While the nature of the exhibits has been a closely guarded secret, several vending machine and chain manufacturers are known to be introducing new lines of merchandise.

The association's business session will be keyed to a series of grass roots presentations emphasizing the "dollar and cents" aspects of the operating business.

Scheduled to speak are three prominent figures in the vending industry along with a panel discussion which is best described by its title—"Facts and Figures You Should Know." (See convention schedule, this issue.)

One of the key speakers will be

Dan Tokowitz, candy buyer for Goldblatt Brothers, and president of Anne Marlowe Candy Kitchens. His topic will be "The Chain Outlook On Vending Machines." Tokowitz holds what may appear to be a unique position in the industry today. As a Goldblatt buyer, he is engaged in the purchasing end of merchandising. Yet as president of Anne Marlowe, he is also manufacturer and sales specialist.

Sharing the spotlight will be Rolfe Lobell, Leaf Brands, Inc., vice-president, who will present a

book review on what now has become quite a controversial volume, "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 NVA's general counsel, Milton T. Raynor, titled "NVA Looks Ahead."

Panel

As subject matter for the panel, the association has circulated a series of questionnaires covering the various aspects of machine

(Continued on page 86)

Chain Store Execs to Examine Vending

1,000-Outlet Chasco Drug Group to Seek Means of Cutting Labor Costs

NEW YORK—Top executives of stores in the Chasco Corporation will take a careful look at automatic merchandising the week of June 9 when representatives of 45 drug chains with 1,000 stores will inspect vending machines and hear a discussion on the role of vending in the chain store field.

Chasco is the buying service for the members of the Rexall Chain Drug Association, which includes the Owl Drug Company in Los Angeles, the Liggett Drug Company in New York, Rand-Rexall Drugs in Pittsburgh and the Lane Drug Stores of New England.

Member stores last year grossed between \$175,000,000 and \$200,000,000. Some 150 top executives are expected to attend the week-long meet at the Hotel Belmont-Plaza, with the vending session tentatively scheduled for the afternoon of June 10.

Equipment Shown

The format of the program has not yet been determined. Tentative plans call for vending machine manufacturers setting up and demonstrating equipment, with one or two speakers delivering talks on automatic merchandising.

In charge of this section of the program is Paul E. Koenigsberg, merchandising manager. He is working with David Q. Mahler, editor of the drug editions of Chain Store Age.

Products of about 100 manu-

facturers are expected to be exhibited at the show. Theme of the open meeting at which vending will be discussed is "Plus Equals Dollars."

Labor Costs

Chain store people have done little pioneering in vending, but they now see in the machines an opportunity to pare labor costs, shorten store hours, keep tighter control over merchandise and pick up extra volume.

One of the big problems is the soda fountain, which often occupies space, employs help and burns electricity out of proportion with the revenue it produces. Some drug chain people feel that the vending machine could help solve this problem.

Another subject that might come under discussion is the application of store front vending for after-hour sales and as an inducement for earlier closings.

Pilferage is another problem that automatic merchandising could help solve for the chain store industry.

Cig Vending Booms in Memphis: Here's Why—

MEMPHIS—With Memphis experiencing one of the most phenomenal booms in cigarette vending thruout the nation over the past seven years, local operators are pointing to a variety of factors that have contributed to their success.

First, the public has accepted cigarette vending wholeheartedly and buying cigarettes from a vending machine now is as natural as buying them across the counter.

Many small cafe and store owners prefer to have them in their stores instead of selling them across the counter, since they prevent pilferage and cut down man hours.

No Stock

Also, the location owner saves money which he would have to invest in stock. He can direct that to other merchandise. The cigarette operator, of course, pays for the stock and services the machines.

Another factor involved is the low license fees. Tax is only \$3.50

NVA Convention Program

Thursday, May 2

4:00 p.m.-9:00 p.m.—Registration in convention headquarters, Room 500.

4:30 p.m.—Board of Directors' Meeting, Room 523.

8:00 p.m.—Open House—Exhibitors' Hospitality Rooms or Suites.

Friday, May 3

9:00 a.m.-11:00 a.m.—Exhibit Hours.

9:00 a.m.- 8:30 p.m.—Registration in convention headquarters, Room 500.

11:00 a.m.- 1:00 p.m.—NVA Meeting, Beverly Room.

11:00 a.m.-11:15 a.m.—Moe Mandell, President of NVA. Welcome Address

11:15 a.m.-11:30 a.m.—Paul Crisman, Convention Chairman.

11:30 a.m.-12:00 noon—Facts and Figures You Should Know.

Panel: Bob Kanton, Confection Spec.

Chicago

Bert Fraga, Standard Spec.

Oakland, Calif.

Russ Thomas, Vendor Dist.

Memphis

12:00 noon-12:45 p.m.—NVA Looks Ahead.

Milton T. Raynor, General Counsel of NVA.

12:45 p.m.—1:00 p.m.—Financial Report.

H. B. Hutchinson Jr., Atlanta.

1:00 p.m.—Nominating Committee Meeting.

2:00 p.m.- 8:30 p.m.—Exhibit Hours.

9:00 p.m.-12:00 p.m.—Kick-Off Party—Williford Room.

Saturday, May 4

9:00 a.m.- 7:00 p.m.—Registration in headquarters Suite, Room 500.

11:00 a.m.- 1:00 p.m.—NVA Meeting, Beverly Room.

11:00 a.m.-11:15 a.m.—Election of Officers.

11:15 a.m.-11:45 a.m.—Book Review on Troubles With Gumballs.

Rolfe M. Lobell, Leaf Brands, Inc., Chicago.

11:45 a.m.-12:15 p.m.—The Chain Outlook on Vending Machines.

Dan Tokowitz, Goldblatt Bros., Chicago.

12:15 p.m.- 1:00 p.m.—Open Discussion of New and Old Business.

2:00 p.m.- 7:00 p.m.—Exhibit Hours.

7:00 p.m.—Leaf Buffet Dinner—Waldorf Suite.

(By invitation only)

Sunday, May 5

9:00 a.m.-11:00 a.m.—Exhibit Hours.

11:30 a.m.—Farewell Brunch—Installation of Officers.

W. Virginia Ops Form New State Association

CHARLESTON, W. Va.—A State association of vending machine operators was formed here recently, following a meeting of approximately 27 representatives of major operating companies from thruout the State.

Called the West Virginia Automatic Merchandising Association, the group was organized with the aim of promoting "the general improvement of the vending machine industry thru collective study of operating problems and creating better public relations."

Meeting took place on March 30, at the Daniel Boone Hotel, in

Charleston, with dinner served to all attending.

The attending group, who represented approximately 50 per cent of all automatic merchandising outlets in the State, agreed on the formation of the association, and elected a slate of officers and board of directors to serve until the next general meeting to be scheduled by the association late in the spring.

Officers picked by the membership were: president, Norman J. Tweal, Huntington; first vice-president, Joseph W. Crabtree, Charleston; second vice-president, C. G. Gay, Charleston; secretary, Joe Hassen Jr., Welch; and treasurer, Edward M. Oliver, Montgomery.

Directors named were: M. T. Moss, Lewisburg; James K. Hutzler, Martinsburg; John A. Patterson, Huntington; Harry Rosen, Wheeling; Matthew Corey, Beckley; Bernard Banks, Charleston; John Guinn, Parkersburg; Nicholas J. Tweal, Huntington, and Vince Merindino, Clarksburg.

Colo. May Tax 10-Cent Vends; Hike Cig Levy

DENVER—The Colorado Legislature is considering a bill which would tax all 10-cent items in vending machines a yet-undetermined amount. At present there is no such tax in the State.

Also before the lawmakers is a bill which would raise the State cigarette tax from 3 to 8 cents a pack.

For vending machine operators (Continued on page 86)

Shake-O-Mat Production Hits 40 Units Week

NEW YORK—Production of the Florence Shake-O-Mat, milk shake vender, is currently at the rate of 40 machines a week, with the first run of 500 units scheduled to be completed by June 5.

Ken Progin, Shake-O-Mat executive, said that 100 machines have been shipped out and that the boards of health of the following cities and States have approved the machine: Rhode Island, New Jersey, Pennsylvania, Delaware, Richmond, Va.; Norfolk, Cleveland, Illinois, California and Ohio.

Five machines have been placed on location at Fort Meade, Md., and the foremost dairy chain in California has bought 25 units. Other machines are on location at the Naval receiving station in Washington, at George Washington University and at the University of Massachusetts.

Machines have also been shipped to Frank Bradley in Buffalo, the Stop & Shop and Star Market Grocery chains in New England, the Penn Fruit chain in Pennsylvania and on the Merritt Parkway Service stations in Connecticut.

The following distributors have been named: Nat Hochman in the Greater New York area; Phil Small in New Jersey, and Vince Evans in the 12 Western States.

Joe Goldstracht and Marty Leibowitz are sales representatives in Philadelphia.

Lorillard Sales, Earnings Ahead Of 1956 Figure

NEW YORK—Lewis Gruber, president of P. Lorillard Company, reported that first quarter earnings are slightly ahead of last year, while net earnings are ahead by a wider margin.

Sales of \$48,136,574 for the first quarter this year compare with \$47,141,658 for the first three months last year. The 1956 figures include \$1,043,017 by the cigar division, subsequently sold by the company.

Net earnings for the 1957 quarter were \$1,192,671, equal to 36 cents a common share. This compares with the 1956 figure of \$1,124,405, equal to 33 cents a share.

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PROFITS!**



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**GUARANTEED
MECHANICALLY
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new—LARGER CAPACITY
Holds up to 1,000 cards — and 1,000 Ball Gum!

new—CASH-BOX FEATURES
Separately locked Cash Box — to allow easy handling in collections and to permit location owners to refill cards and Ball Gum. Maximum Profit with Minimum Servicing!

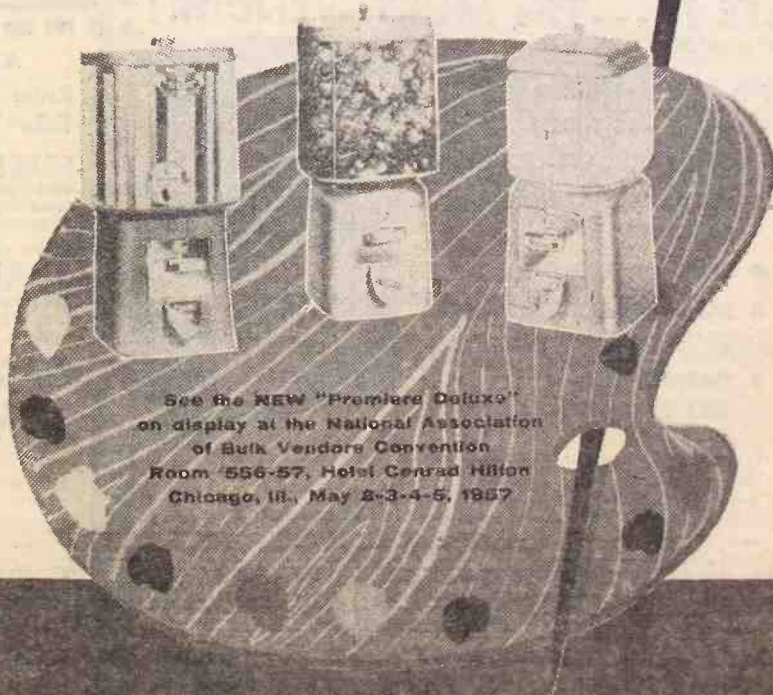
new—FOOLPROOF, TROUBLE-FREE COIN MECHANISM
Proved best on the famous "Acorn" Vendors!

Vends Ball Gum and NEW Colorful, fun-filled, fact-filled Bonus Souvenir Post Cards and Trading Cards . . . BOTH FOR 1c!

Perfectly legal in every city in the U.S.A. The NEW Oak "Premiere Deluxe" . . . a NEW favorite for the kids . . . providing Comic Post Cards to mail to their friends as well as Souvenir Trading Cards on Sports Figures, Ships, Trains, etc; an educational and interesting hobby with added fun. Oak's "Premiere Deluxe" was designed, engineered and produced by the Oak Mfg. Co., builders of the world famous line of Acorn Vendors to provide long, trouble-free service and profits!

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MANUFACTURED BY COAST VENDORS, PLUS THIS GREAT
ASSORTMENT OF NEW CHARMS AND GIMMICKS ...

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NEW Baseball Buttons • NEW Snap-Links
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 SKULL RING WITH STONE EYES	 ROCKING HORSE	 COMPASS RING
 TWO PIECE TELEPHONE	 COWBOY HAT	 COWBOY BOOT

SEND FOR SAMPLES AND NAME OF
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BRILLION, WISCONSIN

SEE IT---The MULTI-VENDOR!

NO OTHER VENDING MACHINE HAS THESE MONEY-MAKING FEATURES!

- PLAY VALUE AT NO EXTRA COST!
- BIG CAPACITY!
- EASIER ADJUSTMENT — BETTER DESIGN!
- TERRIFIC FIELD-TEST 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.
★ 5,000 machines on location.

HEAR ABOUT THE MULTI-VENDOR PROFIT STORY ...
N.V.A. SHOW, ROOM 501, CONRAD HILTON HOTEL.
DIRECT FACTORY DISTRIBUTOR

KING & COMPANY 2700 W. LAKE ST. CHICAGO 12, ILL.

SUPPLIES IN BRIEF

Milk Production Up
Farm production of milk during February reached 9,464 million pounds, 14 per cent above the 1946-'55 average for the month, according to Agriculture Department. Production was at the rate of 1.99 pounds per capita per day, the same as February, 1956, but 3 per cent above average for the month.

Orange Concentrate
Output of frozen orange concentrate in Florida during February and early March was heavier than in the comparable period of 1956, according to Agriculture Department. During February, total production surpassed that of a year earlier, and by March the pack of 37.6 million gallons was 7 per cent larger than a year earlier.

