

The Billboard

The 3rd Annual

OARC

OUTDOOR AMUSEMENT RECREATION CENTERS

A Special Section on the growth of Family Fun-Shopping Centers ... Starts on page 73

PRICE: **35 CENTS**

ALL OVER THE WORLD

FEBRUARY 23, 1957 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

Public Relations Men Pasture Old Plugs

Institutionalized Publicity Cuts Sponsor Revenue, But Saves Webs' Show Costs

By **BOB BERNSTEIN**

NEW YORK—The era of the free plug, the hello from the studio audience and the donation of large quantities of a product is waning in TV publicity. Complex, costly segments and often entire shows are now being provided to networks, local stations and even syndicated films by public relations firms sensitive to worthwhile programming.

The success of this evolution in the approach of public relations firms to the medium has cost the webs advertising revenue, but the wound is salved by the saving in production costs and by the fact that many shows owe their very existence to the dream-up boys.

Dine & Kalmus, David O. Alber, Brandt Associates, Lynn Farnol and Ruder & Finn, to name five of the top companies now providing almost daily programming for TV, have brought their clients so much video exposure that in many cases the clients have whittled, eliminated or foregone entry into program sponsorship.

Tho they pick up the tab on the p.r. projects, many of which are elaborate and expensive, the annual bill falls far below the cost of a modest web buy. Examples during 1956 of the varied imaginative projects researched, financed, scripted and cast by publicity men follow.

Dine & Kalmus: Auto Benz Company, gas torches and lanterns used in a hundred amusing or educational spots such as baking a meringue on the Steve Allen show. Client no longer buys spot announcements. New York County Medical Society, demonstrations of 150-year-old equipment on 135 shows in 10 days. Upcoming, the history of Hearst Publishing woven into a spectacular on the growth of the U. S. in the past 60 years.

David O. Alber: Chock Full O'

Genoa Statue Plugs WBNS

COLUMBUS, O. — The most unusual public relations stunt of 1956's trend toward the high-class culminated October 12 thru Dine & Kalmus. The city of Genoa, Italy, presented a statue of Columbus to WBNS-TV, here, with Vice-President Richard Nixon and Claire Booth Luce in attendance. Good taste and historical import covered the original motive, a p.r. project in WBNS' behalf.

A 1955 tribute to this city kicked off what has now become an annual event, winning awards from Freedom Foundation and the Headliners Club.

Nuts, demonstration of how to brew coffee by local girl, dubbed Miss Heavenly Coffee, in each of 30 cities. Parker Brothers, news stories on trend in religious games for Morgan Beatty (network) and dozens of local news commentators. National Auto Renting, films on how truck firms operate. Edward Fields Carpets, weaving of world's longest carpet on movie premiere telecast. Hotel Roosevelt, chefs cooking specialties on 100 shows. Guy Lombardo Enterprises, interviews on men's hats in conjunction with hat industry.

Lynn Farnol: Seabrook Farms, demonstration of freezing and growing food on dozens of shows, visit to New Jersey plant on "Let's Take a Trip." National Book Committee, author-and-publisher talks. Fur Label Authority, fashion shows. Cigar Institute of America, discussions of good manners, supplying of props, scripting aid for dramatic shows (The Billboard, February 2).

The scattered samples were all designed for home viewers' enjoyment in the belief that the public has matured past the "let's say hello to a nice man" format of introducing guests and the "thanks to the Psycho Company for use of its couches" credit speech.

Such shows as "Wide, Wide World," "Eye on New York," "Let's

(Continued on page 6)

\$5,000,000 FOR AUTOMATIC FUN ON LONG ISLAND

NEW YORK—One of the most lavish amusement installations in the East—if not the most lavish—has been quietly earmarked for the past two years for South Huntington, N. Y. Sources familiar with the project say it may cost as much as \$5,000,000.

The site in Suffolk County on Long Island embraces at least 75 acres and would contain a vast kiddie theme operation plus the largest one-spot collection of automatic devices yet devised. Included would be coin-operated miniature golf course with club-and-ball vending, automatic driving range equipment, coin-activated bowling and baseball batting and other units designed to permit absentee operation.

Promoters of the project are headed by Dave Simon, a major coin machine distributor and manufacturer who also is a co-owner of Kiddie City, the large ride operation in the Douglaston section of Queens, New York City.

A Huntington paper and the New York Times have printed details of the project, the Times crediting Simon with reporting that a purchase contract has been entered into, conditional upon a zoning change. A vigorous denial has been issued and efforts are being made to have the publications correct the source of

(Continued on page 82)

Outdoor Amusement Recreation Centers Enjoy Boom Status

Building Buds Across U. S.; People, Billions of Dollars Flow Freely

By **JIM McHUGH**

NEW YORK — More people with more money and more vehicles—and more time in which to use them—spell out the success of the present and the hopeful future of the Outdoor Amusement Recreation Center (OARC) indy try.

Nearly 10,000 establishments containing one or more of the essential elements now dot the nation's landscape. The growth pattern for the past decade has been nearly phenomenal, with kiddielands, drive-ins, sight and theme attractions, participating sports units such as swimming pools and ice and roller rinks springing up with notable regularity either as beginning or member installations in budding or established OARC units.

Astute management is taking over the present development and operation of many OARC groupings. Attracted by the earnings potential of the new theory of grouping entertainment-recreation units designed to cut across all ages in family appeal, new blood is pouring millions of investment dollars earned outside the amusement industry into this new business activity.

The new efforts are moulded to the success patterns of other and older industries. Haphazard location appraisals are giving way to scholarly population, traffic, growth and even weather studies conducted by qualified engineering groups. Planning and design is often placed in the hands of nationally famous artists.

Learn by Doing

It all adds up to the costly way of starting big business, but with it comes virtual assurance of success and even bigger profits than could be earned otherwise. But the big ones, like their counterparts who started the industry on its way with kiddielands in the immediate post-war years, are still learning by doing to a large extent, such being the direction of any new industry lacking a common rule book.

Many of the pioneering kiddieland operators pointed the way and the sense of diversification by supplementing, out of profits, their groupings of kiddie rides with arcades, golf, baseball and archery ranges, sight attractions and expanded food and other concession operations that would increase their age group interest and bring in greater profits. Operators of drive-ins, including chains, were quick to join in the grouping started by others or to create their own.

Year-Around Effort

Having rounded out full warm weather operations with proven lasting appeal, these same operators are now successfully creating year-around activity with the addition of ice and roller rinks, bowling, snack bar and restaurant facilities. If covered units are created, they are made adaptable for

(Continued on page 82)

NEWS OF THE WEEK

NBC Sketches in Programming Line-Up for Fall Nighttime TV . . . NBC-TV sketches in schedule for fall nighttime programming. Alfred Hitchcock may replace Robert Montgomery. Many gaps yet to be filled. Some properties and stars are not yet placed. Everything is subject to change. . . . Page 2

Ratings May Make Gleason New Saturday Factor if He Reconsiders . . . Jackie Gleason may bounce back as a major Saturday night factor in fall. Trendex ratings' rise on the show's new format may induce comedian to reconsider plans. . . . Page 2

Lure of Europe as Cheap Recording Center Fades . . . The advantages of recording in Europe rather than in the United States is disappearing rapidly, according to Simon Rady, Victor's a.&c. liaison exec for Europe. Rady points out that musicians' pay scales are rising all over Europe and that recording sessions entail "hidden" charges. . . . Page 19

Epic Announces \$2.98 Bargain LP Deal; Outlines Expansion Plans . . . Epic Records announces special \$2.98 bargain price for its High-Fidelity Buy-of-the-Month

albums. Simultaneously, label releases figures on sales growth during past year; outlines strengthening of distributor setup, and appoints personnel to key positions. . . . Page 19

Beatty Drops Train, Joins Ranks of Motorized Shows . . . Clyde Beatty Circus, the lone railroad circus since Ringling suspended use of its own cars, disposes of its train and joins ranks of motorized shows. This breaks the continuous series of circuses traveling by rail since the pioneer P. T. Barnum Circus first hit tracks in 1872. . . . Page 90

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The Billboard's Quarterly
SPOTLIGHT ON TAPE

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Park Plans Zoom Land

NEW YORK—The flips taken by property values when a park founder tries to assemble his site, probably never reacted as strongly as three years ago, before the construction of the big Kiddie City installation in Douglaston, Queens.

Land bought as cheaply as \$40 an acre took some rise when word of what was happening leaked out. The resultant haggling saw one owner of a key acre holding out for and getting more than \$40,000, or 1,000 times more than the first purchase price.

SET TIMES AND GAPS

NBC Sketches in Nighttime Program Schedule for Fall

By LEON MORSE

NEW YORK—The initial outlines of what may presumably become the fall nighttime schedule of the NBC-TV network are beginning to be visible, with some huge gaps still to be filled. A major casualty will be "Robert Montgomery Presents," the Monday 9:30-10:30 stanza, which is slated to be axed after six-and-a-half years on the web. He will be replaced by Alfred Hitchcock, who will produce his second TV show.

The proposed schedule, now being scanned at top agencies and subject to approval from their clients who sponsor shows on the web, are:

SUNDAY: 7-8 p.m. probably will be filled by an hour Eddie Fischer musical variety stanza. "Bengal Lancers," now sponsored by General Foods at 7 p.m., will be dropped, and "Circus Boy," which follows, will probably be canceled by Reynolds but shifted elsewhere in the schedule. Steve Allen will remain 8-9. The 9-10 hour will be filled by a combination of hour dramas sponsored by Alcoa and Chevrolet shows featuring Dinah Shore and Bob Hope, with the automotive client using most of the hours. Plans for 10-11 are still vague and depend upon whether Procter & Gamble decides to renew Loretta Young.

Adventure Show

MONDAY: 7:30-8:30 will be programmed with a strong adventure show as yet unselected. "Wells Fargo" is ticketed to remain at 8:30 for American Tobacco and another client, if it shows anything. Present plans at 9 call for "Twenty One" to continue. "The George Sanders Mystery Theater," a Screen Gems presentation, is expected to go at 9:30. The 10-11 hour will be filled by an hour melodrama produced by Alfred Hitchcock.

TUESDAY: 7:30 will probably be occupied by "Circus Boy," which may, however, go Thursdays in the same half hour. NBC has not made any plans for 8, but this may go to Ernie Kovacs or another one of its new packages. "Panic" is expected to stay at 8:30 if it clicks. The 9-9:30 slot may come open if Procter & Gamble succeeds in shifting Jane Wyman elsewhere. Kaiser Aluminum and Armstrong are expected to continue 9:30-10:30, unless NBC can persuade them to sponsor an hour and a half drama which would run to 11 p.m. Tuesday at 10:30 will not be filled by "Hold That Note," but no show has been selected.

About Set

WEDNESDAY: This evening remains virtually unchanged except for 7:30-8:30, which will be occupied by "Wagon Train," a

Western produced by Revue Productions.

THURSDAY: This night will see another kidult show, possibly "Lancelot," which is losing the Monday 8-8:30, or "Circus Boy." Groucho Marx will continue at 8, "Dragnet" at 8:30, but a new Orson Welles' human-interest stanza is ticketed for 9. Tennessee Ernie is expected to continue at 9:30 and "Lux Video Theater" at 10, unless Lever Bros. does something about changing the dramatic stanza.

FRIDAY: "Rin Tin" is ticketed for 7:30-8 p.m. if NBC can move it from ABC-TV. "Blondie" will remain at 8 p.m. if it shows anything, and "Life of Riley" at 8:30. The 9-9:30 slot will probably go to Milton Berle's new series, "Follow That Man," and 9:30 is still open. The International Boxing Club will continue at 10.

Lawrence Welk?

SATURDAY: "People Are

Funny" will continue at 7:30 and Perry Como at 8. It is hoped that Lawrence Welk will be lured away from ABC to go 9-10. The 10-10:30 slot may become the new home of "Hit Parade," if CBS opposes it with "The Big Record" at 10. The 10:30-11 half hour is still open.

This tentative schedule will be changed many times before next season begins as the networks punch and counterpunch. It does not take into consideration the future of Sid Caesar, who seems to have considerable backing for another year on TV. It does not point out where such important packages as "Hey, Mom," the Betty Hutton vehicle, and "Here Comes Calvin," the new Orson Bean show, will go. Also up in the air is the fate of "Medic," which is being considered, and George Gobel, who still has considerable value to the web.

RATING HIKE

Gleason May Bounce Back as Sat. Factor

NEW YORK — Jackie Gleason may be bouncing back as a major factor in the Saturday night picture. Gleason's last Trendex on February 9 with his new musical format on CBS-TV gave him a 23.1, as against Perry Como's 28 on NBC-TV. It was only the sec-

ond week of the new show. On the first week of the new format Gleason had a 21.8 rating as against Como's 30.3.

More important the change of pace has given Gleason a new interest in the program. Should it strike the fancy of the country, there is a good possibility that Gleason could be persuaded to continue with his musical show on a regular basis next season.

Gleason, of course, has upped his budget considerably to pay for the new stanza. He has increased the number of dancers from 16 to 25 and added a choral group under the direction of Lynn Duddy. Music and lyrics are being written by Duddy and Jerry Bresler, with book by Marvin Marx, Paula Stone and Herbert Finn. Book supervision is by Joe Bigelow.

ABC Whips Up Hour Specials

NEW YORK — ABC-TV is whipping up a string of one-hour specials for Saturday night viewing next fall. First move was the inclusion of two musicals in the Frank Sinatra contract. Now Warner Bros. is prepping four biographies of top movie stars in a "this is your life" format which will include their original screen tests, scenes from major films and at-home sequences today.

Other possibilities for specials include the New York City Opera Company, anniversary tributes to two beloved stars in the manner of the upcoming Kate Smith show this April, a sports award dinner and Christmas and Easter variety shows. The 1957 Miss America pageant will kick off the irregular series, with no plans afoot to secure a single sponsor for the group.

NBC Rebutts Figures, But ABC Goes Ahead

NEW YORK—While ABC-TV moved its programming and sales activities ahead in high gear to capitalize on its mammoth, attention-getting presentations in New York and Chicago last week, NBC-TV, the butt of much of the humor and statistics in the web script, came up with rebuttal figures of its own.

ABC gave a happy progress report, say NBC spokesmen, based strictly on fully sponsored time periods, disregarding the many sustaining and participating shows which would have markedly lowered all its figures. ABC also chose to ignore Nielsen and Trendex reports on all but first-place shows, they point out. These other figures give NBC 24 second places against ABC's 10, and 16 third places against ABC's 29.

ABC, satisfied that its presentation was successful in establishing it as an equally-competing network with CBS and NBC, moved to secure advertisers for its fall shows as fast as they were announced.

Trendex Top Ten TV Web Shows

(February 1-7, 1957)

Rank	Program & Network	Feb. Rtg.
1.	Ed Sullivan (CBS)	34.9
2.	I Love Lucy (CBS)	30.8
3.	Wyatt Earp (ABC)	30.7
4.	The Line-up (CBS)	30.3
5.	Perry Como (NBC)	30.3
6.	G. E. Theater (CBS)	28.8
7.	December Bride (CBS)	28.4
8.	Red Skelton (CBS)	28.1
9.	Disneyland (ABC)	27.5
10.	564,000 Question (CBS)	27.3

Timken Nears 2 NBC Docs

NEW YORK — NBC-TV last week was close to bringing another new national advertiser into TV. Timken Roller Bearing, thru Batten, Barton, Durstine & Osborn, was on the verge of ordering two one-hour documentaries.

They will go into a prime time, mid-evening slot. The shows are Project 20's "Age of Innocence," the story of the first 20 years of the 20th Century, and the second program in the William Hartigan Antarctica series, part of the Telescope project.

2 Nets Weigh Mental Series

NEW YORK — ABC-TV and NBC-TV are each mulling the new Barry-Enright package, "Conflict," scripted by Reginald Rose and directed by Sidney Lumet. It's a half-hour drama based on mental health case histories, clinical but not documentary.

An ABC spokesman describes the series as "the most exciting pilot film and outline of the season and the hardest to sell to a sponsor."

Pharmaceuticals May Seek Another Show

NEW YORK—Reports are that Pharmaceuticals, Inc., may not continue with "To Tell the Truth" next season. The show is in the Tuesday 9-9:30 slot on the CBS-TV network. It is a Goodson-Todman package.

PINPOINTING

NBC Clarifies Duties of Top Dep't Execs

NEW YORK — NBC-TV last week further defined the duties of its top executives in its sales and programming departments. Veepee Mike Dann takes complete charge of the sales of spectaculars and specials, including entertainment, public affairs, sports and special holiday offerings. Veepee Walter D. Scott assumes administrative responsibility for TV network sales. Charles (Chick) Abry, Eastern sales manager, takes over Eastern sales activity, with Detroit and West Coast offices reporting to him. Edward R. Hitz continues as veepee for all Central division sales.

In programming Vice-President Bob Lewine is responsible for all nighttime network programming, and Vice-President Mort Werner takes over as daytime programming head, but also in charge of "Today," "Home" and "Tonight." They will report to Manie Sacks, veepee TV network programs. Davidson Taylor, veepee of public affairs, will report to Robert E. Kintner, head of TV network programs and sales.

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NBC Gains in Day Ratings

NEW YORK — NBC-TV has scored further daytime gains, according to advance Nielsen figures for January, with a 12 per cent rating increase over the previous report for the 2:30-5 p.m. time.

"Tic Tic Dough" outrated its two opposing CBS soap operas for the first time, rising from a 7.8 to 10.8 Nielsen. "Matinee Theater" beat Bob Crosby and "Big Pay-off" with a 42 per cent share, moving from a 9.3 to 10.4. In its second rating report, "Truth or Consequences" jumped from 6.9 to 8.2,

TV Bow Near for Randolph Scott

HOLLYWOOD — Randolph Scott, one of movieland's few remaining TV holdouts, is reportedly set for an adult Western series for ABC-TV next fall. The film show would be the web's 12th such entry in the fall schedule.

Scott would play his familiar role of a U. S. marshal.

cutting the "Strike It Rich" lead in share of audience to four percentage points.

Giraud Chester, general program executive in charge of NBC daytime programming and responsible for many of these shows, has resigned to join Sylvester (Pat) Weaver's new TV consultant firm.

Rogers and Basso Show How Station Execs Can Serve

HUNTINGTON, W. Va., — The extent to which a TV station can be of service to its community is not limited to its programming. Executives of the outlets are in a good position for leadership among their fellow citizens.

Recently, for example, Lawrence H. Rogers II, president and general manager of WSAZ-AM-TV, was awarded by the local Junior Chamber of Commerce with the Distinguished Service Award for his outstanding work in the community. Also at the station Nick Basso has just been appointed to the City Traffic Council.

REGIONAL

Fitzgerald Ad Agency Story Of Operation

NEW ORLEANS — How does a regional advertising agency, which places programs and spots for clients in markets scattered thruout various sections of the country, conduct its operation?

A good example is Fitzgerald Advertising Agency of New Orleans, one of the largest of its kind, with billings exceeding \$10 million. Spots and programs are placed by the agency in 95 markets in every area except the Northeast.

To conduct such a far-flung operation out of a single office, Fitzgerald relies to a considerable extent on dealers and product representatives in individual markets for tiptoffs if a snafu occurs in a commercial or program. Additionally, spot checks and trips thru various sections are regularly made by agency personnel.

Film commercials are produced both in New Orleans and Hollywood, where the agency has a representative, depending on the type of spot, cost, etc. Generally, live commercials are done locally by MPAS, while animated and more complicated spots are farmed out to the West Coast.

Interestingly enough, the agency has several of its major clients using TV in diverse manners.

Jax beer, for instance, sponsors a news and weather strip in some 15 markets. The brewery at one time aired a syndicated TV series, but partly because the telefilm program turned out to be lacking, has found the nightly strip to be more successful.

Another client, Snowdrift, relies primarily on spot TV in West markets. Wesson Oil, a third client, is the agency's only national sponsor (part sponsorship of the Sid Caesar Show). Wesson was originally scheduled to go into syndication with "Blondie," but bowed out when the Vitapix stations failed to clear the necessary time.

In many instances the agency sends out producers to various markets to supervise production of a special show or to kick off a new program. This is in addition to regular tours which radio-TV director Bill Thomas and his assistants make of each area to check up on programming there.

FOR SUMMER

Technology Snarls NBC Time Skeds

NEW YORK — NBC-TV, which had hoped to make extensive use of taped rebroadcasts for stations that stay with Standard Time thru the summer, has had to revise its plans because of the unavailability of the Ampex tape equipment and AT&T circuits required.

For Central Time Zone stations that do not switch to Daylight Savings Time from April 28 thru October 26, programs that had been seen at 7 p.m. will be seen at 9 p.m. This will be done by repeating all shows in the 8-9 p.m. (New York City time) block at 11-Midnight New York time.

The 7:30-8 p.m., New York time, music-and-news block will be kept in its present time for CST stations by a taped replay.

"Tonight" will be kept at the same time, 11-midnight CST, by means of taped repeats. All other evening programs will be fed live, which advances their time on CST stations by one hour.

NBC Offers 4 Bolger Shows

NEW YORK — NBC-TV is offering four special Ray Bolger musicals for sale, two co-starring George Gobel.

The dates of the hour-long shows, which follow his final series telecast of "Washington Square," are Thursday, May 9, 9-10 p.m.; Monday, May 20, 9:30-10:30 p.m.; Tuesday, June 4, 8-9 p.m., and Thursday, June 13, 8-9 p.m.

Billboard



THE TOP 20 FOR JANUARY

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

COST PER THOUSAND

HOMES

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC) \$1.00
2. ED SULLIVAN (Lincoln-Mercury, CBS) 1.17
3. GODFREY'S TALENT SCOUTS (Toni, Lipton, CBS) 1.71
4. \$64,000 CHALLENGE (P. Lorillard, CBS) 1.74
4. ALFRED HITCHCOCK (Bristol-Myers, CBS) 1.74
6. \$64,000 QUESTION (Revlon, P. Lorillard, CBS) .. 1.79
7. I LOVE LUCY (General Foods, Procter & Gamble, CBS) 1.90
8. G. E. THEATER (General Electric, CBS) 1.93
9. I'VE GOT A SECRET (R. J. Reynolds, CBS) 1.94
9. WHAT'S MY LINE? (Remington Rand, Helene Curtis, CBS) 1.94
11. WELK'S TOP TUNES (Dodge, ABC) 1.95
11. CLIMAX! (Chrysler, CBS) 1.95
13. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC) 1.97
14. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) 2.03
14. CAVALCADE OF SPORTS (Gillette, Paper Mate, NBC) 2.03
16. DISNEYLAND (Derby, Amer. Dairy, Amer. Motors, Swift, ABC) 2.12
17. LASSIE (Campbell, CBS) 2.13
18. DECEMBER BRIDE (General Foods, CBS) 2.16
19. YOU BET YOUR LIFE (Toni, DeSoto, NBC) 2.19
20. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS) 2.22

COST PER THOUSAND

MEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC) \$.98
2. ED SULLIVAN (Lincoln-Mercury, CBS) 1.07
3. ALFRED HITCHCOCK (Bristol-Myers, CBS) 1.77
4. CAVALCADE OF SPORTS (Gillette, Paper Mate, NBC) 1.86
5. G. E. THEATER (General Electric, CBS) 1.99
6. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC) 2.00
7. WHAT'S MY LINE? (Remington Rand, Helene Curtis, CBS) 2.11
8. WELK'S TOP TUNES (Dodge, ABC) 2.12
9. \$64,000 QUESTION (Revlon, P. Lorillard, CBS) .. 2.16
10. GODFREY'S TALENT SCOUTS (Toni, Lipton, CBS) 2.22
11. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.26
12. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) 2.29
13. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS) 2.35
14. CLIMAX! (Chrysler, CBS) 2.36
15. I LOVE LUCY (General Foods, Procter & Gamble, CBS) 2.37
16. GUNSMOKE (Liggett & Myers, Remington Shaver, CBS) 2.47
17. BEAT THE CLOCK (Hazel Bishop, CBS) 2.55
18. WYATT EARP (General Mills, Procter & Gamble, ABC) 2.56
19. YOU BET YOUR LIFE (Toni, DeSoto, NBC) 2.61
20. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC) 2.68

COST PER THOUSAND

WOMEN VIEWERS

PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC) \$.77
2. ED SULLIVAN (Lincoln-Mercury, CBS)88
3. ALFRED HITCHCOCK (Bristol-Myers, CBS) 1.47
4. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC) 1.56
5. \$64,000 QUESTION (Revlon, P. Lorillard, CBS) .. 1.57
6. I LOVE LUCY (General Foods, Procter & Gamble, CBS) 1.59
7. GODFREY'S TALENT SCOUTS (Toni, Lipton, CBS) 1.61
8. WHAT'S MY LINE? (Remington Rand, Helene Curtis, CBS) 1.62
9. I'VE GOT A SECRET (R. J. Reynolds, CBS) 1.63
10. G. E. THEATER (General Electric, CBS) 1.64
11. WELK'S TOP TUNES (Dodge, ABC) 1.71
12. CLIMAX! (Chrysler, CBS) 1.73
13. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS) 1.82
14. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) 1.84
15. YOU BET YOUR LIFE (Toni, DeSoto, NBC) 1.90
16. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS) 1.99
17. DECEMBER BRIDE (General Foods, CBS) 2.04
18. THE MILLIONAIRE (Colgate, CBS) 2.11
19. BEAT THE CLOCK (Hazel Bishop, CBS) 2.12
20. PRIVATE SECRETARY (Amer. Tobacco, CBS) ... 2.14

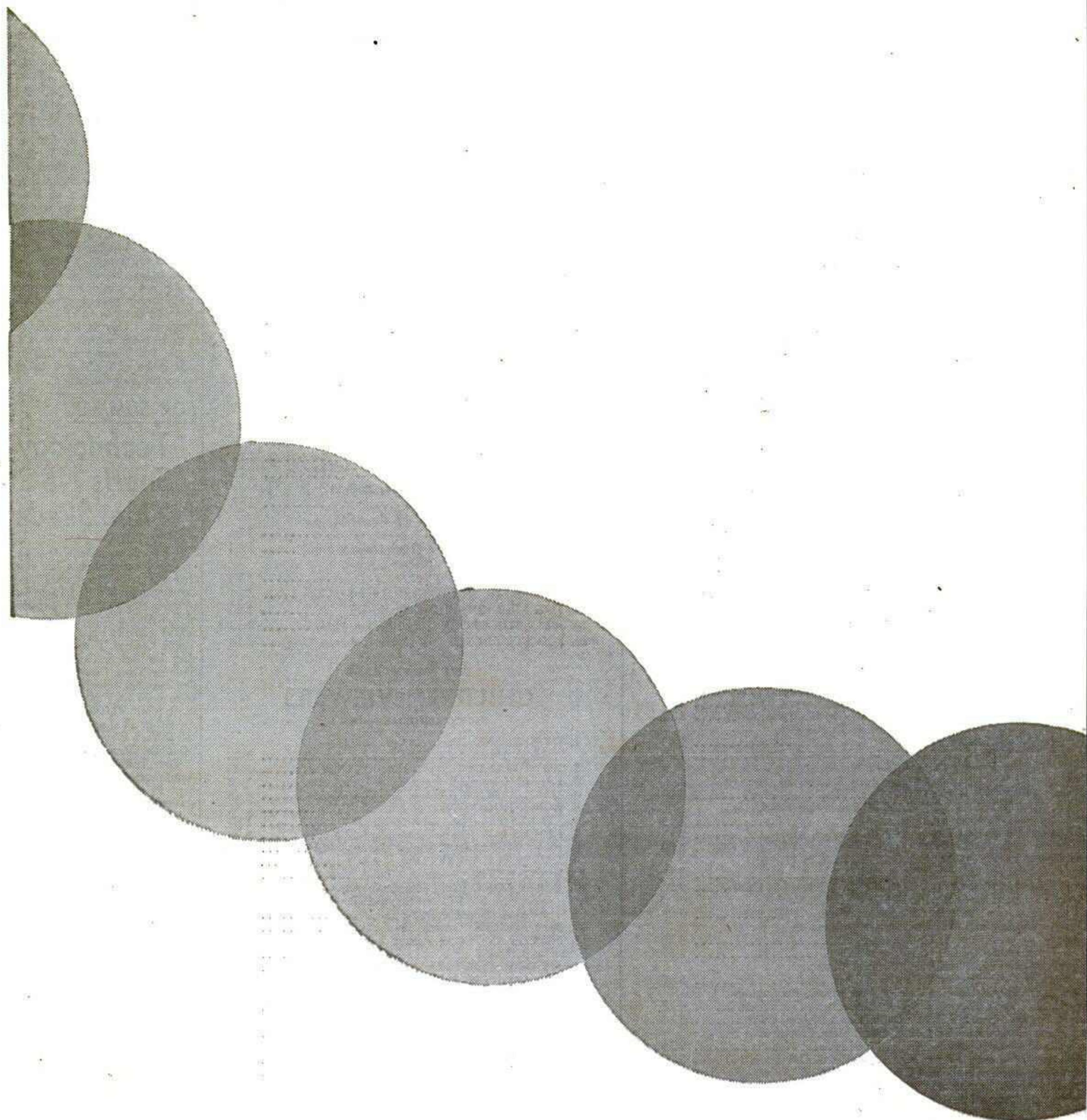
COST PER THOUSAND

CHILDREN VIEWERS

PER COMMERCIAL MINUTE

1. DISNEYLAND (Derby, Amer. Dairy, Amer. Home, Swift, ABC) 1.33
2. ED SULLIVAN (Lincoln-Mercury, CBS) 1.45
3. LASSIE (Campbell Soup, CBS) 1.46
4. LONE RANGER (General Mills, Swift, ABC) 1.49
5. ROBIN HOOD (Wildroot, Johnson, CBS) 1.81
6. RIN TIN TIN (National Biscuit, ABC) 1.89
7. CIRCUS BOY (Reynolds Metals, NBC) 2.08
8. BEAT THE CLOCK (Hazel Bishop, CBS) 2.25
9. LAWRENCE WELK (Dodge, ABC) 2.26
10. BUCCANEERS (Sylvania, CBS) 2.43
11. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC) 2.53
11. ROY ROGERS (General Foods, NBC) 2.53
13. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC) 2.62
14. MY FRIEND FLICKA (Colgate, CBS) 2.64
15. BOB CUMMINGS (Colgate, CBS) 2.66
16. WYATT EARP (General Mills, Procter & Gamble, ABC) 2.72
17. I LOVE LUCY (General Foods, Procter & Gamble, CBS) 2.82
18. PHIL SILVERS (R. J. Reynolds, Williams Shaver, CBS) 2.92
18. CHEYENNE (General Electric, ABC) 2.92
20. CIRCUS TIME (Hartz, Bon Ami, ABC) 2.93

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THE GREATEST AUDIENCE SWING IN DAYTIME TV HISTORY...

is now taking place. Viewers by the millions are shifting to NBC's power-packed line-up of daytime hits.

And the trend is unmistakable — no matter which research service you use — Nielsen, ARB or Trendex.

According to Nielsen, NBC average daytime audiences are up 43% over last year's.* The competition is down 12%. So great is the appeal of these fresh new shows that the entire level of daytime sets-in-use is being raised.

Afternoons, NBC, with a 49% increase over last year, is clearly the Number One Network. The second network has dropped 7%. Queen For A Day and Comedy Time are the two top-rated, regularly-scheduled adult programs in all daytime television.

Mornings, NBC has scored a 27% upswing in the 11 am-1 pm time period. At the same time the competition has dropped 16%.

Advertisers, too, are moving toward NBC daytime shows, attracted by their strong line-up of star sales-personalities. This January, sponsored time on NBC daytime has increased 40% over last January.

Daytime or evening, more people view the

NBC TELEVISION NETWORK

than any other network.**

*Nielsen, Jan. 1, 1956-1957 (11 am-5:30 pm, M-F)

**Nielsen Coverage Service, Study #8 (Spring 1956) Weekly Viewing Data

This One



FG5D-AAD-ACL2

COE PREDICTION!

One Kind of Drama May Identify Shows

NEW YORK—Fred Coe expects TV dramatic shows of the future to follow the pattern of "Climax," the CBS-TV Thursday night stanza sponsored by Chrysler.

Coe maintains that accenting one type of drama in effect pre-sells that show to viewers interested in that kind of dramatic entertainment.

DEMO

CTS Show Portends Big Tint Future

NEW YORK — An impressive demonstration by Closed Circuit Telecasting System of its new color facilities several weeks ago presaged the introduction of tint shows this spring for conventions, industry and sales meetings and theatrical events.

Following the preview — staged for the benefit of Kenyon & Eckhardt, J. P. Brother and RCA—15 top ad agencies which have expressed interest will screen NBC-TV color shows this week as they are taken off the line and placed on a six by eight-foot beaded directional screen in CTS' New York office.

The new service will give advertisers the means of showing their own color TV programs at their company meetings, according to Jay Merkle, director of operations and sales for CTS.

A year-to-year contract with RCA, which has supplied the equipment and will operate and service it in all cities, points to CTS' use of NBC color programming for the time being.

of TV is such that shows cannot usually be pre-sold except by the use of name talent.