THE MAGIC WORD FOR PROFITS IS GUGGENHEIM'S
"MAGIC LETTERS"

SNAP TOGETHER—SNAP APART
make bracelets, necklaces, belts

3.25 PER THOUSAND
F.O.B. N. Y. C.

ASSORTED COLORS

at your distributor or

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

FINEST RECONDITIONED EQUIPMENT

WILLIAMS
SIDEWALK ENGINEER \$150
CRANE 150
CIRCUS WAGON (2 PL.) 250
STAR POOL 50

GOTTLIEB
RICOCHET (2PI.) \$175
GLADIATOR 265
SCOREBOARD 265

BALLY
BROADWAY \$335
PARADE 400
NITE CLUB 400

CHICAGO COIN
SUPER HOME RUN \$125
ROUND THE WORLD TRAINER 550

ONE-THIRD DEPOSIT

THE HUB ENTERPRISES
32 S. Charles St., Baltimore 1, Md.
LEX 9-6446-7

J. SCHOENBACH
Distributor For
Harmon Machine Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

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.

WANTED FOR EXPORT!

- Gottlieb 1954 Models and Up
- Williams

PIN GAMES

BETSON ENTERPRISES

Send Complete List or Call UNION 3-8574 UNION 3-8627
1706 MANHATTAN AVE., UNION CITY, N. J.

Cleveland Coin Machine Exchange, Inc.
Harmon Machine Co. Distributors
2029 Prospect Ave., Cleveland, Ohio
To 1-6715
Write for prices.

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c...	\$ 8.50
Acorn, 5c	10.00
Du Grenier 6-Col., 1c Tab.	15.00
Master, 1c and 5c	8.50
3 Col. Hot Nul.	22.50
Asco Hot Nul.	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
N. W. Model 49, 5c	12.50
Perfume Machine	19.50
Ball Gum Hunter Machine	12.50
Ball Point Pen, NEW	Write
2-Col., Stamp, NEW	Write
Baby Grand Rockets, 5c	7.50

SEND FOR 1957 CATALOG and Merchandise Lists!
All machines completely checked and ready for location. Order with complete confidence.
1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOMBAR 3-2676

amco
SINCE 1900

SANITARY VENDOR

Accommodates flat packages up to 1/4 x 2 x 3 inches.
25c — or 50c coin mechanism.
Coin returned when machine is empty.
Separate cash box.
Holds up to 160 packages.

HARMON MACHINE CO. INC.
BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

Northwestern
JET BALL GUM AND CHARM VENDER



Entirely new vending principle designed to vend charms or ball gum and charms perfectly.

- Clear view plastic front provides outstanding display of charms and gum visible on three sides.
- Wide-opening top for easy dressing. Separate locks for top and bottom.
- Extra large capacity 8 1/2 lb.—210 count.
- Available for 1c or 5c play.
- All metal construction.
- Durable baked enamel finish or bright chrome-plated finish.
- Available for capsule vending with capacity of 215.

Write for complete information.

Northwestern Corp.
2475 Armstrong Street
Morris, Illinois

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 239 1c Porc.	7.95
N.W. 233 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 Tullin	.48
Pistachio Nuts, Vendor's Mix	.59
Pistachio Nuts, Sheik	.47
Cashew Whole	.66
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.37
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Blo Ball Gum, 60 ct. \$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct. .30
Rain Blo Ball Gum, 100 ct. .32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct. .45
Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. .45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in GUM

Get Your Share With **Northwestern**

TAB

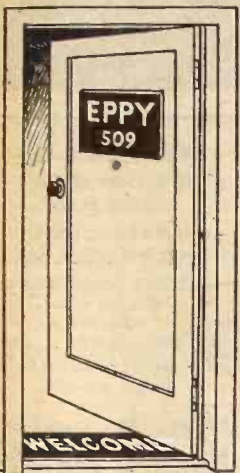
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

HEADQUARTERS FOR CHARMS



COME-SEE...

MORE NEW CHARMS,
MORE NEW GIMMICKS,
MORE NEW BEADS,
MORE NEW NOVELTIES,
MORE & MORE and MOST &
MOST of EVERYTHING in
CHARMS & GIMMICKS...
EPHY—Room 509 at the
N.V.A. CONVENTION
Conrad-Hilton Hotel, Chicago
May 2 to 5, 1957

J. SCHOENBACH

Distributor for
Coke Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES



**VICTOR
Standard
TOPPER**
1c
**BALL GUM
VENDOR**
\$13.25
Each

\$12.75 Each
100 or more

30 day money-back guarantee
if not satisfied

1/2 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.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

Memphis Cig Boom

Continued from page 82

more than \$400,000 changed hands.

Biggest route here now, with hundreds of machines on location, is Bluff Cigarette Service. Other routes are O. J. Barsotti & Company, Horsby Cigarette Service, Meyer Sales Company, Novaresse & Company, Southern Cigarette Service and Memphis Canteen Company.

Operators have cigarette machines in practically every conceivable location. They are in banks, restaurant, the airport, bus and train depots, industrial plants, office buildings, public buildings, service stations, parking garages, department stores and others.

VENDORS

Reconditioned by
factory trained mechanics
M. W. Model 33, Ball Gum... \$ 6.95
for 100 count & 140 count
Mills 6-Col., 1c Tab., 10 or
More. Ea. 13.95
\$14.95 in quantities of less than 10
Victor Topper, 1/2 Cab. \$10.95
Specify mse. or ball gum
Baby Grand, 1c or 5c. 7.50
Victor K. S., 1c or 5c. 12.95
M. W. Pkg. Gum, 5c. 19.95
STONER CANDY BAR VENDRS., 6-Col. 80.00
Machines thoroughly checked, ready
for location. Immediate shipment.
1/3 deposit, balance C.O.D.
BERNARD K. BITTERMAN
4709 E. 27th Kansas City, Mo.

CHARM BUYERS

INTRODUCING 13 BRAND-NEW CHARMS
See the all New Charm Line including several Action Charms
by Al Fischer at the N.V.A. Show.



Wolf Head Ring
\$11.00 per M



Airplane
\$12.50 per M

**LATEST
2
CHARMS**
Two-Color
JUST OUT
FAST
MOVING

AL FISCHER CO.

2320 JOYCE AVENUE

NEWPORT, KENTUCKY

**FACTORY RECONDITIONED
and GUARANTEED by
MILLS AUTOMATIC MERCHANDISE CO.**

Don't be misled. Buy rebuilt, as only
a Mills mechanic can rebuild them
using original factory parts.

**MILLS Famous 107
TAB GUM VENDOR**

We carry a complete stock
of bulk merchandise charms,
ball gum, parts, globes,
brackets and stands for all
machines. Anything an op-
erator needs, including a
complete line of vending ma-
chines (package, ball gum,
bulk), etc. Write for prices.
American Chicle candy coated or slab type gum.
Also Beech-Nut, Peppermint or Spearmint 3-C slab
gum, 45¢ a box of 100 ct.

Only
\$15.00
F.O.B. Factory

Order Today—Prompt Deliveries.

J. SCHOENBACH

1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



**SAMUEL EPPY
& CO., INC.**

91-15 144th Place,
Jamaica 35, C.T., N. Y.

**PENNIES
PAY OFF**

with
greatest
money
making
scale
on the
market

\$20 deposit
puts it to work
for you
Good indoors
or out
Produces up to
200% profit
Wins Customers
for Locations
Two machines
In one—weighs,
tells fortunes



MIX BUSINESS

with

PLEASURE

come to

NVA

"Vending Superama of '57"

Conrad Hilton Hotel

Chicago, Illinois

May 2-3-4-5

Gala Kick-Off Party, Buffet Dinner, Speak-
ers, Business Meetings, etc.

Make it a vacation, bring the family. No ad-
mission charge for guests.

NVA

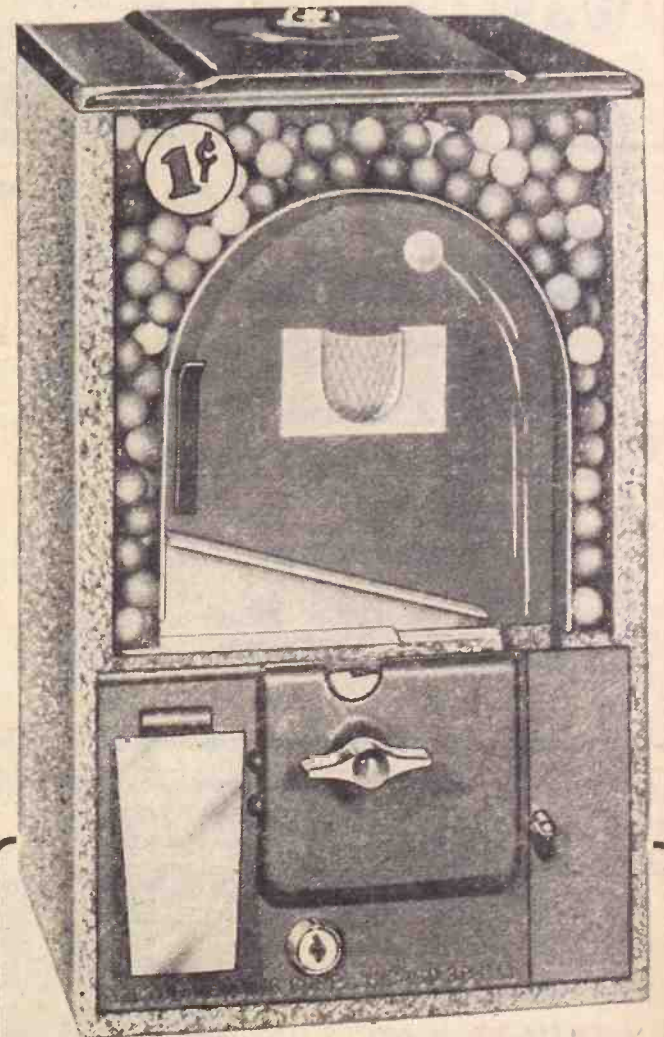


★★★★★

★★★★★

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St., N.W., Washington 7, D. C.
Send more details Send scale
\$20 deposit enclosed
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

**GIVE TO DAMON RUNYON
CANCER FUND**



PLAY BALL with VICTOR'S
Sensational New **BALL GUM VENDOR**

► 1957's Hottest Money-Maker Price **\$19.75** F.O.B. each Factory

Packed 2 to Carton. See it at the Show or Factory.

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago

Manufacturers of the Famous Line of Topper Vendors



ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
 Invented and Made Only by
WATLING
 Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

Colo. May Tax

• Continued from page 82

the 10-cent item will have far more serious consequences than the contemplated nickel-a-pack cigarette tax increase.

With the cigarette tax increase being at an even nickel denomination, there will be no problem in making machine adjustments. Operators indicate they would merely respond by increasing their pack prices by the amount of the tax.

However, in the case of the tax

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER 8-COLUMN CANDY, 160 capacity, prewar model...	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model...	80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model...	165.00
ROWE 8-COLUMN CANDY, 120 capacity	60.00
ROWE CANDY MERCHANT	99.50
ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb.	97.50
DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column	87.50
NATIONAL CANDY, 9 column	75.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.

308 Furman St. Brooklyn, N. Y.
 TRiangle 5-1857

on 10-cent vended items, the problem becomes a different one.

Depending upon the size of the levy, operators will either have to absorb the tax or respond by increasing their vended prices.

With "penny punching" not common in 10-cent items as it is in cigarettes, the increase would have to be in nickel denomination.

Many operators seriously doubt whether customers would continue to patronize the vending machines with the customary 10-cent items now raised to 15 cents.

Operators at present are not decided which course they will take. Most are waiting for final passage of the bill to determine just how much of a tax is being contemplated.

The measure, House Bill 307, has just passed its second reading in the Colorado Legislature.

NVA Superama

• Continued from page 82

servicing, which will be discussed at length along with other questions from the floor. (See convention program for panel members.)

Entertainment will be furnished by two social events. A cocktail party will be hosted by nine manufacturers on Friday evening (3) along with a special invitational buffet dinner Saturday (4) hosted by Leaf Brands.

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., and Victor Vending Corporation.

BE SURE of the BEST!

SEE PAUL PRICE FIRST!

ROOM 512

"VENDING SUPERAMA of '57"

Conrad Hilton Hotel, Chicago, Illinois
 May 2-3-4-5

10 NEW ITEMS!

THESE NEW ITEMS WILL GIVE YOUR MACHINES REAL ACTION!

Paul a. PRICE Co. Inc.

55 Leonard St. N.Y. 13 N.Y. Corlough 7-5137

A Ball Point Vendor

THAT WILL VEND REGULAR SIZE BALL POINT PENS WITHOUT TUBES

SEE IT IN ROOM 501 . . . NVA CONVENTION

PRICED AT \$15.95 EA.

FINE QUALITY ball point pens, asst. colors, without tubes. \$11.50 per 100. 500 minimum.

With tubes—Slim or Regular Size, asst. colors. \$12.50 per 100. 500 minimum.

All prices F.O.B. Chicago, Ill.

NG & COMPANY
 J W. Lake St. Chicago, Ill.

J. SCHOENBACH

For Victor Vending Corp.
 Machines, Parts, Globes
 Charms, Merchandise Supplies
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.
 PResident 2-2900
 PHONE or WRITE FOR PRICES

MARBLER

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.

Remember

our date with you

- MAY 2, 3, 4, 5
- CONRAD HILTON HOTEL

Room 534

Vending Superama of '57

PENNY KING COMPANY

2538 Mission Street Pittsburgh, Pennsylvania
 World's Largest Selection of Miniature Charms

JOBBERS WANTED

With qualified sales organizations to handle

LOW-PRICED LINE OF CIGARETTE VENDORS (3 SIZES)

With or without 3-tube penny changer.

None finer quality; none lower in cost!

Also candy, cookies, postage stamps, etc.

OUR 25th YEAR!

SHIPMAN MFG. CO.
 LOS ANGELES 23, CALIF.

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.

POPPERETTE

Fully Automatic Popcorn Machine

10c Hi Profit %

\$159.00

TERMS: 1/3 Deposit With Order, Balance C.O.D.
 WRITE, WIRE OR PHONE

Mayflower Distributing Co.
 2227 University Ave. St. Paul 4, Minn. Midway 6-7901

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

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.

See Your Nearest VICTOR Distributor QUICK.

Victor Vending Corp.
 5701-13 W. Grand Ave. Chicago 39, Ill.

ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the

AUDIT BUREAU OF CIRCULATIONS.

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 27, 1957)

MUSIC MACHINES

Table of Music Machines with columns: High, Low, Mean Avg. Includes sub-sections for AMI, ROCK-OLA, SEEBURG, and WURLITZER.

PINBALL GAMES

Table of Pinball Games with columns: High, Low, Mean Avg. Includes sub-sections for BALLY and CHICAGO COIN.

Table of Genco and United machines with columns: High, Low, Mean Avg. Includes sub-sections for GENCOTTLIEB and UNITED.

SHUFFLE GAMES

Table of Shuffle Games with columns: High, Low, Mean Avg. Lists various shuffleboard and bowling machines.

(Continued on page 88)

AMI Showing

Continued from page 89

Martin Amusement Company Portsmouth, Va., and Boyd Alley Richmond.

Lesnick, Mack Lesnick

Advance Of German Industry

HAMBURG, Germany — Erich Schneider, juke box import manager for Loewen-Automaten, Seeburg distributors here, making his first visit to the U. S. this month, was impressed by the modernization and scope of the American business. But he, in turn, left with the American tradesmen an admiration for the rapid advances made by the German coin machine industry.

Associated with a firm that imports American jukeboxes, distributes both American and German jukeboxes, and manufactures other coin machines, Schneider is in close touch with the German industry.

Main points he revealed, which may come as a surprise to a good many American coin machine men, were:

1. German operators are well organized. The majority of juke and game operators belong to regional associations. The regional groups are tied to a national parent association, the Union of the German Automat Trade (AGS), headquartered at Stadtwaldgurtel.
2. American-made and German-made jukeboxes serve separate markets. The American machines are regarded as the "Cadillacs" of the business, and are spotted at top-cross locations only. German machines are the "Volkswagens," designed for the smaller and more numerous locations. But 70 per cent of German operators, Schneider estimates, can't afford to buy any type of juke box, most of them operate only amusement and gaming machines.
3. Most locations don't get commissions. Operators are only beginning to offer commissions to locations. Some operators are paying 20 marks per month (about \$5)

AMI Showings

In Va., W. Va.

RICHMOND, Va.—A series of showings of the new AMI Model I phonographs were held for operators in Virginia and West Virginia by the Roanoke Vending Exchange, Inc., Saturday and Sunday (13-14) at the firm's showrooms in Richmond; Sunday and Monday (14-15) in Charleston, W. Va.; Sunday (14) in Bristol, Va.

Jack C. Bess, president and general manager, announced that Roanoke Vending also held showings at the Nansemond Hotel, Norfolk, April 24-25, and the Hotel Andrew Jackson, Knoxville, April 27-28.

Joe Collins, regional sales representative of AMI, was on hand for the showings in Richmond and Charleston.

Representing the distributing firm in Richmond were Harry D. Moseley, William A. Browning Jr., Daniel Finegan, Alton Sheffield, E. W. Bishop, W. David Street, M. L. Mundie, Patrick W. Brick Jr., Virginia H. Graham.

At the Charleston unveilings, Mrs. Bess was on hand to act as hostess for the ladies, along with other personnel, including Eldridge L. Fink, W. Hobart Booth Jr., Cletus Letart and Clifford Bragg, Richmond.

Operators attending the Richmond showing included Joe Funai Jr., Funai's AMI Service, Richmond; P. H. Lamb Jr., Southside Vending Machine Company, Petersburg, Va.; W. M. Showalter, Showalter Music Company, Harrisonburg, Va.; Vernon E. Martin. (Continued on page 91)

IN NEXT WEEK: WHAT JUKE OPS THINK OF UNIONS

CHICAGO—What do juke box operators think of unions? Next week's Music Operator Forum will unveil the results of a Billboard survey showing how many operators belong to unions, and whether they think unions are helpful to their business.

Facts, figures, and operator comments on union membership will highlight the full-page Billboard feature.

Whether or not an operator is presently a union member, he'll be interested in what his fellow operators have to say about this controversial problem.

to locations for electricity and coin changing services.

Two Distinct Markets

Commenting on the fact that his firm distributes both the American-made Seeburg phonograph and the German-made Fanfare phonograph manufactured by NSM Apparatebau, Bingen, Germany, Schneider stated that the 60-selection German machine will not affect in any way the import of the 200-selection American models. He explained that the two serve different markets, are in different price ranges, and are thus not competitive.

Schneider said that the principal (Continued on page 92)

SANTIAGO OPERATOR REPORTS:

Juke Box Export Market in Chile Opens Up; Only 600 in Country

NEW YORK—The Republic of Chile has nearly 3,000 miles of coastline on the Pacific Ocean, a population of more than 6,000,000, and the world's greatest copper mines.

But, from the automatic phonograph viewpoint, Chile is definitely an underdeveloped nation—there are only 600 juke boxes in the entire country.

One operator, who has 50 machines in Santiago, has nearly 10 per cent of this total. The operator, Mario Harmas, winds up a four-month visit to this country in May. When he returns he will bring with him another 50 machines, all new, in an effort to capitalize on a growing need in the South American country.

Part-Time Operator

Harmas is only a part-time operator, and he has only been in the juke box business for three years. However, he has boundless confidence in the future of automatic phonographs in his country.

In 1954 the only operator of any consequence in Chile was the Radio Corporation of America. Harmas, the owner of a sewing thread factory in Santiago, was intrigued with the occasional machines he noticed in bars and restaurants and approached RCA to buy a couple of pieces for test purposes.

At that time RCA was disposing of its route and it sold Harmas

MOA OPS TO MIX BUSINESS WITH PLEASURE

CHICAGO — The Music Operators of America show will not only mix business with pleasure, but add a few helpings of culture as well.

Special features at the MOA conclave, slated for May 19-21 at the Morrison Hotel here include a fashion show, sight-seeing trip, and exhibitors' luncheon. All will be complimentary affairs designed to show visitors a good time.

The fashion show, sponsored by Saks Fifth Avenue, and graced by nine professional models, will be presented to an audience of both men and women visitors. Fashion show committee is headed by Mrs. George Miller and Mrs. Clinton Pierce.

two music boxes on location. The thread manufacturer soon learned that juke boxes were capable of turning in healthy profits. During the next two years he began adding to his route piecemeal, until 1956, when the ban on the importation of juke boxes was lifted.

Still Has Factory

Harmas still has his thread factory, but he is devoting more and more time to his juke box route.

The route itself is in need of overhauling. Only six machines are 45's, while the other 36 are 78's. Prior to 1956 a 10-year ban on the importation of American juke boxes made it virtually impossible to get new equipment.

Some of the 50 new machines Harmas has ordered will go on new locations, but the bulk of them will be used to replace existing equipment.

Pressing Plants

Record industry developments have made the 78 all but obsolete

Operators Against Juke Unionization

Continued from page 1

not belong to a union or have employees which belong.

Of great interest is the fact that one-half of those responding do belong to either a city or State association, a figure which is higher than the national average. This fact would belie the argument that this group is generally adverse to collective action.

Actually, it is the concept of collective action that those in the business find most appealing in a union. But these same people question a union in the juke box business because its role in collective action

is far different from that of an association.

Because of the structure of the operating business, with many one, two or three-man operations, the collective action of a union tends to restrict competition. Surveyed operators pointed out that a one-man operating company would be required to join a union. Once a member, he would be forbidden to sell location owners on using his juke box service in locations using the service of an operator-union member.

However, the collective action of an association keeps alive trade practices which make healthy competition possible by educating operators on successful operating procedures.

The great majority of surveyed operators entered a strong plea for more and better organized associations as the answer to combating unfair trade practices in the area of price cutting and unethical location selling.

No more than 8 per cent of the operators surveyed said they would like to join a union or have their employees join one.

A whopping majority—77 per cent—do not believe unions would help to stop unfair trade practices.

Significantly, some operators surveyed who belong to unions indicate that they are not satisfied that unions are benefitting the op- (Continued on page 92)

Texas Ops See New AMI Line

MINERAL WELLS, Tex. — Wallace Distributing Company held a showing of the new AMI H phonographs at the Baker Hotel here, April 14, for operators from West Texas and New Mexico.

After the usual business sessions attendant to showing of a new model, the operators and guests were entertained Sunday night (14) at the Brazos Club here in the hotel.

Picking up the tab for the event were Mr. and Mrs. Allen Wallace, who were assisted as hosts by Mr. and Mrs. Sam Whately, Mr. and Mrs. Jim Biells and Johnny Reynolds.

Besides the Mineral Wells showing, Wallace scheduled a display of the models for El Paso and Lubbock, Tex., during the past week.

Among those attending the unveiling at the Baker Hotel were: R. L. Choate, Clayton Heffley, W. B. Walton, Jack Griffith, Pat King, and Ed and Jack Pratt, all of Mineral Wells. Brown Walker, L. B. Walker and Carlos Halcomb from Graham, Tex.; Mr. and Mrs. E. J. Bishop, Wink, Tex.; Mr. and Mrs. Pete Purvis, and Mr. and Mrs. Burl Lawrence, Stephenville, Tex.

Richard Gentzel, Stephenville, Tex.; Mr. and Mrs. Clyde Maner, Brownwood, Tex.; Mr. and Mrs. Glyn Murphy, Breckenridge, Tex.; Mr. and Mrs. A. H. Turnbow, Stamford, Tex.

Mr. and Mrs. Bill Sheffield, Odessa, Tex.; Dock Ringo, Weatherford, Tex.; Mr. and Mrs. Jack Brazeal, Mr. and Mrs. Glynn Weeks, and Virgil Owens, Wichita Falls, Tex.

George Grant, Paducah, Tex.; Mel Harp, Sweetwater, Tex. W. O. Kemper, Abilene, Tex.

Ops Serve 20-Mile Area 3 Ways With 250 Units

FOND DU LAC, Wis. — In every community one operating firm usually sets the pace for the industry in that area. It usually is the best operated, most progressive firm and often the biggest. In the Fond du Lac area, the pacesetter is De Rusha Vending Company, headed up by a brother team, Bibs and Floyd De Rusha.

The De Rusha Vending Company blankets a radius of 20 miles around Fond du Lac with their well-cared-for, modern equipment.

Bibs De Rusha started the firm 12 years ago and was joined two years later by his brother, Floyd. Consistent purchases of new equipment and buying up of bits of routes from other coinmen has built the firm up, until now its inventory roster totals around 250 pieces of equipment.

Cigarette machines make up the bulk of the De Rusha Vending Company routes. They operate about 110 cigarette venders.

Late Models Spotted

The juke box phase of their solid and growing enterprise accounts for 55 late-model units. They operate 75 games. A few assorted vending machines and novelty games make up the remainder of their holdings.

On the music machine front, ac-

ording to Bibs De Rusha, the outlook for a general swing over the dime play is not encouraging.

"In order to put dime play over in any territory, a high degree of willingness and co-operation among all operators in a territory is required. This territory is presently not able to get that kind of co-operation for a number of reasons."

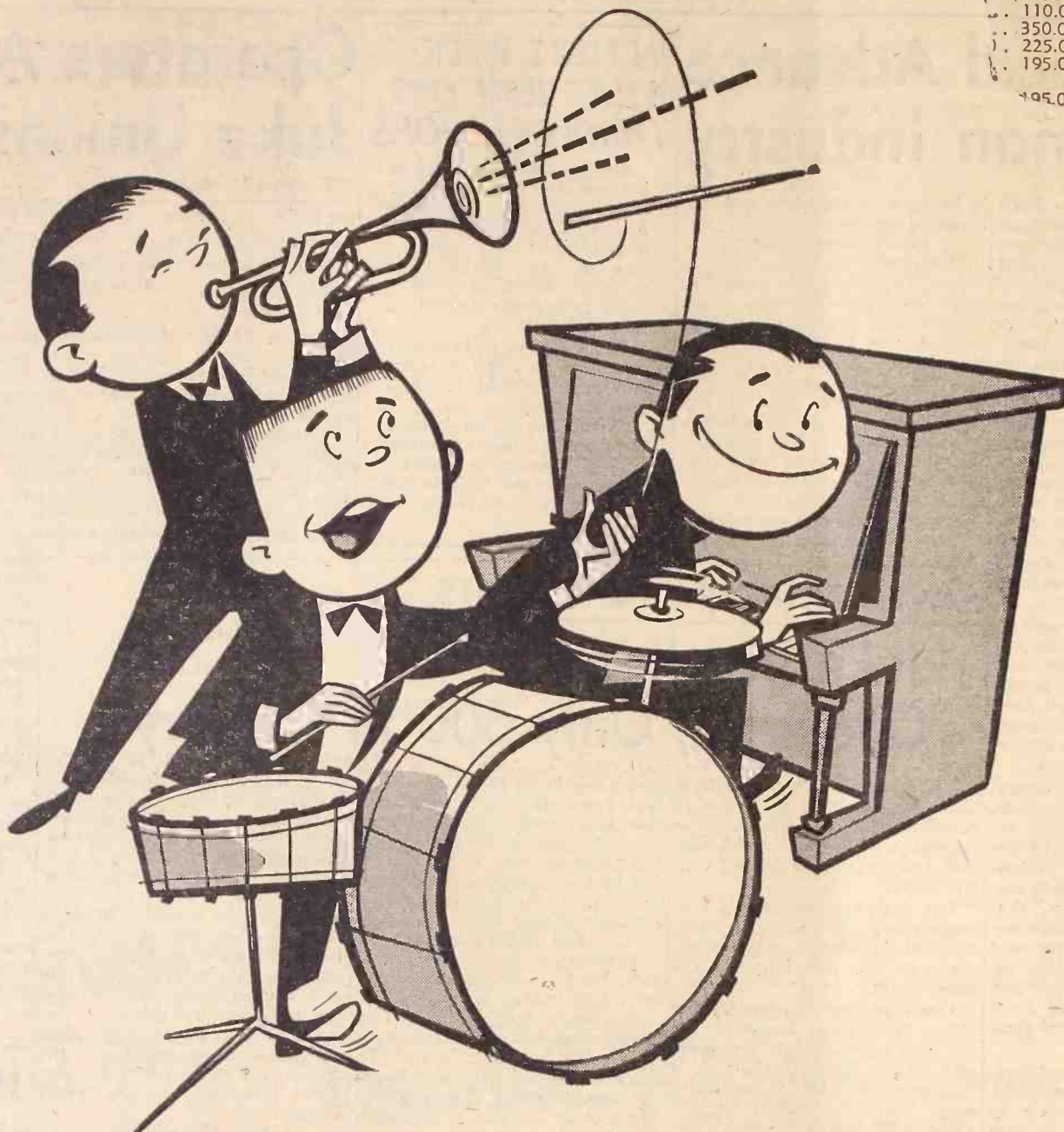
One of the reasons behind Bibs De Rusha's discouraging view of the prospects for increasing the total of dime play spots here, he says, has been the noticeable decline in tavern traffic in recent years.