Coe notes, however, that audiences watching virtually all other forms of TV entertainment—situation-comedies, Westerns and mysteries—know what to expect.

P. R. Firms Put Old Free Plugs Out to Graze

Continued from page 1

"Take a Trip," "On the Carousel," "Today," "Tonight," "Home," "Good Morning" and all travel stanzas depend on the new look in publicity pitches.

Public relations offices now house statisticians, researchers, creative writers and business authorities to cope with the problems presented by these programming segments.

One large chemical company shifted its entire radio-TV budget into publicity for 1957, after 1956 proved it gave them better coverage than two program buys did.

A p.r. executive last week completed a survey for the month of December 15-January 15 with a startling conclusion: Of all programming material going into non-fiction shows, 40 per cent was instigated and provided by publicity representatives.

ABC Confers V-P's On Two; Three Due

NEW YORK — Al Beckman, director of station relations for ABC-TV, and Bob Stone, general manager of WABC-TV, were elected ABC vice-presidents last week.

Scheduled to receive veepee stripes next month are Jason Rabinovits, internal affairs administrator; Gene Accas, external affairs administrator, and a web business affairs director to be appointed sometime this month.

NEW DRIVE

Louis Ames To Guide NBC Opera

NEW YORK — The appointment of Louis Ames as director of California National Productions' theatrical department marks the start of an all-out NBC drive to secure advertisers for the NBC Opera 1957-'58 season.

Ames' background augurs well, since he directed "Opera Cameos," the only opera series ever sponsored on TV, for three years over WPIX. Reporting to CNP President Bob Levitt, Ames this week relinquishes his post of associate producer on NBC's "Home" show.

WBC Conference On Pubserv Adds Welch to Roster

BOSTON—Joseph N. Welch, well-known attorney in the law firm of Hale & Dorr, has been added to the roster of speakers for the coming Westinghouse Broadcasting Company confab on local public service programming.

Welch, already known to TV audiences, plans to appear on "Omnibus" March 24 in a program built around the Lizzie Borden case.

GF and ABC Each Weigh 'Showboat'

NEW YORK — General Foods and ABC-TV are separately giving favorable consideration to "Showboat," the Screen Gems musical series. GF is interested in the property for a weekly half-hour or an alternate week hour show.

Asking price is \$55,000 for half-hour stanzas, \$105,000 for hour-long shows.

'Pleasure' New Arden Pilot for CBS-TV Net

HOLLYWOOD — Eve Arden ("Our Miss Brooks") will be piloted in a new series, "It's Always a Pleasure," for CBS-TV. Series, created by Emily Kimbrough, is being packaged by Miss Arden.

New TV Spot Campaigns

Contracts Set in Every Region In Two Weeks Ending February 2

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols:

Eastern

- Anahist thru Ted Bates (Ann.)
Band-Aids, Johnson & Johnson thru Young & Rubicam (Ann.)
Beech-Nut Baby Foods thru Kenyon & Eckhardt (Ann.)

- Mars Candy thru Leo Burnett
Masland Carpets thru Anderson & Cairns (Ann., Part.)
Max Factor Curl Control, Pharmaceutical & Specialties thru Anderson McConnell (Ann., Part.)

Southern

- Art Lessons thru Knox Reeves (Prog.)
Arrid Men's Spray, Carter's thru Ted Bates (Ann., Part.)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)

- LeHigh Acres, Grant thru Arthur Meyerhoff (Prog.)
Lipton Tea thru Forjoe (Ann.)
Lipton Tea thru Young & Rubicam (Ann.)

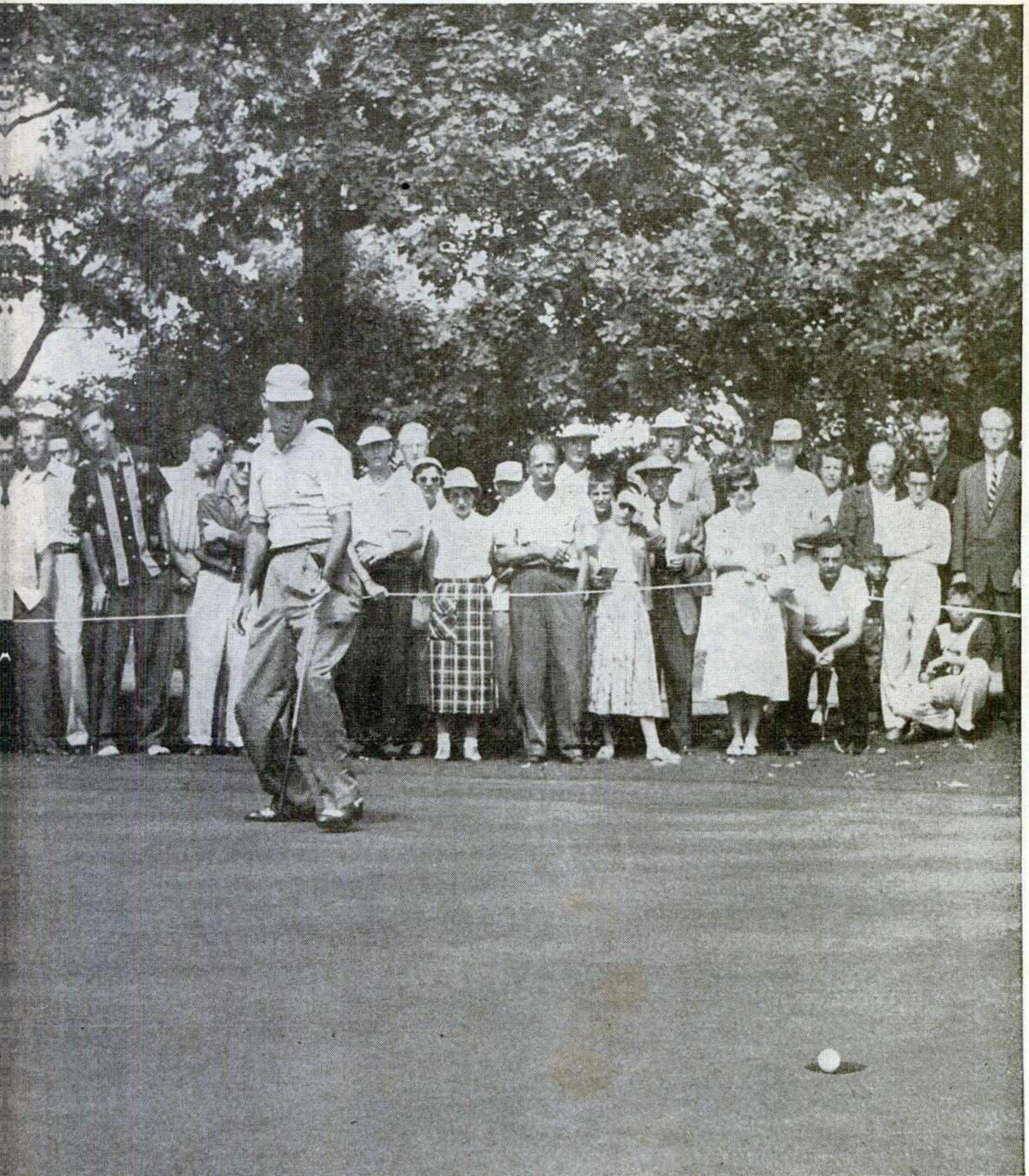
Midwestern

- Anacin, Whitehall thru Ted Bates (Ann., Part.)
Anahist thru Ted Bates (Ann.)
Arrid Men's Spray, Carter thru Ted Bates (Part., ID)

- thru Ted Bates (Ann.)
Imperial Margarine, Lever thru Foote, Cone & Belding (Ann., Part.)
Ken-I-Ration thru Needham, Louis & Brorby (Ann.)

(Continued on page 15)

another reason why KOA-TV is DENVER'S DOMINANT STATION!
Major Studio
22 MOVIES WEEKLY with Live Hosts...
CHOICE TIMES CHOICE AVAILABILITIES call
NBC SPOT SALES...or BILL MacCRYSTALL KOA-TV Gen. Sales Mgr.
4 MOST IN DENVER KOA-TV NBC



SAM SNEAD - The greatest money winner in golf history



JULIUS BOROS - The World Champion at Tam-o'-Shanter in 1955



JACK BURKE Jr. - 1956 Golfer for the year - Masters and PGA winner



JIMMY DEMARET - 1957 Thunderbird Invitational winner, Palm Springs



ED FURGOL - The U.S. Open Championship winner in 1956



DUTCH HARRISON - 1956 All American Championship winner



MIKE SOUCHAR - Was winner of the St. Paul Open in 1956

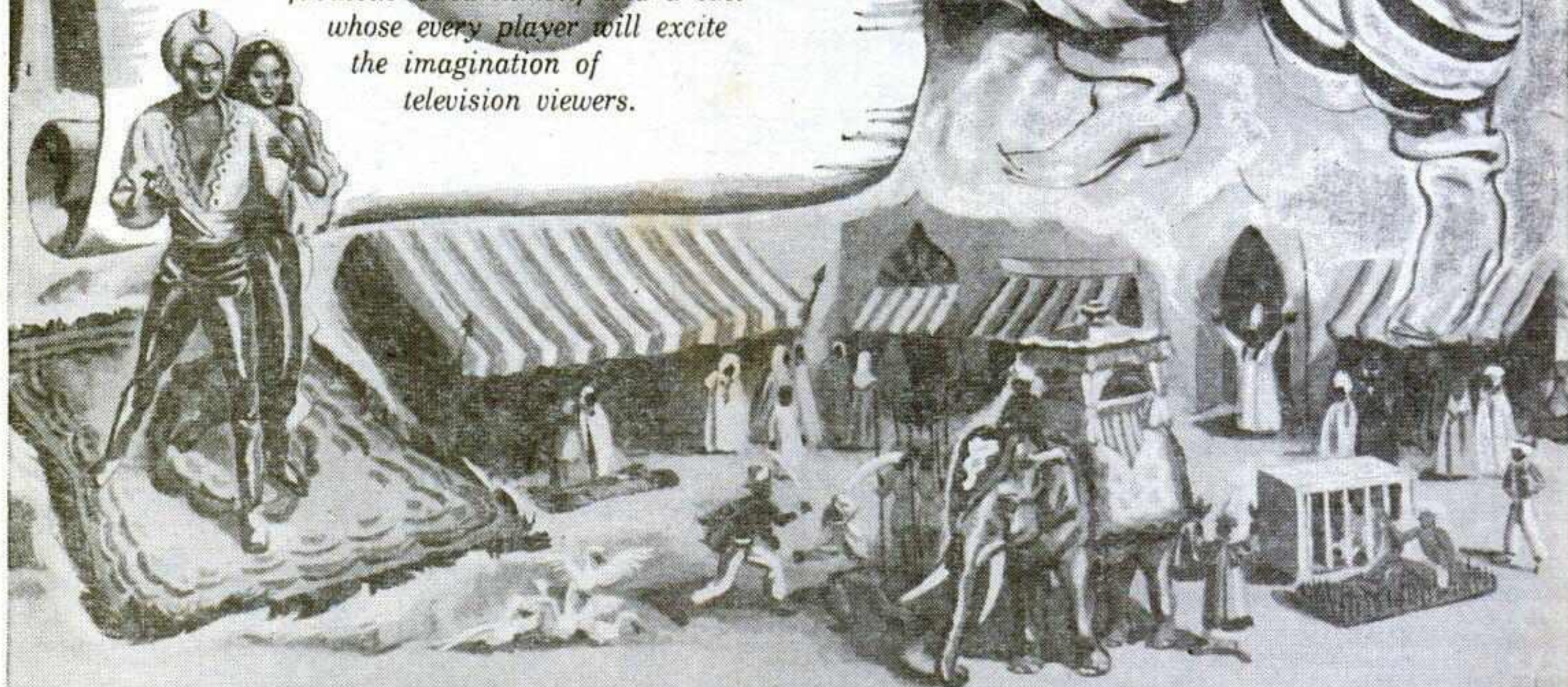
ALL-STAR GOLF - produced by **PETER DEMET**, responsible for **CHAMPIONSHIP BOWLING**, America's most successful TV sports show

SALAAM ALAKIM!

Behold! Soon the grand wazirs of television, agencies and sponsors will be privileged to audition the spectacularly new and exciting adventure series...

SABU

...never-before-told tales of daring deeds and wondrous enchantment from the fabled city of Samarkand, to gladden the hearts of youth and all who share the spirit of youth ...filmed in Eastman color...starring the fabulous Sabu himself and a cast whose every player will excite the imagination of television viewers.



An **Interstate** TELEVISION CORP. production
4376 SUNSET DR., HOLLYWOOD 27, CALIF. 445 PARK AVE., NEW YORK CITY

FILMED AT
Allied Artists Studios

Survey Shows Cause of B.R.-Agency Friction

HOLLYWOOD — A lack of communication between agencies and their clients is causing friction and misunderstanding between the two, according to a survey now being conducted by the Paul Wallach Company here.

Wallach, who polled 40 advertisers in the \$50,000 to \$250,000 class in the local market, found that 28, or almost three-fourths, were dissatisfied with their agencies. The trouble, however, seems more to be with the entire industry relationship than with any specific agency or agencies.

The executives of most small companies, according to Wallach, do not understand the advertising business, and have to rely on their agencies for guidance. Yet, apparently, the agencies are not getting thru to their clients as to what they are doing or intend to do, leaving them helpless but suspicious.

Ratings Vs. Sales

Another point of friction is ratings. In many instances ratings are great, but sales are not. The tendency of the agency then is to blame the product, whereas one of many other factors might be the culprit.

This brings Wallach to his second important point: This is that agencies are lagging in research, and too often continue a pattern of advertising without knowing why they are doing it.

For instance, Wallach claims that, what he calls the "antagonism quotient," is one of the primary factors in persons buying or not buying certain products, yet it has been almost entirely overlooked in TV-radio advertising.

In a survey of 13 companies, he states, the degree of antagonism to their commercials corresponded exactly with their decline in sales. In other words, it is his contention that it is easier to lose sales thru antagonistic commercials than to build them thru pleasing ones.

Three Yardsticks

Wallach has measured commercials according to three criteria: Popularity, retention and consumer loyalty. His findings show that the last of these is the most important as far as product sales are concerned.

Taking, for example, the Ed Sullivan show...

(Continued on page 13)

Prince Near To 'Trooper'

BOSTON — Prince Macaroni Manufacturing is reported to be negotiating a deal with MCA-TV for sponsorship of "State Trooper" in several markets in New England. Prince is understood to want the show for as many as 10 markets, but there seems to be some question whether it is still available in that many.

"State Trooper," which stars Rod Cameron, made its air debut a month ago. Its principal sponsor is Falstaff Beer thru 71 markets in the Midwest and South.

'Sugarfoot,' Western Feature, by Warners

HOLLYWOOD — Warner Bros. last week added another Western to its corral. Titled "Sugarfoot," series will be an hour in length and star Will Hutchins.

Originally a theatrical pic, the program is not one on the ABC-Warner Bros.' sked.

WALLACH STUDY OF B.R.-AGENCY

HOLLYWOOD — Paul Wallach, who has headed his own research and advertising firm on the West Coast for the past eight years, recently began a study on agency-client relations, and on some of the whys of advertising. Financing the study on his own, he has had returned to him so far 12,000 questionnaires on audience reaction to programs and commercials, in addition to having questioned both company and advertising agency execs on their relationships. Thru this he hopes to show the need for a new field of advertising management, primarily aimed at those companies who cannot afford a large advertising department of their own.

His findings have already aroused considerable controversy locally, even tho his first speech on the subject was not given until January 21 at the Hollywood Advertising Club.

James Michener S. Seas Series Rolls

HOLLYWOOD — Filming on the James Michener South Sea series, first scheduled to get under way last spring, will finally begin in Hawaii this week.

Program, being produced by Orville Hampton, will have the author as host. First episode stars Gloria Talbott and Lyle Bettger.

\$397 1/2-Mil Spent For Spot TV in '55

NEW YORK — The first industry-accepted estimate of the total TV spot time expenditure for an entire year was released last week by the Television Bureau of Advertising.

A total of \$397,498,000 was spent for spot TV time in 1956. This was undoubtedly the highest annual spot expenditure in TV's history, indicated by the fact that the big spending fourth quarter was well ahead of the fourth quarter of 1955, the first period covered by the TvB study.

The five quarterly estimates made by TvB so far are as follows:
1955: 4th—\$103,872,000
1956: 1st—\$100,209,000
2nd—\$105,584,000
3rd—\$ 83,863,000
4th—\$107,842,000

In the latest quarterly report the mighty Procter & Gamble was unseated from the top spending position for the first time since TvB started this service. During the three months, October thru December, P&G spent a mere \$2,324,400 in spot time, which ranked only third.

Brown & Williamson
Brown & Williamson Tobacco, which was never lower than third, was in first place with \$2,866,700. In second place was Sterling Drug, which had never before been higher than third.

Continental Baking, which was ninth in the third quarter and 16th in the second, moved into fourth place with a \$2,012,800 expenditure.

The top 200 list for the fourth quarter reflects some interesting developments. Avon Products shot up to 22d place, having been 150th in the previous quarter. Avon's expenditure more than quadrupled, going up to \$865,600 for the three months.

American Tobacco, which made its first appearance among the top 200 in the third quarter in 107th place, was up to 23rd this quarter

Rerun Series Weak on Dec. Top Syndicated Film Charts

NEW YORK — The dozen network reissues that have come into the syndication market since last summer are conspicuous by their virtual absence from the Pulse "Top Syndicated Film" charts for December published up to this issue.

Only one of the recent reissues made anything like an impressive showing. That was "Frontier." It showed up in the "Top Syndicated Film" listing for six of the 32 cities so far listed for Decem-

ber. "Frontier" was among the top 10 in five of these cities, among the top five in four cities.

The Mickey Rooney show also displayed a bit of spunk, showing up in two of the 32 cities for which the top shows in December have been listed so far. The rerun Rooney was the ninth syndicated show in Cleveland and third in Lubbock, Tex.

The rest were even less successful. "Foreign Legionnaire" ("Captain Gallant of the Foreign

Legion") was 12th in Cleveland and 16th in New Haven, Conn. "Combat Sergeant" was 15th in Cleveland. "Brave Eagle" was 13th in Louisville.

Those Missing

Not found in the charts for any of the 32 cities published so far were "Byline — Steve Wilson," "Damon Runyon Theater," "If You Had a Million," "TV Readers' Digest," "Crusader," "Wanted" and "Halls of Ivy."

There are three possible reasons why a program will not show up in these charts: It had not been sold in the market by the beginning of December, or it was sold but not yet on the air or it was on the air but did not get a very high rating.

In any event, the charts show the top syndicated program in each market, and the latest reissues are rarely among them.

As a matter of fact, an analysis of these 32 charts proves that reruns in general hold a relatively minor position in the ranks of top rated syndicated programs.

On the average, 19 syndicated shows were listed for each city on which a December report has been published in The Billboard. And on the average seven of the shows listed were reruns.

1st-Run Power

There can be no doubt that the bulk of the program market in each of these Pulse cities consists of rerun series of one kind or another. Nevertheless, it was the new, first-run syndicated shows that dominated the "Top Syndicated Film" lists.

For the purposes of this study the rerun count was, possibly, even exaggerated somewhat. It is easy enough to spot a network reissue. But without considerable checking, it is difficult to tell if an older syndicated program is actually in rerun in a market, or if it might possibly still be in its first run. For the purposes of this analysis any program that was out of production for more than a year was assumed to be in a subsequent run wherever it was found in these charts.

In only five of the 32 markets did the reruns constitute at least 50 per cent of the listed syndicated shows.

Those strong rerun markets were Charlotte, N. C., with four network reissues and six older syndicated shows among its top 19; Cleveland, with seven and five out of 19; Baltimore with five and two out of 14; Memphis with six and five out of 20, and Bangor, Me., with five and six out of 19.

Strong Spots

It is hard to tell why rerun series happened to make such a strong showing in these particular

(Continued on page 13)

GETS CONTROL

Seab'd Enters TV With 'Flynn' Pix

NEW YORK — Seaboard Drug, the company that sells Mericin for relief of arthritic pain, is getting into TV advertising via the "Errol Flynn Theater." Seaboard has signed a deal with King-Shore Films, distributor of the 26-episode Flynn series, whereby the drug company acquired control of the show and will use it to get spot time in about 150 markets. King-Shore had already placed the show in over 40 markets.

This is an unusual instance in

which a TV film distributor is getting a participation in a sponsor's sales. Participation deals have been made by feature film distributors and by stations. The most famous example is probably C&C Television's deal with International Latex, whereby C&C gets a cut of Playtex profits for delivering an extensive schedule of spot time, which C&C acquired by trading the RKO library. King-Shore's deal with Seaboard is possibly the first time such a deal was made on a half-hour series.

The specifics of the deal were not revealed, but King-Shore is understood to have a two-year guarantee against a percentage of all Mericin sales made in the U. S.

CNP Preps Two Western Pilots

HOLLYWOOD — California National Productions is expected to roll two Western pilots, "Union Pacific" and "Boots and Saddles," next month. Both shows were developed by director of program planning, Bob Cinader, in New York.

Also CNP bought its first program, "The Silent Service," from an outside packager, the William Morris Agency, the plan is apparently to concentrate as much as possible on self-developed properties, tho still accepting outside packages if they seem of special merit (in this the company is more or less following the Ziv pattern).

Both "Union Pacific," railroad-saga, and "Boots and Saddles," a cavalry story, will have central characters running thruout.

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"



#1 SYNDICATED SHOW IN JACKSONVILLE, FLA. 39.5

8 among all network shows all week

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

PULSE, July, '56

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

NOTHING HOLDS 'EM

...LIKE A



HIT!

...and it's the Warner Bros. smash hits that lure the big audiences... and hold 'em ... from the first scene all the way through to the final fade-out!

Just take a look at what happened in Portland, Oregon:

Station KOIN's Warner Bros. feature raked in almost double the combined November ARB ratings of both competing stations... and what's more... these ratings held up as late as 12:45 A. M.!

keep 'em
viewing with
WARNER BROS.
feature films!

In short, KOIN's viewers proved what millions of viewers are proving night after night from coast to coast: People Just Don't Walk Out In The Middle Of A Top-Notch Motion Picture!

November ARB ratings for KOIN WARNER BROS. features

(10:30 or 11:00 P. M. to past Midnight... 5 nights a week)

		SAT.	SUN.	MON.	TUES.	WED.	AVERAGE
KOIN	WARNER FEATURES	14.8	7.2	10.7	9.8	15.7	11.7
KLOR		6.8	6.9	2.2	1.3	5.8	4.6
KPTV		2.6	0.7	0.7	0.7	5.3	2.0

write or call **d.a.p.** Inc.

345 Madison Ave., N. Y. C. MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive • DEarborn 2-4040

DALLAS
1511 Bryan Street • RIVERSIDE 7-8553

LOS ANGELES
9110 Sunset Boulevard • CRestview 6-5886

List of 194 Post-1948 Films in M-G-M Vault

The following list contains 194 feature films which were put into theatrical release between 1949 and 1954 by M-G-M. These films will probably not be released to TV for some time, since the market for the pre-1948 releases is far from exhausted. MGM-TV, which now distributes the earlier films, will probably handle the packaging of these movies as well.

M-G-M

- ACROSS THE WIDE MISSOURI**—1951
Clark Gable, John Hodiak
- ACT OF VIOLENCE**—1949
Van Heflin, Robert Ryan, Janet Leigh
- THE ACTRESS**—1953
Spencer Tracy, Jean Simmons, Teresa Wright
- AFFAIRS OF DOBIE GILLIS**—1953
Debbie Reynolds, Bobby Van
- ALL THE BROTHERS WERE VALIANT**—1953
Robert Taylor, Ann Blyth, Joanne Dru
- AMBUSH**—1950
Robert Taylor, John Hodiak, Arlene Dahl
- AN AMERICAN IN PARIS**—1951
Gene Kelly, Leslie Caron
- ANGELS IN THE OUTFIELD**—1951
Paul Douglas, Janet Leigh
- ANNIE GET YOUR GUN**—1950
Betty Hutton, Howard Keel
- ANY NUMBER CAN PLAY**—1949
Clark Gable, Alexis Smith
- APACHE WAR SMOKE**—1952
Gilbert Roland, Glenda Farrell
- ARENA**—1953 (3D)
Gig Young, Jean Hagen
- THE ASPHALT JUNGLE**—1950
Sterling Hayden, Louis Calhern
- THE BAD AND THE BEAUTIFUL**—1953
Lana Turner, Kirk Douglas, Walter Pidgeon
- THE BAND WAGON**—1953
Fred Astaire, Cyd Charisse, Oscar Levant
- BANNERLINE**—1951
Sally Forrest, Keefe Brasselle
- BATTLE CIRCUS**—1953
Humphrey Bogart, June Allyson
- BATTLEGROUND**—1950
Van Johnson, John Hodiak
- BECAUSE YOU'RE MINE**—1952
Mario Lanza, Doretta Morrow
- BELLE OF NEW YORK**—1952
Fred Astaire, Vera Ellen
- THE BIG HANGOVER**—1950
Van Johnson, Elizabeth Taylor
- BIG JACK**—1949
Wallace Beery, Richard Conte
- THE BIG LEAGUER**—1953
Edward G. Robinson, Vera Ellen
- BLACK HAND**—1950
Gene Kelly, J. Carroll Naish
- BORDER INCIDENT**—1949
George Murphy, Ricardo Montalban
- BRIGHT ROAD**—1953
Robert Horton, Dorothy Dandridge
- CALLAWAY WENT THATAWAY**—1951
Howard Keel, Dorothy McGuire
- CALLING BULLDOG DRUMMOND**—1951
Walter Pidgeon, Margaret Leighton
- CARBINE WILLIAMS**—1952
James Stewart, Wendell Corey, Jean Hagen
- CAUGHT**—1949
Barbara Bel Geddes, James Mason
- CAUSE FOR ALARM**—1951
Loretta Young, Barry Sullivan
- CHALLENGE TO LASSIE**—1949
Edmund Gwenn, Donald Crisp
- THE CLOWN**—1953
Red Skelton, Tim Considine
- CODE 2**—1953
Sally Forrest, Ralph Meeker
- CONFIDENTIALLY CONNIE**—1953
Van Johnson, Janet Leigh
- CONSPIRATOR**—1950
Robert Taylor, Elizabeth Taylor
- CRISIS**—1950
Cary Grant, Jose Ferrer
- DANGEROUS WHEN WET**—1953
Esther Williams, Fernando Lamas, Jack Carson
- THE DESPERATE SEARCH**—1953
Howard Keel, Jane Greer
- THE DEVIL MAKES THREE**—1952
Gene Kelly, Pier Angeli
- DEVIL'S DOORWAY**—1950
Robert Taylor, Louis Calhern
- DIAL 1119**—1950
Marshall Thompson, Virginia Field
- THE DOCTOR AND THE GIRL**—1949
Glenn Ford, Gloria De Haven
- DREAM WIFE**—1953
Cary Grant, Deborah Kerr, Walter Pidgeon
- DUCHESS OF IDAHO**—1950
Esther Williams, Van Johnson
- EAST SIDE, WEST SIDE**—1950
James Mason, Barbara Stanwyck
- EASY TO LOVE**—1953
Esther Williams, Van Johnson, Tony Martin
- ESCAPE FROM FT. BRAVO**—1953
William Holden, Eleanor Parker
- EVERYTHING I HAVE IS YOURS**—1952
The Champions, Dennis O'Keefe
- EXCUSE MY DUST**—1951
Red Skelton, Sally Forrest
- EXECUTIVE SUITE**—1954
William Holden, June Allyson, Barbara Stanwyck, Frederic March
- FAST COMPANY**—1953
Howard Keel, Nina Foch
- FATHER OF THE BRIDE**—1950
Spencer Tracy, Joan Bennett, Elizabeth Taylor
- FATHER'S LITTLE DIVIDEND**—1951
Spencer Tracy, Joan Bennett, Elizabeth Taylor

- FEARLESS FAGAN**—1952
Janet Leigh, Carlton Carpenter
- FORCE OF EVIL**—1949
John Garfield, Beatrice Pearson
- THE GIRL IN WHITE**—1952
June Allyson, Arthur Kennedy
- GIRL WHO HAD EVERYTHING**—1953
Elizabeth Taylor, Fernando Lamas
- GIVE A GIRL A BREAK**—1954
The Champions, Debbie Reynolds
- GLORY VALLEY**—1952
Leslie Caron, Ralph Meeker
- GO FOR BROKE**—1951
Van Johnson, Warner Anderson
- THE GREAT CARUSO**—1951
Mario Lanza, Ann Blyth
- THE GREAT DIAMOND ROBBERY**—1954
Red Skelton, Cara Williams
- THE GREAT SINNER**—1949
Gregory Peck, Ava Gardner
- GROUND FOR MARRIAGE**—1950
Van Johnson, Kathryn Grayson
- GYPSY COLT**—1954
Donna Corcoran, Frances Dee
- HALF A HERO**—1953
Red Skelton, Jean Hagen
- THE HAPPY YEARS**—1950
Dean Stockwell, Darryl Hickman
- THE HOAXTERS**—1953
No Stars
- HOLIDAY FOR SINNERS**—1952
Keenan Wynn, Janice Rule
- THE HOMETOWN STORY**—1951
Donald Crisp, Marjorie Reynolds
- THE HOUR OF 13**—1952
Peter Lawford, Dawn Addams
- I LOVE MELVIN**—1953
Donald O'Connor, Debbie Reynolds
- INSIDE STRAIGHT**—1951
David Brian, Arlene Dahl
- IN THE GOOD OLD SUMMERTIME**—1949
Judy Garland, Van Johnson
- INTRUDER IN THE DUST**—1950
David Brian, Claude Jarman Jr.
- THE INVITATION**—1952
Dorothy McGuire, Van Johnson
- IT'S A BIG COUNTRY**—1952
All-Star Cast
- IVANHOE**—1953
Robert Taylor, Elizabeth Taylor
- JEOPARDY**—1953
Barbara Stanwyck, Barry Sullivan
- JULIUS CAESAR**—1953
Marlon Brando, James Mason, Greer Garson, Deborah Kerr
- JUST THIS ONCE**—1952
Peter Lawford, Janet Leigh
- KEY TO THE CITY**—1950
Clark Gable, Loretta Young
- KIM**—1951
Errol Flynn, Dean Stockwell
- KIND LADY**—1951
Ethel Barrymore, Maurice Evans
- KING SOLOMON'S MINES**—1950
Deborah Kerr, Stewart Granger
- KISS ME KATE**—1953 (3D)
Kathryn Grayson, Howard Keel, Ann Miller
- KNIGHTS OF THE ROUND TABLE**—1954 (CinemaScope)
Robert Taylor, Ava Gardner, Mel Ferrer
- A LADY WITHOUT PASSPORT**—1950
Hedy Lamarr, John Hodiak
- LATIN LOVERS**—1953
Lana Turner, Ricardo Montalban
- THE LAW AND THE LADY**—1951
Greer Garson, Michael Wilding
- A LIFE OF HER OWN**—1950
Lana Turner, Ray Milland
- THE LIGHT TOUCH**—1951
Stewart Granger, Pier Angeli
- LILI**—1953
Leslie Caron, Mel Ferrer
- THE LONE STAR**—1952
Clark Gable, Ava Gardner
- THE LONG, LONG TRAILER**—1954
Lucille Ball, Desi Arnaz
- LOVE IS BETTER THAN EVER**—1952
Elizabeth Taylor, Larry Parks
- LOVELY TO LOOK AT**—1952
Howard Keel, Kathryn Grayson
- MADAME BOVARY**—1949
Jennifer Jones, Louis Jourdan, Van Heflin
- THE MAGNIFICENT YANKEE**—1951
Louis Calhern, Ann Harding
- MAIN STREET TO BROADWAY**—1953
All-Star Cast
- MALAYA**—1950
Spencer Tracy, James Stewart
- MAN WITH A CLOAK**—1951
Joseph Cotten, Barbara Stanwyck
- THE MERRY WIDOW**—1952
Lana Turner, Fernando Lamas
- MILLION DOLLAR MERMAID**—1952
Esther Williams, Victor Mature
- THE MINIVER STORY**—1950
Greer Garson, Walter Pidgeon
- MR. IMPERIUM**—1951
Ezio Pinza, Lana Turner
- MRS. O'MALLEY AND MR. MALONE**—1950
Marjorie Main, James Whitmore
- MOGAMBO**—1953
Clark Gable, Ava Gardner, Grace Kelly
- MY MAN AND I**—1952
Shelley Winters, Wendell Corey
- MYSTERY STREET**—1952
Ricardo Montalban, Sally Forrest
- NAKED SPUR**—1953
James Stewart, Janet Leigh
- NANCY GOES TO RIO**—1950
Ann Sothern, Jane Powell, Barry Sullivan
- NEPTUNE'S DAUGHTER**—1949
Red Skelton, Esther Williams
- NEVER LET ME GO**—1953
Clark Gable, Gene Tierney
- THE NEXT VOICE YOU HEAR**—1950
James Whitmore, Nancy Davis
- NIGHT INTO MORNING**—1951
Ray Milland, Nancy Davis
- NO MINOR VICES**—1948
Dana Andrews, Lily Palmer
- NO QUESTIONS ASKED**—1951
Arlene Dahl, Barry Sullivan

- ON THE TOWN**—1949
Gene Kelly, Frank Sinatra
- THE OUTRIDERS**—1950
Joel McCrea, Arlene Dahl
- THE PAGAN LOVE SONG**—1950
Esther Williams, Howard Keel
- THE PAINTED HILLS**—1951
Lassie
- PANDORA AND THE FLYING DUTCHMAN**—1952
Ava Gardner, James Mason
- PAT AND MIKE**—1952
Spencer Tracy, Katharine Hepburn
- PEOPLE AGAINST O'HARA**—1951
Spencer Tracy, Dianna Lynn
- PLEASE BELIEVE ME**—1950
Deborah Kerr, Robert Walker
- PLYMOUTH ADVENTURE**—1951
Spencer Tracy, Gene Tierney
- PRISONER OF ZENDA**—1952
Stewart Granger, Deborah Kerr
- QUO VADIS**—1951
Robert Taylor, Deborah Kerr
- RED BADGE OF COURAGE**—1951
Audie Murphy, Bill Mauldin
- THE RED DANUBE**—1949
Walter Pidgeon, Peter Lawford, Ethel Barrymore
- THE REFORMER AND THE REDHEAD**—1950
June Allyson, Dick Powell
- REMAINS TO BE SEEN**—1953
June Allyson, Van Johnson, Louis Calhern
- RHAPSODY**—1954
Elizabeth Taylor, Vittorio Gassman
- RICH, YOUNG AND PRETTY**—1951
Jane Powell, Vic Damone
- RIDE VAQUERO**—1953
Robert Taylor, Ava Gardner
- RIGHT CROSS**—1950
June Allyson, Dick Powell
- ROGUE'S MARCH**—1953
Peter Lawford, Janice Rule
- ROSE MARIE**—1954 (CinemaScope)
Ann Blyth, Fernando Lamas, Howard Keel
- ROYAL WEDDING**—1951
Fred Astaire, Jane Powell
- SAADI**—1954
Cornell Wilde, Rita Gam, Mel Ferrer
- SCANDAL AT SCOURIE**—1953
Greer Garson, Walter Pidgeon
- SCARAMOUCHE**—1952
Stewart Granger, Janet Leigh
- SCENE OF THE CRIME**—1949
Van Johnson, Gloria De Haven
- THE SECRET GARDEN**—1949
Margaret O'Brien, Dean Stockwell
- THE SELLOUT**—1952
Walter Pidgeon, Audrey Totter
- SHADOW IN THE SKY**—1952
Nancy Davis, James Whitmore
- SHADOW ON THE WALL**—1950
Ann Sothern, Zachary Scott
- SHOW BOAT**—1951
Kathryn Grayson, Howard Keel
- SIDESTREET**—1950
Farley Granger, Cathy O'Donald
- SINGIN' IN THE RAIN**—1952
Gene Kelly, Debbie Reynolds
- THE SKIPPER SURPRISED HIS WIFE**—1950
Robert Walker, Joan Leslie
- SKIRTS AHOY**—1952
Esther Williams, Keefe Brasselle
- SKY FULL OF MOON**—1952
Carleton Carpenter, Jan Sterling
- A SLIGHT CASE OF LARCENY**—1953
Mickey Rooney, Eddie Bracken
- SMALL TOWN GIRL**—1953
Jane Powell, Farley Granger
- SOLDIERS THREE**—1951
Stewart Granger, Walter Pidgeon, David Niven
- SOMBRERO**—1953
Pier Angeli, Ricardo Montalban
- STARS IN MY CROWN**—1950
Joel McCrea, Ellen Drew
- THE STORY OF 3 LOVES**—1953
Kirk Douglas, Pier Angeli, James Mason, Leslie Caron
- THE STRATTON STORY**—1949
James Stewart, June Allyson
- STRICTLY DISHONORABLE**—1951
Ezio Pinza, Janet Leigh
- THE STRIP**—1951
Mickey Rooney, Sally Forrest
- SUMMER STOCK**—1950
Judy Garland, Gene Kelly
- TAKE THE HIGH GROUND**—1953
Richard Widmark, Karl Malden, Elaine Stewart
- TALK ABOUT A STRANGER**—1952
George Murphy, Nancy Davis
- THE TALL TARGET**—1951
Dick Powell, Paula Raymond
- TENNESSEE CHAMP**—1954
Shelley Winters, Dewey Martin, Keenan Wynn
- TENSION**—1949
Audrey Totter, Richard Basehart
- THERESA**—1951
Pier Angeli, John Ericson
- TERROR ON A TRAIN**—1953
Glenn Ford, Anne Vernon
- TEXAS CARNIVAL**—1951
Esther Williams, Red Skelton
- THAT FORSYTH WOMAN**—1949
Greer Garson, Errol Flynn
- THAT MIDNIGHT KISS**—1949
Kathryn Grayson, Jose Iturbi
- THREE LITTLE WORDS**—1950
Fred Astaire, Red Skelton
- TO PLEASE A LADY**—1950
Clark Gable, Barbara Stanwyck
- TOAST OF NEW ORLEANS**—1950
Kathryn Grayson, Mario Lanza
- TOO YOUNG TO KISS**—1951
Van Johnson, June Allyson
- TORCH SONG**—1953
Joan Crawford, Michael Wilding
- TWO WEEKS WITH LOVE**—1950
Jane Powell, Ricardo Montalban
- THE UNKNOWN MAN**—1951
Walter Pidgeon, Ann Harding
- VALENTINO**—1951
Eleanor Parker, Anthony Dexter
- VALLEY OF THE HEAD HUNTERS**—1953
Johnny Weismuller
- VENGEANCE VALLEY**—1951
Burt Lancaster, Robert Walker
- WASHINGTON STORY**—1952
Van Johnson, Patricia Neal
- WATCH THE BIRDIE**—1951
Red Skelton, Arlene Dahl

Deintermix of Evansville, Fresno Cheers Distribs

NEW YORK—Syndicators last week were wearing smiles because of the recent Federal Communications Commission decision which saw Fresno, Calif., and Evansville, Ind., deintermixed. The trade generally sees the FCC move as making for greater film opportunities in markets in which sales had been limited.

The Fresno situation, which will result in an all UHF market, will allow stations to compete on an even level. Consequently, syndicated shows will now be able to battle network programming without the additional handicap on using outlets which penalize them. They also will be more in demand and will command better prices. Fresno's Channel 12 will be moved

to Santa Barbara, Calif., and will make for another station customer there.

It had been said in some circles that the FCC would never force a station with a VHF permit to go off. While Channel 12 has not been forced off, it has been put into another market. It is now expected that the Fresno deintermix pattern will be applied to a large number of other, medium-sized markets.

'Tomorrow' to Screencraft

NEW YORK—Screencraft Pictures has acquired Eastern distribution rights to "Operation Tomorrow," a new title for "Adventure Tomorrow," semi-documentary science series which recently premiered on the West Coast.

Myron Mills, Screencraft veepee, is currently lining up Southern sponsors. ABC-TV will carry an episode of the half-hour show next month as a one-shot, giving Screencraft a 24-State audition.

Rerun Series Weak

Continued from page 11

In no case did it appear that the outcome was determined by any rerun library purchase. In each of the above cases the reruns were on various stations and from various distributors.

If there was any force pushing reruns into the top ranks, it was probably the big syndication sponsors. "Captain Midnight," "Sky King" and "Esso Golden Playhouse" appeared in the "Top Syndicated Film" ranks with amazing frequency.

The promotion and time clearance power of national sponsorship would indeed seem to be the best assurances of a show's rating success aside from freshness. These national spot sponsors usually have only 26 new films produced a year. The big boys, so to speak, can afford the economy of more rerun episodes per series better than the smaller sponsors, who usually have to buy 39 first-run films per year.

Despite their high rerun proportion, the biggest spot sponsors make a good record on the "Top Syndicated Film" charts. In December Kellogg's "Superman" and "Wild Bill Hickok," both five-year veterans, were each in 21 of the 32 markets listed. "Annie Oakley" (Continental Baking and Carnation Milk) was in 18 of the markets. "Buffalo Bill Jr." (Mars and Brown Shoe) was in 15.

Agency Friction

Continued from page 11

Ivan Show, he found that there was 88 per cent sponsor identification; only 13 per cent of the persons questioned, however, showed consumer loyalty—that is, they indicated that they would be swayed to some degree in the buying of a car as a result of the program.

Another Wallach contention is that the present commercials structure results in approximately a 20 per cent loss of audience. That is, one out of every five persons leaves the set at the time the commercial comes on, and he waits until then to leave it because he knows exactly when to expect the sponsor's pitch. As a result, in Wallach's opinion, if commercials were irregularly spotted thru a program audience reception would be much higher.

- WESTWARD THE WOMEN**—1952
Robert Taylor, Denise Darcel
- WHEN IN ROME**—1952
Van Johnson, Paul Douglas
- THE WILD NORTH**—1952
Stewart Granger, Cyd Charisse
- THE YELLOW CAB MAN**—1950
Red Skelton, Gloria De Haven
- YOU FOR ME**—1952
Peter Lawford, Jane Greer
- YOUNG BESS**—1953
Jean Simmons, Stewart Granger, Deborah Kerr
- YOUNG MAN WITH IDEAS**—1951
Glenn Ford, Ruth Roman

\$397 1/2 Mil Spent

Continued from page 11

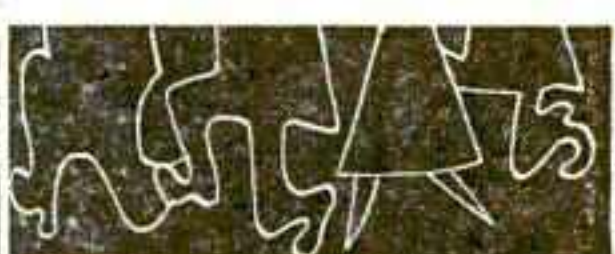
was Brown & Williamson with an expenditure of \$11,288,700.

The other top 10 spot spenders in 1956 were as follows:

3. General Foods—\$9,411,400
4. Sterling Drug—\$8,823,400
5. Philip Morris—\$7,369,400
7. National Biscuit—\$5,536,500
8. Miles Laboratories—\$5,354,700
9. Continental Baking—\$5,264,900
10. Kellogg—\$4,815,100



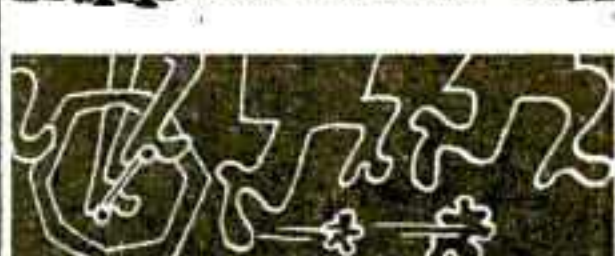
CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY, CREATIVITY AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

KLING

FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.



Yours... on a golden platter!

MGM-TV OFFERS THE WORLD'S GREATEST STUDIO AND ITS FABULOUS FACILITIES FOR THE PRODUCTION OF TV COMMERCIALS!

For the first time—all under one roof—the tremendous physical and technical resources of M-G-M's 185-acre Culver City lots are yours to command.

Here is a city within a city—giant stages and sets, prop and make-up departments, story development, research experts—and much more.

The most modern camera equipment and M-G-M's own laboratory are geared up and ready-to-go to give you split-second action on the production, processing and "on-time" delivery of black-and-white or color TV film commercials.

The personnel and artisans employed on your commercials or industrial films are the same people that have made M-G-M the most famous trademark in the history of entertainment.

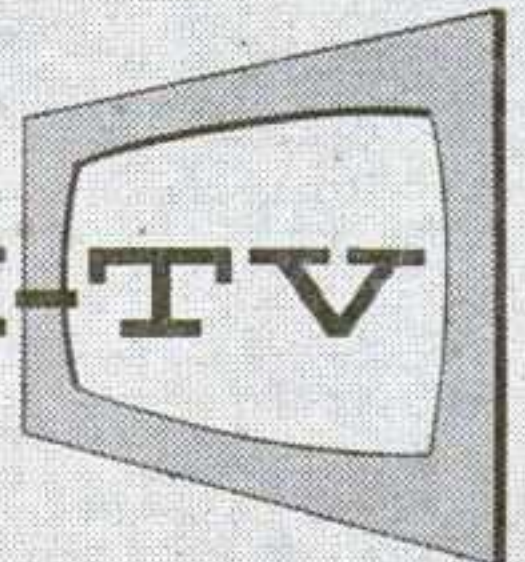
The same animation department which has consistently won awards for its "Tom and Jerry" and other cartoons can now create characters for you.

All this at competitive prices. Your inquiries are cordially invited—today!

MGM-TV

A SERVICE OF LOEW'S INCORPORATED
1540 Broadway, New York 36, N. Y.
JUdson 2-2000

✓ Virgil "Buzz" Ellsworth
Director of the Commercial and Industrial Dept.
M-G-M Studios, Culver City, Calif., TEexas 0-3311



COMMERCIAL CUES

SIGNAL SIGNS OF THE TIMES

The Signal Oil Company is launching a new ad series for its Pacific Coast markets. The firm, which does a great deal of outdoor advertising, is showing its billboards on the TV screen, with jingles and animated puppets to bring the blurbs to life. This new series was developed by Song Ad Film Productions, and the business was placed thru the Barton A. Stebbins agency for Signal Oil.

SPREADING OUT

Shamus Culhane Productions, film animation firm which recently opened an office in Chicago, has now moved to new quarters in Hollywood. The move from 8802 Melrose Avenue to larger quarters at 6226 Yucca Street is part of the firm's nation-wide expansion plans. Charter Oaks Telepictures, New York, meanwhile, has made its third expansion move in 10 years. Oaks' new quarters at 423 East 90th Street has 7,500 square feet for complete operation.

ID'S . . .

News from Playhouse Pictures: The firm is doing a series of animated commercials for "Schlitz Playhouse" and "Ford Theater," as well as a new series of "Old Pro" blurbs with the voice of Eddie Mayehoff for Falstaff Beer's use on spring baseball TV. In fact, the company has hired 15 free lance animators to put out 56 teleblurbs for 15 different accounts. Playhouse will exhibit 10 commercials at the New York Art Directors' Club's 36th annual national show. . . . Ralph Lopatin has left his post as director of the motion picture unit of WRCV-TV, Philadelphia, to set up an independent commercial studio there. Ralph Lopatin Productions will specialize in industrial and business films for TV, closed-circuit and non-theatrical distribution. . . . Rick Landon, of Mercury Artists, has joined Gerald Productions, film producers, as general manager. . . . A major record company has approached Allen Swift to put the voices he uses in commercials on a series of children's records.

• TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any) No. (Seconds)	Type (C-Color)	Commercials Producer
BUSINESS-FINANCIAL		
Industrial Materials		
Du Pont, Institutional (Cavalcade), Batten, Barton, Durstine & Osborn. . . . 2 (180)	LA	Screen Gems
Continental Conolite, Cans, Batten, Barton, Durstine & Osborn. . . . 2 (60), 1 (20)	SA	Mel Gold
Kaiser Aluminum & Chemical, Aluminum, Young & Rubicam (Kaiser Alum. Hour). . . . 9 (60)	LA	All-Scope
GENERAL SECTION		
Jewelry, Optical Goods, Cameras		
Reitman, Cameras and Equipment, Lustig. . . . 1 (10)	SA	Filmack
Entertainment and Amusement		
Tropical Park, Race Track, Paul C. Warren. . . . 1 (10)	SA	Filmack
Miscellaneous		
American Red Cross, Sullivan, Stauffer, Colwell & Bayles. . . . 2 (20)	LA	Sound Masters
U. S. Steel, Public Relations, Barten, Barton, Durstine & Osborn (U. S. Steel Hour). . . . 2 (150)	LA	Vidicam
Shillito's, Dept. Store, Dinerman. . . . 1 (60)	SA	Filmack
Campbell Soup, Christmas Greeting, Doris A. Greenwood. . . . 1 (60)	LA	Fred Niles
Sperry-Hutchinson, Green Stamps, SSC&B (Perry Como). . . . —	LA (C)	Video Pictures
U. S. Navy, Rerecting 2 (60)	FA	Playhouse

(Continued next week)

• New TV Spot Campaigns

• Continued from page 6

Southwestern

Air Conditioners thru Pitluk (Prog.)
Anahist thru Ted Bates (Ann.)
Bekins Van & Storage thru Brooks (Prog.)
Colonoids thru Kastor, Farrell, Chesley & Clifford (Ann.)
Folgers Coffee thru Cunningham & Walsh (Ann., ID)
Gallo Wines thru Doyle, Dane & Bernbach (Ann.)
Ice Cream, Borden thru Benton & Bowles (Ann.)
Imperial Margarine, Lever thru Foote, Cone & Belding (Ann., Part.)
L & M Cigarettes, Liggett & Myers thru William Esty (Ann.)
L & M Cigarettes, Liggett & Myers thru McCann-Erickson (Ann.)

Morton's Pies thru Ted Bates (Part.)
Nehi thru Compton (Ann., ID)
Northern Tissue, Marathon thru Young & Rubicam (Ann.)
Owen's Pel-Star Brand thru Richardson (Ann.)
Red Arrow Drug thru McCormick (Prog.)
Rise Shave Cream, Carter thru Sullivan, Stauffer, Colwell & Bayles (Part.)
Salad Mixer, Grant thru Arthur Meyerhoff (Prog.)
"Teahouse of the August Moon" (Movie), Loew's thru Donahue (Ann.)
Tennis Shoes, Hood Rubber thru McCann-Erickson (Part.)
Zest Soap, Procter & Gamble thru Benton & Bowles (Ann.)

Rocky Mountain & West Coast

Bexel, McKesson & Robbins thru Advertising Counselors (Part.)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann., Part.)
Blue Jay thru Leo Burnett (Ann., Part.)
Comet, Procter & Gamble thru Compton (Ann.)
Dromedary Cake Mix, National Biscuit thru Ted Bates (Ann., Part.)
General Insurance Co. of America thru Cole & Weber (Part.)

Giamorene thru Product Services (Part.)
L & M Cigarettes, Liggett & Myers thru Dancer-Fitzgerald-Sample (Ann.)
Lipton Tea, Lever thru Young & Rubicam (Ann., Part.)
Regal Pale Beer thru Guild Bascom & Bonfigli (Ann., ID)
Remington Rand Portable Typewriters thru Compton (Prog.)
Zest, Procter & Gamble thru Benton & Bowles (Ann., Part.)

CBS Pix Sets New System For Pricing

NEW YORK — CBS-TV Film Sales, at its national sales clinic last weekend, established a new system of pricing for all its programs. The system breaks down the country into 20 basic markets, with New York City at the top and cities such as Tupelo, Miss., at the bottom.

Prices have been set, pro-rated over these markets, the aim of which is to bring a profit to the film distribution and production firm. These prices are based on the population of the cities, the total number of markets and the set count. Of course, bad market situations and good market situations are also taken into account.

CBS-TV Film Sales has also created a new discount system for rerun product geared to multiple-station buys. Shows included in the rerun package are "Amos 'n' Andy," "Files of Jeffrey Jones," Gene Autry, "The Range Rider," "Whistler" and "Life With Father."

The purchase of two half hours of these shows earns a 25 per cent discount, of four half hours a 35 per cent discount and of six half hours a 50 per cent discount. This is after all other rerun discounts are applied, and they range from 20 to 50 per cent. The new rerun discount system is expressly designed to encourage the use of these shows for daytime stripping.

AFTER CBC

Can. Outlets In Push for Daytime TV

TORONTO — Canadian TV will have more daylight programming this year than ever before if private stations can force the Canadian Broadcasting Corporation into their way of thinking.

Already CKCO-TV, Kitchener, Ont., is lining up sponsors for the first English private TV network program to be carried three afternoons a week. "Moral support is promised the station by the Canadian Association of Radio and TV Broadcasters.

A half-hour variety show is planned by CKCO-TV on a 28 to 30 independent station network hook-up from Vancouver, B. C. to Halifax, N. S., if enough sponsor backing is secured. The CBC has already given permission for the use of the network.

The new network would take the half hour before the popular 4 p.m. opening transmission of the CBC. The web has partially moved into daytime network programming with a show at 4 p.m. The show went on the air January 1.

Dairy Seeks To Replace La Clooney Show

HOLLYWOOD — Foremost Dairies is shopping the program market for a show to replace Rosemary Clooney. The 52-week contract on the Clooney show is up in May. It is understood that Foremost wants to expand its spot sponsorship even further. It has Miss Clooney in about 50 markets, but it is understood to be planning to put its next show into about 150 markets.

Foremost last week was reported to have contacted Screen Gems about one of its properties.

NEW VARIATION

Keever's Plan: 30 Shows, 9 Reruns

NEW YORK—A production plan of 30 shows and nine reruns for a 39-week contract cycle is being advocated for half-hour telefilms by Jake Keever as a solution to the drawbacks of the current pattern of 39 with 13 reruns. The California National Productions sales director says it's still a private theory, but other quarters have already expressed active interest.

In competitive markets, according to Keever, the distributor today usually sells 13 reruns at a lower price, bringing the average price of each episode down when amortized over the contracted 52 weeks. This approach, borrowed from network selling, is the 1956 variation of the "firm 52 at one price" sale standardized thruout the TV film industry.

With either selling approach, however, the packager is risking large capital and the buyer isn't happy with the sound of 13 reruns.

By making only 30 stanzas and taking a 39-week deal, the packager cuts down his risk. Furthermore, nine reruns sounds like a safe, low number to the buyer. At

least 30 episodes must be aired before reruns, Keever thinks, to build an audience, after which reruns garner excellent ratings for all but flop shows.

Summer TV

Syndicators have moved away from the network pattern of isolating summer as a period of reruns and less critical audiences, Keever pointed out. Film shows are starting in every month, rather than mostly in the fall, with reruns turning up all year around. This, he feels, eliminates the question of what to do for stations in summertime if the 52-week deal becomes a 39-week deal.

The strength of rerun ratings also points to a shorter cycle. "Crunch and Des," for example, this season has racked up such rerun hits as these, the figures coming from American Research Bureau: Denver, 21.3 average, rerun to 11.1 average first 39 episodes; San Francisco, 22.7, rerun to 14.6 average first 39; Seattle, 17.7, rerun to 13.7, and Mobile, Ala., 35.7 to 26.9. In this last market the "Crunch" reruns successively

(Continued on page 16)

congratulations, George



GEORGE F. HARTFORD
WTOP-TV,
WASHINGTON

CODE 3 is first* in its time period on your station.

Sponsor: Top Value Enterprises



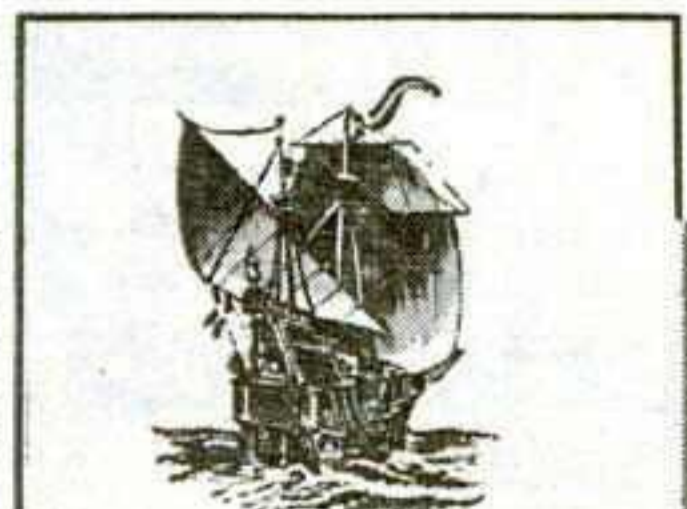
*Telepulse, Nov.

for your market availabilities, call, write or wire ABC Film Syndication, 1501 Broadway, New York • LA 4-5050

Creativity

Good advertising agencies have it. It enables them to come up with ideas and copy that sells.

Creativity in a television commercials producer means the imaginative development of the agency's ideas and copy . . . the kind of development that adds extra sell. Caravel creativity, born of long experience in servicing and interpreting the requirements of advertising agencies, is evident in the television spots of today's leading advertisers.



CARAVEL FILMS
incorporated

Over thirty-five years of experience in the making of business films for America's leading advertisers.

730 Fifth Avenue
New York

Tors to Produce 'Sea Hunt' for Ziv

HOLLYWOOD — Ivan Tors, who produced "Science Fiction Theater" for Ziv-TV, is getting Ziv into the underwater swim with a property titled "Sea Hunt." The leads are two free lance skin divers. No casting has been done yet.

Destined To Be No. 1 Record in the Country

The Original

'BUTTERFLY'

on Cameo Records

by

CHARLIE GRACIE

For Availability Contact

BERNIE ROTHBARD

SUEZ ROTHBARD OFFICE

Theatrical Agency

250 S. Broad St.

Philadelphia 2, Pa.

Phone: KI 5-1665-6-7

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

Offices in principal cities throughout the United States

MCA-TV Film Division

REHEARSAL SPACE

T.V., radio, theatrical productions. Small to extremely large space at the new New York Trade Show Building, 500 8th Ave.

Inquire Mr. D. W. Carlton, Pres. & Exec. Dir. Phone: LOngacre 4-4100

PULSE LOCAL RATINGS FOR DECEMBER

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

ALBUQUERQUE, N. M.
3 TV STATIONS—46,200 TV HOMES
Population—208,200 (107th in U. S.)
Buying Income—\$338,798,000 (104th)
Retail Sales—\$240,978,000 (105th)
Food Sales—\$47,856,000 (112th)
Drug Sales—\$7,903,000 (95th)
Automotive—\$54,566,000 (95th)
Above figures include following counties: Bernalillo

TOP NETWORK SHOWS

1. Ed Sullivan, KGGM, Su. 43.0
2. I Love Lucy, KGGM, M. 42.4
3. 564,000 Question, KGGM, T. 37.5
4. December Bride, KGGM, M. 36.7
5. Do You Trust Your Wife? KGGM, T. 34.7
6. Millionaire, KGGM, T. 34.4
7. Phil Silvers, KGGM, T. 33.2
8. U. S. Steel Hour, KGGM, W. 31.7
9. Red Skelton, KGGM, T. 31.4
10. Disneyland, KOAT, W. 31.1

TOP MULTI-WEEKLY SHOWS

1. Adventure Album, KOB, M., T. 13.5
2. K Circle B, KOB, M.-F. 12.2
3. Channel 13 Movie, KGGM, M., T., Th., F. 12.1
4. News-Caine (10 p.m.), KOAT, M.-F. 11.7
5. Late Show, KOAT, M.-F. 10.1
6. Queen for a Day, KOB, M.-F. 9.4
7. News, Misc. (6 p.m.), KGGM, M., T., Th., F. 8.9
8. Edge of Night, KGGM, M.-F. 8.8
9. Our Miss Brooks, KGGM, M.-F. 8.5
10. Secret Storm, KGGM, M.-F. 8.4

TOP FEATURE FILMS

Once Weekly

1. Sunday Theater, KOAT, Su.-9:00-10:45 p.m. 11.4
2. Movie Matinee, KOB, S.-3:00-4:00 p.m. 11.0
3. Sunday Movie Parade, KOB, Su.-9:30-11:00 p.m. 9.6
3. Movie of the Week, KOB, T.-9:30-11:30 p.m. 9.6
5. Saturday Matinee, KGGM, S.-12:30-2:30 p.m. 6.3
5. Double Feature, KOAT, Su.-1:15-4:45 p.m. 6.3

TOP SYNDICATED FILMS

1. Science Fiction Theater (Ziv), KGGM, Su.-7:30 26.9
2. Code 3 (ABC), KGGM, Th.-9:00 25.9
3. Celebrity Playhouse (Screen Gems), KGGM, F.-7:00 23.7
4. Lone Wolf (MCA), KOAT, F.-9:00 23.5
5. Star Performance (Official), KOB, Su.-8:30 23.2
6. Annie Oakley (CBS), KOB, M.-8:00 22.5
7. I Led Three Lives (Ziv), KOB, W.-9:30 21.9
8. Halls of Ivy (TPA), KGGM, M.-9:30 21.5
8. Mr. District Attorney (Ziv), KGGM, W.-9:00 21.5
8. Sheena, Queen of the Jungle (ABC), KGGM, F.-6:30 21.5
11. Passport to Danger (ABC), KGGM, Su.-9:00 21.2
12. Waterfront (MCA), KOAT, W.-8:00 20.5
13. Federal Men (MCA), KOB, Su.-9:00 20.2
13. Man Called X (Ziv), KOAT, W.-9:00 20.2
15. Your TV Theater (Ziv), KGGM, S.-9:30 20.0
16. Crosscurrent (Official), KOB, Th.-9:00 19.3
17. Star Performance (Official), KOB, M., W.-9:00 18.9
18. Captured (NBC), KGGM, W.-9:30 17.9
18. Cisco Kid (Ziv), KOAT, F.-6:00-17.9

FORT WORTH, TEX.
4 TV STATIONS—140,900 TV HOMES
Population 507,000 (45th in U. S.)
Buying Income—\$844,333,000 (45th)
Retail Sales—\$629,861,000 (42d)
Food Sales—\$115,271,000 (53d)
Drug Sales—\$23,359,000 (35th)
Automotive—\$147,269,000 (30th)
Above figures include following counties: Tarrant

TOP NETWORK SHOWS

1. Ed Sullivan, KRLD, Su. 35.5
2. What's My Line? KRLD, Su. 34.8
3. I Love Lucy, KRLD, M. 33.8
4. 564,000 Challenge, KRLD, Su. 32.0
5. Burns and Allen, KRLD, M. 31.3
5. G. E. Theater, KRLD, Su. 31.3
7. Alfred Hitchcock, KRLD, Su. 30.3
7. 564,000 Question, KRLD, T. 30.3
9. Groucho Marx, WBAP, Th. 29.8
10. Disneyland, WBAP, W. 29.0

TOP MULTI-WEEKLY SHOWS

1. Texas News (10 p.m.), WBAP, M.-F. 19.0
2. Weather, News Final (10:15 p.m.), WBAP, M.-F. 16.9
3. Mickey Mouse Club, WBAP, M.-F. 16.3
4. Kit Carson, WBAP, W., F. 15.6
5. Million 5 Movie, Misc., KFJZ, M.-F. 12.0
6. News-P. Randall (9:45 p.m.), KFJZ, M.-F. 10.6
7. Ramar of the Jungle, KFJZ, M.-Th. 9.9
8. Guiding Light, KRLD, M.-F. 9.6
9. News, Sports (6:30 p.m.), KFJZ, M.-F. 9.5
10. Matinee Theater, WBAP, M.-F. 9.4

TOP FEATURE FILMS

Once Weekly

1. Double Feature, WBAP, S.-3:15-5:30 p.m. 11.4
2. 20th Century-Fox Theater, WFAA, F.-11:00-12:00 mid. 8.0
3. Arlington Matinee, KFJZ, Su.-4:30-6:30 p.m. 7.3
4. Saturday Playhouse, WFAA, S.-3:45-5:30 p.m. 7.0
5. Saturday Theater, KFJZ, S.-10:30-12:00 mid. 6.7

TOP SYNDICATED FILMS

1. Rin Tin Tin (Screen Gems), WBAP, F.-6:30 21.8
2. Code 3 (ABC), KRLD, T.-8:30 19.8
3. Celebrity Playhouse (Screen Gems), WBAP, M.-9:30 18.0
4. Annie Oakley (CBS), WBAP, T.-6:00 17.8
5. Cisco Kid (Ziv), WBAP, Th.-6:00 15.8
6. Kit Carson (MCA), WBAP, W., F. 15.6
7. Sheena, Queen of the Jungle (ABC), WFAA, Su.-5:30 14.3
7. I Spy (Guild), WBAP, S.-6:30 14.3
9. Dr. Hudson's Secret Journal (MCA), KRLD, T.-7:30 13.8
10. Badge 714 (NBC), WBAP, M.-8:00 13.5
11. Frankie Laine Show (Guild), WBAP, S.-6:00 13.3
12. My Little Margie (Official), WFAA, S.-5:30 12.8
13. Stars of the Grand Ole Opry (Flamingo), WFAA, S.-6:00 12.3
14. Soldiers of Fortune (MCA), WFAA, Su.-5:00 10.8
15. Sheriff of Cochise (NTA), T.-10:00 10.3
15. Studio 57 (MCA), WFAA, T.-9:30 10.3
15. Wild Bill Hickok (Flamingo), WBAP, M.-6:00 10.3

KANSAS CITY, MO.
3 TV STATIONS—273,400 TV HOMES
Population—955,500 (18th in U. S.)
Buying Income—\$1,849,781,000 (17th)
Retail Sales—\$1,360,225,000 (15th)
Food Sales—\$247,120,000 (18th)
Drug Sales—\$65,660,000 (13th)
Automotive—\$253,048,000 (17th)
Above figures include following counties: Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.