"More and more people are tending to buy bottled and canned beer at their drugstores and supermarkets for use as refreshments while they stay home and watch television," he says. "This growing habit has cut down on the number of steady patrons in taverns and is being reflected in juke box and game play."

Because tavern attendance and juke box play are sharing this "plateau" in patronage, De Rusha feels that attempting to promote dime play would shove music takes in spots affected to even lower depths.

"We realize as well as any other (Continued on page 92)

	High	Low	Mean Avg.
1.	\$295.00	\$195.00	\$250.00
2.	110.00	75.00	95.00
3.	350.00	200.00	325.00
4.	225.00	145.00	175.00
5.	195.00	150.00	195.00
6.	195.00	150.00	195.00



THE HOTTEST TRIO

IN THE BUSINESS



The Wurlitzer All-Location Line enables operators to furnish any location, regardless of type or size, a phonograph that will be played more and earn more than ever before.

The new trio of Wurlitzer Phonographs, all utilizing 50-cent play, is the "hottest" group of music-makers in the business — with an equally impressive record as money-makers, too.

So see your Distributor NOW!

WURLITZER

ALL-LOCATION LINE

- 104-SELECTION MODEL 2104
- 200-SELECTION MODEL 2150
- 200-SELECTION MODEL 2100

ALL
FEATURE

50c  PLAY

WURLITZER • NORTH TONAWANDA, N. Y.

ESTABLISHED 1856

AMI Showing

Continued from page 89

artin Amusement Company, Portsmouth, Va., and Boyd Alley, Richmond.

Hy Lesnick, Mack Lesnick Jr., Charlie Cabrero and Bill Snow, Musical Sales Company, Baltimore; Jack Gordon, regional sales representative for the J. P. Seeburg Company; Archie Campbell, Bowling Green Amusement Company, Bowling Green, Va.; Bob Bond, & W. Music Company, Newport News Va., and H. H. Swinn, Richmond.

George Essayian, Minor's Music, Richmond; Mike Montelone, Greenhaven Music Company, Fredricksburg, Va.; Herman Hicks, Anthony Music Company, Hampton, Va.; C. B. Cory, Cory Music Company, Richmond; Joe Richter and Buck Clatterback, Richter Music Company, Richmond, and Freeman, Peninsula Music Company, Warwick, Va.

C. E. Morse Sr., C. E. Morse and Albert Lambert, C. E. Morse Music Company, Richmond;

C. Connelly, Virginia Music & Novelty Company, Colonial Heights, Va.; J. F. Chandler, Richmond Amusement Sales Company, Richmond; Calvin West, West Music Company, Portsmouth, Va.; and W. Copeland, Neighborhood Music Company, Portsmouth, Va.

H. S. Donovan Jr., Richmond Amusement Company, Richmond; H. King, American Amusement Company, Newport News, Va.; William O. Jones, C. S. Vally and Ed T. Williams, O'Connor Distributing Company, Richmond; and Mrs. W. A. Long, Universal Music Company, Richmond, and Dan M. Wertz and Louise Hartley, Automatic Equipment Company, Richmond.

M. L. Holland, Valley Music Company, Roanoke, and Mr. and Mrs. K. F. Schneider, Playtime Sales Company, Norfolk.

Charleston Ops

Operators present at the Charleston showing included Mr. and Mrs. Darris Derrick, Derrick Music Company, Charleston, W. Va.; Mr. and Mrs. Felix Munix, Maysal, W. Va.; Mr. and Mrs. Raymond Tabor and Mrs. Hilda White, Tabor Music Company, Charleston, and Raymond Dakin and Emory Neal, West Virginia Amusement Company, Bluefield, W. Va.

Mr. and Mrs. Thomas Hunt, Ace High Amusement Company, Point Pleasant, W. Va.; Mrs. Rita Fenwick and Mr. and Mrs. E. E. Wood, Fenwick Music Company, Charleston; Mrs. Ina Waybright, Edward Flint and Junior Miller, Specialty Company, Charleston, and Mr. and Mrs. James Ungardner, Moderne Music Company, Huntington, W. Va.

Edward M. Oliver, A. A. Mitchell and Mr. and Mrs. R. A. Mitchell, Lammoth Amusement Company, Montgomery, W. Va.; Red Flannery, R. L. Hatcher, White Amusement Company, Logan, W. Va.; Mr. and Mrs. K. N. Edwards, Coin Machine Service, Charleston; and Robert Bender and Mrs. Madeline Bender, Charleston.

Clyde Madeira, Keyston, W. Va.; D. H. Mace, Spencer, W. Va.; Edward Grogan, Parkersburg, W. Va.; Red Wallace, Eugene Wallace, R. C. Garvin, Wallace and Wallace, Oak Hill, W. Va.; Mr. and Mrs. Bert Edwards, Charleston, and Mr. and Mrs. Chris Ballard, Belle Amusement Company, Belle, W. Va.

Bennett Bell and John Bell, Victory Amusement Company, Summersville, W. Va.; Dudd Endsley, John Corey and Mr. Bowling, Dudd's Music Company, Charleston; Raymond McClung, McClung Music Company, Charleston; Mr. and Mrs. William Shingle, Whitesville, W. Va.; Dana Hicks, executive secretary of the West Virginia Music Operators' Association, Inc., and four representatives of Wurtzler distributors of Valley Amusement Company, Charleston.

COINMEN YOU KNOW

Detroit

By HAL REVES

Ben H. Liddon, owner of Advance Coin Lock Company, has moved headquarters, formerly in the Northwest section, to a central site on 14th Street near the Michigan Central Depot. The company is national distributor for toilet locks, napkin dispensers, scales and supplies. Liddon remains as sole owner of the business, with Luther P. Duncan, who planned to enter the business as a partner, no longer connected. . . . Sanitex Company operated by Byran Kamhout, who was formerly a partner in Advance, remains at the old address at 14182 Meyers Road, also as a national distributor.

Mrs. Wanda Rheume, owner of Monarch Music Company, who has opened offices in the Book Tower, is looking forward to a post-Easter pickup, after very slow returns from juke boxes, ascribed to actual and threatened unemployment. Her spare-time activity is flying. She is perhaps the only feminine juke box operator who is also an active airplane pilot.

The new firm of Cadillac Coffee Machines has been organized as an affiliate of the Cadillac Coffee Company by Maurice A. Merritt, Robert J. Rolison and John R. Gehlert, who are also partners in the parent firm. Their policy, Rolison said, is to confine operation strictly to locations where they can work thru catering companies who are their regular coffee customers, and not to solicit independent locations.

Erwin B. Moss, head of Moss Music Company, who was seriously ill, is back on the job. . . . Ray Taylor, manager of Brilliant Music Company, reports games are selling quite well with the music business starting to pick up.

Manufacturing visitors included Art Weinand, of Williams Manufacturing Company, calling on local distributors and operators. . . . Ed Risteau and Mr. Danielsoh, general sales manager and assistant to the treasurer of Rock-Ola, respectively, calling on Joseph Brilliant, their local distributor. . . . Jack Kirschner, of Jack's Music, and Mrs. Kirschner are back from a vacation in Miami Beach, Fla., as are Lou and Mrs. Fisher, of Fisher Music.

Chester Moros, manager of programming for Brilliant Music Company, is recovering from a cut over the left eye received when he walked into a garage door. . . . Frank Alluvot Jr., of Frank's Music, is building a new home at 20 Mile and Crooks Roads in the Northern suburb of Troy Township.

James C. Panagos, who operates a dairy on the East Side, is entering the ice cream vending business, establishing the new firm as Robinson Dairy Vending and using the same headquarters as his dairy business. He is selling his units at a dime, starting with an East Side route and ultimately planning wider expansion. . . . Louise Kittle, a native of Grand Rapids and a newcomer to the coin machine business, is the new office secretary at Meltone Music Company, headed by Vincent Meli.

Louis E. Fisher, veteran music and games operator, just back from a trip to Florida, has entered the test-it-yourself radio and TV tube business as a sideline. . . .

Aaron Katzman, formerly a partner with him in Lou's Bar on First Street, has joined Fisher Music Company as a partner, and they have opened a new store headquarters on McNichols Road.

Gordon Fruitman, owner of Gordon Music, made a business trip to Toronto, with Louis Fisher, with whom he was formerly a partner. . . . Richard Earl Haight, formerly an electrician in an industrial plant, is establishing the B. & H. Vending Company. He is starting with a small diversified route that includes cigarette and candy venders as well as juke boxes, with plans for expansion.

Irving Kane, former restaurant operator, has taken over the Snack-O-Mat Automatic Cafeteria on the fourth floor of the David Scott Building. Kane has removed the vending installation, which was owned by General Automat Company, headed by William I. Starkstein, reverting to a personal service type of operation, and dropped the word automatic from the firm name.

Richard V. O'Meara, formerly with Ford Motor Company here, and recently with Baldwin and Company, Cleveland, advertising agency for Music Systems, has been appointed general manager of Music Systems, Inc., Seeburg distributors for the five-county area including and surrounding Detroit. . . . Lou Nemes, who held the post since opening of the Detroit company in 1949, has resigned to devote his time to his own operating and investment interest here. Lou, meanwhile, is leaving for a Florida vacation. . . . Joseph Nemes, president of Music Systems, commuted from Cleveland for the new Seeburg showings. He reported the company's one stop is doing well with album records.

Art Hebert, salesman for Miller - Newark Distributing Company of Detroit and Grand Rapids, has been appointed manager of the Detroit branch, following the sudden death of manager Morrie Tophan. This company, in addition to representing AMI phonographs, has one of the most diversified distribution set-ups in the Motor City.

New York

By AARON STERNFIELD

Louis Sacks, Sacks Music and Amusement Company, is a new member of the Associated Amusement Machine Operators of New York. . . . Sol Tabb has sold his game route to Gil Somin, Gil's Music and is looking over things in Florida. . . . Ray Knoss, Arrow Music, is back from his Caribbean cruise on the Homeric. . . . Abe Lipsky, Young Distributing, reports a shortage of used equipment, particularly 45 juke boxes. Hank Peteet, Wurlitzer field engineer, was in to visit Joe Young this week. . . . Another visitor was Izzy Adelman, Adelco, Detroit.

Bernie Boorstein couldn't take the heat wave which struck New York this week. He conducted business on the sidewalk in shirt sleeves. . . . Teddy (Champ) Siedel reports that sales of the West Side bowling conversion in New York are going strong. The Champ was hired by Harry Berger as a local salesman.

Al Ferber, local game operator, is back in harness after a Central American cruise on the Mauritania. . . . Abe Witsen, International Scott Crosse, Philadelphia, was a 10th Avenue visitor this week. . . .

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Oppose Juke Unionization

Continued from page 89

erating business. While 13 per cent answered they belong to unions, only half that many believe that operators are benefitting from it.

Operators were asked this question:

Whether or not you think unions have benefitted operators in the past, do you think it is possible unions could help the juke box business in the future?

Just 23 per cent said they felt it was possible.

But eight out of 10 operators surveyed believe that associations can do the necessary job of stopping unfair trade practices without union help.

The double-barreled answer given by polled operators to unfair trade practices in preference to union membership are:

1. Membership in an association to enable operators to keep up to date in operating know-how and to fight for equitable taxes and business conditions, and

2. Encouraging operators to concentrate on increasing gross collections—thru more equitable commission arrangements—instead of concentrating on cutting costs as a means of solving their economic straitjacket.

Detailed analysis of the survey results will appear in subsequent issues.

As operators polled indicated, the problem of unfair trade practices can often be laid at the operator's doorstep. The were quick to point out—knowing the economic problem first hand—that altho the operator has only himself to blame in many instances, his economic plight is understandable. Here's why:

The rise in operating costs—equipment, service, salaries, rent, records—have outstripped the rise in gross income in the last few years. As a result, the net profit margin has been squeezed. In order to widen it, operators could cut costs, increase gross income or both.

Those who have managed to do

both have fared well. Those who have managed to cut costs and have not managed to increase gross income have damaged their competitive position. They have locations which are vulnerable to a good sales pitch from a more enterprising operator who has managed to increase his grosses, hold net margin in line, and even expand into poorly maintained juke box-serviced locations.

COINMEN YOU KNOW

Memphis

By ELTON WHISENHUNT

Drew Canale, usually an inside man, was seen out on the route with one of his roulemen the other day. He bought two new 200s recently for his Canale Amusement Company, thus changing his mind on the big new machines. He had said previously he intended to stay with the 100s.

Allen Dixon, past president of Memphis Music Association, says he's glad music and game operators got through another session of the Legislature without restrictive bills and exorbitant license taxes put on them. . . . Memphis Music Association met for its business and social meeting the 16th. Jack Canipe Jr., president, presided. Mutual business problems and solutions were discussed.

Also from Arkansas: Robert Brunner, John and Frank Music Company, Marked Tree; Lloyd Barber, Barber Novelty Company, Forrest City; Henry Hitchcock, Jonesboro Music Company, Jonesboro; H. L. Hopkins, Hopkins Music Company, Fordyce; Jack Ethridge, Jack's Music Company, Hampton; Bill Poland, Poland Amusement Company, Forest City.

Rapid Advance

Continued from page 89

purpose of his visit to the States was to further develop co-operation between the German and U. S. phonograph industries. He plans other such visits for the future.

Analyzing the German juke box operating structure, Schneider estimated that 30 per cent of music operators own up to 5 machines, 40-per cent up to 20 machines, and 30 per cent up to 100. A few large operators have as many as 150 juke boxes.