TOP NETWORK SHOWS

1. I Love Lucy, KCMO, M. 39.7
2. Red Skelton, KCMO, T. 36.9
3. Ed Sullivan, KCMO, Su. 32.8
4. 564,000 Question, KCMO, T. 31.5
5. Playhouse 90, KCMO, Th. 30.5
6. Alfred Hitchcock, KCMO, Su. 30.0
7. Wyatt Earp, KMBC, T. 29.9
8. Gunsmoke, KCMO, S. 29.5
9. Phil Silvers, KCMO, T. 29.4
10. Climax, KCMO, Th. 29.3

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, KMBC, M.-F. 16.2
2. 10:00 News, Sports, KMBC, M.-F. 11.1
3. Art Linkletter, KCMO, M.-F. 10.0
4. Whizzo's Wonderland, KMBC, M.-F. 9.9
5. Early Show, KCMO, M.-F. 9.8
5. Studio 5, KCMO, M.-F. 9.8
7. CBS-News, KCMO, M.-F. 9.6
7. Guiding Light, KCMO, M.-F. 9.6
7. Search for Tomorrow, KCMO, M.-F. 9.6
10. News (10:30 p.m.), WDAF, M.-F. 9.5
10. Sports, Misc. (6:15 p.m.), KCMO, M.-F. 9.5

TOP FEATURE FILMS

Once Weekly

1. Circle 9 Movie Time, KMBC, S.-3:00-4:00 p.m. 10.6
2. Friday Movie, KMBC, F.-10:30-12:00 mid. 9.9
4. Thursday Movie, KMBC, W.-10:30-12:00 mid. 9.1
4. Thursday Movie, KMBC, Th.-10:30-12:00 mid. 8.7
5. Masterpiece Movie, KMBC, Su.-10:30-12:00 mid. 7.9

TOP SYNDICATED FILMS

1. Studio 57 (MCA), KCMO, T.-9:30 30.5
2. Mr. District Attorney (Ziv), KCMO, T.-10:00 22.9
3. Stage 7 (TPA), KCMO, F.-10:00 21.7
4. Wild Bill Hickok (Flamingo), KMBC, Th.-6:00 21.5
5. Highway Patrol (Ziv), KMBC, W.-7:30 20.5
6. Cisco Kid (Ziv), KMBC, M.-6:00 19.9
7. Badge 714 (NBC), KCMO, Th.-10:30 18.9
8. Annie Oakley (CBS), KMBC, F.-6:00 18.5
9. Frontier Doctor (Hollywood), KCMO, Th.-10:00 18.0
10. Soldiers of Fortune (MCA), KCMO, Su.-5:30 17.9
11. Superman (Flamingo), KMBC, T.-6:00 17.7
12. San Francisco Beat (CBS), KMBC, S.-9:30 17.5
13. Frontier (NBC), KMBC, F.-9:30 17.4
14. Rosemary Clooney (MCA), WDAF, W.-9:30 17.2
15. Susie (TPA), KMBC, M.-9:30 16.7
16. Sheriff of Cochise (NTA), KCMO, T.-7:30 16.2
17. Count of Monte Cristo (TPA), WDAF, Su.-9:30 15.5

PORTLAND, ORE.
3 TV STATIONS—221,600 TV HOMES
Population—785,600 (22d in U. S.)
Buying Income—\$1,301,021,000 (26th)
Retail Sales—\$995,480,000 (23d)
Food Sales—\$231,416,000 (20th)
Drug Sales—\$23,877,000 (32d)
Automotive—\$185,512,000 (24th)
Above figures include following counties: Clackamas, Multnomah, Washington, Ore.; Clark, Wash.

TOP NETWORK SHOWS

1. I Love Lucy, KOIN, M. 41.0
2. Ed Sullivan, KOIN, Su. 40.9
3. What's My Line? KOIN, Su. 34.5
4. Disneyland, KFOR, W. 34.2
5. Alfred Hitchcock, KOIN, Su. 34.0
6. Lawrence Welk, KFOR, S. 33.5
7. G. E. Theater, KOIN, Su. 33.4
8. Climax, KOIN, Th. 32.8
9. Burns and Allen, KOIN, M. 32.5
10. Lassie, KOIN, Su. 32.0

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, KFOR, M.-F. 27.5
2. Carpooltime, KOIN, M.-F. 16.7
3. Mr. Moon, KOIN, M.-F. 16.2
4. CBS News, KOIN, M.-F. 14.3
5. Weather, Sports, News (6 p.m.), KOIN, M.-F. 13.9
6. NBC News, KPTV, M.-F. 12.0
7. Arthur Godfrey, KOIN, M.-Th. 11.2
8. Eddie Fisher, KPTV, M., W. 10.3
9. Garry Moore, KOIN, M.-F. 9.8
10. Art Linkletter, KOIN, M.-F. 9.7

TOP FEATURE FILMS

Once Weekly

1. Academy Theater, KFOR, S.-7:00-9:00 p.m. 16.1
2. Pioneer Playhouse, KFOR, Su.-6:00-7:00 p.m. 12.3
3. Two Gun Playhouse, KOIN, S.-12:30-1:30 p.m. 9.8
4. Double Barrel Playhouse, KPTV, S.-2:00-4:00 p.m. 9.4
5. Cinema Classics, KPTV, S.-11:00-12:00 mid. 8.3

TOP SYNDICATED FILMS

1. Armchair Theater, KOIN, S., Su.-2:00-3:30 p.m. 15.1
2. Hometown Theater, KFOR, M.-F.-11:15-12:00 mid. 7.3
3. Playhouse 4:45, KPTV, M.-F.-4:45-6:30 p.m. 6.5
4. Showtime on 6, KOIN, M.-S.-10:45-12:00 mid. 6.1
5. Midday Matinee, KFOR, M.-F.-12:15-2:00 p.m. 3.2

PREVIEW

'Tugboat' Gets OK From Chi Theater Aud.

CHICAGO—"Tugboat Annie," the show that Television Programs of America may put into syndication soon, did quite well in its unusual theatrical preview here last week. Here are the results as reported by TPA: 81 per cent of the audience said it enjoyed the film, and 72 per-cent said it will watch "Tugboat" on TV when it becomes a regular series. Asked to rate the quality of the half-hour film, 31

Carradine for 'Quixote'

HOLLYWOOD — John Carradine was signed this week for a new TV series based on the adventures of "Don Quixote." Filming is scheduled to begin in Spain on April 1.

per cent of the audience said it was excellent, 38 per cent said good, 23 per cent said fair and 8 per cent said poor.

The breakdowns were approximately equal across the age groups.

The sneak preview took place at the Lake Theater in Oak Park near here on Friday (1) night. The feature attraction that night was "You Can't Get Away From It." There were an estimated 800 persons in the theater when "Tugboat" was shown at 9 p.m., and 444 eligible ballots were returned.

Keever's Plan

Continued from page 15

trounced Eddie Fisher, "Lux Video Theater" and Groucho Marx.

'Badge 714'

Similarly, "Badge 714" is beating its own parent show, "Dragnet," in such cities as Duluth, Minn., 39.9 to 22.6 (ARB average of last 13 weeks); El Paso, Tex., 30.6 to 19.8; Pueblo, Colo., 44.9 to 30.6, and Charleston, S. C., 32.3 to 23.0.

With reruns having climbed from a dirty word in the industry to a good investment, Keever maintains that most stations would welcome a shorter over-all cycle, tho not 13 reruns at a clip. Whether California National will be the first to adopt his plan is Keever's secret.

Albert Pick Hotels

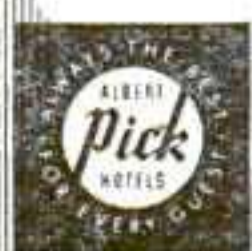
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Birmingham, Ala.	Balden	4.00
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Cincinnati, O.	Fountain Square	3.75
Cleveland, O.	Carter	5.50
Columbus, O.	Fort Hayes	5.50
Dayton, O.	Miami	5.50
Detroit, Mich.	Fort Shelby	4.25
Evansville, Ind.	Georgian	6.50
Flint, Mich.	Durant	4.50
Indianapolis, Ind.	Antlers	4.00
Minneapolis, Minn.	St. James	5.00
Pittsburgh, Pa.	Roosevelt	5.00
St. Louis, Mo.	Mark Twain	4.00
St. Louis, Mo.	Mark Twain	4.00
South Bend, Ind.	Oliver	5.00
Tebeke, Kan.	Fort Meigs	3.50
Washington, D.C.	Kennan	4.00
Washington, D.C.	Lee House	5.00
Youngstown, O.	Pick-Ohio	5.50

GIVE TO DAMON RUNYON CANCER FUND

Epic Sets \$2.98 LP Bargain Deal

New Appointments, Distrib Shifts Feature Wide Expansion Program

NEW YORK — Epic Records has joined the increasing list of labels seeking to broaden the market with a special merchandising offer at the retail level. Effective March 1, the label inaugurates the Epic High Fidelity Hit of the Month, with a retail price tag of \$2.98 for the month of release. Unlike Columbia Records' Buy-of-the-Month, the Epic special will be released only every other month.

William S. Nielsen, Epic sales chief, stated that maximum exposure would be facilitated by an every-other-month policy. The Epic offer permits the dealer to buy the merchandise for six weeks. The March release will be "Here Comes the Showboat," featuring Audrey Marsh, Frances Wyatt and the Evalines. This is the cast of Epic's previous best selling album, "Gentlemen, Be Seated." The classical release will feature Leon Fleisher with the Cleveland Symphony Orchestra in Rachmaninoff's "Rhapsody on a Theme of Paganini"; Franck's Symphonic Variations; Delius' Irmelin-Prelude.

Dealers and distributors make the normal profit on the Epic High Fidelity Hit of the Month. All Epic advertising will carry the new

Commies Will Dig Message, Claims USIA

WASHINGTON — Some of America's most famous exponents of jazz will be featured in an upcoming issue of America Illustrated, a Russian-language magazine published by the U. S. Information Agency.

The Agency announced February 19 that the inside color section of the fifth issue will be devoted to "illustrating the distinctive styles" of well-known jazz musicians. Pictures are to be accompanied by a brief history of the "uniquely American music, which has spread around the globe from its beginnings in New Orleans."

(Continued on page 66)

Holtzman, Epic Part; Mulling New Offers

NEW YORK — Marv Holtzman, a.&r. director of Epic pop records, has resigned from the company. Holtzman intends to go into business for himself—very likely artist management, music publishing and recording. It is known, however, that he has already received offers from both major and indie labels;

Holtzman's exit from the Epic operation was amicable and followed shortly after the label had announced considerable increase in sales (see separate story). Holtzman's recent important disk was Roy Hamilton's "A Simple Prayer," backed by "A Mother's Love." The disk, Hamilton's first since his retirement one year ago, is already getting action.

offer, and point of sale display material will be available. A special rack has also been designed for use by qualified dealers.

New Appointments

Epic has also announced a tightening up of the distributor organization, and several important appointments. Francis J. Berry has been appointed manager of single records and Richard Laga Midwestern sales manager. Berry was formerly Mercury Records' branch manager in Cleveland and also did promotion in that city. Laga originally was Epic salesman with United Record Distributors in Chicago and subsequently became sales manager of that distributorship until his factory appointment. He will work out of Chicago and

(Continued on page 66)

Victor Wooing Belafonte for Signature

NEW YORK — RCA Victor is currently trying to sign its top-selling LP artist, Harry Belafonte, to a long-term contract.

The deal, which has been in the negotiation stage for the past two months, reportedly was nearing completion over the weekend, with RCA Victor veepee, Larry Kanaga, visiting Belafonte on the Coast.

Contract is rumored to guarantee Belafonte from \$40,000 to \$50,000 a year. Still in the discussion stage at the writing, tho, is believed to be the problem of how payments should be apportioned over a period of time.

Meanwhile, RCA Victor—in the biggest singles promotion ever accorded an artist—is plugging 20 Belafonte singles at one time. (See "Spotlight" this issue.) In addition to being Victor's top-selling album artist (his "Calypso" album was the best selling album on any label last year, according to the annual recap of The Billboard charts for 1956), Belafonte recently moved into the singles field. He currently has two singles on The Billboard's retail best seller chart. "Banana Boat (Day-O)" is No. 5 this week and "Jamaica Farewell" is No. 21.

SERIOUS REP PUSH

MGM Commissions Special Classics

NEW YORK — M-G-M Records is stepping up its activity in the field of commissioning serious music compositions. Many of these specially commissioned works have already been recorded by the label, but an even greater number are in work, and will be recorded as soon as possible. Ed Cole, M-G-M's classical a.&r. director, believes this type of activity is the most logical method for a relatively

'A ROSE BY ANY OTHER NAME—'

NEW YORK — The Billboard last week received this informative communique, which speaks for itself:

"Sid Mobell, prexy of Mecca Records, proudly announces the change of their company and label name from 'Mecca' to 'Hi-Class' Records.

"The label hereafter shall be known as 'Hi-Class.'"

"This step was taken because of legal action against 'Mecca' by 'Decca,' and to avoid confusion because of the similarity of names, 'Mecca' has chosen this new distinctive trade-mark, 'Hi-Class.'"

Editor's Note: Decca stays as is.

Decca Holding Coast Confabs

NEW YORK — Leonard W. Schneider, executive veepee of Decca Records, left Monday (18) for the West Coast. While there, he'll confer with Decca lieutenants on all phases of the firm's operation.

Marty Salkin, the company's publicity and jockey promotion topper, also leaves on an extended safari. The week-long disk jockey jaunt will carry him to Pittsburgh, Cleveland and Detroit.

Rack Field Gets Censorship Itch

Too Snappy Cover Art & Spicy Lyrics Nixed by Chains on Housewives' Beefs

By JUNE BUNDY

NEW YORK — Censorship is rearing its troublesome head in the record rack field here, particularly along the grocery chain circuit, which caters to the family trade.

"Daring" LP cover art is a primary target for the housewives' complaints, while so-called suggestive lyrics in show-tune packages also draw their share of beefs. The A. & P. chain here, for instance, recently withdrew RCA Victor's "Havana 3 A.M." by Perez Prado, which features an exotic rumba dancer on the cover. Also taken off display were the "Pardon My Bloopers" and Waldorf's "Knuckles O'Toole" LPs.

Consequently, rack jobbers here are beginning to act as unofficial

European Disking Cost on Upswing

Advantages of Overseas Grooving Fading \$-Wise, Says Victor's Rady

By BILL SIMON

NEW YORK — The advantages of recording in Europe instead of in the United States are rapidly disappearing. This observation was passed on here last week by Sim Rady, RCA Victor's artists and repertoire liaison man for Europe, who is here for confabs with the company's main officers.

According to Rady, who supervises recordings in Paris, London, Hamburg and Madrid, musicians' scale is going up everywhere and, while still below American scale, each session entails many "hidden" charges, which actually bring the total cost of a date close to our norm. In France, scale took a 50 per cent increase a few weeks ago, and British disk makers have been placed on notice for a similar rise within a few weeks. British scale will become approximately \$18 per man per three-hour session, as compared with \$41.25 here. However, studio rental charges are just as high and do not include such items as tape, mastering and many of the other extras which American companies take for granted.

Also, stated Rady, American conductors are more aware of cost problems than are European batoneers. They have their music rehearsed and know exactly what they want when they enter the studio. In Vienna recently, the Philharmonic musicians were profoundly impressed by the business-like approach of Fritz Reiner. On the other hand, another American company recently was fractured in the money-belt by the leisurely handling of a symphonic disk date by a young European conductor, his first in this country.

Spain, today, is the place to record least expensively, but the best musicians reside elsewhere.

Rady's principal activity is the sifting and preparation of all types of European music with an eye to American consumption. He also assists in the a.&r. activities of all the European RCA disk wings.

(Continued on page 26)

Capitol Maps More Stress On EP Output

HOLLYWOOD — As a result of continued demand and consumer acceptance, Capitol will put additional emphasis on its single EP product in the future, according to Lloyd Dunn, vice-president in charge of sales and merchandising.

Dunn declared, "We have found the single EP to be a highly salable commodity because it fulfills a price category that has gained tremendous acceptance with consumers."

"Without the single EP, we would have no low-priced unit with the lure of an attractive package. The single EP is in essence a miniature album, and can even be regarded as a sampler for the LP in cases where the EP is a by-product of an album," he said.

"We are selling them in greater quantities," Dunn averred, "and, of course, it is an ideal product for the rack jobber. Capitol has perhaps issued more single LP's than any other company, and we believe that we have established a leadership which we will make every effort to maintain."

Angel Preps Lipatti LP's

NEW YORK — Recordings by the late pianist Dinu Lipatti, tapped at the Besancon Festival, France, shortly before his death in 1950, have been obtained by Angel Records and will be issued here on disks this spring.

Angel is preparing a two-record set, to contain a Bach Partita, a Mozart sonata, two Schubert Impromptus and 13 Chopin Waltzes.

Next month, Angel will add another band to its highly successful band catalog. This will be the Regimental Band of the Coldstream Guards. Previous sellers have been by the Scots Guard, Garde Republicaine (Paris) and Carabinieri (Rome) bands.

Dot Package Of LP's Kick Off Expansion

HOLLYWOOD — Dot Records released its first LP output of the year last week, issuing four new packages in the start of an expanded program of LP goods due during 1957.

New packages are "Pat," by Pat Boone; "Instrumental Souvenirs," by Billy Vaughn; "The King of Ragtime," by Johnny Maddox, and "Great Hits on Dot," made up of material previously released as singles.

The firm's Tab Hunter stirred a tempest in Albany, N. Y., last week when he publicly asked for support to get Warner Bros., "who own me completely, so far as radio, television, records and pictures are concerned," to release an album containing a number of rock and roll tunes. Film company must okay all Dot material prior to release, a condition of his contract with the diskery.

The Sensational "Miss" with a Smash Hit!



BRENDA LEE

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Hansen-Keys Merger Cues Huge Coverage

Move Offers Sheet Sales Facilities Seldom Snared by Indie Pubs in Past

NEW YORK—Charles Hansen, one of the indie pioneers in the compilation and distribution of "Educational" folios, moved in on a huge segment of the pop sheet music business last week thru a merger with Keys Music.

Keys, owned by Nat Tannen, has been the selling agent for 248 publishers, for whom he has also handled production and promotion. Hansen, in the last couple of years, had taken on similar activities for an important group of indie publishers. Among the tunes brought in by Keys are "Singing the Blues" (Acuff - Rose), "Blue Monday" (Commodore), "Round and Round" (Rush), "Que Sera Sera" (Artists) and many more. Hansen has been repping Walt Disney Music, Bob Merrill's Rylan, Warrock and Valry firms, Kapp Records publishing affiliates, Fred Raphael, etc.

The combination will be called Keys-Hansen, Inc., with operations starting March 1 out of Hansen's present offices thruout the country. Nat Tannen's brothers, Don

and Phil, will move into the new set-up, working with Mike Cimino, Hansen Publications co-ordinator. Nat Tannen will henceforth devote most of his own time to his publishing activities.

The move is especially significant in that it brings to this large group of indie publishers a set of sales facilities seldom afforded in the past. Hansen has six salesmen on the road and utilizes a roving fleet of Volkswagen display and sales trucks. He maintains depots now in New York, Miami, Dallas and Los Angeles. On March 1, he will open new offices in Hollywood, with Dwight Latham in charge. Hansen also maintains his own staff for art, copyright and promotion.

In addition, Hansen is expanding in the jazz field. He has just organized a firm, Silhouette Music, Inc., in partnership with ace arranger Quincy Jones, and currently Hansen is on the Coast negotiating for the publication of a "Jazz at the Philharmonic" series utilizing material from the Norman Granz catalogs. He has another, older firm, Soundpost, Inc., with pianist Billy Taylor, and a firm, Ethel Smith Music Corporation, specializing in Hammond Organ and sacred-choral material. He also is the organist's personal manager. These are in addition to his own
(Continued on page 26)

ASCAP Board Pub-Writer Candidates

NEW YORK—Candidates for publisher and writer posts on the board of the American Society of Composers, Authors and Publishers have been named by writer and publisher nominating committees and ballots will go out to members March 1.

Popular production writer nominees include Richard Adler, LeRoy Anderson, Bennie (Claude) Benjamin, Johnny Burke, Phil Charig, Betty Comden, Kim Gannon, Bob Hilliard, Adolph Green, Albert Hague, Jack Lawrence, Bob Merrill, Ogden Nash, Harold Rome, Kay Swift, Ned Washington, Mabel Wayne and George D. Weiss. Standard writers nominated are Maxwell Anderson, Morton Gould, Douglas Moore, Domenico Savino, William Grant Still and Virgil Thomson.

Publisher nominees in the popular production field are Ben Barton of Barton Music, Desmond Cox of Box and Cox, Lyn Duddy of Ivanhoe Music, Mickey Glass of Roncom Music, Paul Kapp of General Music Publishing, Milton Kellm of Milton Kellm Music, Robert Lisauer of Mode Music, John D. Marks of St. Nicholas Music, and Edward R. White of Music Hall Songs. Publishers in the standard
(Continued on page 26)

Lerner, Loewe To Pen Score Of 'Gigi' Pic

HOLLYWOOD — Songwriters Alan Jay Lerner and Frederick Loewe were signed to pen the score for the upcoming M-G-M production, "Gigi," here last week, their first collaboration since scoring on Broadway with "My Fair Lady."

Team was inked by producer Arthur Freed, with Lerner set to work on the screen play for the film, a musical adaptation of the classic Colette novel.

Album rights to the film have already spurred bidding among major diskeries, the production has not yet started. Tentative plans call for completion this summer and showing late this year.

Imperial's Chudd Maps European Trip

HOLLYWOOD—Lew Chudd, president of Imperial Records, will make another tour of Europe this spring in line with the firm's plan to continue broadening the scope of its operation. Chudd is expected to leave for the Continent this coming April and thus far has England, France, Italy, Germany and Belgium on his itinerary.

Label topper is also scheduled to meet with E. R. Lewis, president of London Records, to renegotiate a new foreign distribution pact. According to Chudd, firm will seek to have Imperial distributed under its own banner in all foreign markets.

Chudd's trip abroad last year resulted in the acquisition of a sizable number of masters for album use here. Label last week appointed the firm of Lewin & Kaufman as public relations counselors.

SYNCHRONIZATION IN TV

Vidfilm's Growing Use of Music Draws Eyes of Writers, Pubbers

By JOEL FRIEDMAN

HOLLYWOOD—As a result of the continued inroads being made by the television film industry and its use of music, songwriters and music publishers are currently scrutinizing the highly involved synchronization field with a much closer eye.

A relatively new source of revenue for both writers and publishers, synchronization fees in the TV film business appears to be of a more standardized nature than they are in the motion picture industry. Despite this, the field, however, is studded with pitfalls for

SYMPHONY GOES DIXIE-RAGTIME

SAN FRANCISCO — The San Francisco Symphony will call a temporary halt to its longhair program on March 3 when the group sponsors the first Dixieland-ragtime jamboree at the Civic Auditorium. Benefits will go to the pension fund of the Symphony Association.

Originated by producer Charles Stern, program will feature Bob Scobey and His Frisco Jazz Band, with Clancy Hayes, Ralph Sutton and Lizzie Miles; Earl (Fatha) Hines, Wally Rose and His Dixeland Band, Bay City Jazz Band, Joe Sullivan, Burt Bales and possibly Kid Ory.

HARK!

The Herald Angels Sing

NEW YORK — Is Chivalry dead?

From Hanson's Drug Store to the Brill Building, from Harry's Delicatessen to the Turf—this question was titillating the music business last week. What promised to be a hassle between Herald Records and Flair-X over "The Man in the Phone Booth" (see On the Beat) seemed to simmer down to courtly competition. Al Silver, of Herald, said he and Kappi Jordan—blonde chick who runs Flair-X—had decided not to sue each other. "We'll fight it out record for record like gentlemen," said Silver, "and let the best wax win . . . Kappi walked into something for which she cannot be blamed."

Meanwhile from the hinterlands it was reported that distribs were maneuvering in a rougher way. In the Boston area, it was learned
(Continued on page 26)

Burton to Speak On Copyr't Law

NEW YORK — Bob Burton, vice-president in charge of writer and publisher relations for Broadcast Music, Inc., will address the meeting of the Federal Bar Association of New York, New Jersey and Connecticut, at the U. S. Court House on Foley Square, Tuesday (19). One of series of lectures on the subject of "Revision of the Copyright Law." Burton's subject will be on "Works of Graphic Art and Utilitarian Three Dimensional Works." Burton, who is president of the Radio and Television Executive Society, is chairman of the Radio and TV Committee of the Tri-State Bar Association.

Camden Plots Big Name Artist Sked

Regrooving Agenda Includes Long Unavailable Wax Category Expansion

NEW YORK — RCA's low-priced Camden label, currently riding at its all-time sales peak, has obtained clearances on a new flock of high-potency names from the old Victor catalogs. Releases by these artists will begin this spring in the \$1.98, 12-inch LP series.

Also in Camden's immediate future is an expansion of repertory types, so that the line will include rhythm and blues, country and western, calypso and such, along with the already active classical, jazz, pop and children's categories.

On the agenda for June is the first LP by Geraldine Farrar. This will include some long-time un-

available waxings of arias and duets (with Martinelli) from "Carmen." In July, Camden will break with a set of arias by Bidu Sayao, and another by Rosa Ponsello, both for the first time at the low price.

In September, recordings by the great soprano Lotte Lehmann will be issued, and also a set of previously unreleased diskings by the late pianist Moriz Rosenthal.

Although the heavy release schedule prohibits earlier releases, clearances have been set for release in 1958 of disks by Lauritz Melchior (including some Schumann duets with Mme. Lehmann), Ezio Pinza and Amelita Galli-Curci.

Meanwhile, Camden is going ahead with more releases by the late conductors Toscanini and Mengelberg. A second Mengelberg volume is due in March, and Toscanini version of the Beethoven Symphony No. 7, with the New
(Continued on page 26)

Marks Pleads ASCAP Cause

NEW YORK—"There seems to be a feeling of genuine sympathy for ASCAP at the Department of Justice."

This observation was made last week by veteran cleffer Gerald Marks following a voluntary interview before the Department of Justice in Washington. In fact, said Marks, the department is aware of the fact that the dissident points of view expressed there previously have not represented the feelings of the great majority of ASCAP members.

Marks told The Billboard that he made the trip on his own ini-
(Continued on page 26)

Liberty Inks Dick Kallman

HOLLYWOOD—Liberty Records continued flexing its muscles as a growing independent last week, inking singer Dick Kallman to a long-term recording contract.

Kallman, a recent Decca pactee, had been sought by other major diskeries as a result of his current work in television and motion pictures. Regarded as something of a coup for the young company, firm now has a male singer of some stature to buttress its success with fem singers Julie London and the Patience and Prudence team.

Liberty Vice-President Jack Ames also acknowledged that arrangements are being made which will see the release of wax by movie star Robert Wagner in the near future.

Avakian Heads Col's New Pop LP Department

NEW YORK—George Avakian, pioneer in the development of pop and jazz albums, has been appointed director of Columbia Records' newly created pop album department, it was announced last week by Goddard Lieberson, Columbia president.

Avakian will head a department made up of Paul Weston and Lowell Frank on the West Coast, and Irv Townsend, Nat Shapiro and Al Ham in the East.

Lieberson noted that Avakian had made a large contribution to the pop album field as well as to jazz. It was Avakian, the Columbia chief pointed out, who developed the label's program for a 12-inch pop catalog which became outstandingly successful in sales. The major portion of this pop catalog was recorded under Avakian's personal direction.

Avakian has been associated with Columbia since his undergraduate days at Yale University. He joined the company in 1946.

A.&R. Staff Shuttle Plan For Victor

HOLLYWOOD—The selection of a successor to Henri Rene as West Coast artist and repertoire chief has been temporarily postponed by RCA Victor, with the company mulling a shuttle system until a decision can be made.

Rene will continue in his a.&r. berth until the end of the month, and will continue to record and arrange for a number of RCA Victor artists as an independent maestro after that date. Following a number of interviews with candidates for the post here, RCA toppers Larry Kanaga and Joe Carlton decided to forego naming a replacement.

Diskery, meanwhile, is mulling a system under which a.&r. staffers Hugo Winterhalter, Joe Reisman and Carlton himself will helm the Coast repertoire operation on a periodic rotating basis.

Coast post is an important one, with a large number of RCA artists residing here, including Tony Martin, Eddie Fisher and Dinah Shore.

the unwary bargainer, with a number of important problems facing publishers in their negotiations with producers.

Synchronization fees, reputed in some quarters to be a mechanical usage as is a recording, have been paid by both the motion picture and television film industries for some years now and specifically refer to the use of music, whether instrumental or vocal, in combination with a visual scene.

Fees from \$250 to \$500
Fees in the syndicated TV film field vary from \$250 to \$500 for a single usage in one film. The
(Continued on page 56)

trend these days also includes unlimited runs for a period of as long as five years in some cases, and also included world-wide rights. With TV films being shown in foreign countries more each day, a producer in buying music, would want the assurance that the show could play abroad as well as in the United States, Canada and Mexico.

A number of television film producers have been successful in getting "sink rights" at lesser fees, but these in most cases have involved big name talent as bait to a pub-
(Continued on page 56)

ALBUMS ARE OUR BUSINESS

... in February alone there are **28** **NEW ALBUMS!**



RUGGLES OF RED GAP
Original cast album of NBC-TV Musical with Michael Redgrave, Jane Powell, Imogene Coca, David Wayne, Peter Lawford MG V-15000



HERE COME THE GIRLS
Ella Fitzgerald, Jane Powell, Anita O'Day, Pearl Bailey and Toni Harper MG V-2036



Charlie Fuqua's INK SPOTS
The Greatest All-Time Hits Introduced by the Ink Spots MG V-2039



APRIL IN PARIS
COUNT BASIE and his orchestra MG V-8012



PICK YOURSELF UP
with ANITA O'DAY
Buddy Bregman orchestra MG V-2043



FOR DANCING LOVERS
CHARLIE BARNET and his orchestra MG V-2031



MOONGLOW
LOVE SONGS By BENNY CARTER and his orchestra MG V-2025



MUSIC FROM SOUTH AMERICA
CHICO O'FARRILL and his orchestra MG V-2024



Rex Middleton's HI-FI'S
MG V-2035



JAZZ FROM PARIS
DIZZY GILLESPIE and DJANGO REINHARDT MG V-8015



CONCERTO FOR DRUMS
by LOUIS BELLSON MG V-8016



AIRMAIL SPECIAL
LIONEL HAMPTON and his All-Stars MG C-727



MORE WEST COAST JAZZ
by STAN GETZ MG N-1088



THE TRUMPET KINGS
ROY ELDRIDGE and DIZZY GILLESPIE MG C-731



IN A MELLOW TONE
by JOHNNY HODGES MG N-1092



LESTER SWINGS AGAIN
LESTER YOUNG and his orchestra MG N-1093



BASIE ROARS AGAIN
COUNT BASIE and his orchestra MG V-8018



BEN WEBSTER
KING OF THE TENORS MG V-8020



BASS HIT
RAY BROWN MG V-8022



SWING'S THE THING
ILLINOIS JACQUET and his orchestra MG V-8023



SWEETS
HARRY EDISON and his orchestra MG C-717



ODALISQUE
THE MUSIC OF BUDDY DeFRANCO MG N-1094



ROCK WITH FLIP
The FLIP PHILLIPS Quintet MG C-740



THE FABULOUS McCLEVERTYS
Calypso MG V-2034



THE THREE GIANTS
Art Tatum, Benny Carter, Louis Bellson MG V-8013



AUTUMN IN NEW YORK
Guitar Artistry of TAL FARLOW MG N-1097



APRIL IN PARIS
CHARLIE PARKER and his orchestra MG V-8004



BUD POWELL '57
MG N-1098

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MIRACLE MAN

Creditors Accept Rizek Settlement

By REN GREVATT

TRENTON, N. J.—A "miracle" has breathed new life into the business career of James Rizek, young financial manipulator of nearby New Brunswick. A creditors committee, representing claims of nearly \$1,500,000, confirmed the proposals offered by Rizek for settling the vast obligations of himself and four of his business fronts, Colonial Electronics Corporation, TID, Inc., Middlesex Trading Corporation, and The Jabberwock, New Brunswick record and high fidelity equipment store.

Questioned by Federal Bankruptcy Referee Charles Weelans on the matter of counsel fees, Rizek described their achievements in his behalf as a "miracle," and said he had no argument with their fees. Rizek's attorneys, Morris Spritzer and Leo Neiwirth, were awarded a total of \$18,500 for their work.

The case has been of continuing interest in music and record circles because of several hundred thousands of dollars worth of disk and hi-fi equipment transactions between Rizek and Sam Goody, New York dealer. One of the more colorful aspects of the case involved postdated checks paid by Goody for merchandise supplied by Rizek. Many of these checks later found their way onto the open market, as Rizek, hard pressed for liquid funds, discounted them for cash.

A federal tax claim which originally threatened to upset the settlement plan, faded as a factor when the claim was reduced from \$55,000 to \$3,000. The proposal calls for a pay-off of 50 per cent on outstanding claims at the rate of 10 per cent per year for five years. Rizek indicated he felt the claims would ultimately be reduced by about one half to \$600,000 and that enough capital to settle about half this amount was now in sight. The settlement was arranged under Chapter 11 of the Federal Bankruptcy Law.

According to the testimony, the obligations will be liquidated from assets of the various firms plus the income from the Jabberwock. Claims against the Jabberwock run to \$118,000 and after these are settled, proceeds will go toward liquidating claims against Rizek and the other firms.

Feels "Just Great"

Meanwhile, back in New Brunswick, Rizek reported on Friday (15) that he felt "just great." Discussing his future plans, he denied having an exclusive distributorship for a line of Japanese tape recorders, as reported earlier, but said that a rep of a Japanese firm had shown him a combination AM-FM radio-phonograph "about as big as a cigar box," to sell for around \$55.

He said that none of his former associates would be included in his future activities but that the firms of Colonial Electronics, Middlesex Trading and TID would retain their identity and continue in operation. Asked if he would continue dealing with Goody, he declared: "I certainly hope so." Rizek added that other aspects of his future operations would be discussed at a meeting next week with his attorneys and his brother Ernest, who actually operates The Jabberwock.

Only one storm cloud remained on the Rizek horizon following the settlement of the bankruptcy action. This involves the charges surrounding Rizek's alleged conversion of \$139,000 from the account of the Hampshire Corporation, another of his firms, into his personal account. According to Rizek's counsel, Morris Spritzer, this is a

very complex case. He said he felt the Middlesex County Prosecutor, Warren Wilentz, was doing the right thing in taking his time in presenting the case to the Grand Jury because the case bore a lot of study.

Spritzer indicated faith that the Grand Jury would not indict in view of the Bankruptcy decision allowing his client to return to business. In a Grand Jury hearing, argument of the Rizek forces would likely center on the fact that he would be unable to honor his obligations if he were indicted and sent to the clink.

Spritzer said he felt he could get 90 per cent of Rizek's creditors to sign a petition vouching for his honesty, which he could present to the Grand Jury. "A lot of creditors decided that this was not all as criminal as it looked to them, when the first sharp pains of shock hit them last fall," he added.

In another aspect of the celebrated Rizek affair, Abe Lowenthal, attorney for Sam Goody will take depositions from Rizek and James Landis next week in connection with suits pending against Goody in the New York courts involving postdated checks.

Goody Suits

At least six actions have been brought to recover funds lost when Goody stopped payment on various postdated checks turned over to Rizek last year. Principal of these have been filed by the Rutgers Chevrolet Company for \$20,000, Dr. Anthony Bonomo for \$3,000 and Harold J. Sklarew for \$2,000. Landis is said to be the operator of a Ford Agency in New Brunswick. Lowenthal wants to find out

(Continued on page 26)

RECORD-PHONO PROMOTION

Show Stars Feature of Macy's Music Festival

NEW YORK — R. H. Macy, top department store here, kicked off its Ninth Annual Music and Television Festival Thursday (14). One of the unique retail promotions of its kind in the nation, the two-and-one-half-week program is keyed to the theme, "Macy's Applauds the World of Entertainment," and features expanded displays of records, phonograph equipment, radios and TV sets.

Nine special guest artist appearances are set for the period and these are being heavily merchandised via ads in the local press. Opening-day dignitary of the show world was Jerry Lewis, now in the middle of a four-week engagement at the Palace Theater here, who reportedly drew an audience of 5,000 to the music, radio and television department of the store. According to informal estimates, the star's presence accounted for sales in excess of \$700 worth of his current Decca LP package. Other disk figures set to appear include the McGuire Sisters on Friday (15) and Bill Hayes on Saturday (16).

According to John Pfeiffer, of the store's public relations staff, the idea is to hypo all phases of the entertainment business, and accordingly, personalities of not only the record world but of the radio, TV and legitimate fields as well are on the docket for later appearances. These guest stints as well as disks and equipment are being promoted via ads in the New York press, on a co-operative basis with the various manufacturers involved.

Pfeiffer said the giant promotion is not limited to the Manhattan

WOV DONATES DISKS TO S. A.

NEW YORK—Local indie WOV last week donated 40,000 records from its library to the Salvation Army. At the same time, the station donated a heavy bundle of "air time" to plug the sale of these disks.

Announcements—aired thru-out the week by WOV jockeys—advised listeners to "take your pick of 40,000 terrific records from WOV record library at 10 and 15 cents each," followed by the address of the local Salvation Army store.

The station recommends the idea to other stations as the ideal way to clean out their libraries of out-of-date singles and do a good turn at the same time.

TV Show Pegs Atlantic LP

NEW YORK—The Sunday inspirational CBS-TV show, "Wake Up and Live," will provide the peg for at least one new Atlantic jazz album this year. The show scheduled for last Sunday (17) actually was to be produced in the format of an Atlantic recording session.

This show also carried the nation-wide debut of a new Atlantic artist, the blind pianist, David McKay, who led an all-star jazz group. Included were Bob Brookmeyer, Oscar Pettiford, Jimmy Giuffre and Osi Johnson. Atlantic was considering taping the show, and also planned supplementary disk dates for the combo. The resultant album will carry the show title.

Some tradesters may have been disappointed to see Atlantic's Nesuhi Ertegun, himself a handsome, personable chap, portrayed by a professional actor.

Col. of Canada's '57 Keynote—Self-Service

TORONTO — Self-service will be the major factor in 1957 that will put Columbia Record sales 20 per cent ahead of 1956, said Robert Pampe, managing director, Columbia Records of Canada, Ltd. Pampe said year-end figures for 1956 show business 60 per cent over 1955. This has been helped, no doubt, by the fact that the company had three singles which went over the 100,000 mark.

These were: Doris Day's "Whatever Will Be," Johnnie Ray's "Walking in the Rain," and Guy Mitchell's "Singin' the Blues." The company's top package, "My Fair Lady," with its sales figure climbing over 65,000 mark, promises to exceed that of "South Pacific."

The company has doubled its office and warehouse space and produced records of Canadian origin, since its inception two and a half years ago, when it took over its own franchise. Distribution is thru Addison Industries, Ltd.

By the middle of January of this year, said Pampe, the company did 80 per cent of the business done during the whole month of January last year.

He said there has been, following the same line as in the U. S., an increased interest in hi-fi. Accompanied with this has been a greater awareness by record clerks of their interest in what the customer wants to buy, and an interest in the sales of records by music publishers.

Music publishers, he said, had sent out letters to disk jockeys on their tunes, as well as following up with personal visits.

The Record Club, started by Columbia, too, has had its part in boosting diskery's grosses, said Pampe. The mailing pieces sent out by the club have had an immediate effect on store sales whenever they reach the public, claims Pampe.

"We have found from the record club that the average member buys six records a year. This is good for the dealers because he receives a 20 per cent commission on all sales," said Pampe.

The Club in Canada has a big potential, he said, because there are many in this country with record players who are not buying records. Pampe said there was a personal contact needed with these people to introduce them to the music field.

The club has also resulted in a tremendous reaction in letter-response, said Pampe, that never would come back from the store

OFFERS SWAMP SANDS AFTER TV, HIT DISK

HOLLYWOOD—The power of a hit record and television was evidenced last week when singer Tommy Sands was besieged with offers from every conceivable source following his Kraft TV stint on NBC.

Sands, who played the lead in "The Singing Idol" and aired the tune, "Teen-Age Crush," has thus far been the recipient of movie offers by Paramount, M-G-M, Columbia, Universal-International and 20th Century-Fox. Latter studio bought the screen rights to the teleplay last week, and is currently dickering for Sands to recreate his role.

"Teen-Age Crush," meanwhile, has stepped up Capitol disk production, with orders for 565,000 records in 14 days coming in, according to Bud Fraser, Capitol's director of merchandising.

Sands has been offered three additional appearances on the Kraft teleshow, six guest shots on the

Jackie Gleason Show, and has generated the organization of a number of fan clubs. Capitol will cooperate in the latter effort, setting into production easel-backed counter cards for record dealers, upon which application blanks in the fan clubs will be affixed. Blanket allocation of counter cards will be made to all dealers within the next two weeks.

Sands, meanwhile, has been signed for an appearance on the Tennessee Emie Ford evening show, an indefinite number of dates on Ford's daytime TV show, and will continue on the Clifflie Stone "Hometown Jamboree" TV show locally.

Sands' initial Kraft portrayal was originally scheduled to have been done by Elvis Presley, with the latter's manager, Colonel Tom Parker, suggesting Sands for the role instead when Presley could not meet the commitment. Sands is managed by Clifflie Stone, and at one time was handled by Parker.

clerks. These suggestions, while not all practical, indicate a personal interest by the buying public.

Original Diskings

To meet a need in this country, Columbia has put out original diskings. Included among these was an LP of the 48th Highlanders Bagpipe Band, which not only was successful here, but also South of the Border. The company looks to using more local Canadian talent, particularly in the Ukrainian, German, and the French-Canadian fields.

The latter market has been tapped in this country before. But Columbia is seeking to produce four new LP's of French-Canadian origin to meet the Quebec demand. A number of singles in this field have already been successful.

Pampe sees in Canada that the greatest problem is transportation with so much of the population spread out. He cited the example of what it costs a radio station in the Yukon in transportation to bring in records.

Dealers are becoming increasingly aware of self-service, in the opinion of Pampe, who thought that more realize that record jackets were a means in themselves to invite sales.

Dealers are also modernizing their stores in order to keep up with the times. This in turn has helped sales immeasurably, thought Pampe.

ASCAP Spells Out Meeting Ground Rules

HOLLYWOOD—Ground rules governing admission and recognition from the floor at American Society of Composers, Authors and Publishers' membership meetings were spelled out to members of the Society last week in a letter from ASCAP President Paul Cunningham.

The fully in accordance with the articles of association, the letter nonetheless caused many an inquiry as to the motives behind it, especially in view of an ASCAP meeting here February 28.

Cunningham's letter pointed out that a duly authorized representative of a publishing firm must be designated, and further stated, "No one except the person duly named as representative of the publisher, in accordance with the foregoing provisions of the articles of association, will be admitted at the ASCAP membership meeting."

"In fact," Cunningham continued, "no one but the person so designated will be recognized by the Society for any purpose as the publisher representative."

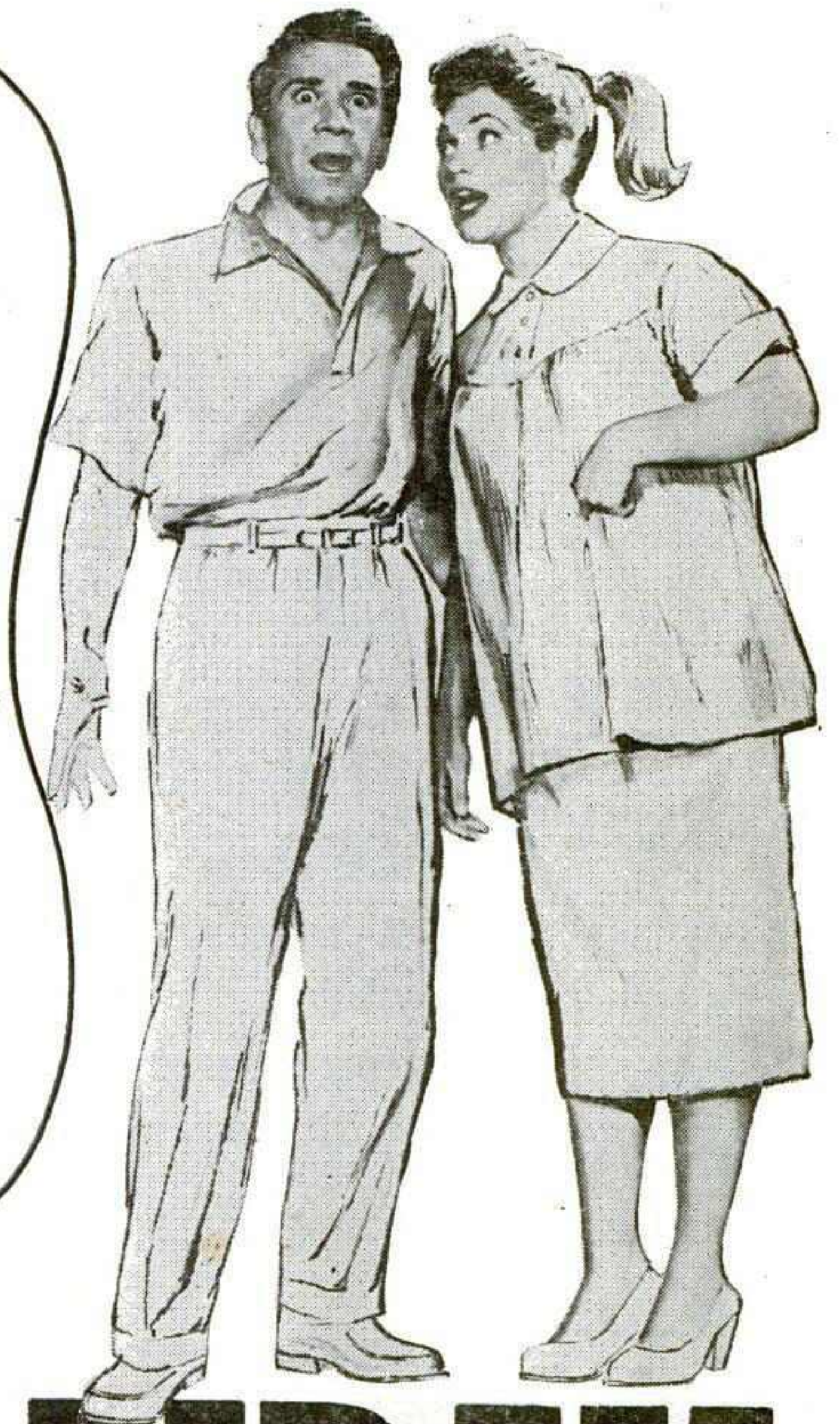
Capitol Signs Bob Mitchum To 5-Yr. Pact

HOLLYWOOD — Film star Robert Mitchum signed a five-year contract with Capitol Records last week, with the actor set for a rush recording date under producer Lee Gillette Monday (18).

Slated to be seen shortly in two motion pictures, Mitchum has scheduled a national disk jockey tour following release of his initial recording. Upcoming films are "Heaven Knows Mr. Allison" for 20th Century-Fox, and "Fire Down Below," co-starring Mitchum, Rita Hayworth and Jack Lemmon for Columbia Pictures. Actor is expected to etch both singles and albums under his new recording contract.

The heck with modest claims!

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JUDY'S GOT
A GREAT
RECORD!**



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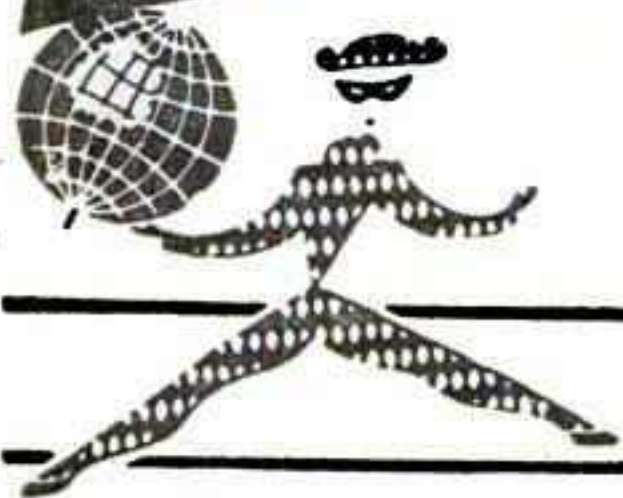
Judy HOLLIDAY
singing

FULL OF LIFE

from the columbia picture

DECCA 9-30216

A NEW WORLD OF SOUND



Congress' Att'n Bid To Net-Disk Tie-Ins

WASHINGTON — A number of songwriters are understood to be pressing for Congressional attention to the matter of network-record company affiliations.

The subject came up for discussion last fall during the Celler (D., N. Y.) House Antitrust Subcommittee hearings in New York, at which time networks were accused of "controlling" talent like Perry Como and Kay Starr, thru diskery ownership. Now it is understood that certain writer members of the American Society of Composers, Authors and Publishers who are also among the group of writers involved in the \$150,000,000 Songwriters of America suit against Broadcast Music, Inc., are attempting to bring the matter to the attention of the Senate Commerce Committee.

The question has reportedly been discussed by songwriters and

their representatives with Sen. John Bricker (R., O.), ranking minority member of the Senate Commerce Committee. Sen. Warren Magnuson (D., Wash.) chairman of the committee, was out of town at the time. Arthur Schwartz, a leading member of SOA, would not comment on the matter. Schulman, SOA attorney in the writer-BMI suit, disclaimed any personal knowledge of such a move but did not rule out that others might have been in Washington on the question.

In Washington, staff members of the Senate Committee indicated *(Continued on page 68)*

Friedlander Heads Unique Natl. Promot'n

NEW YORK — Buddy Friedlander has been signed as national promotion manager by RKO Unique Records. Formerly with Mills Music and E. B. Marks Music and for seven years a sales, promotion and assistant artists and repertoire man with Mercury Records, Friedlander assumes the new post at once.

He will act as assistant sales manager under Stanley Borden, who assumes the post of executive vicepee in charge of sales. Friedlander will supervise all road men and shortly will leave on trips to Chicago, Detroit and Pittsburgh to work out closer arrangements between field men and distributors.

Gives Warning Against AFM Fund Payments

HOLLYWOOD—As the deadline for payments to the American Federation of Musicians' Music Performance Trust Fund drew near last week, some 200 record companies and television film producers were notified that such payments will be made "at their own peril" and would constitute "constructive fraud."

Notification not to make further payments to the trust fund was made by telegrams sent by attorney Harold A. Fendler, representing the plaintiffs in the \$13 million suit against the union. Telegrams asked the recipients to halt all payments pending the outcome of litigation presently in the courts here. Results of a show cause hearing are scheduled to be determined this week (21), and if the plaintiffs are upheld, will see the appointment of a receiver and imposition of an injunction against the AFM and the fund.

Specific note was made of the controversial "21 per cent wage increase" provisions, with diskeries warned that "withholding the 21 per cent wage increase constitutes a violation of the labor code."

In other court action involving the AFM, Superior Court Judge Leon David took under submission motions by Paramount, 20th Century-Fox and Universal-International seeking judgments dismissing them as defendants in the action brought against them "as neutrals" in pending litigation.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By GARY KRAMER

A week ago a record called "The Man in the Phone Booth" was received from Flair-X for review. Behind it lies an interesting tale. The artist listed on the label of the record is "The Wanderer," which was mysterious and intriguing. The plot thickened when this week another "Man in the Phone Booth" was received from Herald Records by Big Bob Kornegay, the "Happy Wanderer." Some elementary sleuthing revealed that the artist was one and the same person on both labels.

What had happened was this, Bob Kornegay, while under contract to Herald, recorded "Man in the Phone Booth" for Flair-X. The disk started to move in a few cities, and Herald got wind of it. Their first thought was to slap an injunction on their competitor. After mulling the situation and talking it over with Flair-X, they bethought themselves a better idea. They brought Kornegay into a studio and had him cut the same tune for them, even going so far as to assemble the same musicians who had been on the earlier date. The thought was to fight it out in the market place, rather than the courts. To complicate matters further, Fred Mendelsson of DeLuxe Records has gotten hold of the writer of "Man in the Phone Booth"—Herb Zane—and cut a cover. He also used the same musicians and arranger.

A last-minute rehearsal of the Irv Field "Biggest Show" package that opened in Pittsburgh Friday (15) was held in New York two days beforehand in the Nola Studios. Many of the acts had a show at the Apollo Theater earlier in the evening, and therefore the rehearsal did not get underway until after midnight. It went on until 5:30 a.m.—and left the strong impression that this is going to be one of the most outstanding packages of its type ever assembled. (A prediction: a surprise smash on the tour will be Ann Cole).

Domino Nixes Europe
Fats Domino, who has to make a European tour in the latter part of May on the conclusion of the "Biggest Show" odyssey, has turned down the deal. "It's an awful long way from New Orleans," Fats remarked. There is a prospect that he may be induced to make an overseas tour next fall. . . . Mickey and Sylvia,

who just finished a week at the Apollo Theater, New York, have received an almost unprecedented offer: the Apollo has booked them again for a two-week engagement starting February 22. . . . Jesse Belvin has been inked for a role in the upcoming film biography of jazz singer Billie Holiday. . . . The Central Park Theater, Chicago, has booked a midnight rhythm and blues show March 2, with deejay Sam Evans, Station WGES, hosting. Talent includes Andre Williams, Otis Rush, Jimmie Rogers, Sunnyland Slim, the Magnificents and the Calves.

Rose Marie McCoy, the writer of so many hits, is currently singing a batch of them at the Club 125, Harlem. . . . Deejay Mickey Shorr, Station WXYZ, Detroit, is bringing a rock and roll show into that city's Michigan Theater, March 15-17. Talent line-up includes Al Hibbler, Sil Austin and Buddy Knox. . . . A battle royal is shaping up in Pittsburgh, with two prominent jocks holding forth in successive weeks at the Syria Mosque. Jay Michaels brings in a revue May 11, Barry Kaye May 18. . . . New Gale Agency pacts are the Clovers and Amos Milburn.

Louis Jordan and his Tympany Five have been set for a *(Continued on page 67)*

Porter Wagoner To WSM 'Opry'

SPRINGFIELD, Mo. — Porter Wagoner, "Ozark Jubilee" feature, made his final appearance with that unit last Saturday (16) and this week moves on to Nashville to become a regular on WSM's "Grand Ole Opry," effective February 23.

Wagoner's departure from "Ozark Jubilee" was a friendly one. Under the arrangement he will play all dates already arranged for him by Top Talent, Inc., here, some of them running into August. He will also be permitted, with WSM's permission, to play "Ozark" guest shots during his tenure with "Grand Ole Opry."

Wagoner joined KWTO, home of "Ozark Jubilee," on Labor Day of 1951. In September of the following year, E. E. (Si) Siman Jr., vice-president of Crossroads TV Productions, "Jubilee" producer, engineered for him a recording contract with RCA Victor. Wagoner is possibly best known in the c.&w. field for his waxings of "Satisfied Mind" and "What Would You Do (If Jesus Came to Your House)?"

In a letter to Jack Stapp, WSM program director, Vice-President Siman spoke of Wagoner as being one of his best friends and lauded him as one of the most capable performers ever to appear with "Ozark Jubilee."

New Pactees For Decca

NEW YORK — New Pactees under the Decca roof include Hazel Scott, Kay Armen and a new group, the Jaye Sisters. Miss Scott will cut a series of albums.

The girl trio, composed of identical twins and friend, all 19, hail from Flint, Mich. They are former Godfrey Talent Scout winners and have worked with Fred Waring. Their first release, "Have You Ever Been Lonely," and "Black, Brown or Blue Eyes," has just been issued.

COPYRIGHTS SUBJECT OF ARTHUR KATZ BOOK

HOLLYWOOD — Attorney Arthur S. Katz, a previous winner of the American Society of Composers, Authors and Publishers' Nathan Burkan Award and prominent in the copyright field, last week submitted a "common sense picture of the concept of publication in the law of intellectual production," with the publication of the tome by the University of Southern California Law School.

Katz acknowledged that the concept of publications has been seriously distorted and endangers much of the copyright law, the declaring the concept to be "clear and comprehensible when buttressed" by a series of 15 points he termed as "important to the creator (i.e. songwriter) as was the Magna Charter to the growth of freedom."

In his article Katz declares, "The law of copyright was designed to protect creators of certain intellectual productions, not to penalize them; to give them an incentive to exploit their creative abilities for their own immediate profit and for the ultimate benefit of their fellow men.

"Indeed, our founding fathers were so mindful of this principle that they made specific provision

in the Constitution for the enactment of uniform federal copyright legislation. And this federal legislation, broad tho it is in scope, has never been deemed to encompass or to destroy the common law, contract and equitable rights subsisting in intellectual productions not within its ken.

"It is further submitted that the scope of statutory copyright should be broadened to include many more varieties of intellectual activity. When broadened, the distinctions between common law rights and statutory copyrights should be abolished. If this were done all works be protected by statute from the of a copyrightable nature would moment of their creation. All non-copyrightable products of the mind *(Continued on page 68)*

MUSIC AS WRITTEN

Cincy Trade Folk Honor Margie Meinert, Rex Dale . . .

Cincinnati music men, deejays and newsmen put on their bib and tucker on two occasions last week to pay tribute to members of the fraternity. On Wednesday noon (13) Harry Carlson, head of Fraternity Records, hosted a group of 40 at a luncheon at the Maisonette in downtown Cincy in honor of Margie Meinert, traveling Wurliizer organist and Fraternity artist, who presented a concert at the local Wurliizer headquarters Tuesday night (12). On Thursday evening (14) local record distributors tossed a cocktail session and buffet at the Sheraton-Gibson in honor of Rex Dale, WCKY platter spinner, who was celebrating his 20th year as a deejay. Bob Martin, of Music Suppliers of Ohio in Cincy, handled arrangements for the latter shindig.

Ross W. Christena Expands Operations . . .

New additions to the Ross W. Christena booking office, Indianapolis, are ork leader Earl Newport, who is heading up the orchestra department, and Joyce Wall, who is handling promotion and new industrial accounts. Christena also has opened offices recently in Muncie, Ind., with Inez Sargent as manager, and Kokomo, Ind., with Frank Gregory as manager. Newport has brought into the Christena fold Bill Moore and His Californians, Charlie Bowers, the Three Flips and a Flop, and the Dan Cummings ork.

Valando Snares Score Of Up-Coming Musical

Tommy Valando's BMI firm, Sunbeam Music, has landed the score for the up-coming Broadway musical, "The Body Beautiful," which is due in the spring. Score is *(Continued on page 68)*

Burnette to Star Slot on 'Ozark' Show

SPRINGFIELD, Mo. — Movie comedian Smiley Burnette last week moved his base of operations from the West Coast to Springfield, where he will appear regularly once a month on ABC-TV's "Ozark Jubilee," which emanates from this city.

The cowboy comic's firm, Promo, will become an affiliate of Top Talent, booking agency for the "Jubilee." One of Promo's main functions will be to create new work for all talent associated with the show, via "celebrity sales day" promotions. These events—featuring "Ozark Jubilee" performers—will be set up under the sponsorship of local merchants in medium-sized communities across the country.

At the same time Burnette, who has chalked up 3,075 personal appearances to date, will continue his heavy schedule of one-nighters, both as a single and as a member of the "Jubilee" package units, playing fairs, rodeos and auditoriums. Crossroads TV productions, which package "Ozark Jubilee," is readying a new video quiz-show series starring Burnette. The program is being pitched as another Springfield origination for a major network. Burnette will also do frequent guest shots on Red Foley's ABC radio show, another Crossroads production.

Ray Lewis, headquartering in the Ozarks, will represent Promo in the East, while Ted Jorgenson will continue as manager of Burnette's Western movie activities on the coast.

KFWB Names D.J. Jarvis Music Head

HOLLYWOOD—In an unprecedented move in radio, disk jockey Al Jarvis was named director of music for Station KFWB, Los Angeles.

Effective February 12, Jarvis will determine all music played on the station, selecting material programmed by each of KFWB's disk jockeys, Larry Finley, Bill Balance, Bill Daniels, Mitch Reed and the Jarvis show itself.

Move, announced by station General Manager Robert Purcell, will be tied in with KFWB's "New Sound."

Heller Pacts 3 New Acts

NEW YORK — Eddie Heller, veteran disk magnate, who now is handling special pop EP repertoire for RCA Victor, is signing a raft of new talent with an eye specifically to the teen-age market.

Last week he inked an act called the Kids From Philadelphia, and another singing group tagged the Holidays. Third signing was the Dayton-Selby organ group, featuring Wilene Barton.

HEADLINERS

FROM RCA VICTOR



Perry Como

ROUND AND ROUND

MI CASA, SU CASA

(MY HOUSE IS YOUR HOUSE)

Arranged by Joe Reisman
with Mitchell Ayres and the Ray Charles Singers
20/47-6815

8

HOT ONES HEADED FOR THE TOP!

HARRY BELAFONTE
Banana Boat (Day-O)
Star-O
20/47-6771

DINAH SHORE
Chantez Chantez
Honkytonk Heart
20/47-6792

LOU MONTE
Roman Guitar
Some Cloud Above
20/47-6769

JULIUS LA ROSA
Stashu Pandowski
Jeanette
20/47-6802

LANE BROTHERS
Marianne
Sogno D'Oro
20/47-6810

JAYE P. MORGAN
I Thought It Was Over
I Pledge Allegiance To Your Heart
20/47-6798

CHET ATKINS
Blue Echo
Trambone
20/47-6796

THE RHYTHM ROCKERS
Tricky
Peanut Vendor
20/47-6808

Joe Reisman

PAMELA THROWS A PARTY

NAVAJO NOCTURNE

20/47-6826



Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola" Phonograph®.

America's favorite speed...  45 RPM

RCA VICTOR



European Disking Costs Zoom

• Continued from page 19

Now that the RCA deal with British Decca is functioning (on a limited basis until April), he works closely with that outfit. In fact, Rady arrived here last week with Frank Lee, the Decca a.&r. chief. The first co-operative session was that cut with Reiner. Others have been set with Decca's Paris Conservatory Orchestra, conducted by Victor's Pierre Monteux, performing Stravinsky repertoire. "The pieces, 'Le Sacre' and 'Petroushka,' were introduced by this same work and conductor more than 40 years ago. Another item cut especially for Victor via Decca involves Sir Adrian Boult and the London Philharmonic.

Rady also has inked several young artists. One is Adrej Czajkowski, 21-year-old Polish pianist who won the annual Brussels Competition. The artist will be brought here for appearances with the New York Philharmonic next season under S. Hurok auspices. The other is John Browning, an American pianist living in Europe, and a one-time pupil of Rosa Lhevinne.

EP Market Growing
Regarding the European disk scene, the market is growing rap-

idly, particularly for 45 r.p.m. EP's. Competition, particularly from the mail order clubs, is forcing prices down. In Germany, for example, 12-inch LP's have just taken a drop from \$8 to \$6. France will be next, and the companies there already are juggling artists and categories to place many disks in lower-price series, without affecting a general reduction immediately.

European tastes do not run as strongly to classical music as we have been led to believe, says Rady. In Germany, he estimates that about 12 per cent of the dollar volume is classical, possibly because the classics are much more expensive. (The philosophy persists there that goods with a limited market should command a higher price.) In France, the percentage is much higher; perhaps between 20 and 25 per cent classical. England would tally around 15 per cent, which indicates a drop in the past year. (Actually, the percentage drop is due to the more rapid increase in pop album buying.)

Same Competition

Rady also noted that, in every country, disk package now finds itself facing the same competition. All of the major companies have representation in each country, and there is a trend toward uniform presentation. The same groupings, the same covers, etc., are used universally, with less and less exceptions.

In discussing the "one world of hits" concept recently predicted by several American majors, Rady noted that some original American disks are falling behind the native-grown cover versions, even in English-speaking countries. Some U. S. artists, however, need have no fear of being covered. These are the distinctive stylists and the vocal groups. Examples would be the Platters, Elvis Presley, Harry Belafonte and Pat Boone.

However, the "one-world" idea obviously is more applicable to albums, particularly instrumental.

Rady will return to Paris next week.

Marks Pleads

• Continued from page 20

tiative and at his own expense because he "felt it was about time somebody went down there to discuss the Society in a general way." In his Justice interview Marks brought out the fact that ASCAP was a growing organization, and that issues were inevitable. "There has never been one member," said Marks, "who has not believed that he belonged in the next higher classification." Marks granted that changes are always in order, and that the Society was sincerely trying to keep apace. Marks, who believes that the active dissidents in the Society number no more than 50 of the 3,700 writer members, feels that more "satisfied" members should ask for appointments with the government agency.

Rizek Settlement

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how the checks in the one case went from Rizek to Landis, (the Ford man) to the Rutgers Chevrolet outfit.

According to informants on the New Brunswick scene, among the reasons why the creditors okayed the Rizek settlement was the fact that among some prominent citizens involved with Rizek, some for a time reaped inordinately high returns on their investments while others "were taken pretty badly." For obvious reasons, people in these groups prefer to play ball and avoid publicity it was said.

Angels Sing

• Continued from page 20

that one-stops had been told by reps of one distrib not to expect delivery on the Flair-X disk, inasmuch as that label would be hit with an injunction suit. This ran counter to the delicate sentiment prevailing in New York.

It was noted in Gotham that even tho Al Silver's romantic point of view could not be impugned, the distribs might conceivably adopt a rougher strategy, which in turn might involve the principals in a general rough and tumble. Miss Jordan packs a punch when aroused.