He said that juke boxes first caught on strong here in 1951, and that the first boom period is now over. But as the industry expands, Schneider looks for continued good business in the coin music fields.

Most machines on location here are on 45 r.p.m. play. These disks cost 4 marks (about \$1). German youth like American pops, and some of these are recorded in German language. The 200-selection machines spotted make use of EP disks, mostly the German variety.

Patrons depositing 1 mark can get six single plays or four EPs. Twenty pfenni (50 pfenni to 1 mark) buys one single; 30 pfenni one EP. Schneider estimated that an American juke must take in 300 to 400 marks per month gross to come out ahead. Price is about 8,000 marks, while 3,000 marks is asked for a German machine. Juke boxes owned by locations are mostly old models, Schneider stated.

Loewen-Automaten ranks among the top coin firms in Western Germany, with headquarters in Bingen and branch offices and technical service in Duesseldorf, Hamburg and Braunschweig. The company is headed by Gerhard W. Schulze.

Chile Juke Mkt.

Continued from page 89

increase in the next two or three years.

Actually, the Chilean economy is becoming more and more stable, and the peso is increasing in value. In 1954 prices were 93 per cent more than the base year. The following year inflation was only 48 per cent, and it was down to 32 per cent last year. In 1957 it is expected to dip to 20 per cent.

American Tastes

Chilean tastes in music are similar to those in this country. Most of the records are pressed in Chile, but they are made by American companies and feature American tunes and artists.

Home phonographs are popular, retail record sales are high. All this, Harmas feels, makes for a prosperous juke box market.

The importation of American juke boxes contributes to the Chilean economy. Only the components may be shipped, for the law says that the cabinet and amplifiers must be made in Chile. Five firms are currently making cabinets and amplifiers for American juke boxes.

Wide Open Market

Most of the machines in Chile are Wurlitzers, with some old Rock-Olas, Harmas said. However, he added, Seeburg and AMI will probably attempt to capture the growing market.

Restrictions on the importation of juke boxes still exist. The country has \$500,000,000 American dollars a year to spend, and most of it must go for raw materials.

What the potential in Chile is for juke boxes, nobody knows. But this much is certain: The 600 machines on location are only a small fraction of what the country will accommodate.

Provinces Bare

Right now almost all the phonographs are in Santiago and the four largest cities. They are virtually unknown in provincial towns. And wherever juke boxes have been introduced, they have caught on. In a country of 6,000,000, it is not unreasonable to anticipate that 6,000 juke boxes—or about 10 times the current number—may be placed on location.

Coin-operated games are scarce in Chile. Except for a few Arcades—with pinballs of ancient vintage—they are virtually unknown.

The idea of placing a game in a bar with a juke box is something that Harmas picked up in this country. He is thinking seriously of introducing games on location.

Another factor which would help for juke boxes and games is the absence of television. Bar patrons have little to distract them from the coin-operated devices.

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COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

- May 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, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- May 9—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- May 14—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- May 14—Automatic Phonograph Owners' Association monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- May 14—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- May 15—New York State Operators' Guild, monthly meeting, Nelson House, Poughkeepsie, N. Y.
- May 15—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- May 19-21—Music Operators of America, annual convention, Morrison Hotel, Chicago.
- May 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- May 23—United Jewish Appeal, annual luncheon meeting, Motion Picture and Amusement Division, Park Lane Hotel, Park Avenue and Forty-Ninth St., New York.
- May 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- May 28—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- June 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.

20-Mile Area

Continued from page 89

operators that higher costs of doing business has made dime play increasingly important. Since we don't feel that our locations generally will hold still for the switch to a dime, what we are attempting to do to increase our revenue is to insist on bigger, more realistic guarantees and location money for our end."

Looking ahead on dime play prospects, De Rusha adds: "We do have a number of dime play locations that are showing fine results. And we intend to promote dime play wherever we feel it has a chance of proving successful. But, as an over-all route project, we are not overly optimistic about its prospects in this territory in the near future."

Polkas Strong

Proper programming of records is viewed as another means of boosting juke box receipts. "You have to get the feel of your location's musical tastes," he says. "Most of our spots are fed a steady

diet of polkas, westerns and novelty tunes. We don't neglect the hit tunes on the rock and roll and jazz charts, however. Our main objective is to program the tunes and types of music that the locations want, not what we like."

An attempt to build up a string of background music installations in Fond du Lac has shown encouraging results. In the past year three successful Seeburg background music units have been installed. One is at the new A. C. Neilsen Company offices, where over 200 people are at work for this nationally known marketing research firm. The other two are in the First National Bank of Fond du Lac, and a recently constructed building and loan company headquarters.

As a result of these installations, the De Rusha Vending Company is dickering with several more prospects. "We are happy over our experience with background music," says Bibs De Rusha. "We are going ahead with it very carefully and feel that there is a tremendous potential existing in background music for many operators."

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STORE BUSINESS WELCOME
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Hub Pin Ops Hit With \$100 License Fee

BOSTON—In a sudden, surprise move by the City Council, operators of pinball machines in the city were hit with a big jump in the annual license fee. The cost went from \$35 to \$100 without any warning, an action which it was said would increase the revenue to the city by \$60,000.

The boost was voted on in the midst of a hot debate over juke box license fees and the Council suddenly departed from music machines to hang the big boost on nine councilmen voted against the hike, charging that such a fee would be taxation and not a license fee.

The fee for pinball machines was raised last December from \$30 to \$35 and the new boost was unexpected. At that time a fee of \$50 was levied on juke boxes and the issue had brought protests over the inequities in the two fees.

Caggiano Says 465 Has No Ties With UIU

NEW YORK—James Caggiano, Machine Employees' Union, said that neither himself nor his union are or have ever been associated with the United Industrial Unions.

Caggiano is a defendant in an injunction being sought by the Retail Clerks International Association. The UIU is the parent union of other locals named in the same indictment (The Billboard, April 27).

The original union was formed as Local 465 of the International Union of Electrical Workers. It later severed connections with the IUW and became Local 465 Independent Union of Electrical Machine Workers (unaffiliated).

Later it merged with Local 433 RCIA as Local 433. Now it is back to its independent status as Local 465.

Acme Builds Six-Pocket Pool Table

LOS ANGELES—A six-pocket coin-operated pool table is in steady production in the shops of the 35-year-old Acme Billiard Supply Company with Sierra Distributors taking the full production, Robert Meyers, founder and owner of Acme, said.

The table has a playing field of 41 inches by 74 inches with the surface 32 inches high. Game comes equipped with 16 balls, including the cue ball. Prices range, a Sierra representative said, from \$285 for those with composition wood beds to \$375 for those with slate tops. Prices are f.o.b. this city.

Meyers declared that the model is designed exactly like a standard billiard table. Polyethylene liners are used on all six pockets. This prevents bounce and makes for a faster game, he added.

The coin-operated table is made of three-quarter-inch novoply with hardwood rail tops with inlaid sights. Live gum rubber, similarly

(Continued on page 94)

HIGH CT. PIN QUESTIONS WIN SOME CHUCKLES

WASHINGTON — The velvet-draped marble walls of the Supreme Court Chamber echoed hearty chuckles several times during the airing of the Korpan case.

At one point, Korpan's attorney, Robert Sprecher, said that the machines in question paid off only \$2,220 in six hours—"Not at all like a slot machine." Chief Justice Warren smilingly asked: "Is there so little chance of winning that the machine can't be called a gambling device?"

At another point, government attorney John Davis said that the "only skill involved is how far a plunger is pulled back, and how well the hands are used." Justice Clark said that from what he has seen, "Some players have a high degree of skill with their hands."

Rosenfeld Claims Contract Breach As Bally Distrib

CHICAGO — Jack Rosenfeld, J. Rosenfeld Company, St. Louis, brought suit April 22 in Federal District Court here against Bally Manufacturing Company, Chicago, and Amusement Supply Company, East St. Louis, Ill., for breach of contract. Rosenfeld sued for \$1 million.

Rosenfeld testified he held from 1945 to 1953 an exclusive distributor contract with Bally for Southern Illinois pinball sales. He claimed that he lost the contract as result of a deal allegedly made in the 1953 Illinois General Assembly to legalize free play pinballs.

Rosenfeld, testifying before Judge Julius J. Hoffman, said the deal was explained to him by George W. Jenkins, then Bally general sales manager. He alleged

(Continued on page 94)

30 Good Locations For Game Operation

numbers, taverns are the bread and butter locations for coin amusement games. But in terms of average grosses, taverns often fall below other types of spots, such as 24-hour restaurants.

A recent Billboard survey (of juke box operators) showed 45 per cent considered restaurants and cafes the most profitable locations individually, while 41 per cent listed taverns, bars and cocktail lounges first. Ranked third were ice cream parlors and teen spots, fourth were private clubs. (The Billboard, March 30).

At the same time, the scene is changing—for the worse—on the tavern front. Tavern owners' costs are up, their nets down. A survey by the National Licensed Beverage Association found 1956 costs increased 38 per cent, net profits down 44 per cent, compared to a 1948 base year. Tavern patronage has drifted to the point that tavern owners are looking to new merchandising efforts, and depend less on over-the-counter beverage sales.

The future tavern patron may well be one who buys to take home, rather than one who buys to consume in the tavern. Such a change, which is apparently already well under way, would leave game operators without the

Supreme Court Hears Pin Case, May Decide in June

U. S. Argument That Congress Intended Difference Between Amusement, Gaming

WASHINGTON — The U. S. Supreme Court last week (15) was urged by government attorney John F. Davis to rule that the pinballs at issue in the Korpan case are gambling devices. At the same time, Korpan's attorney, Robert A. Sprecher, told the justices that a pinball does not become a gambling device because of the use to which it is put.

Government's argument was based primarily on the belief that "Congress intended to draw a distinction, not between pinballs per se and the slot machines known as 'one-armed bandits,' but between

machines with the primary function of amusement (a category which includes many pinball machines) and machines with the primary function of acting as a gaming device (including machines operated as were the devices in the Korpan case)."

Government attorney Davis maintained that luck or chance was the predominant element in the disputed machines, and that because payoffs were made, the pinballs per se and machines fall within the definition of slot machines under the Internal Revenue Code. He upheld the Federal District Court

ruling that "chance" predominated in play on the Korpan machines, and the element of "skill" was so "fantastically small it was practically nonexistent."

Contradictory to the government claim, Korpan's attorney told the court that the "statutory language is not as clear as both sides wish, but it is clear enough to uphold the appeals court ruling." (In September, the Appeals Court in Chicago reversed the Federal District Court ruling that in-line pinballs are gaming devices. The Billboard, October 6.)

According to Sprecher, "This is a common sense problem—slot machines and pinballs are two different devices." He said that part of the problem is a "third meaning relating to the use of the machines." Sprecher said that candy vending machines could become gambling devices simply by removing the wrapper from the bars and letting the customer take his chances on what he gets from the machines. "Is that the interpretation of the law that the government wants?" he asked.

Sprecher pointed out that most people who play in-line pinballs prefer to play out the number of free plays they've awarded rather than ask for the corresponding amount in cash. Requiring the services of an engineer or patent lawyer to determine whether there is an element of chance in every pinball would be "chaotic" to the industry, he said.

While it is not definitely known when the court will hand down its decision, indications are that it may be before the current term ends early in June.

THE CRYSTAL BALL

3 Questions Posed By Ops on Future

CHICAGO — With spring the traditional season to look to the future, amusement game operators probably have more questions to pose than anyone else. Here are the first queries they toss at the crystal ball:

1. What will be the fate of pinballs?
 2. How long will it take for the new high-priced bowling games to pay for themselves?
 3. How long will pool game grosses continue to come in?
- And, of course, there is always this one, even at the height of prosperous seasons: Where will the money come from to pay for new equipment?

The answer to the pinball ques-

tion may well be delivered this year by the U. S. Supreme Court. Last January the high court promised to rule on the pinball question—the first time it has come up before the nation's highest tribunal.

The Supreme Court will review the U. S. vs. Walter Korpan in-line pinball case. Last September the U. S. Court of Appeals, Chicago, reversed a Federal District Court ruling that in-lines are gaming devices under the 1954 Internal Revenue Code. Meanwhile, proposed changes in federal pinball law were set aside pending the high court decision.

The answer to the bowling game question is more dependent on the whims of the public. If the new long bowlers continue to take in the heavy grosses they have made in the first months of 1957, they will continue to chalk up sales. Operators are deciding between a heavy, long-term investment in a bowler, or a light, short-term expenditure in a pool game. Weekly grosses will be the deciding factor.

Currently, most operators seem satisfied with the long bowlers they have on location. But production of these games has dropped off some, reflecting a slower buying pace. While the bowlers currently account for a minor part of total games on the routes, expansion in this field is limited, because of expense and size of the individual models.

The answer to the pool game

(Continued on page 94)

Jan. Coin Exports Dip, Hit \$1,606,852 Volume

WASHINGTON — Export of U. S. coin-operated games, juke and vending machines declined in January, as compared to the same month of 1956, but reached a fair \$1,606,852 total volume.

U. S. Department of Commerce figures show that January juke box shipments fell just under the \$1,000,000 mark, games made \$459,748 and vending machines did a \$158,490 trade.

The juke box figure was slightly under the figure for the previous January, and well below the \$1,420,535 volume of the preceding

month. Game volume ran well ahead of December, while vending machine shipments fell from the December level.

Three markets did over a \$200,000 business in U. S. coin machines: Canada, Venezuela and Belgium, in that order. Dollar volume was more spread out than usual among the various markets.

West Germany, leading coin machine market in December, slid to fourth place in January. Italy climbed to fifth notch from the eighth position the preceding

(Continued on page 94)

13 Firms Set Game Exhibits At MOA Show

CHICAGO—Thirteen manufacturers of coin-operated amusement games and Arcade equipment are preparing exhibits for the Music Operators of America convention here May 19-21 at the Morrison Hotel.

Altho most of the firms are keeping their display plans under wraps until show time, pool games, bowlers and Arcade equipment are expected to dominate the amusement booths.

George Miller, MOA president, advised last week that with practically all of the exhibit space already reserved, the following firms would display game and Arcade machines:

American Shuffleboard Company, Union City, N. J.; Auto-Photo Company, Los Angeles; Bally Manufacturing Company, Chicago; Capitol Projector Corporation, New York; Chicago Coin Machine Company, Chicago; Exhibit Supply Company, Chicago; Fischer Sales & Manufacturing Company, Tipton, Mo.; Genco Manufacturing & Sales Company, Chicago; Irving Kaye Company, New York; Mike Munves Corporation, New York; Nyack Slate Company, Nyack, N. Y.; United Manufacturing Company, Chicago; West Side Distributing Corporation, New York.

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- A.M.I. D-80 295
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Rosenfeld Claims

• Continued from page 93

Jenkins told him that the distributorship would have to be canceled to meet "certain commitments," made to obtain passage of a bill legalizing free play pins. The bill referred to, Senate Bill 454, was approved by the Assembly July 7, 1953.

Subsequently, Rosenfeld said, Amusement Supply took over his Bally sales territory.

The defense sought to prove that Rosenfeld lost the contract because of alleged "consistent and heavy arrearages," as high as \$83,000 a month, and that other business interests of Rosenfeld's claimed time and attention which should have been devoted to Bally sales.

30 Good Locations

• Continued from page 93

Billboard files. In all probability one or two such spots are open to game locations in every operator's territory:

1. Supermarkets. 2. Giant drug-stores of the supermarket variety.
3. Grocery stores. 4. College shops.
5. Department stores. 6. Variety stores.
7. Swimming pools. 8. Golf courses. 9. Golf driving ranges.
10. Miniature golf spots. 1. Archery ranges. 12. Batting ranges.
13. Race tracks. 14. Riding academies. 15. Beaches. 16. Boat houses. 17. Resort spots. 18. Skat-

Jan. Coin Exports
• Continued from page 93

month, principally on a relatively heavy import of games.

Venezuela was the top market for U. S. juke boxes during the month, bringing in shipments valued at \$206,477. Belgium and West Germany were the other two markets doing better than a \$100,000 trade in this field.

19. Pleasure boats.
20. Parks.
21. Outdoor theaters. 22. Drive-Ins. 23. Airports. 24. Bus stations.
25. Train depots. 26. Gas stations.
27. Theater lobbies. 28. Bowling alleys. 29. Pool halls. 30. Military installations.

Acme Builds

• Continued from page 93

used in the standard tables, is used for the cushions.

The boxes of the game are durably made, Meyer explained, and special design has been incorporated to prevent "possibility of getting out of adjustment." A special ball roll alley is incorporated into the machine that returns the cue ball but holds the others. The coin chute is operable with two dimes.

Meyers said that production could be set for 50 games weekly. Zolotone finish is used in harmonizing colors on both the legs and the body of the table.

Acme also makes nine home model pool tables in its plant here.

The Crystal Ball

• Continued from page 93

question was at least partially delivered by the success of the new six-pocket models, currently out-selling any other type of game on the market. The new 15-ball tables have created a fresh popularity with the public, and new improved features are being added with models now being introduced.

Whether the six-pockets hold their popularity thru 1957 remains to be seen. In the closing months of 1956, the pool games seemed to have lost their hold on the market, but now many operators feel that the games are really here to stay. If they do stay the games could not only bolster the generally slow summer season, but act as a stabilizing force in the industry thruout the year.

The answer to the question of where the money will come from. Operator, distributor, manufacturer—each seems to have a different theory about this.

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- Relaxator Foot Vibrator 240.00
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- Peppy the Clown Write
- Davy Crockett Gallery Write
- Rock and Roll 95.00
- Voice O'Graph, new 2 speed, 1850.00
- with Musical Introductions 309.00
- Roovers Name Plate Machine 330.00
- Standard Metal Typewriter 450.00

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PM Sales, Profits Gain Over 1956

NEW YORK—Sales and earnings for the first quarter of 1957 are running ahead of last year's totals, according to a report issued last week by Philip Morris, Inc.

Net earnings edged slightly above the 1956 figure—\$2,556,860 or 80 cents a share, compared with 2,530,436 or 79 cents a share.

Sales for the 1957 quarter were \$80,189,588, compared with \$72,18,615 for the 1956 quarter.

Big Tax Collections Up

BOISE, Idaho — Idaho State tax collector has reported that the state's cigarette tax collections for the last eight months were up by 76,244 over a similar period in 1956.

COINMEN YOU KNOW

Jackson, Miss.

By ELTON WHISENHUNT

A. B. (Bubba) Ford, owner of Fairway Amusement Company, Columbus, Miss., has a new service manager in Buch Buchanan, formerly of Wallace Amusement Company. . . . Carlton Collins, owner of Crystal Amusement Company, Grenada, Miss., was in Memphis recently purchasing games at Game Sales Company. . . . John Diamond Jr., Diamond Amusement Company, Clarksdale, Miss., is buying long-alley bowling games for his route. He says they're going well in Mississippi.

Grady Wallace and Roger Landrum, co-owners of Wallace Amusement Company, Columbus, Miss., recently enjoyed a day at the races at Hot Springs. He hit the daily double, pocketing enough to buy a new phonograph from Sammons - Pennington Company.

Mississippi operators spotted in Jackson recently included Eddie Barnes, Eddie's Music Service,

Greenville; J. T. Long, Long Music Company, Hollandale; Abe Malouf, LeFlore Music Company, Greenwood; O. H. Rushing, Rushing Amusement Company, Philadelphia; Bert Shives, Yazoo Novelty Company, Yazoo City; Carl King, King Amusement Company, Leland; Charles Ethridge, John Haley Music Company, Durant; O. H. Johnson, Johnson Music Company, Cleveland; George Fralley, Macon Music Company, Macon; Cy Puckett, the Music Man, Lambert; Pete Manos, PM Music Company, Greenville; Lee Trefl, Delta Music Company, Cleveland; Johnny Allegranza, Ace Music Company, Shaw; Joe Lavene, Lavene Music Center, Clarksdale, and Bluford Taylor, Holmes Amusement Company, Tehula.

George Sammons, president of Sammons-Pennington Company, Memphis, called on Mississippi operators last week, including Pat Harrington, Houston Music Company, Houston; Frank Steed, Steed & Hearn Music Company, Clarksdale, and John Tirey, Fairway Amusement Company, Columbus.

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Un. CAPITOL 215 Bally MAGIC 145
Un. CLIPPER 195 Bally VICTORY \$ 95
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COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Distributors of vending machines planning visits to California will

do well to get in touch with Oak Manufacturing Company to book rides on the Mighty Oak, a 32-foot boat, the officers and production manager recently purchased.

Harold Probasco, production manager, will be the skipper. Sid Bloom, however, warns that the Mighty Oak is already booked well in advance. Oak plans to introduce a new super-deep adjustable wheel and brush housing for their Acorn bulk merchandise venders that will vend 10-cent portions at the National Association of Bulk Vendors convention in Chicago.

Paul A. Laymon, Inc., is showing the Bally ABC Bowling Lane in lengths of 11, 14, and 18 feet. According to Ed Wilkes, manager, the Laymon Company will soon have the Bally 6-hole pool table. . . . Murray Monroe in town from Crestline. He reported that Crestline had a white Easter. He quickly added, that up until this year, the area had good weather on bunny day.

The many friends of Tommy Felkin of Victorville will regret to learn of the death of his wife. . . . R. R. McMurdie of the R. F. Jones Company in San Francisco brought his family to the Los Angeles area during the Easter holidays. The main point of the trip was to show the children Disneyland. . . . Russ Morgan was a visitor to the William Leuenhagen one-stop record center. . . . A. L. (Tex) Miller was in town from Blythe.

The staff at C. A. Robinson Company have been trekking during the past couple of weeks in Chicago and New York. Ray R. Powers of the sales department returned Wednesday (24) from a business trip into the Sacramento area. The United Team Bowler, 14-foot long, is being displayed by the company.

Jack Leonard of the Badger Sales parts department has recovered from injuries he received in an automobile accident. The company is clearing out its premium department to expand coin-operated equipment sales. The premium stock was sold to Holly Sales in Milwaukee. The island showcases will be removed but wall display sections will remain. . . . Aaron Baron, Riverside operator, in the city to look over new equipment. . . . Pete Harmon is out following a heart attack. . . . Norty Beckman is sectioning his Norty's Record Center at Sierra Distributors. The inside wall will be of peg-board, which will permit better display for long playing records.

R. W. Barry, field representative, credit and auditing for the Wurlitzer company, in town. He is now working out of San Francisco, being transferred there from the East several months ago. . . . Jim Crosby, Sierra Distributors credit manager, back from an Easter vacation in Kansas City. Bill and Cecil Harrison, who installed a long-playing juke box recently at the Cherry Cove Restaurant in Hollywood, are reported working on another similar installation. The installations are claiming much interest along Coin Row.

SPECIALS

35 PANORAMA PROJECTOR BULBS. . . . \$ 2.00
Bally KEY WEST. . . . 550.00

BASEBALL

Williams 4-BAGGER . . . \$350.00
Williams KING OF SWAT. . . 245.00
Chi. Coin BULL'S-EYE
BASEBALL 350.00
Genco CHAMPION BASEBALL 275.00
Genco HI FLY BASEBALL. . . 295.00

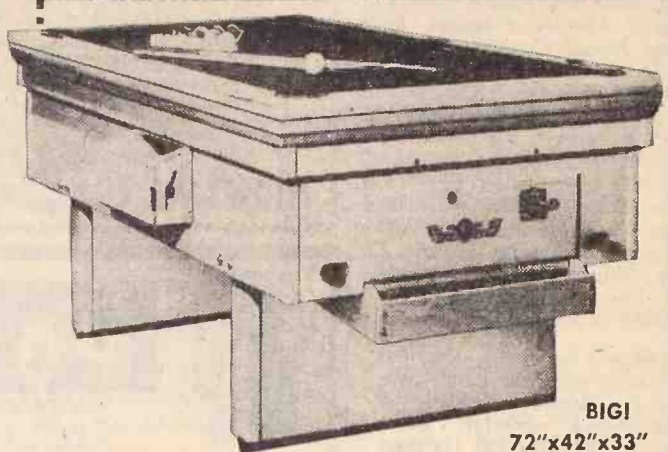
GUNS

Genco STATE FAIR . . . \$375.00
Genco SKY ROCKET . . . 245.00
Genco RIFLE GALLERY . . 175.00
Genco SKY GUNNER . . . 100.00
Keeney SPORTSMAN . . . 195.00
Mutoscope K. O. FITER. . . 275.00

UNIVERSITY Coin Machine Exchange
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Tel: AXminster 4-3529

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Valley



BIG! 72"x42"x33"

6-POCKET POOL

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★ **New! Interior "Aluminum Rail" Ball Return!** No clog! No Jam! No Service Calls! Self-clearing—foreign objects fall right thru!

★ **New! "VALLEY-VUE" Ball Receiver!** Built-in see-thru container permits identification of balls pocketed! No arguments! Faster play!

★ **Genuine Billiard Balls and Billiard Cushions!**

- ★ Choice: Double 10c or Single 25c Chute
- ★ All-Wool Billiard Cloth—Rubberized Back
- ★ Exclusive "Easy-Count" Scoring Dial
- ★ Hard White Maple Rails
- ★ Durable Plastic Speckletonite Finish on Apron and Legs

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Valley—the Tables of
"Cadillac Quality"!

VALLEY MFG. CO.

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in New England for Quality
REGULATION 6-POCKET POOL
REDD—THE POOL TABLE PIONEER

WANTED—WILL PAY CASH \$\$ FOR ALL BALLY BINGOS—write, wire, call

—ARCADE—BEACH— SUMMER SPECIALS

- Midget Movies \$ 95
- Mutoscope Rock & Roll 75
- Chicago Coin Twin Hockey . . . 250
- Genco Two-Player Baseball . . . 135
- 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
WRITE—WIRE—CALL	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

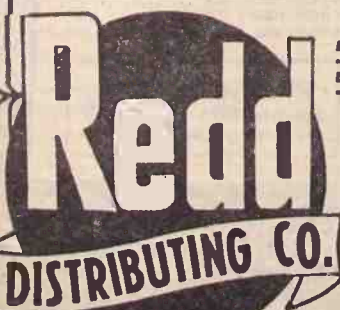
—KIDDIE RIDES—

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

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



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WURLITZER—BALLY—EXHIBIT—CHICAGO COIN



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Valley Manufacturing Distributors
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Write for prices.

LIKE NEW—FOR YOU!

- Wurlitzer Model 2000 . . \$1,020.00
- Wurlitzer Model 1900 . . 895.00
- Wurlitzer Model 1800 . . 745.00
- Wurlitzer Model 1700 . . 575.00
- Wurlitzer Model 1500A . 275.00
- Wurlitzer Model 1400 (45) 175.00
- Wurlitzer Model 1100 . . 85.00

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Now It's Official
The 1957
Baseball Season
Has Begun With
WILLIAMS
1957 DeLuxe
BASEBALL

THIS IS IT. A WINNER!

OTHER WILLIAMS HITS
KING OF SWAT
\$245.00

Greatest of all time at a very special price.

- 4 Bagger \$295.00
- De Luxe Baseball 65.00
- Super World Series 50.00
- Slug Fest—Pin Baseball . . . 50.00

Genco BASEBALLS
Hi-Fly \$295.00
Champion Baseball 245.00

1/3 with order, balance C.O.D.

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Send for Complete Lists

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
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GIVE TO DAMON RUNYON
CANCER FUND

SHAFFER SUNSHINE SPECIALS



**SEEBURG 3W1 100
WALL BOX SPECIAL**
\$49.50

- New Buttons
- Chrome Covers
- New Instruction Plates
- Completely Reconditioned

WURLITZER

- MODEL 2000 (200 Sel.) \$845.00
- 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

AMI

- G-120 \$695.00
- F-120 550.00
- E-120 395.00
- E-80 350.00
- D-80 279.50
- D-40 149.50
- MODEL C 109.50
- MODEL B 89.50
- MODEL A 69.50

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Illustrated Catalog

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Over 25 Years

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Indianapolis, Ind.
1327 Capital Ave.
MEross 4-3571

South Carolina Ops Tell Legislators: Keep Pins

COLUMBIA, S. C.—Operator spokesmen told a South Carolina House committee last week that passage of a proposed bill to outlaw pinballs in the State would result in lost jobs and lost tax revenue.