MGM Commission Classics

• Continued from page 19

classical field. "Admittedly the standard warhorse items make the best selling charts each week, but you must have a Rubinstein or a Horowitz as soloist," Cole said. "This is difficult for the labels which came into the field late, but by emphasizing new material we can carve ourselves a niche," he added.

In commissioning special works, M-G-M ranges all over the globe. Pieces already commissioned and recorded include Carlos Surinach's "Madrid, 1890" (conducted by Surinach); "Concertino for Piano, Strings and Cymbals" (pianist William Masselos); "Tales From the Flamencan Kingdom" (pianist Marga Richter); Alan Hovhaness' "Suite From the Flowering Peach" (conducted by Surinach); "Siris Dance and Lullaby" (Marga Richter); "Macedonian Mountain Dance" (Manhattan Piano Quartet) and "Mountain Idylls" (Marga Richter); Marga Richter's "Sonata for Piano" (pianist Menahem Pressler); "Lament for Strings" (conductor Izler Solomon).

Also Riccardo Malipiero's "Concerto Breve for Ballerina and Orchestra" (conducted by Carlos Surinach); Ben Weber's "Dance Episodes for Piano" (William Masselos); Peggy Glanville Hicks' "Etruscan Concerto for Piano and Small Orchestra" (pianist Carlos Busotti); Juan Orrego-Salas' "Triple Concerto" (Beaux Arts Trio); Robert Covert's "Frankie and Johnny"

(singers Mary Mayo, Danny Scholl and conductor Herb Harris); Vittono Rieti's "Dance Variations for Strings" (conducted by Surinach).

More Up-Coming

In addition to the above incomplete sampling of commissioned material already recorded, many more items are up-coming by the same and other composers.

Radio stations, according to Cole, love to receive new repertoire by serious composers, and thus far some 200 stations are subscribing to the M-G-M classical service. The emphasis on new repertoire has also resulted in a sizable business among libraries, colleges and educational groups. As a specific instance, Cole mentions Marga Richter, whose "Sonata for Piano" was recorded by Menahem Pressler. When the disk was released, over 20 music schools and colleges acquired the composition and record for use in music composition courses.

Sometimes this modern kick pays off rather rapidly, Cole stated. An example was M-G-M's disk of Kurt Weill's "Three-Penny Opera," which sold as well as some of M-G-M's sound-track albums. Another could be Hovhaness' "St. Vartan Symphony," which this week received a Triple Spotlight in The Billboard on the basis of its sound, cover and general excellence as a salable package.

Camden Plots Name Artist Sked

• Continued from page 20

York Philharmonic, is the featured disk for April.

The Toscanini, which will ship during March, will usher in a new merchandising feature, set up by merchandise manager Dave Finn. This will be tagged the "Budget Special of the Month," and there will be one every month thereafter. This will not carry any price reduction, but rather will incorporate some special feature. The Toscanini, for example, will carry Camden's first four-color cover and liner notes, by Irving Kolodin. Dealers who handle the line will receive a special counter merchandiser with de luxe design "that even a Madison Avenue shop would be proud to use." According to Finn and to Irwin Tarr, top exec in charge of Victor-Vik-Camden rack and syndicate store sales, several other special rack promotions will follow this.

Other Categories

Meanwhile, in the popular fields, Camden has reissue sets on tap by the late Bunny Berigan and by the Erskine Hawkins work. For May, Camden has dug out a volume of calypsos by Wilmoth Houdini. July brings the first c.&w. package, and in August, the first r.&l. Latter set will include Little Richard, Arthur (Big Boy) Crudup and the Red Callender Sextet.

According to Finn, Camden's January volume was more than double the same month in 1956. February also is running double last year. The veteran exec attributes this to the "greater exposure" accorded the line. More regular line dealers "are seeing the light," and there is no denying the tremendous increase in rack activity, especially since Camden brought its name talent into the open. "The future," said Finn, "will bring more and better values." He noted the increase in dealer advertising of Camden by big-city outlets, including department stores, and particularly the

Hansen-Keys

• Continued from page 20

basic firm, Charles H. Hansen Music Corporation.

On the folio front, Hansen has signed a deal with Howie Richmond for publication of the first calypso choral collection for mixed voices, for school use. Much of the same stuff, which emanates from the Harry Belafonte and Blind Blake repertoires, is also to be included in a calypso Combo book for small orks. Hansen has lined up a different batch of calypso tunes for a popular \$1 song book, to be tagged "Everyone Like Calypso."

Hansen temporarily has discontinued his recording activities, which he started originally to exploit Disney material. Once Disney launched his own label, Hansen bowed out. He indicated, however, that he may begin recording some of his special educational publications.

ASCAP Board

• Continued from page 20

field nominated are Walter Gould of Lawson Gould Music, Adolph Vogel of Elkan-Vogel and Charles Hansen of Charles H. Hansen Music.

Ballots are returnable March 22. It was pointed out that all incumbents on the board are automatically candidates to succeed themselves for re-election unless they specify otherwise.

repeat runs of such ads. Among those who have splurged recently are Goldblatt Drugs, Hudson-Ross and Wurlitzer's in Chicago; Gimbel's in Milwaukee (repeating a December ad); Sears in Atlanta, and four different dealers in Washington.

Repertory-wise, the disk men have noted that the supermarket set is heavily disposed to the artists and even the particular performances that were big when these youngish matrons were being courted. For example, the Camden Guy Lombardo disks, which pre-date his Decca days, have demonstrated prime rack appeal. The same goes for the one-time best-selling "Rhapsody in Blue" with the Boston Pops Orchestra.

Victor continues to distribute Camden only thru its regular Victor distributors, and on a 100 per cent exchange basis.

"TOO MUCH"

Recorded by
ELVIS PRESLEY
(RCA 47/6800)

Elvis Presley Music, Inc.
Southern Belle Music

"A GOOD LOOKING BLONDE"

Recorded by
EDDY ARNOLD
(RCA 47/6773)

HILL AND RANGE SONGS, INC.
Sole Selling Agent:
HILL AND RANGE SONGS, INC.

TERESA BREWER'S

new hit
on Coral

I'M DROWNING MY SORROWS

MILLS MUSIC, INC.

A 2-SIDED SMASH

FROM THE COMPOSER
THE RECORDING ARTIST
THE RECORD COMPANY
AND THE PUBLISHER
THAT GAVE YOU ARMEN'S THEME

DAVID SEVILLE
AND HIS MUSIC

THE GIFT

and
THE DONKEY AND THE
SCHOOLBOY

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9 LB. HAMMER
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on DOT

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

D.J.'s — SEND US YOUR NAME AND CORRECT ADDRESS
ON A POSTCARD FOR YOUR FREE DISC OF

"EVERY WORD OF THE SONG"

THE FOLLOW UP TO — "CONFIDENTIAL"
PRESTIGE PUB. CO., 2511 Mayberry St., Los Angeles 26, Cal.

ANOTHER BMI "PIN-UP" HIT

LOOK HOMEWARD ANGEL

Recorded by
JOHNNIE RAY ... Columbia
FOUR ESQUIRES ... London

Published by
GRETA MUSIC CO.

"HOOK, LINE & SINKER"

Decca 30214
BILL HALEY
and His Comets

Valleybrook PUBLICATION, Inc.
129 E. 5th Street
Chester, Penna.

New York Office: 274 W. 49th St., Suite 407 • CI 6-5757

Theme Melody of the 20th Century-Fox
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"ANASTASIA"

ANASTASIA

LEO FEIST, INC.

"I THOUGHT IT WAS OVER"

Jaye P. Morgan

R.C.A. Victor 20/47-6798
REMICK MUSIC CORP.

NOTHING BUT HITS FROM

the **McGUIRE SISTERS**

Hit Stuff

KID STUFF

b/w

WITHOUT HIM

61771 • 9-61771



HE'S GOT TIME

b/w

BLUE SKIES

61798 • 9-61798

Review Spotlight on . . .
 McGUIRE SISTERS... Coral 61798..... **HE'S GOT TIME** (Vocal, ASCAP) (Dottie, ASCAP)
BLUE SKIES... The girls may land back on the best seller charts with this one. "Blue Skies," taken out of their recent album, is a nearly perfect "Blue Skies," taken out of their recent album, featuring standout singing and imaginative phrasing by the sisters and exciting backing by Dick Jacobs. The flip is a love religious rhythm from recorded De John Sisters' record is wrapped up in an effective track-local treatment.

THE BILLBOARD FEBRUARY 16, 1957

HIT ALBUMS

Children's Holiday
The McGuire Sisters

CHILDREN'S HOLIDAY
 CRL 57097 • EC 82031

CHRIS, DOTTIE and PHYLLIS
 CRL 57052 • EC 81507

Do You Remember When?
The McGuire Sisters

DO YOU REMEMBER WHEN?
 CRL 57026 • EC 82022



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Disk Pay Off for Appliance Dealer

By RALPH FREAS

WILMINGTON, Del. — Harvey Poole, owner of Poole's Appliance stores is a promoter. He admittedly is a novice when it comes to the record business but that doesn't stop him from cornering a substantial piece of the disk market in a little over two years.

Disk Club Success

One of the gimmicks he uses successfully is the disk club. There's nothing new in this idea. Hundreds of dealers have similar promotions. But the way it has grown is phenomenal. In less than a year, he has enrolled 2,600 members.

For every 10 records a club member purchases at the full price (LP's, EP's and 45 singles), he gets one free. That's not all he gets. His name is on Poole's mailing list and he gets promotional material on a regular basis by direct mail. The mailing list is a clean one — it's only nine months old—and it gets results.

Is the record club just a form of discounting in disguise? Sure it is, says Harvey Poole, but it isn't a destructive form of cutting-price, for his competition or for himself. For one thing, it isn't advertised as a cut-price deal. For another thing, it doesn't really cost Poole's 10 per cent of sales. Many people buy five or six records and never buy the 10 records necessary to qualify for the free disk. In the long run, Poole's figures the club costs them nearer to 3 per cent, close to what they

CORAL OFFERS FREE SALES AID

Here's a new sales aid from Coral—a wire display rack highlighting the Lawrence Welk repertory. The rack holds 50 LP's and 50 EP's. The top panel shows a picture of the band. And, in case a dealer doesn't have complete Welk repertory in the rack for the customer to browse in, all Welk albums are listed. The racks are free with orders of a certain amount of merchandises. Get specific details from your Coral salesman or distributor.



would spend on promotion anyhow.

Good Help Is Essential

Another thing for which Harvey Poole must reap credit is the hiring of good help. A case in point is Margaret Anderson, manager of the record shop at the Merchandise Mart.

Margaret has worked for Harvey Poole for two years, an important two years for his business. Prior experience includes 14 years in the retail record business plus a stint as a musician in a girl's band.

She, too, likes retailing, and knows her business. She knows it so well that the record shop is grossing more than the appliance end of the business at the Merchandise Mart. She's not after a quick sale. She wants repeat business with satisfied customers coming back again and again in ever increasing number.

Take her attitude toward diamond needles. She won't handle a cheap, and possibly inferior, needle. Diamond needles, in her mind, are not a special promotion item. They are pushed, not for quick profit, as much as they are to satisfy the customer. If the customer doesn't get good sound reproduction, Margaret Anderson figures, he's going to be unhappy and won't buy records.

Promoted Columbia Deal

The Columbia "Buy of Your Dreams" program looked good to Poole's. They ordered heavily on the program and, to date, are the only store in Wilmington that went all-out in promoting it. The policy paid off. They have had to order twice more on the program and figure on ordering again before it ends.

An interesting by-product, according to Margaret Anderson, was the boost given to Kostelanetz disks. Mood music generally was doing okay, but not so Kosty. Since the "Dreams" promotion, however, sales of Kosty disks have soared and will probably continue to do well.

None of the other dealers in Wilmington have advertised the Columbia program altho they have used the point-of-sale display material. Poole's has done both. They have hung the two-foot by four-foot banners prominently on the walls and have contracted for heavy newspaper space to promote the program. It is significant and says a lot for Poole's general business attitude that, of all the dealers in town, they don't really have to beat the promotional drum so hard. They have the heavy Merchandise Mart traffic.

Disks Sell Appliances

Harvey Poole knew the disk business was a good one. But, if he needed any convincing, it happened when a casual disk customer became interested in a

HIGH FIDELITY FROM JAPAN . . .

High fidelity components, said to rival those of U. S. manufacturers, are being imported for the American market by Intersearch of Cincinnati. The unit, shown here, is actually composed of three separate elements: turntable, tone arm and cabinet.

The turntable, priced at \$65, is powered by a four pole motor



which is said by the manufacturer to run smoother and cooler than 90 per cent of its made-in-America counterparts.

The tone arm is viscous-damped. It sells for \$19.95 which, according to Intersearch, is half of what a similarly constructed tone-arm of American manufacture would cost.

The cabinet is pre-finished. In the "knocked-down" state, it lists for \$25.

Intersearch also imports Sony Interecord stereophonic tapes and Sony dynamic microphones.

EMERSON RADIO IS PRICED AT \$14.88 . . .

Emerson Radio and Phonograph Corporation has introduced an AC-DC table radio with five tubes, listing at only \$14.88. This Model 874 is compact, measuring 8 inches wide, 5 inches high and 4 3/4 inches deep. It is housed in a cabinet of modern design.

Emerson also is introducing a low-priced clock-radio, the Model 871, listing at only \$17.88. It is housed in a modern styled cabinet of ebony plastic. It measures 7 1/2 inches wide, 5 1/2 inches high and 5 1/2 inches deep. It contains a self-starting Telechron electric clock which operates continuously and independently of the radio switch. The clock

turns radio programs on at a predetermined time.

The Model 871 clock-radio is available in a variety of other colors at a list price of \$24.

BELL AMPLIFIER HAS "NEW LOOK" . . .

Bell Sound Systems is showing their new model "2300" hi-fi amplifier, the first in a series of amplifiers that embody "bold new concepts in design and styling." The "2300" provides 20 watts of power at less than .3 per cent harmonic distortion. Peak power is 40 watts.

The "2300" has a highly functional look but will satisfy the most squeamish house-wife who doesn't want her living room to look like an engineer's control room. The decorative cabinet can be removed for panel mounting if desired.

The "2300" lists for \$109.95, including the decorative cabinet.

GE OFFERS FOUR TRANSISTOR RADIOS . . .

Four all-transistor radios—two pocket-sized and two regular-size models—highlight the 1957 General Electric portable radio line.

Priced at \$34.95 is a new all-transistor pocket radio (Model P-710), which weighs only 16 ounces with batteries and measures 6 3/4 inches long by 3 1/2 inches high by 1 1/2 inches thin. The polystyrene cabinet has rounded edges and corners and flat control discs that will not snag pocket or purse. Four transistors plus one crystal diode provide 400 intermittent hours of normal play on one set of mercury batteries, or 100-200 hours of play on pen-light cells.

The new six-transistor portable is priced at \$49.95. Styled with a metallic front grille and hinged carrying handle, the radio weighs four pounds and measures 8 1/4 inches long, 5 3/4 inches high and 2 1/2 inches deep. It has a full four-inch speaker, six transistors and two crystal diodes and a ferrite rod antenna built into the case, and will play 400-600

intermittent hours on one set of flashlight batteries.

Another all-transistor radio is the Model P-715 priced at \$49.95, available with an accessory carry case which includes rechargeable batteries providing 10,000 hours of intermittent play. The all-transistor portable Model P-720 has an all-leather saddle-stitched case and is priced at \$59.95.

All four transistor models have an earphone jack, and earphones for private listening are available as accessories.

MERIX ANTI-STATIC IN PLASTIC BOTTLE . . .

Merix, manufacturers of anti-static liquid for records, has repackaged their product. The Merix fluid is now available in a plastic "squeeze" bottle.

The four-ounce glass container is still available and lists for 98 cents. The new plastic "squeeze"



bottle, also four ounces in capacity, will retail for \$1.25. The product is packed 15 to the case. Dealers subtract 40 per cent discount.

How Needle Sales Walk Out the Door

It was a quiet Tuesday morning. There wasn't even a salesman in the record shop and the manager was entering sales on inventory slips.

When a young woman walked in with a record envelope under her arm, he thought to himself, "Looks like she had some trouble. Wonder what it is."

"My husband bought this record here a week ago for my birthday," she said, holding out a copy of the original cast album of "Li'l Abner," "it won't play. The needle won't stay in the groove. There's something wrong with the record."

"Well, let's try it on this machine," the record manager said, taking the disk from her. The needle swung into the groove and the record started playing without any difficulty.

refrigerator at his downtown store. By the time, his heavy-appliance salesman had finished, Harvey Poole had gained sales of an electric drier and the refrigerator—all because a customer came in to buy a \$3.98 disk. No wonder Harvey Poole says, "I don't care if those records come all the way up to my front door. I like the record business."

"What kind of a player do you have?" the manager asked.

"Columbia 360."

"It plays all right on that machine. Maybe your needle's worn."

The young woman smiled.

"It couldn't be the needle," she said, "we have a diamond."

"How long have you had it?"

"It came with the player. We got it, let's see, about 10 months ago."

"It could be the needle then." "But it's a diamond. Do you mean to tell there is no such thing as a permanent needle?"

"No, ma'am. There is no such thing as a permanent anything, if you want to look at it that way."

"We paid \$18 for it, too. That's a lot of money."

"Not in terms of other needles, it isn't. You would have spent much more than that in sap-

phires. And don't think you're alone in believing that diamond needles are permanent. A lot of people have that idea.

"You see, a needle travels a lot more on microgrooves. Most people have a 78 r.p.m. psychology. They don't realize how many more miles of grooves the needle travels in an LP record—miles and miles of constant wear on that needle for 10 months. Even a diamond wears."

"Well, I suppose so," the young woman said. But she still looked skeptical. The record manager exchanged the record for her and she walked toward the door.

"We have a special in diamonds this month," he called after her, "only \$14."

"I don't know," she said, "I'll talk to my husband."

She wasn't convinced.

The record manager just shrugged and went back to entering sales on inventory slips. He didn't have a microscope for needle inspection. He didn't have any needle displays or posters. He didn't have any literature on the counter explaining the facts of needle wear or record care.

And he didn't make the sale.

Coming
March
30

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SPRING MERCHANDISING ISSUE
AND DEALER SURVEY OF THE 1956
PHONOGRAPH-RADIO BUSINESS

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DAVID ROSE
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play

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From the M-G-M Film
"THE WINGS OF EAGLES"
B/W CALYPSO MELODY

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(45 RPM) (78 RPM)

Music Composed and Conducted
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LEONARD ROSENMAN
with the
M-G-M Studio Orchestra

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EDGE OF THE CITY

Recorded directly from the sound track of M-G-M the motion picture.

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with Johnny Green conducting
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SPOTLIGHT ON TAPE

Tape Recorders • Playbacks • Recorded Tape
Recording Tape • Accessories

How a Music Store Builds Tape and Recorder Volume

- Presser's of Philadelphia puts tape in heaviest traffic area. Finds teachers, students are biggest users.
- Demonstration techniques must be carefully worked out. But store demo is not the only path to recorder sales.

"Magnetic tape is a fast-moving item. Tape recorders are musical instruments and should be sold as such."

Those are two of the comments of Frank Highley, tape recorder salesman at the Theodore Presser Music store, Philadelphia. Its retail music store on Chestnut Street is the largest music outlet in the area.

"One reason tape moves fast," Highley explained, "is that many of our customers are students and they use a lot of it."

"Another factor that has helped considerably are the new tape merchandisers which we started using recently. These rack-type displays put the tape right out in the open on top of the counter. They make magnetic tape an impulse item."

As a result, the firm sells about 60 large reels of tape a month on the average, and the volume is growing. What's more, an increasing number of customers are buying two or three reels, where previously they purchased only one.

Tape and Disks Go Together

Magnetic tape at the Presser Company is sold in the record department to take advantage of the high traffic there.

"A lot of our customers tape their disk recordings while they're new, then play the tape to save the disks. That's another reason for having the two of them close together," Highley said.

"Then, too, tape is a replacement item. If you push tape, you can sell a lot of it. We've found that in many cases the customer will use his recorder far more if

he has tape on hand. But if he runs out of tape, then forgets to buy more, his recorder sits in the closet and gathers dust."

Schools Top Prospect List

Students and teachers are the firm's best customers both for tape and recorders, altho they sell a number of machines to persons in other fields.

"Recorders help the teachers teach and the students learn," Highley said. Nearly all the music teachers have them, and that leads to sales to students, too.

"A lot of parents come in the store for the express purpose of buying a tape recorder for their children who are taking music lessons. Little Johnny sees his

teacher's tape recorder so he goes home and says, 'I need one of those, too.' Since most parents are interested in fostering their children's creative talents, they make good prospects."

This holds true even when the children are grown up and about to go away to college. The parents often buy a recorder to send along to school to help in the studies, according to Highley.

"One father bought two recorders, one for his son at college and one for him and his wife at home. He figured they would hear from junior more often if he could simply tape a letter to them instead of having to find paper and pencil to write."

How Presser's Demonstrate

Demonstration is considered all-important in selling tape recorders at Presser's, but some special low-pressure techniques are best for making the sale. For example,

(Continued on page 32)

EASY AS 1-2-3

How to Stage a Stereo Tape Show

- Here's a four-step program designed to make your store stereo headquarters.
- Timing, planning, advertising and promotion are as important as the demonstration.

Here's a step-by-step pattern to help you to put on a crowd-pulling, sales-building demonstration of stereophonic sound. This program was developed by the V-M Corporation for use by its distributors and dealers, many of whom used it effectively last year. V-M, it must be added, made one-third of its sales volume last year in stereo units, solid testimony to the sales power of good demonstration.

You, too, can get your share of this rapidly growing market—and more. Here's how:

Step No. 1—Good Timing

Pick your time carefully. Whether you plan to offer free public demonstrations for three days or two weeks, make sure you're not in conflict with some other community project or business promotional benefit.

Step No. 2—Material Planning

Get your materials ready well in advance of the demo. Plan them to fit the available demonstration space. These materials should include:

(a) A store-front banner (large size) naming your store the Stereophonic Sound Demonstration Center.

(b) Two or more 24-inch by 36-inch posters with the following announcements: "Amazing Stereophonic Sound Demonstration Now Going On. Come In. Join the Audience. It's Thrilled You in

Theaters. Now, Hear Stereophonic Music Designed for Your Own Home." And "Free Hot Coffee Now Being Served. Be Our Guest. Continuous Demonstrations of Stereophonic Sound. The Newest Listening Thrill."

(c) Gas filled balloons with this message: "I've Heard Stereophonic Sound. Have You?" Give one to each visitor, inflate some for in-store decorations.

(d) Invitation cards with the following message: "This Is Your Invitation to Hear Stereophonic Music at (your store name and address). Be Our Guest for a Musical Experience You'll Never Forget! Learn How You Can Enjoy the Ultimate in Musical Pleasure In Your Own Home at a Price You Can Afford to Pay." Give these cards to your customers, place them in restaurants, etc., to help build traffic.

(e) Displays and literature. Order plenty of consumer leaflets on your full line for distribution to each guest and make the fullest use of displays available thru your distributor.

(f) Use a stereophonic demonstration tape (V-M has one). It's a tested selling tool that tells the stereo story and sells them on the spot. Just push the "play" button to sell.

Step No. 3—Advertise

There are four important steps

What's Yours Tape, Disk?

HOLLYWOOD—High Fidelity Recording, Inc., may be pointing the future trend of the record business. Their releases are available in both tape and disk format, as Hifitapes and Hifirecords, respectively. This dual availability is pointed up in an eight-page, two-color catalog which promotes the firm's latest releases.

The catalog, incidentally, is available in quantity to dealers. It may be used as a stuffer or mailer, and it has provision for dealer imprinting. It is fully illustrated with album cover pictures. Accompanying text tells the contents of each record (or tape).

Hifitape uses identical cover art for both records and tape, giving them an edge on many other recorded tape producers. Cover art has definitely proven its importance to the sale of disk recordings. Hifitape is one of the few recorded tape firms to have applied this principle to tape.

Editorial

TAPE'S FUTURE

The Tape Spotlight feature beginning on this page is the first of a regular series of quarterly supplements to our week-to-week coverage of the tape business. The Billboard, in introducing this series, underscores a growing trend in the home entertainment field.

More than 60 per cent of our dealer-readership in record, music, appliance and hi-fi outlets have indicated, via periodic surveys of the business, that they stock and sell tape recorders. But, whereas, in the past, tape recorders were sold to hobbyists and a wide variety of professional and semi-professional users (doctors, lawyers, students, teachers, etc.), the tape recorder today is being used more and more as a reproducer of music in the home.

Importance of Recent Events

There are two reasons for this. The first is the introduction of stereophonic sound on tape, plus recently inexpensive equipment to play them. In recent months, Bell, Symphonic and RCA Victor have joined V-M Corporation as mass producers of stereophonic playback equipment. These units sell in the "between \$200 and \$300" class. In addition, inexpensive tape decks are being offered for the consumer who likes to "do it himself," that is, to assemble the necessary components and convert a hi-fi rig into a stereo tape player as well. For the carriage trade, there are the more expensive, semi-pro units (Ampex, Berlant-Concertone and Magnecord).

Tape Producers Growing

The second reason is the growth of the recorded-tape repertory. Even at this present early stage of growth, there are more than 15 companies producing stereophonic tapes and about 40 producers of monaural, or single channel, tapes. Such familiar names among record companies as RCA Victor, Westminster and Concert Hall Society are producing recorded tapes and Mercury will soon join them. Count every existing record company among those who are watching market trends with an eye to getting into recorded tape production.

What About Monaural Tape?

We can regard the interest in stereophonic tape as an extension of the high-fidelity movement. A good stereo tape, played on good equipment, is regarded by audiophiles as the "highest fi." Just as audio enthusiasts sparked the hi-fi movement, so we can expect them to generate interest in stereophonic tape.

Thus far, we have confined ourselves to discussing stereo tapes for the reason that it is a more startling, more exciting and more dramatic development. It is our belief that monaural recorded tapes will also find a broad market. There are several schools of thought on this subject. Some believe that a tape cartridge, merchandised with a tape cartridge player, will be the record player of the future. Others believe that monaural tape will ride in on the coat-tails of stereophonic tape. Either way, monaural tape has a place in the future of the record business.

How Big in the Market?

Unfortunately, there is little available data on the number of tape recorders in the homes today. Estimates vary widely but an educated guess would place the total recorder sales for 1955 at 325,000. Sales for 1956 are estimated at 425,000, an increase of more than 30 per cent. Projected sales for 1957 may be conservatively estimated to reach 475,000, an increase of a little over 10 per cent. Thus, three years sales total about a million and a quarter units. Including sales prior to 1955, there will be upward of a million and three-quarter tape recorders in homes by the end of the year. This compares with phonographs in use of about thirty million.

So we can see that this infant industry is quite a healthy one. Many of the recorders in use can be converted to stereo playback at little cost. They can also play monaural tapes with no adjustment necessary.

What is essential is the exposure of the consumer to recorded tape on the retail level. A year ago, there were no display materials, merchandising racks, etc. Dealers badly needed help. Today, many tape companies have responded to this need but there is still much that can be done.

It behooves dealers to keep an eye on this market. It has developed, it's quickly growing and it has a strong potential. Its logical path of growth is thru the established music and record outlets. Help it to grow and realize a profit "plus" for yourself.

in advertising your demonstration:

(a) Start with small two-column by two-inch teaser ads, using the following copy: "The New Sound Is Stereophonic! Hear It Starting (date) at (store name)."

(b) Follow up with large space ads, using ad mats provided by the manufacturer. They're calculated to be good crowd-pullers.

(c) Use spot announcements on your local radio stations. Get scripts from the manufacturer.

(d) Publicity is free advertising and is very important. Contact the city editors on your local papers, the woman's page editors and the news directors of radio and TV stations. Provide them with full details of the demonstration or type up press releases and be sure to include your store's name and address and demonstration hours. Send copies of the release to all news people. Be sure to point out the picture possibilities of the demonstration so that the papers will

cover the event with a photographer. In talking with reporters, be sure to emphasize the educational and entertainment values of the demonstration, rather than the sales aspects. Make your appeal as non-commercial as possible.

Step No. 4—The Demonstration

(a) Display your full line as well as the stereophonic set-up.

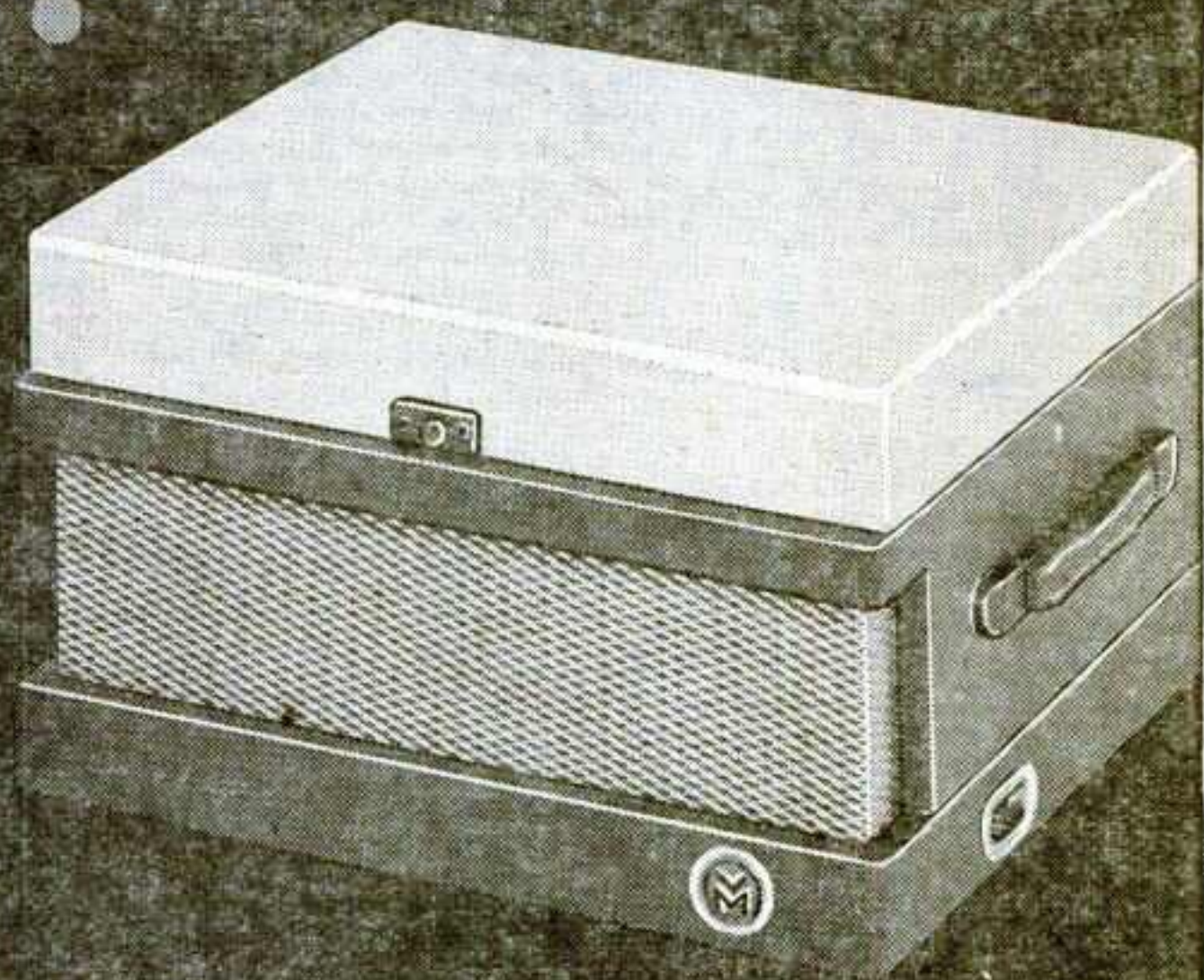
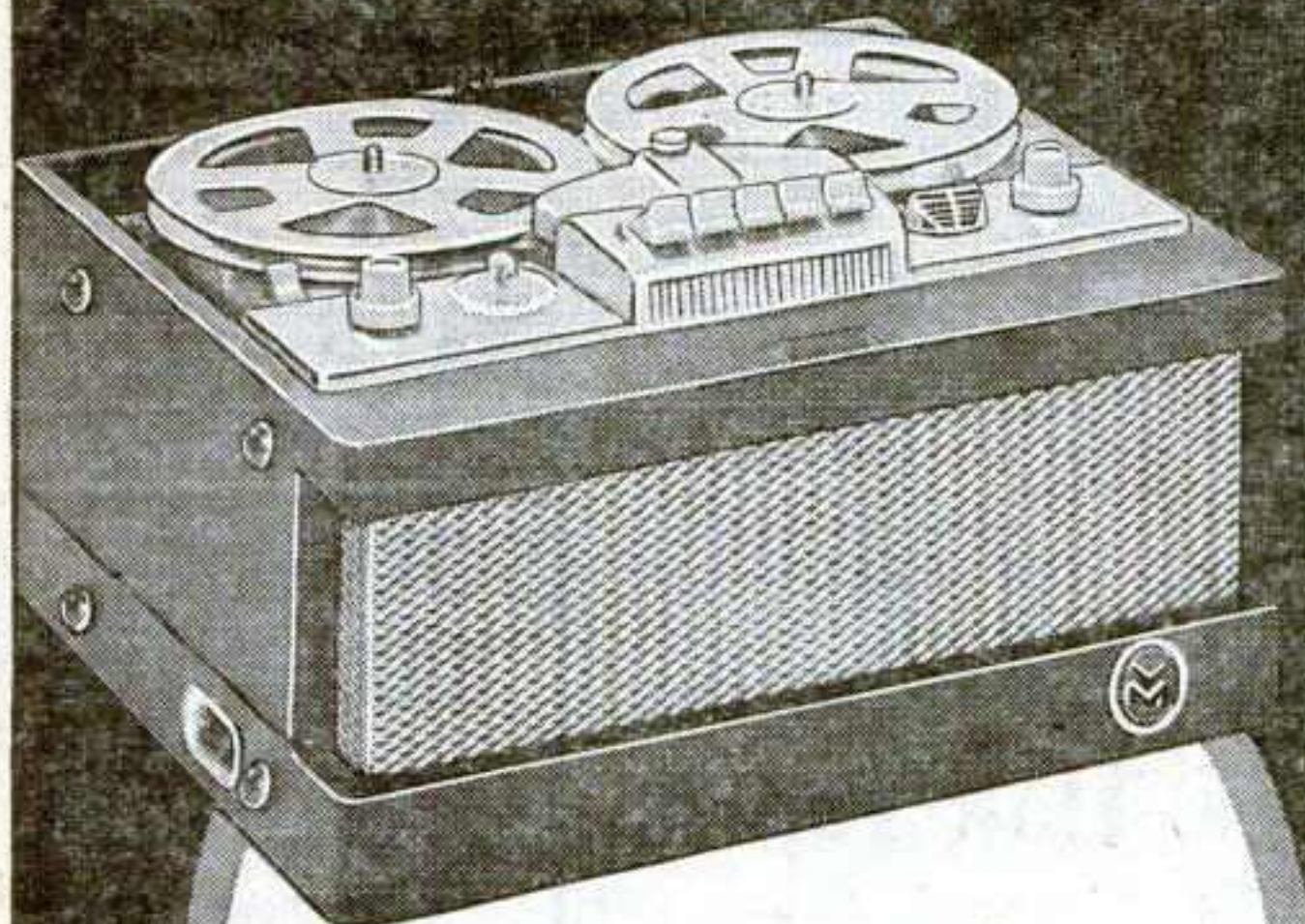
(b) Place chairs located about eight feet from the demonstration and centered for the best effect.