Legislators were advised that the bill would "knock the State out of more than \$90,000 in annual taxes and place 1,200 people on unemployment rolls."

The bill was submitted by Rep. Paul Moore, Spartanburg, and would outlaw pinballs on grounds that they are used for gambling.

Representing operators was attorney William F. Prioleau Jr., Columbia, who spoke for the South Carolina Operators' Association; A. L. Whitt, Greenville, association

president, and five other State operators.

Prioleau said that the State cannot legislate morals, and argued that machine owners were not at fault in gambling cases. He said that operators were on the verge of going out of business.

The General Assembly's term was scheduled to end in a matter of days, and there was no indication when the committee would return the bill to the House for a vote.

L&M Earnings Trail 1956, But Sales Increase

NEW YORK—Estimated net earnings for the first quarter of this year are a shade behind the 1956 figures, according to a report issued this week by the Liggett & Myers Tobacco Company.

For the 1957 quarter, earnings are figured at \$5,426,000, equal to \$1.29 a common share. Last year, the net was \$5,431,000, or \$1.30 a share.

But sales for the first quarter of this year are slightly ahead of 1956. Volume for the 1956 quarter was \$129,703,000. This year, it is \$132,512,000.

Bally Unveils Official-Pool, Six-Pocket

CHICAGO—Official Pool, six-pocket, coin-operated pool game with a new automatic ball-racking device, was bowed last week by Bally Manufacturing Company.

Two differently colored knobs located on the table molding are pushed by players to empty pockets and automatically move sunk balls into proper rack.

If player scratches a shot, he can pick out of the pockets balls sunk non-validly. Thus, play is exactly the same as on a regular pool table.

Balls in the racks are visible to players, making scoring easy to follow, and automatic. Balls cannot be removed from racks, however, until a coin is deposited, in which case they drop into a tray below the racks. All balls, including cue ball, are two and one-eighth inches.

Table is of heavy wood construction, as is the playfield. The game has hinged top with leg supports on each side. Double dime or single quarter chutes are available.

Overall dimensions are 76½ by 43½ inches. Each model is equipped with four cue sticks, wood triangle, chalk, set of tally-balls or peas, pea-shaker bottle, rules for nine different games and glossary of pool terminology, and cue repair kit.

PM Promotes 3 Executives

NEW YORK—Andrew C. Britton has been named vice-president in charge of manufacturing and Roger Greene vice-president in charge of advertising for Philip Morris, Inc. Walter N. McFadden is the new vice-president in charge of purchasing.

Britton, who joined the firm in 1933 as assistant chief chemist, has been factory superintendent, factory manager for the Richmond plant, and general factories manager for the Richmond and Louisville plants.

Greene has been with PM since 1936 and has been with the advertising department for 10 years. He has been director of advertising since 1953.

McFadden has been with the company for more than 30 years and has been director of purchasing for two years. He organized PM production facilities in Australia and the Philippines and has managed the Richmond and Louisville factories.

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PETER LEY



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- WURLITZER 1800's 765.00

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Exclusive Wurlitzer Distributors for
Southern California & Southern Nevada

EXCLUSIVE FACTORY DISTRIBUTORS AMI - CHICAGO COIN - GENCO - EXHIBIT

MUSIC		BINGOS	
AMI-G-200	Write	BIG SHOW	\$560.00
AMI-G-120	Write	DOUBLE HEADER	450.00
AMI-G-80	Write	NIGHT CLUB	435.00
AMI-F-120	\$625.00	BROADWAY	365.00
AMI-E-80	395.00	BIG TIME	225.00
AMI-E-120	435.00	MIAMI BEACH	225.00
AMI-D-80	275.00	VARIETY	125.00
AMI-D-40	185.00	CARAVAN	275.00
WUR-2100	Write		
WUR-2000	835.00		
WUR-1900	775.00		
WUR-1800	695.00		
WUR-1700	575.00		
WUR-1250	125.00		
SEEBURG-V-200	Write		
ROCK-OLA-1436	169.50		

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WRITE FOR LOWEST PRICES ON
ABC & REGULATION BOWLERS.
SPECIAL QUANTITY DISCOUNTS

1/2 DEPOSIT WITH ORDER,
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EVERY ONE STEAM-CLEANED AND REFINISHED LIKE NEW!	SEEBURG	AMI	SEEBURG
	V200 \$815.00	G120 \$745.00	3W1 (Chrome) \$55.00
	HF100R ... 725.00	F120 645.00	50g Conversion Kit ... 79.50
	M100C 525.00	E120 445.00	8" Wall Speakers .. 8.50
	M100B 425.00	D80 325.00	
	HF100C ... 645.00	E40, 78 RPM 295.00	
	M100A 225.00	E40, 45 RPM 365.00	
	100J 850.00	D40 195.00	
		C-200 845.00	
			WURLITZER
			1900 \$795.00
			1800 675.00
			2000 845.00

WILLIAMS DeLuxe 1957 BASEBALL

Absolutely the greatest
Baseball Game ever
made! Match and Replay
Features Galore

UNITED'S BOWLING Game of the Year! ALLEY

WILLIAMS' GREAT NEW 6 POCKET POOL

(With or Without Slate Tops)

GENCO NEW ROTATION POOL

(A 52"x36" 6 POCKET POOL
that is low priced!)

GUNS

GENCO CIRCUS RIFLE GALLERY	Davy Crockett ... Write	Carnival \$185.00
WILLIAMS CROSSFIRE	Deluxe Ranger ... \$250.00	Sky Gunner 145.00
UNITED PIRATE GUN	Deluxe Sportsman 175.00	Shooting Gallery . 110.00
Treasure Cove ... \$275.00	Coon Hunt 150.00	Jet Fighter 225.00
Sportland Shooting Gallery 175.00	Anti Aircraft 99.50	Mauser Pistol 89.50
	Spacegun 95.00	Silver Bullets 125.00
	State Fair 350.00	Sky Rocket 245.00
	Rifle Gallery 175.00	

ARCADE

Quarterback \$215.00	World Series ... \$ 99.50	2-Player Basket-ball \$195.00
Crane Write	Pennant Baseball . 125.00	Goatee 90.00
Mutoscope Photomatic (prewar). 295.00	Deluxe Baseball .. 125.00	Four-Player Derby . 99.50
Sidewalk Engineer 150.00	Hi Fly Baseball ... 225.00	Big Bronco 395.00
Muto. Football ... 275.00	Zodiac 175.00	Flash Hockey 99.50
Submarine 125.00	Major League Baseball 150.00	Champion Baseball 225.00
Bally Moon Ride . 250.00	Basketball Champ 175.00	Twin Hockey 275.00
Telequiz 95.00	Peppy Write	Range Rider 295.00
Silver Gloves 165.00		Round the World Trainer 425.00

Empire COIN MACHINE EXCHANGE

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BEAT THESE PRICES IF YOU CAN!

Renewed—Reconditioned

PHONOGRAPHS

SEEBURG 100 C..... \$445.00 SEEBURG 100 G HI-FI..... \$545.00
SEEB. 3W1 CHROME WALL BOX 44.50 ROCK-OLA 1446 HI-FI 495.00
4 ROCK-OLA, #1546 WALL BOXES & MODEL 1717 STEPPER ALL FOR \$244.00

These Phonographs are not trade-ins. We are the original owners.
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CLEAN GAMES—READY FOR LOCATION

KEY WEST	Write	GAY TIME	\$200.00
BIG SHOW	Write	VARIETY	135.00
NITE CLUB	\$455.00	GAYETY	110.00
BROADWAY	395.00	YACHT CLUB	60.00
MIAMI BEACH	225.00		

Immediate Delivery. 1/2 Deposit

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SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

West Side to Show Bowling Conv. at MOA

NEW YORK—Harry Berger, West Side Distributors, will exhibit his shuffle alley-to-bowling-game conversion at the annual convention of the Music Operators of America in Chicago, May 19-21. Berger has hired Teddy (Champ) Siedel as sales representative for New York, Northern New Jersey and Lower Connecticut.

Siedel, a 20-year veteran in the coin machine business, had a brief career in the prize ring during his youth. He has been a game operator and a route broker.

Charlie Katz, West Side sales manager, is currently in Oklahoma City on a nationwide sales tour. So far, Katz has signed up distributors in Virginia, Florida, Ohio, Michigan, Minnesota, Wisconsin, Kansas and in Canada.

Cincinnati Pin Law Under Fire Again

CINCINNATI—Judge Charles S. Bell was to hear arguments of operators and of the city last week over the pinball controversy. The city wants the court to dissolve or modify an injunction which blocks enforcement of the pinball ban.

Judge Bell expected to get a demonstration in court of the workings of an in-line game.

The ordinance banning pins, said assistant city solicitor James W. Farrell Jr., is valid under Ohio statutes and pins now in use are in violation of the law.

Attorney Robert N. Gorman, spokesman for operators, on the other hand, contends that it is unconstitutional for the pins to be seized and destroyed by order of the city without a hearing.

Al Meyers, Arcade Op, Dies Suddenly

NEW YORK—Funeral services for Al Meyers, veteran Arcade operator, were held April 18 at the Riverside Memorial Chapel, Far Rockaway. Meyer died of a heart attack Monday (15).

He leaves a widow and a daughter, Marlene. Meyer operated an Arcade in Far Rockaway for many years.

SAVE MORE MONEY—MAKE MORE MONEY

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Williams

Now Delivering:

- 1957 BASEBALL
- CROSSFIRE GUN GAME
- SIX POCKET POOL TABLE

See Your Williams Distributor

Williams

MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

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Wurlitzer Model 2000 \$1,030
Wurlitzer Model 1900 875
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GENCO'S NEW CIRCUS RIFLE GALLERY

Only GENCO . . . the LEADER in Gun Games —can bring you these

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 TARGET!

MATCH AND REGULAR

PLEXI-GLASS GUN REST LIGHTS UP LIKE NEON—ATTRACTS PLAYERS



BUY! METAL TYPER

VENDING ALUMINUM IDENTIFICATION DISC

- WHY!
1. LIFE-TIME INCOME
 2. TROUBLE-FREE OPERATION
 3. ONLY 18"x18"

STANDARD HARVARD METAL TYPER, inc. 1318 N. WESTERN AVE. CHICAGO 22, ILL. EV 4-3120



"NOW DELIVERING UNITED 11' and 14' BOWLING ALLEYS"

SHUFFLE ALLEYS

United Rainbow ... \$110.00
Ace 110.00
Speedy 125.00
Mercury 150.00
11th Frame 125.00
Lightning 185.00
Clipper 195.00
Boomerang 195.00
Capitol 245.00
Super Bonus 295.00
Pool Alley 295.00
Select Play 295.00
Regulation 350.00
Handicap 395.00
5th Inning 125.00
Bally Blue Ribbon 250.00
Gold Medal 250.00
ABC 350.00
C.C. Miami Shuffle 195.00

THESE MONEY MAKERS NOW BEING DELIVERED

A.B.T. RIFLE RANGE FISCHER 6-POCKET POOL TABLES
VALLEY 6-POCKET POOL TABLES

COUNTER GAMES

Ady. Shockers \$22.50
Merc. Grips 25.00
Got. 3-Way Grippers 25.00
Pop-Up 20.00
Kickers/Catchers, new 52.50

RIDES

Big Bronco \$325.00
Bally Space Ship 275.00
Drive Yourself 525.00
Elsie the Cow 295.00
Fire Engine 395.00
Lane Miss America 295.00
Lane Carousel 325.00
Midget Racer 250.00
Palomino Horses 295.00
Round the World 425.00
See Saw 225.00
Texas Merry-Go-Round 325.00

ARCADE EQUIPMENT

Auto. Card Vendors \$50.00
Auto. Photomat ... 350.00
Muto, Lord's Prayer Write
Muto, Voice Recorder 375.00
Oracle of the Sphinx with cards 150.00
Panorams 325.00
Pitch'm & Bat'm 175.00
Polar Gun 295.00
Pop Sez 65.00
Genco Rifle Gallery 175.00
Silver Bullets 125.00
Shoe Rush Up 95.00
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Genco Wild West 250.00
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Zodiac, new 395.00
Zingo 65.00
Zodiac Vendors 89.50

CIGARETTE MACHINES

Lehigh 12-Col., new \$235.00
Eastern Electric, 12 col., new 289.50
Mercury, 9 col. 165.00
National 930 110.00
National 930 95.00
P.X., 10 Col. 110.00
Electro, 8 col. 95.00

CANDY MACHINES

Mills 5-Col. Candy \$ 65.00
Shipman 2-Col. Gum & Mint 18.00
U-Select 54 Candy 42.00
Vendell, 8 Col. 110.00
Stoner's 6 Col. 125.00
S.M., 8 Col., new 235.00
Ship, 6 Col., new 139.50
Kleenex, 10 25.00

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Seeburg A \$225.00
Seeburg A, 45 RPM 245.00
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A.M.I. A 75.00
A.M.I. C 150.00
A.M.I. D-40 195.00
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150 25¢ COIN-OPERATED RADIOS, FLOOR MOD. \$45.00

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ATTENTION, EXPORTERS!
Seeburg \$795.
V-200's
 WRITE FOR QUANTITY PRICES!
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 812 No. Broad St., Philadelphia, Pa. POplar 5-6384

**Valley Ships
 New Pool Unit
 With Ball View**

BAY CITY, Mich.—A new six-pocket pool model with special ball return and ball-racking features was shipped last week by Valley Manufacturing Company.

New features include the Valley-Vue, a ball rack built into side of table which allows players to see balls they have pocketed. The rack helps speed up the game. At end of game, a trip lever releases balls into trap. The game may be set so that balls drop directly into trap if desired.

Interior ball return system is made of aluminum rails which provide a surer return, helping to eliminate likely blockage from foreign material from playfield and pockets.

The table is 72 by 44 by 33 inches. It is available with quarter chute or double dime chutes. A scoring aid is included in form of an "easy count" scoring dial.