(c) Offer your guests refreshments. The refreshment table doesn't have to be elaborate or costly.

(d) Ask guests to sign a register and use the names and addresses collected for follow-up sales calls.

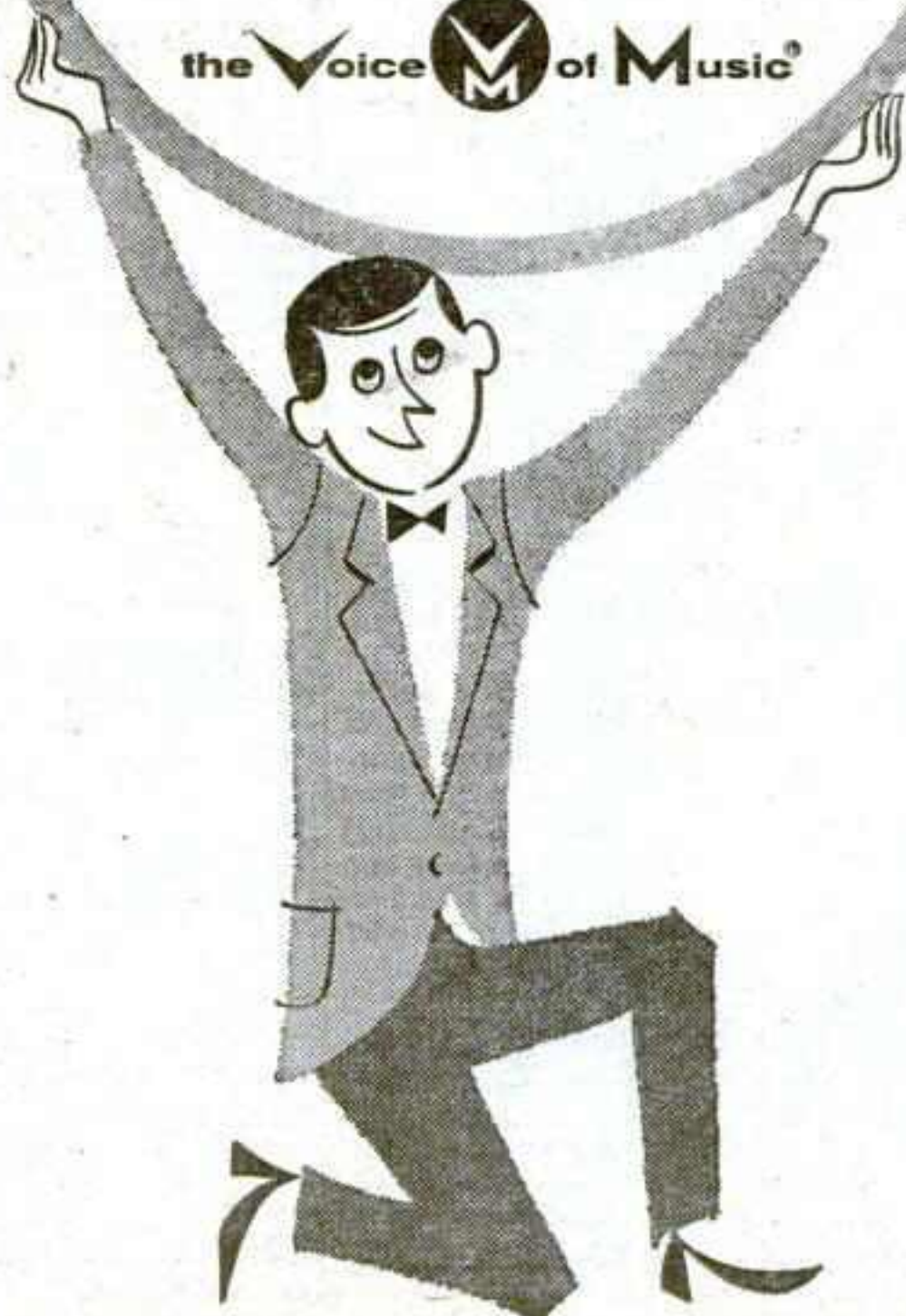
Properly handled, your stereophonic demonstration can be the musical event of the year in your community. Properly promoted, it will be a sales producer and have effects that will last thruout the year.

Now Sell a Complete V-M Stereo System as low as \$284.95! ... Sensational Products for Sensational Profits for You!



V-M dealers have the hi-fi world on their doorsteps! They're exploring new markets, exciting unprecedented demand and expanding their profits with these sensational stereo units by

the **Voice**  of **Music**[®]



Here's V-M's NEW stereo duo—a complete, high-fidelity monaural tape recorder with stereo-playback PLUS a just-released StereoVoice extension speaker *with amplifier!* Both portable! Styled alike! Engineered for perfect balance! A cinch to sell together for a total list of \$284.95!*

SENSATIONAL V-M tape-o-matic[®] Model 711. Two speakers, two speeds, dual track recording and playback, PLUS stereo playback. A complete, professional-quality high-fidelity tape recorder with the built-in bonus of stereo you sell for just \$209.95.*

SENSATIONAL NEW StereoVoice speaker with amplifier, Model 166. Same speaker complement as the tape-o-matic! Powerful NEW V-M-built amplifier with controls (Model 8810), 30-20,000 cps frequency response! Portable, styled like the tape-o-matic in smart two-tone gray leatherette. Yours to sell for just \$75.00 list!*

It's the hottest deal in the sizzling stereo field! You offer more—much more—for LESS—much less—than competition! See your V-M Distributor FAST and start profiting from this sensational stereo system!

*Slightly higher in the West.

The Big Profit News is Made by

the **Voice**  of **Music**[®]

V-M CORPORATION • BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

GOOD AND BAD

Not All Stereo Is Good Hi-Fi Sound

- Is there a good gauge for measuring good stereo tapes?
- Good stereo sound should eliminate sound sources.

By RALPH FREAS

It's easy to lose sight of the fact that stereophonic reproduction on tape will, in the final analysis, stand or fall on its ability to reproduce music better than any other medium. Gimmick stereo records might sell the consumer on the more sensational aspects of stereophony. But people quickly tire of gimmicks. If record companies are going to build volume sales of stereophonic tape recordings and if dealers are going to do a steady repeat business in tape sales, it will only be because the purchaser is satisfied with the naturalness and the heightened presence of the music on tape.

The Good and the Bad

What kind of a measuring stick can be used to determine the good and bad of stereophonic recording? It should be the same measuring stick we use in judging a disk recording, i.e., does the recording achieve the faithfulness of the music as it is heard in the concert hall? This, of course, leaves out the question of performance and interpretation. But we are not directly concerned with that question here.

Pre-Stereo Hi-Fi

The high-fidelity movement was a major attempt to unfetter sound from the "hole-in-a-box" concept. In other words, record and equipment manufacturers strove to give us a sound that didn't sound as if

it were coming from a specific sound source, the loudspeaker. Let's try and give the listener the sense of having a full orchestra in front of him just as he has in the concert hall, was their reasoning. And, to a degree, they achieved it.

Stereophony went them one better. The effect is achieved to a startling degree if the music is recorded on two channels through two microphones placed a certain distance apart and then played back thru dual amplifiers and strategically placed dual speakers.

Ping-Pong Philosophy

But something happened. Record companies have become over-conscious of the fact of two channels and two speakers. They have tended to emphasize the effect by separating the orchestra—having the strings play thru the left-hand speaker and the brass thru the right. In so doing they have, in effect, given us a sound emanating from "two holes in two boxes." It has a manufactured rather than a natural sound.

Such recordings are like the gimmick records, deliberately over-emphasizing the stereo effect. For instance, one manufacturer has a recording of a ping-pong game in which the ping comes from one speaker and the pong from the other. This is great for demonstrat-

ing stereophony to the novice but as a method of reproducing music, the ping-pong philosophy takes us back to pre-hi-fi days.

Good Stereophony

Good stereophonic tape should eliminate the specific sound sources and convey the sense that the orchestra is situated generally in between the two speakers. If one desires to check each tape produced, the following test would be a good one. Place the two speakers in an auditorium about 15 or 20 feet apart. Draw a curtain across in front of them, shutting off the sight of them. Then, when the music is playing, if a spectator cannot tell within three feet where the speakers are placed, the stereophonic effect is functioning properly. In other words, the sound will not be the same as a monaural recording coming from two speakers. In this case, the source is easily recognized. Instead, the sound comes from the general area of the "orchestra." This is concert-hall reproduction. This is natural sound, as opposed to gimmicked or manufactured sound. This is high-fidelity.

Other Considerations

There are exceptions that prove the rule. Let's take an example. In the tango section of Stravinsky's "L'Histoire du Soldat" there is a passage which features solo violin and kettledrums. The only sensible way to reproduce this passage on stereophonic tape is to separate the violin completely from the kettledrums. The violin sound will reproduce thru the left-hand speaker and the kettledrums will be heard from the right-hand speaker. The ping-pong philosophy is applied because that was the composer's intention.

This then proves the rule. The exception depends, as it should in all recording technique, upon the composer's intention rather than the engineer's discretion.

WELCH SAYS:

'The Dealer Is the Key'

OPELIKA, Ala.—Alert, aggressive dealers can transform a so-so city into a hot hi-fi and tape recording market. Nat Welch, sales veep for ORRadio, found evidence of this in a recent 6,000-mile swing thru the West.

"The dealer is the key to making a city hi-fi conscious," opined Welch. "Portland, Ore., is an example. On the basis of its population, per capita income, interests, etc., this city has no particular reason to be an exceptional hi-fi market."

"However, Portland has several spirited merchandisers like Burke-Arenz Music Company, Ott's High Fidelity & Television Store, and Sandy's Camera Shop. These firms have put a lot of push behind their promotion and merchandising. This has not only boosted their sales, but has served to create interest in hi-fi and tape recording thruout the city. As a result, Portland has become a booming hi-fi market, much more so than its potentialities would indicate."

The Irish Tape executive reported a growing optimism over the market after interviewing Western dealers, distributors and manufacturers.

Welch reported big ticket appliance distributors are becoming excited over the importance of stereophonic sound in the tape recorder market. "Cecil Boyd, Boyd Distributing Company, Denver, distributors for the VM line and Capitol Records, reports fall and Christmas sales of VM stereo recorders were most encouraging," he stated.

'Free Use' Tapes by Web

NEW YORK—Commercial users of recorded music will be interested in a free-use series of recorded tapes by Web Records. The firm's "100" series contains music on which the user does not have to pay royalties to Web or any licensee.

All numbers on the "100" series tapes are actually licensed by Web. The only restriction placed upon the use of the music by the firm is that it cannot be broadcast over more than two radio stations at the same time.

Web has made a sampler tape available for dealer demos. It is also available for resale at a \$9 list. The tape measures 1,200 feet on a seven-inch reel, is single track and plays at 7½ inches per second.

Return privileges are extended by the firm only on their records. Tape sales are final; no returns are allowed.

Sonotape Has Free Catalog

NEW YORK—Sonotapes, brand name of Westminster Records' tape line, offers dealers a two-color, eight-page catalog for distribution to their customers. The catalog divides the recorded tapes into monaural and stereophonic categories and lists the releases alphabetically by composer as well as numerically.

The catalogs, which are designed to be used as a stuffer or for counter display, are available in quantity from the company. Space is provided for dealer imprinting.

How Music Store Builds Volume

Continued from page 30

Highley first runs thru the operation of the machine with the prospect so he sees how easy it is to use, and can do it himself. After playing parts of a recorded-tape selection for the customer to demonstrate the quality of the machine, he slips a blank reel of tape on it and leaves the prospect alone in the booth so he can talk or sing into the microphone without feeling self-conscious.

"This gives the prospect a chance to sell himself on the recorder. Nothing can kill a sale faster than having a salesman breathing down the prospect's neck when he really wants to run the recorder himself."

"Most of our customers who buy recorders don't buy them on the spur of the moment. As a result, you can't sell them by high pressure."

After a few minutes Highley returns to the booth and, chances are, the sale is made. That's the time to bring up the subject of a few extra reels of blank tape, splicing tape and other accessories. Demonstration within the store

is not the only means of making recorder sales, however. Many sales are made by taking a recorder out to a home, a church or a school and showing the prospect what the tape recorder will do right in the setting where it will be used.

If the sale isn't closed on the spot, but the chances for a sale look good, the policy is to leave the machine there for a week's trial. Usually that technique pays off.

Financing is handled either thru the bank or on a 90-day, three-pay plan. Selling on time often makes it possible to upgrade a sale, and also to include extra tape and accessories in the deal. Highley said.

"Christmas is the best season for recorders," according to Highley, "altho our big season actually starts with the opening of school in the fall and holds up well into the spring."

"We're sold on tape and recorders," Highley concluded. "We've been handling them for years and the market is better than ever."

Music Store Owner Finds New Road to Profits With 'Irish' Tape



"Thanks to the new IRISH recording tape dispenser, we've opened a new avenue to profitable sales," says Sid Gadsby, owner of Gadsby's Music Company, Salinas, California.

"The IRISH distributor in San Jose," recounts Mr. Gadsby, "recently persuaded us to buy an IRISH self-vending display rack for our main store, and the results have proved amazing. Not only have we refilled the sales dispenser several times, but we have since installed a second one in our branch service store."

"IRISH tape has indeed shown us how to make the most of the ever-growing tape recording field."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.



Recorder Salesman Highley attributes fast sales of magnetic tape in part to new tape merchandiser shown on counter here. Putting tape out on counter tends to make it an impulse item, he says.

7 NEW REELS

New Concert Hall Tapes

NEW YORK—Concert Hall Society has added seven releases to its line of stereophonic tapes. Ranging in price from \$11.95 to \$23.90 (for the complete Verdi Requiem), sale of the tapes earn the dealers a 40 per cent mark-up.

To introduce the public to their stereo tape line, Concert Hall is offering the public a demo reel, listing at \$4. The demo costs the dealer \$3. It contains excerpts from the line on a 1,200-foot reel.

The firm has confined its releases to standard classics. Included in their catalog are such war horses as Brahms' "Symphony No. 2," Mendelssohn's "Scotch Symphony," and Lehar's "Merry Widow."

Concert Hall is not releasing any single channel (monaural) recorded tapes.

Plan Aid to Dealers Soon

SEATTLE, Wash.—The Celestial Company, manufacturer of monaural and stereophonic recorded tapes, is preparing a program that will stress sales of its product thru retail outlets. The firm currently is working on a direct-to-consumer basis for the most part.

The new program, to be introduced to the trade in April, will embrace attention-getting streamer, special display racks and other dealer aids.

Recorded tapes currently in the Celestial catalog include popular musical varieties, two square dance reels (all monaural, dual track on five-inch reels) and a stereophonic recording of Gregorian chants.

SOUSA SELLS ON STEREO

by THE ALLENTOWN BAND ALBERTUS MEYERS, Conductor

Two new releases 7" reels—in line All new selections plus "The Stars & Stripes"

=1401-51 JOHN PHILIP SOUSA, MARCH KING, Vol. 1: The Diplomat; El Capitan Selection (complete); La Flor de Seville; Gliding Girl; The Lambs' March. \$9.98 list.

=1401-52 JOHN PHILIP SOUSA, MARCH KING, Vol. 2: Powhatan's Daughter; Dwellers of the Western World, The Red . . . The White . . . The Black Man; The Stars and Stripes Forever. \$9.98 list.

FREE DEMONSTRATOR

Complete Stereophonic and monaural selections to demonstrate your fine equipment and WFB tapes. Yours for the asking. POSTPAID, free, no strings.

Attn., new WFB dealers: Your first order (with demo request) will be shipped postpaid anywhere in U.S.A. 100% returnable. Subsequent shipments via your local WFB distributors.

Dept. D WFB Productions, Inc. Souderton, Pa.



WFB PRODUCTIONS

UNUSUAL

Tape recordings of novelty, humor, mystery and games—the different line! Sample stock of 20 tapes prepaid (\$48.90 list), only \$32.50 c.w.o. Dealer aids included.

HOUSE OF STONE, LUNENBURG 1, MASS.

GIBSON GIRL TAPE SPlicERS

splices in a wink! NO SCISSORS! NO RAZOR BLADES! Diagonal cuts tape ends and trims splice edges.



At your dealers ROBINS INDUSTRIES CORP. BaySide 61, N. Y.

WEB RECORDED TAPES (For Home or Comm. Recorders)

Background Music for listening, dancing, skating. ORGAN, ORCHESTRA, PIANO (Salon and Modern), VIOLIN & PIANO, HAWAIIAN MOODS, MAORI MELODIES, FOLK, DRAMATIC. Religious Organ tapes for churches, clubs, funeral parlors. CHIMES. Some Web tapes licensed for "free use" (without ASCAP, BMI, etc., license) in Business, Professional and other offices, Restaurants, Hotels, Supermarkets, Kiddie Parks, Public Areas, Dancelands, Skating Rinks, Drive-Theatres and many other places (as Background Music). Send TODAY for the WEB CATALOG. Perfect for HOMES! RECORD JOBBERS: You are receiving calls for WEB TAPES from Dealers!

WEB DISTRIBUTING CO., INC. 155 W. 46 St., New York 36, N. Y.

FIRST
-AND FASTEST-SELLING!

Again—a tune turns up that's
ticketed for the top!

And again—it's

ABC-PARAMOUNT

that's right there with
the exciting

ORIGINAL!

JUST BECAUSE

b/w
WHY

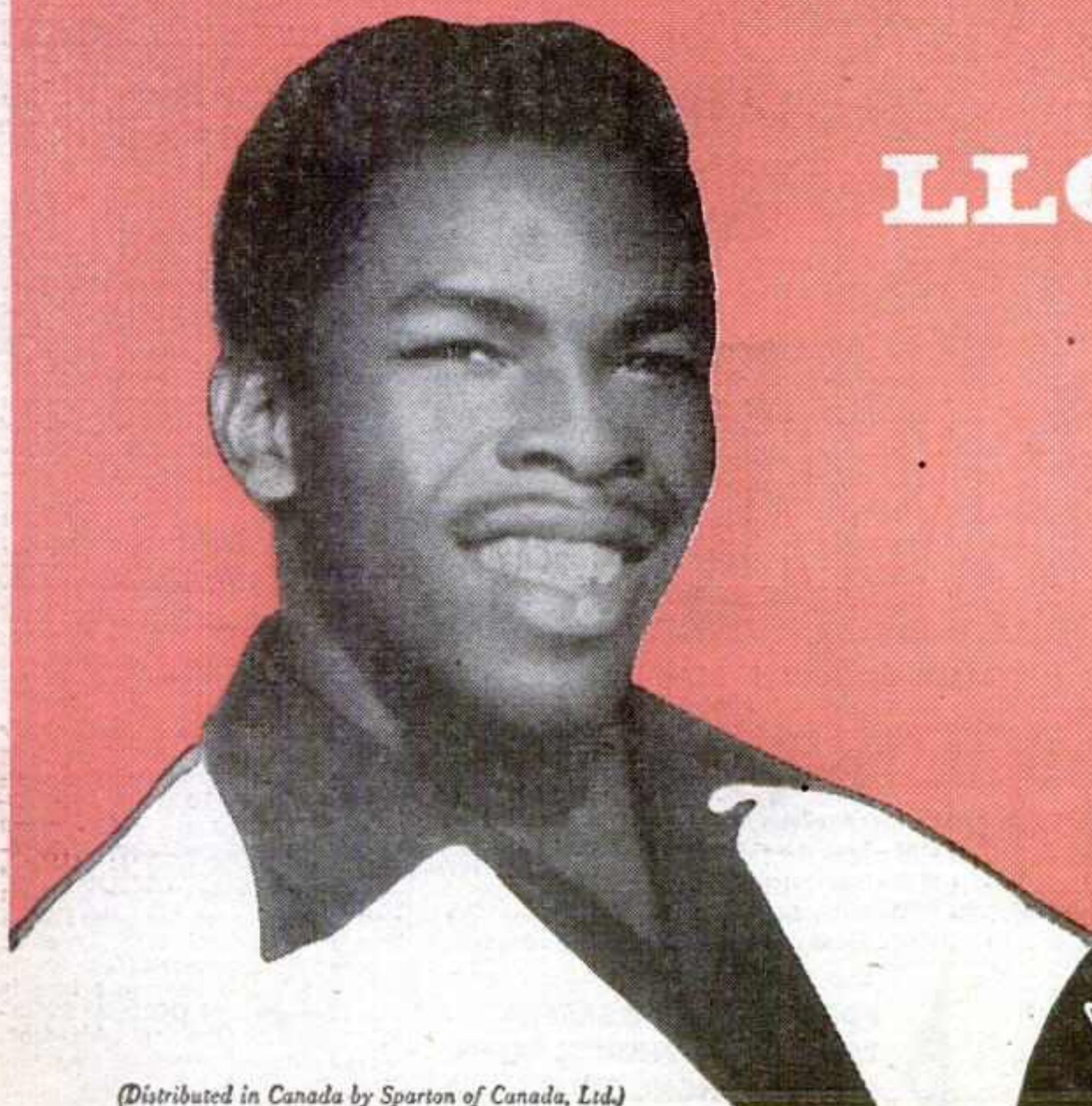
LLOYD PRICE

(remember "Lawdy Miss Clawdy"?)

AND HIS ORCHESTRA

9792

A hit from Pamco Music, Inc.



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

Audio Offers Dealer Aids

NEW YORK—Audio Devices, Inc., manufacturer of Audiotape, offers a new line of merchandising aids for dealers. Included are two display racks and a unique storage rack for consumers. The racks are available to the trade at no charge in three-package offers.

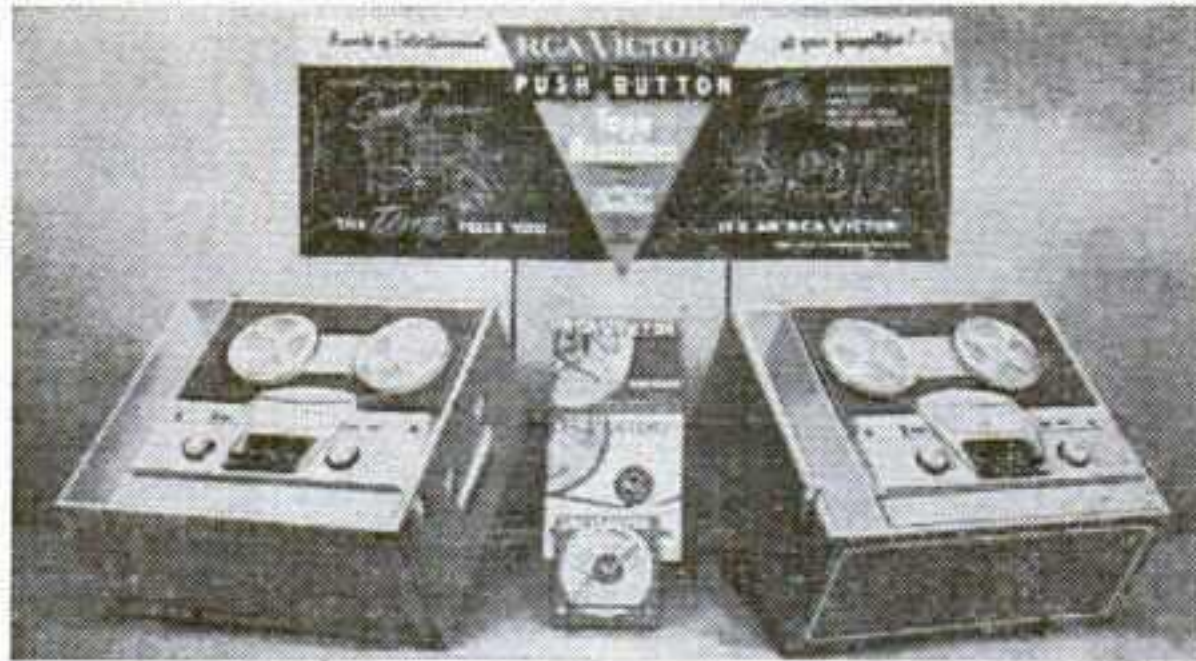
The home storage rack is to be passed on to the consumer as a premium for quantity purchases of Audiotape. Made of wrought iron, it holds 20 boxes of tape in either the five or seven-inch size.

The merchandising racks include

a floor model and a counter model. The counter rack is a two-shelf unit, 19 inches tall and 15 inches wide. It holds 20 seven-inch reels of tape.

The floor display stand has four shelves for tape with a total capacity of 120 seven-inch reels and 60 five-inch reels. In addition, there is a shelf for miscellaneous accessories and literature. The rack stands five feet high and 22 inches wide. Both racks are constructed of light but sturdy wrought iron. A bright metal placard with a sales message tops both units.

Details on the rack program are available from any Audio Devices rep or from company headquarters at 444 Madison Ave., New York.



A new display rack is available to dealers from RCA Victor. The rack includes an area in the center for showing either blank or recorded tape. Featured in the top panel, which incidentally is a three-color display, is the push-button simplicity of operation of the RCA Victor tape recorders.

FREE TAPE

Firm Offers Stereo Dem

SOUDERTOWN, Pa.—New releases and promotion aids for dealers highlight the February program of WFB Productions, Inc., pioneer tape producers from the Keystone State.

The new releases, skedded for February 25, are two reels of Sousa marches. Both are stereophonic. They have the title, "John Philip Sousa—March King, Volumes I and II." They are priced at \$9.98 per reel and feature the Allentown Band. This release brings the number of WFB stereophonic tapes to four. The firm also has five monaural tapes in its catalog.

As an aid to dealers, the firm is providing stereophonic demonstration tapes, at no charge, upon request. They also offer quantities of six-page catalogs for dealer use as stereo and monaural tapes.

Symphonic

America's Largest Manufacturer of Phonographs Exclusively

ENTERS THE TAPE RECORDER FIELD

With 2 Exciting New Portable Models That Set A New Standard of Comparison In Styling, Engineering Features, Performance

17 Outstanding Features of the New Symphonic "Electra-Tape" Tape Recorder

- 2-Authentic High Fidelity Speakers
- Convenient Push Button Controls
- Precision Tape Index Timer
- Recording Level Indicators
- Automatic Shut-Off
- Tape Speed Knob
- Tone Control Knob
- Volume Level Control
- Monitor Switch
- Pause Button
- Safety Switch
- Input Receptacles
- Output Receptacles
- Professional Quality Microphone
- Public Address System
- Stereophonic Playback (with Binaural Adaptor)
- Product Warranty

Symphonic engineers took their time... checked every tape recorder on the market regardless of price... asked dealers what features consumers demanded most... what list prices offered the greatest opportunities for sales and profits... and then devoted their energies to produce a tape recorder that would be the leader in engineering features, styling, performance and value. We know that you will agree that Symphonic has attained all objectives when you see this exciting new "Electra-Tape" tape recorder.



Model R1200
List Price \$188

Prices Slightly Higher South & West

MODEL BR1200 WITH FACTORY INSTALLED BINAURAL ADAPTOR FOR

Stereophonic Sound Reproduction

This new Symphonic "Electra-Tape" high fidelity tape recorder has all the features of model R1200 plus factory installed binaural adaptor for stereophonic sound reproduction when equipped with Symphonic R1202 and R1203 speaker system. Also creates stereophonic sound reproduction by playing through radio or television set in addition to the tape recorder speakers. This offers the ultimate in musical enjoyment.

Accessories Available for Tape Recorders

- R1201 — Tape Reel Case
- R1202 — Extension Speaker
- R1203 — Amplifier Speaker
- R1204 — Binaural Adaptor
- R1205 — Microphone Stand
- R1206 — Microphone Mixer
- R1207 — 10' Mike Extension Cord
- R1208 — 20' Speaker Extension Cord
- R1209 — 10' Phonograph Input Cord

Kit for Model R1200

**PORTABLE PHONOGRAPHS
TABLE MODEL PHONOGRAPHS
CONSOLE PHONOGRAPHS
RADIO-PHONO COMBINATIONS**

Write Direct for Information
RADIO AND ELECTRONIC CORP.
235 Jersey Ave., New Brunswick, N. J.
Telephone: CHarter 7-3700



RECORDERS AS TEACHER AID

WASHINGTON—Educational Laboratories, a division of Reed Research, Inc., specializes in producing tape recorders as a language training aid. Their Educorder Dual is a two-channel unit combining the features and facilities of two tape recorders within a single case.

In teaching a foreign language, this is how it works: The teacher records a language drill on one channel. The student listens to it and then repeats the phrases after the instructor on the second channel. Then the student turns on both channels and listens to the instructor's voice as well as his own. He compares the two, checking his mistakes and his progress.

Since both channels can operate at the same time, the Educorder Dual will record and playback stereophonically. The unit is priced at \$295.

(Advertisement)

'Irish' Tape Perfect Line For Record Retailers, Says Cleve Moses



"The IRISH line of magnetic recording tapes is just what the doctor ordered for the record retailer," says Mr. Moses, manager of The Moses Melody Shops of Houston, Texas. "The IRISH self-vending display rack takes up less room than a small shelf of LP's and its contents really go fast because of the high percentage of tape recorder owners among the record buying public. And what's a better time to make them think of their tape needs than when they are shopping for records?"

"The hi-fi buyer is particularly glad we stock IRISH recording tape," adds Mr. Moses, "because he knows the IRISH FERRO-SHEEN process eliminates oxide shedding, head wear, loss of fidelity and drop-outs. As for the profit margin, it's better than on records. In every way, the IRISH line is a natural for any store where records are sold!"