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.

450 Massachusetts Avenue Phone: MEIrose 4-8468 Indianapolis, Indiana

**A-1 MECHANIC WANTED
 for Bingo Games**

- ★ WORK IN CHICAGO AREA
- ★ REGULAR HOURS
- ★ SALARY—\$600.00 PER MONTH
- ★ VACATION
- ★ BONUS ARRANGEMENT
- ★ MUST HAVE CAR

WRITE TO BOX 875

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

GIVE TO DAMON RUNYON CANCER FUND

ROCKET KIDDIE RIDE, \$97.50
 Coin Operated—Reconditioned—Ready for Location.
READY FOR LOCATION—1st COME, 1st SERVED!
KIDDIE RIDES—COIN-OPERATED

Exhibit's Big Bronco	Write	Merry-Go-Rounds	\$295.00
Royal Rocket Ride	\$150.00	Standard Metal Typewriter	225.00
Clown See-Saws	125.00	Exhibit's Star Shooting Gallery	95.00
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	

KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade.
 Send us your list and requirements.
 Export Inquiries Invited... All Prices F.O.B. Chgo. All Phones: Uptown 8-1369.
CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

**Now Delivering—VALLEY'S New
 6-POCKET POOLS**
 Exclusive... "VALLEY-VUE"! Aluminum Rail Ball Returns!

**WE'LL PAY TOP DOLLAR—CASH OR TRADE
 for GOTTLIEB'S**

QUEEN OF HEARTS	DAISY MAE	SWEET ADD-A-LINE
ARABIAN KNIGHTS	GOLD STAR	WISHING WELL
GREEN PASTURES	LADY LUCK	FRONTIERSMAN
MYSTIC MARVEL	DIAMOND LILL	EASY ACES
JOCKEY CLUB	TWIN BILL	HARBOR LITES
HAWAIIAN BEAUTY	GYPSY QUEEN	DERBY DAY
DRAGONETTE	SOUTHERN BELLE	CLASSY BOWLER
		AUTO RACES

Attention, Operators in
N. INDIANA—N. ILLINOIS—IOWA
 ... We're Delivering GOTTLIEB'S Magnificent
4-PLAYER MAJESTIC
 NEW ROTO-TARGETS! MATCH FEATURE! DELUXE CABINET!

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 TRUE SCORE
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 Optional

**SURELY...
 A REAL BEAUTY!**

- "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!
- When 300 is bowled—"Perfect Score" lites up at upper right of backglass.
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DELUXE PLASTIC LITE-UP REELS
 FORMICA PLAYFIELD
 REGULATION BOWLING!
 HANDSOME MIRRORED BACK GLASS
 14 Feet Long Three easy-to-move sections

JAM-PROOF BALL LIFT
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SLUGGING CHAMP	190
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SPITFIRE	\$125
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★ALL STAR TEAM	\$295
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BONUS SCORE	210
★PLAYTIME	175
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POOL ALLEY	\$195
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 REGULAR MODEL
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Exclusive Distributors for EXHIBIT in Illinois and Indiana

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Wms. 6-PL. ALL STAR	185
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Mut. LORD'S PRAYER	\$335
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C. C. STEAM SHOVEL	185
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Mut. TUNGO	175
Wms. SIDEWALK ENGINEER	150
C. C. BASKETBALL CHAMP	135
C. C. 4-PLAYER DERBY	145
Cap. MIDGET MOVIES	125
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GENCO	
STATE FAIR	\$350
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5204A, 104 Selection	35.00
5205, 104 Selection	45.00
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4851, 48 Selection	25.00
4820, 48 Selection	19.00
8020, 24 Selection	9.00

TERMS: 1/2 DEPOSIT REQUIRED

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ROYAL 80
OLYMPIC 70
STAR 10TH FRAME 60

KEENEY
DIAMOND 6100
BIXINI 130
PACEMAKER 80
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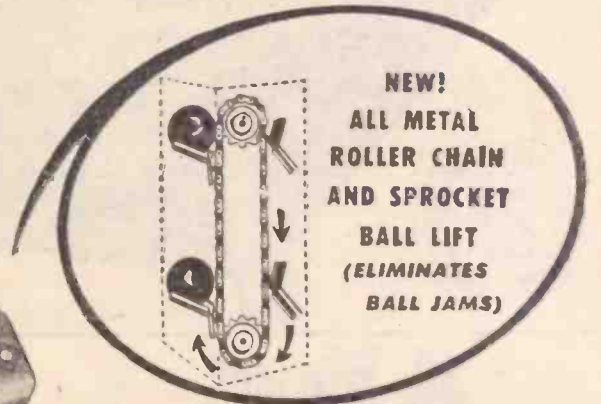
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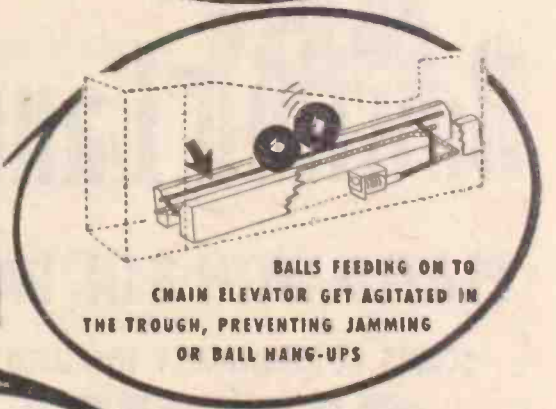
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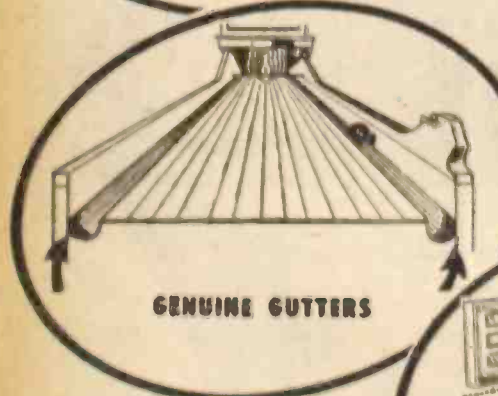
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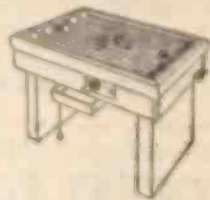
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• ROYAL	80
• OLYMPIC	70
• STAR 10TH FRAME	60

KEENEY

• DIAMOND	\$118
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• CARNIVAL	50
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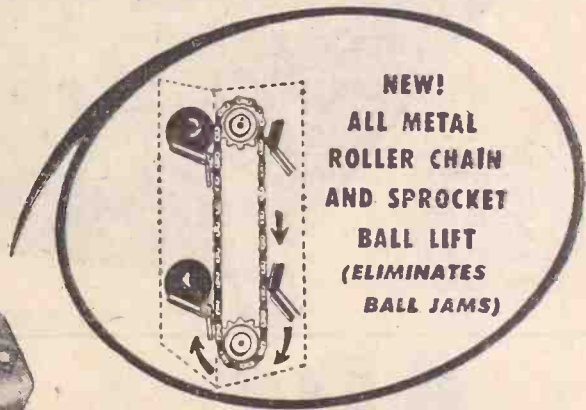
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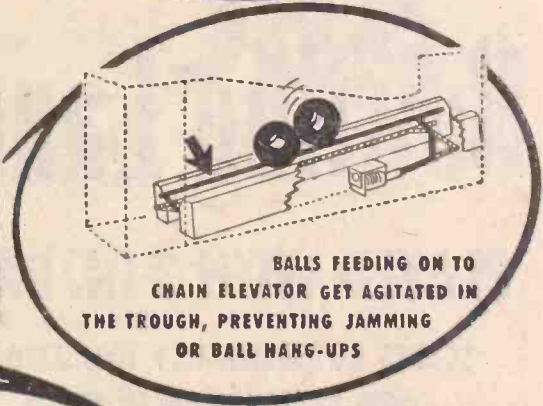
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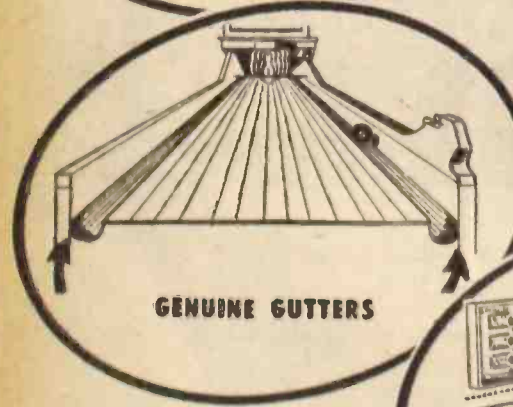
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ALL METAL
ROLLER CHAIN
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BALL LIFT
(ELIMINATES
BALL JAMS)



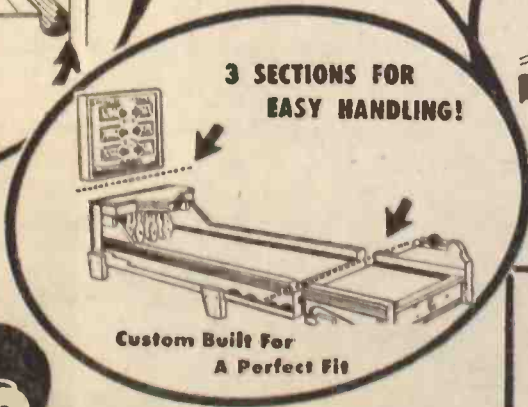
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CHAIN ELEVATOR GET AGITATED IN
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- KEENEY**
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 - PACEMAKER 00
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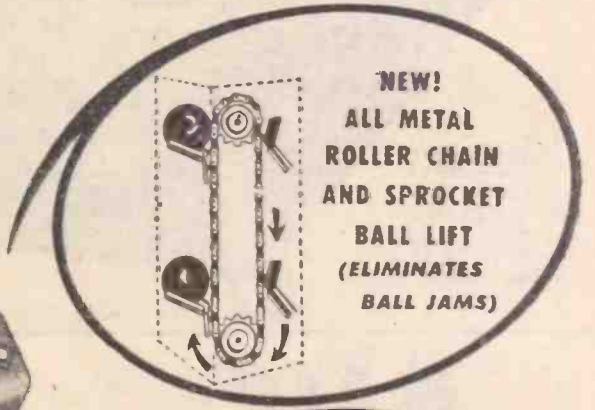
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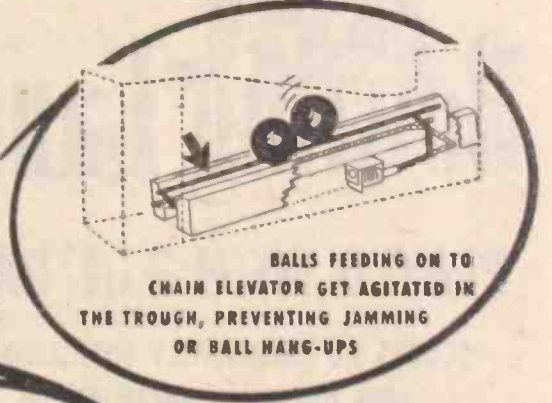
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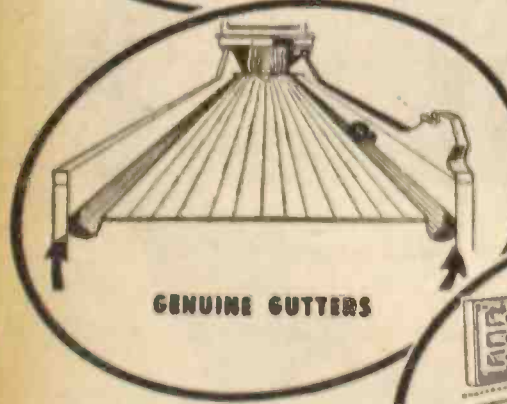
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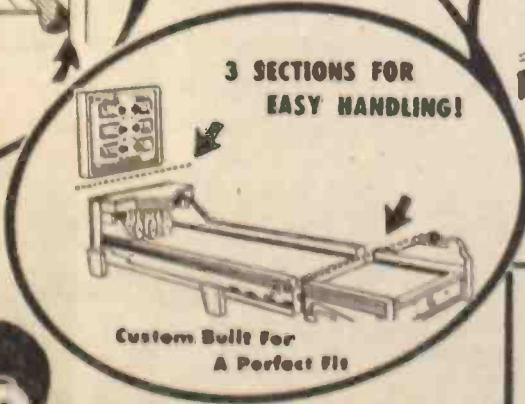
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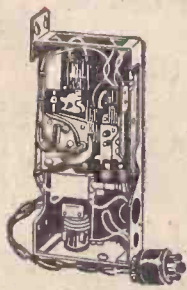
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Much of the music on 45 RPM records is available only as EP Albums (2 tunes per side). A properly programmed music system should include Album music because the public wants to hear it. Dual Pricing permits profitable programming by compensating the operator for the additional time required to play EP Albums.

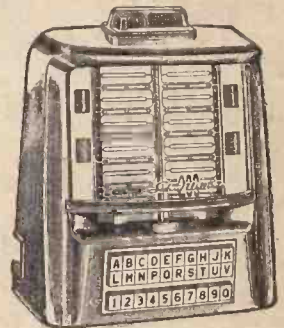
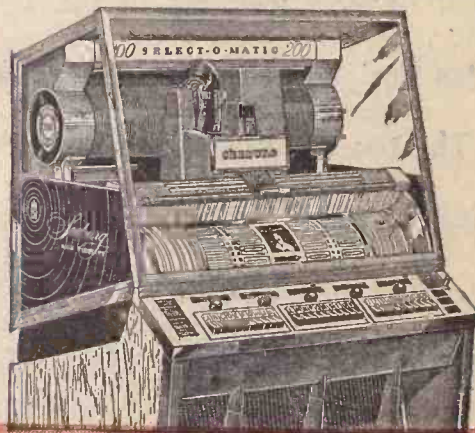
ALBUM RECORDS REQUIRE

ADDITIONAL PLAYING TIME

Dual pricing...at the phonograph...anywhere in the location



Both the Seeburg 200 and the Wall-O-Matic 200 are equipped with Dual Pricing Units.



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