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

(Advertisement)

THE HOTTEST COMPANY IN THE BUSINESS

with the biggest half dozen in the business



HIT



**TERRY GILKYSON
MARIANNE**

b/w
GOODBYE CHIQUITA
40817 • 4-40817

HIT



**FRANKIE LAINE
MOONLIGHT
GAMBLER**

b/w
LOTUS LAND
30780 • 4-30780

HIT



**JOHNNIE RAY
YOU DON'T OWE
ME A THING**

b/w
LOOK HOMEWARD ANGEL
40803 • 4-40803

HIT



**GUY MITCHELL
TAKE ME BACK
BABY b/w
KNEE DEEP IN THE
BLUES**

40820 • 4-40820

HIT



**THE FOUR LADS
WHO NEEDS
YOU?**

b/w
IT'S SO EASY TO FORGET
40811 • 4-40811

HIT



**JILL COREY
I LOVE MY BABY**

(MY BABY LOVES ME)
b/w
EGGHEAD
40794 • 4-40794

COLUMBIA RECORDS



OMEGATAPE'S FREE RACK

HOLLYWOOD — Omegatape announces a Stereo Rack Deal. The package, dealer priced at \$97.50, contains a copy of each Omegatape stereo release and five reels



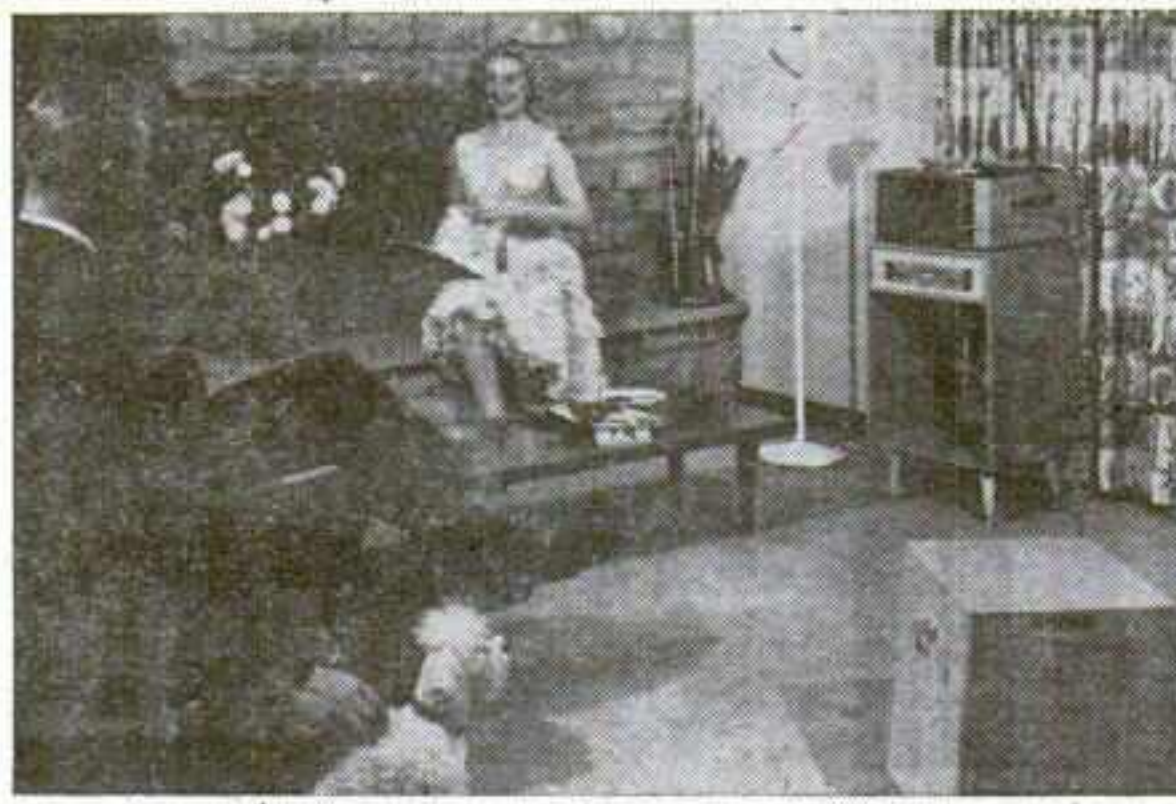
of their new stereo demonstration tape, (STD-10) Holiday in Stereo. This demo tape will be available only with the Stereo Rack Deal until April.

A special feature of the demo is a test track which will allow users to balance their two speakers and check the similarity of frequency response of both speakers. It also allows the user to check head alignment.

A free display rack is included with each deal, as well as a supply of catalog sheets. The idea behind the deal is to give each dealer a pre-selected package which puts him in the stereo tape business.

Omegatapes reports that their sales of monaural tapes have slowed down somewhat. However, sales of stereo tapes are doing well.

The Omegatape line contains pop, jazz and music of the lighter variety.



Bell's sound cabinet (Model 300 D) is built to match their BT-76 recorder. The recorder is set on top of the sound cabinet (as shown above), while the remote speaker for stereo reproduction slips out of the cabinet and may be moved anywhere in the room. It is shown in the foreground of the above illustration. The cabinet, with speaker and 20-foot extension cord, lists at \$89.95.

PRIVATEER FOR PRIVATE EYES

FREEMONT, N. Y.—J. C. Warren Company is producing four tape recorders to answer the special needs of recordists. Deejays who record "on location" will be particularly interested.

The Mark VIII, Privateer, is a briefcase recorder. It is designed for "secret" recording and is battery-operated. The Privateer is concealed in an innocent-looking briefcase. A highly sensitive microphone is disguised as an external part of the case and an off-on switch is hidden in the handle. It is recommended for sales interviews, research, insurance work and police and detective work.

Three models in Warren's 777 series are also battery-operated and recommended for anyone in the market for a small, light-weight unit. They measure 6-inches x 10-inches x 15-inches and weigh 21 pounds.

The Mark VIII lists at \$379. The 777 series is around \$300.

How to Rent Music Tapes

NEW YORK—All dealers who handle the Tandberg tape recorder, an import of the Reeves Equipment Division, can get into the background music service business. In conjunction with High-Fidelity Sales, Des Moines, Tandberg dealers can make pre-recorder background music tapes available to commercial users, such as factories, department stores, offices and restaurants.

The music is provided on a 2,400-foot, seven-inch reel of half-mil tape. Playing at 1 1/2 inches per second, it delivers eight hours of uninterrupted music.

The tapes are marketed under the Mastertape trade name and are leased to the user. Mastertape pays all performance rights. The user, thru Tandberg's dealers, can contract for tapes on a one, two, three or four-times-a-month basis, depending on needs. The dealer is credited with recurring monthly commissions for the tape.

Mastertapes are available at both 3 1/4 and 1 1/2 inches per second speeds.

(Advertisement)

Humes Music Finds 'Irish' Tape Line Brings Increased Volume



"Our sales of magnetic recording tape have really boomed since we started stocking the IRISH line," says Mr. Jack Humes, owner of Humes Music Store, Columbus, Ga.

This firm is one of the Southeast's better known musical merchandisers. Discriminating in its choice of lines, Humes stresses customer satisfaction in its merchandising program.

"Once our customers start using IRISH Ferro-Sheen tape they always come back for more," Mr. Humes says. "They tell us they prefer IRISH Ferro-Sheen tape because the oxide doesn't wear off on the recorder heads and because it gives better reproduction of sound."

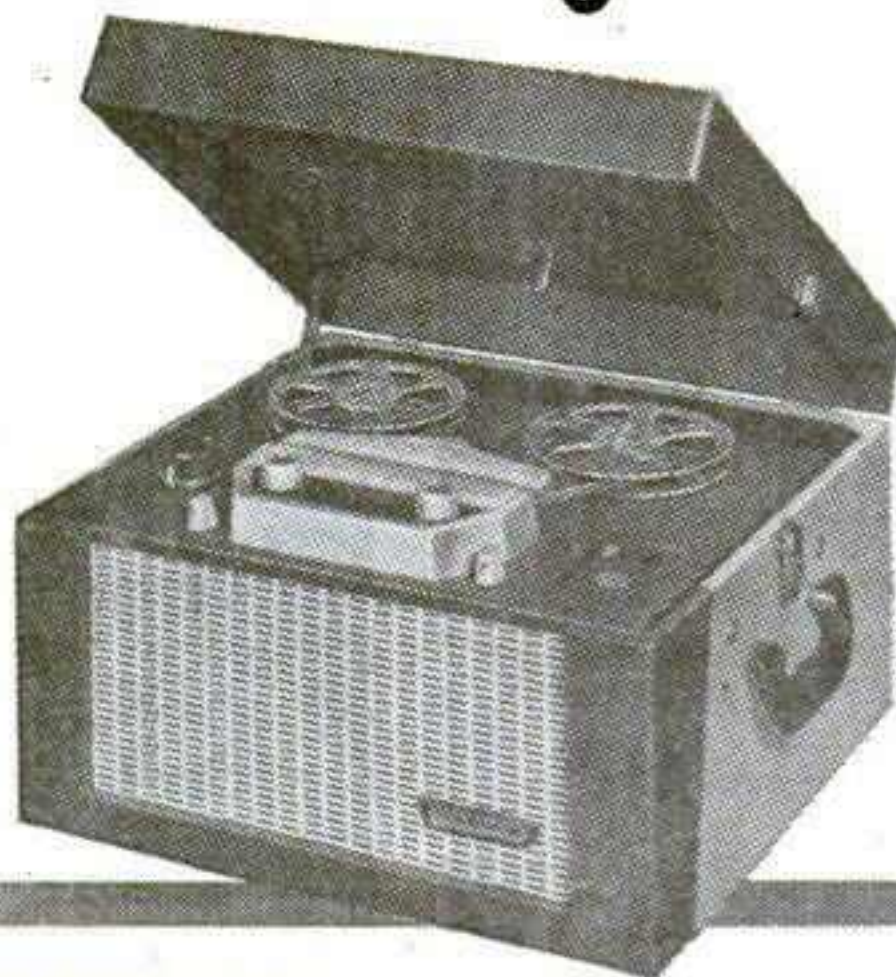
"We are pleased with the IRISH line because IRISH pleases our customers!"

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., of Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

(Advertisement)

LISTEN: never before a WEBCOR tape recorder at this low price only \$149⁹⁵

WEBCOR VISCOUNT
high fidelity tape recorder



How wonderful to keep a 'sound album' of the children's growing up years... and what a pleasure to record family and party fun, too!

This is hot news! The new Webcor Viscount High Fidelity Tape Recorder has all the wanted features of most top priced sets—yet it retails for only \$149.95!

Check these WEBCOR-quality features!

- Twin track single direction.
- Two speeds—3 3/4 and 7 1/2 ips.
- Veeder Root type tape counter.
- Five-watt amplifier.
- Frequency response—50 to 12,000 cycles.
- Output jacks for external speaker and amplifier.
- High fidelity recording head.
- Full-range PM speaker.
- Edit switch.
- Safety record button.

See your Webcor distributor soon. He has a full line of 1957 Webcor Tape Recorders from \$149.95 to \$329.95.



ROYAL CORONET HIGH FIDELITY TAPE RECORDER-RADIO

Has two motors and two recording heads—also exclusive "no reel turnover" feature. Three speakers—8 watts power output. Frequency range 50 to 8,000 at 3 1/4 ips, 50 to 12,000 at 7 1/2 ips. Supersensitive AM radio tuner. \$289.95*.

ROYAL HIGH FIDELITY TAPE RECORDER

Has two motors and two recording heads—also exclusive "no reel turnover" feature. Wide-range 6" speaker—8 watts power output. Automatic Shut-off. 3 position output selector switch. \$199.95*.



*Prices slightly higher West & Southwest

ALL MUSIC SOUNDS BETTER ON A **WEBCOR**

Chicago 39, Illinois

**Imperial's
NEW
SMASH!**



Slim Whitman

sings

**"CARELESS
LOVE"**

b/w

**"I MUST HAVE BEEN
BLIND"**

#8309

**OPENING
LONDON PALLADIUM
MARCH 14, 1957
And Covering The Continent**

**A BIG THANKS TO
Lew and Leslie Grade**

IR
IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.

TAPERECORDED BOOK ON TAPE

SEVERNA PARK, Md. — A break with the time-honored method of disseminating information via the printed page is made in the form of a book recorded on tape.

The Tapebook is the first volume designed and produced in the spoken rather than the written form. Appropriately, the subject is tape recording and the Tapebook actually demonstrates recording flaws and terms by sound rather than word descriptions. In addition,



it covers recording techniques, recorder care and operation, etc.

The title of this first book on tape is "All About Tape — On Tape." The author is Jack Bayha, a well-known audio engineer.

The running time of the book is one hour and each reel of tape is accompanied by a 24-page booklet of illustrations and captions to supplement the spoken word.

The Tapebook is published by Tape Recording Magazine and is available in two forms—a five-inch dual track reel at 3¾ inches per second speed, dual track, and a seven-inch reel at 7½ inches per second speed, dual track. The five-inch reel is priced at \$5.95 and the seven-inch at \$6.95.

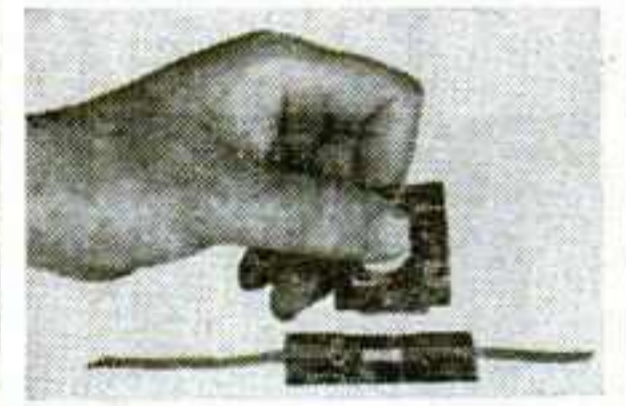
Extra Profit Accessories

BAYSIDE, N. Y.—Robins Industries now offers four different accessories for the tape recorder fan. Well known for their Gibson Girl tape splicer, the firm now offers a tape threader, splicing tape and a cleaning cloth for tapes.

The Gibson Girl, so named for the shape of the tape after the splice is made, is available in four different models. It cuts the two tape ends so that they butt together exactly. At the same time, it trims the splice parallel to the tape, with two slight concave indentations in the tape edges. This leaves the edges of the tape, which contact critical recorder parts, entirely free of adhesive.

The tape threader ends fumbling with tape in threading the reel. With Robins' threader, the tape is placed against the reel, the threader slipped on to hold it in place and, with a few turns of the crank, the tape is ready to go.

The Robins Jockey Cloth is chemically treated with silicone to clean and lubricate tapes. Tape



are run at fast forward or rewind speeds and made to pass thru the thumb and forefinger holding the cloth. By eliminating grime, it reduces head wear and tape wear and insures optimum reproduction of sound.

IRISH TAPE ON NO-SPILL REEL

OPELIKA, Ala.—ORRadio Industries, makers of Irish brand recording tape, says the reaction to their new no-spill reel is highly favorable. The reel is the newest convenience for the tape recorder hobbyist.

It has been favorably compared to the safety pin in utility and simplicity. The no-spill reel utilizes two notches on opposite sides of the reel. A rubber band is slipped over the two notches, holding tape securely in place. The firm points out that adhesive and tabs are rarely good for more than one use. And rubber bands are always available.



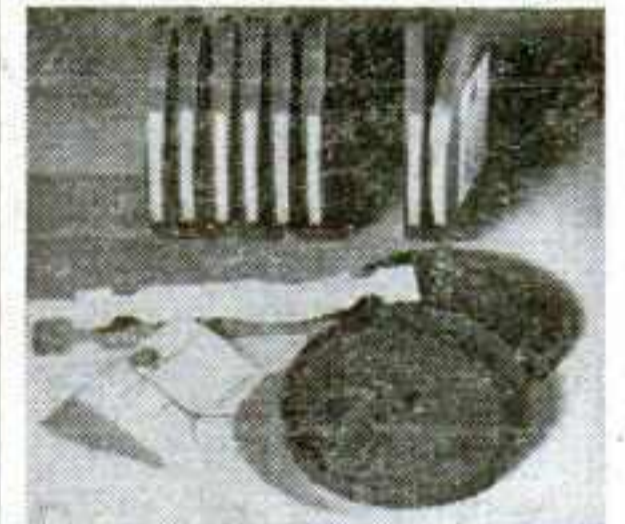
The reel has another convenience feature by having easier access to the threading eye. It also has 28 square inches of indexing space on the four large flange areas, two on each side.

All Irish brand tape is now being delivered in the no-spill reel at no extra cost.

TAPE BOXES PLUS SALE ITEM

WINNETKA, Ill. — Concertapes, recorded tape producer, offers an important accessory for sale to tape recording hobbyists or collectors of music on tape. It's called Stor-A-Tape, a container for either storing or shipping tapes.

Stor-A-Tape containers are made of high-impact plastic with a center-pin on the inside for suspension of the tape

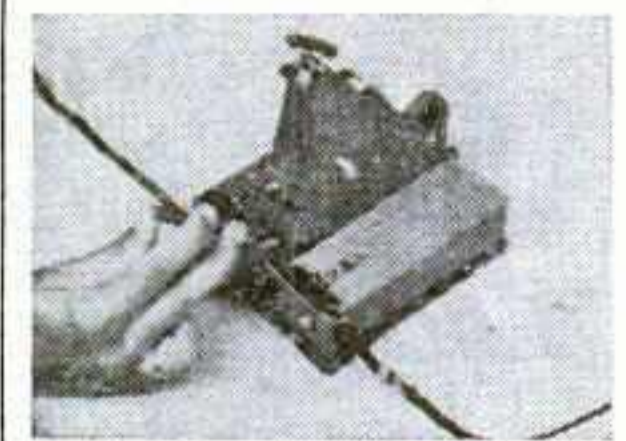


reel. The containers are round, but have feet to enable them to stand on their side. They keep dust out, humidity in, and will accommodate up to a seven-inch reel. They are provided with labels for easy library identification or for shipping. The price, with four labels, is 75 cents.

All Concertape recorded tapes are sold in Stor-A-Tape boxes without any extra charge.

Makes Splice In 6 Seconds

HOLLYWOOD—The F. Reiter Company offers a completely automatic tape splicer for professional use. The firm claims that its Skila



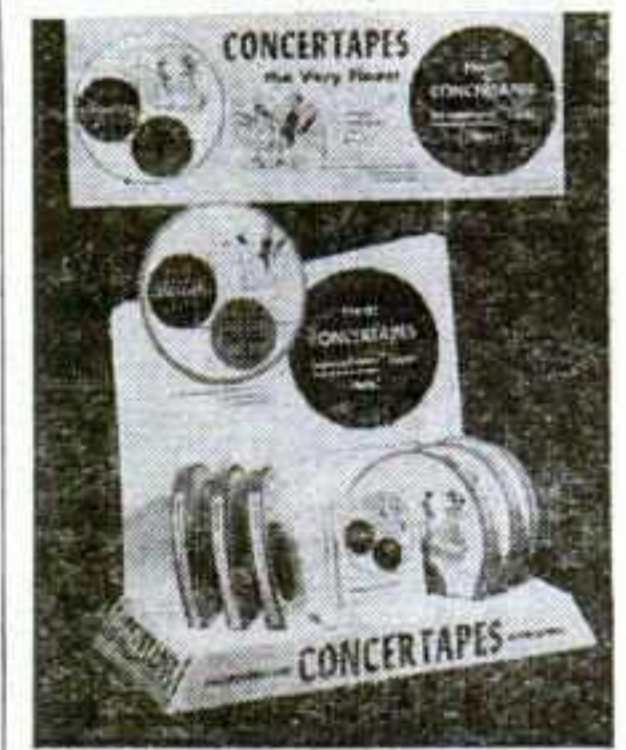
Model K-1 will make a durable, perfectly aligned splice in only six seconds.

Three manual operations are necessary. First, the operator places the tape in a channel. Second, the cut is made by pulling a cutting wheel across the tape. Third, a knob is pressed which causes the mechanism to eject, apply, cut off and press into place

DISPLAYS GIVEN BY CONCERTAPE

WINNETKA, Ill.—To answer the urgent dealer need for point-of-sale display and other recorded tape promotion materials, Concertapes, Inc., has devised a special display piece. It may be used either on the counter or for window display.

A special slot in the center of the display accommodates copies of the Concertape catalog. These are easily accessible to the consumer when



the display is used as a counter piece. There is also provision for displaying six reels of tape.

Complementing the display is a large banner that may be used effectively in a show window or in the store. Copy on the banner emphasizes the stereophonic aspect of the Concertapes catalog and directs the customer to hear a stereo demonstration "here."

The promotion materials are available to all dealers who stock the Concertapes line.

the exact amount of splicing tape needed.

During the third operation a tiny amount of magnetic tape is taken off one edge. This makes the spliced section slightly narrower and prevents the tape from hanging up on the recorder guides. On the other side, the splicing tape does not quite come to the edge.

The Skila Model K-1 costs \$69.75, complete with a roll of splicing tape.

DESTINED to be a HIT!!!

Polka Artists'

Newest Release PA #115

The "WORDS ARE IN MY HEART"

(AL MICHEL)

Eddie Kuffa and His Orchestra

Vocal by Carmen Vincent

b/w

"MODEL SONG"

Vocal by Eddie Kuffa

Order your supply now

Before stock of 2nd Pressing is depleted!

MUSIC DISTRIBUTORS

1343 S. Michigan, Chicago
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WANTED

Out-of-town distributors

WRITE TODAY

POLKA ARTISTS RECORD CO.

408 S. Oak Park Avenue
Oak Park, Illinois

Bel Canto



the finest . . . **Bel Canto**
in authentic hi-fi
stereophonic and monaural recorded tapes

4856 WEST JEFFERSON BOULEVARD • LOS ANGELES 16, CALIFORNIA

SAN FRANCISCO AREA

RECORD LINES WANTED BY MAN 15 YEARS
EXPERIENCE IN RECORD BUSINESS

Operated indy distribution in East with \$500,000 annual billing. Good financial and trade references. Reply
BOX D-276, c/o THE BILLBOARD, CINCINNATI 22, OHIO.

SINGER ONE-STOP

1812 West Chicago Ave., Chicago 22, Illinois (Humboldt 6-5204)
6920 S. Halsted, Chicago 21, Illinois (Radcliffe 3-3144)

MIDWEST'S LARGEST ONE-STOP

5¢ ABOVE COST ALBUMS 10% OVER FREE TITLE STRIPS

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$15 payment (saves \$3.20 on single copy rates). 876

payment enclosed bill me

Name _____

Occupation or title _____

Company _____

Address _____

City _____ Zone _____ State _____

Record Dealers! Disk Jockeys!

► AARDELL TO ZORA!!

Horoscopes? No! Record Labels? Yes!

Did you ever wonder who makes that record that your customers and listeners inquire about? Where's the company located? Who distributes their records in your area?

The answers are all in the latest issue—just off the press

—of The Billboard's MUSIC-RECORD PROGRAMMING and BUYING GUIDE

There are 1,467 different record labels listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle, plus . . .

For record programming ideas for disk jockeys . . .

For window display ideas for dealers . . .

The top song hits by year for every year since 1900. The top record hits, by artist and label, for the past five years. Order your copy now!

Merchandising Division, The Billboard
2160 Patterson St., Cincinnati 22, Ohio

Yes, I want () copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 873

My Name _____

Name of Store or Station _____

Street Address _____

City _____ State _____



**THE SMASH
VERSION
IS ON.....**



A RUNAWAY HIT!



**"THE MAN
IN THE
PHONE
BOOTH"**

**"HELLO
BABY"**

Part 1

**"HELLO
MAMA"**

Part 2

Big Bob Kornegay
(THE HAPPY WANDERER)

**HERALD
496**



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. ELVIS—Elvis Presley.....RCA Victor LPM 1382
3. JERRY LEWIS JUST SINGS.....Decca DL 8410
4. THE KING AND I—Sound Track.....Capitol W 740
5. MY FAIR LADY—Original Cast.....Columbia OL 5090
6. THE EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
7. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
8. OKLAHOMA!—Sound Track.....Capitol SAO 595
9. HYMNS—Tennessee Ernie Ford.....Capitol T 756
10. THIS IS SINATRA—Frank Sinatra.....Capitol T 756
11. HIGH SOCIETY—Sound Track.....Capitol W 750
12. DAY BY DAY—Doris Day.....Columbia CL 942
13. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
14. THE PLATTERS, Vol. 2.....Mercury MG 20216
15. ELVIS PRESLEY.....RCA Victor LPM 1254

• 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. Close to You.....Frank Sinatra
Capitol W 789
2. Midnight for Two.....The Three Suns
RCA Victor LPM 1333
3. 'S Wonderful.....Ray Conniff
Columbia CL 925
4. Four Freshmen and Five Trumpets.....
Capitol T 763
5. This Is Fats Domino.....
Imperial 9028
6. Ella Fitzgerald Sings
The Rodgers and Hart Song Book
Verve MG V 4002-3

• Most Played by Jockeys

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. ELVIS—Elvis Presley.....RCA Victor LPM 1382
3. DAY BY DAY—Doris Day.....Columbia CL 942
4. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
5. FOUR FRESHMEN AND FIVE TRUMPETS—
Four Freshmen.....Capitol T 763
6. CLOSE TO YOU—Frank Sinatra.....Capitol W 789
7. AFTER MIDNIGHT—Nat (King) Cole.....Capitol W 782
8. TONY—Tony Bennett.....Columbia CL 938
9. JERRY LEWIS JUST SINGS—Jerry Lewis.....Decca DL 8410
10. CASA LOMA IN HI FI—Glen Gray.....Capitol W 782

• Review Spotlight on . . .

Popular Albums

CLOSE TO YOU (1-12)—Frank Sinatra. Capitol W 789

By all odds this should be another landslide seller. Here it is the slow, misty-eyed beat and the intimate, caressing approach. The backing is small in number but strong in the impression it makes, with the noted Hollywood String Quartet, in the featured spot. Numbers include "Blame It on My Youth," "It's Easy to Remember," "The End of a Love Affair," etc. As usual, Nelson Riddle acquits himself in top style in the arranger-conductor slot. Load up on these because they'll move fast.

SHOWTIME (1-12)—Lawrence Welk Ork. Coral CRL 57111

Welk and his versatile crew expose the three top 1956-'57 legit Broadway musical entries here via four popular tunes from each. The shows, "Happy Hunting," "Bells Are Ringing," and "Li'l Abner," have all been heard from via the disk route but this sparkling selection, aired in the light, bright Welk manner can hardly go wrong. Larry Hooper, Larry Dean, Dick Dale, the Lennon Sisters, Buddy Merrill and Alice Lon all contribute vocal assists. With the magic names of the shows and the name of maestro Welk on the multi-colored cover, the album is a good bet for an active counter life. Rates strong display.

SUDDENLY, IT'S THE HI-LO'S (1-12) — The Hi-Lo's, Orchestra under the direction of Frank Comstock. Columbia CL 952

This fine bunch of vocal craftsmen languished for an extended period on a smaller label and in spite of limited distribution became favorites in the hipper sets. Now they debut on a beautifully-cut waxing on Columbia, the label's March \$2.98 special. The session was handled expertly by George Avakian and the smooth, smart orkings of Frank Comstock, part of the original Hi-Lo's successes, are a strong part of this package as well. There's hefty promotion backing this release, including a special 45 r.p.m. interview with the group and for Avakian jocks. Exposure seems assured and with the bargain price, sales are bound to be heavy.

Classical Albums

SCHUBERT: ROSAMUND OP. 26 (OVERTURE, ENTR'ACTE AND BALLET MUSIC); SYMPHONY NO. 5 IN B FLAT MAJOR (1-12) — The Columbia Symphony Orchestra; Walter, Cond. Columbia ML 5156

Irrespective of available fine recordings of both these works, current package takes stature with the best, and undoubtedly will be a top contender market-wise. Here are the delicate baton shadings of a master craftsman coupled with similar engineer-artistry — a combined listening treat for the most fastidious. Add to this a provocative, eye-catching cover and the set scores as "must" inventory.

HOVHANESS: ST. VARTAN SYMPHONY (1-12) —M-G-M Chamber Orchestra; Carlos Surinach, Cond. M-G-M E 3453

This looks like one of those all-too-rare long-hair sleepers. Hi-fi fans, with or without a sound appreciation for this provocative modern music, will flip for the sound of the unusual instrumental combinations, which revolve around saxophone, percussion, trombone choirs, trumpets, etc. The themes are Oriental, mainly Armenian in type, and some are pretty wild. Like it or hate it, people will talk about it. There are 24 different portions to try out, and the notes add interest and enlightenment. The cover and sound are also spotlighted in this issue. Smart dealers will get on this one.

Jazz Album

BLUES GROOVE (1-12)—Woody Herman and the Swingin' Herd. Capitol T 784

Seven of the nine soul-shaking offerings here are of the classic blues school, and as one of the top white blues disciples, Herman does his usual sympathetic warbling stint. Manny Albam, Nat Pierce and Ralph Burns handled most of the arrangements of such tunes as "Every Day I Get the Blues," "Trouble in Mind," "Pinetop's Blues," etc., and sharp scorings they are. Dick Collins on trumpet, Vic Feldman on vibes and particularly Bill Harris

on trombone are heard from aplenty. As great a collection of jazz blues as you'll find, and the other artists much closer to this idiom may do a more authentic job, few will have stronger sales appeal than Herman. Strong display on this cover can bring sales.

Novelty Album

MAGOO IN HI-FI (1-12) — The Voice of Jim Backus; Music by Dennis Farnon. RCA Victor LPM 1362

Here's a light-hearted treatise on hi-fi that should tickle the funny-bone of even the most serious audiophile. It's kind of a cartoon on disk. At one point, Magoo (surely everyone knows Magoo is the cartoon creation of UPA Productions) tries to plug his pre-amp into an amplifier and plugs in the washing machine instead. The result is a sloshing kind of music that causes Magoo to scream "I can't hear the music over the distortion." He ends, on side one, being dragged off to jail for disturbing the peace and shouting, "You can't do this. I have friends in hi-fi places." The music, composed by Dennis Farnon, who also conducts, is fresh and original. Incidentally, it is a fine hi-fi recording — the kind serious audiophiles play when they want to show-off their expensive equipment.

Band Album

HI-FI BAND CONCERT (1-12)—The Columbia Concert Band; Morton Gould, Cond. Columbia CL 954

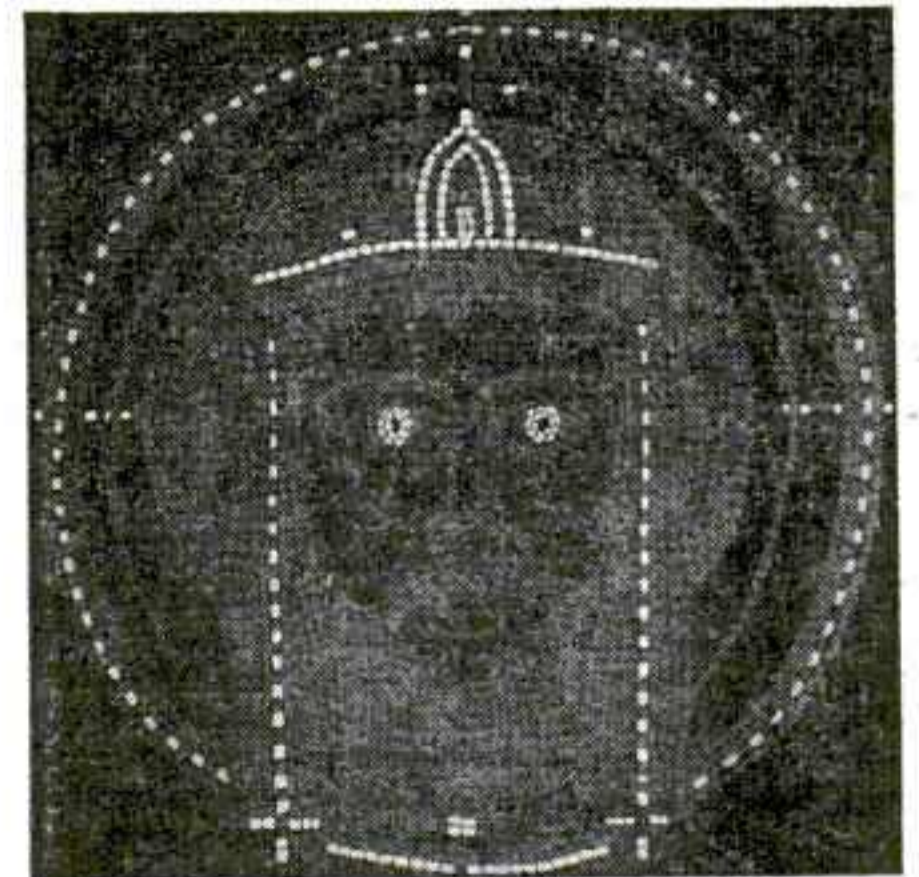
This quality-sound package should enjoy solid sales success both with band concert fans and hi-fi addicts. In addition to Morton Gould's name-draw, the album has a big sales-plus in fact that the Columbia Concert Band is made up of top drawer musicians, culled from the NBC Symphony, Philharmonic Symphony of New York, Metropolitan Opera Orchestra, the Goldman Band, Chicago Symphony, etc. A complete list of these artists and their year-round affiliation, is included in liner notes. Selections range from such pop material as "Midnight in Paris" and "Brigadoon" to the "Hansel and Gretel" Overture and "Our United States."

Sacred Album

SUNDAY DOWN SOUTH (1-12)—The Carl Smith Trio. Columbia CL 959

A standout sacred package, this album contains a dozen of the standard religious songs of the South, sung with reverence and dignity. Carl Smith, one of the topmost artists in the country field has been a consistent seller in both singles and albums, and cannot fail to do well with this new package. A strong promotional drive by deejays is assured. Songs include "Works of the Lord," "Pass Me Not," "When They Ring Them Golden Bells," etc.

— Album Cover of the Week —



HOVHANESS: ST. VARTAN SYMPHONY, M-G-M E 3453. One of the most unusual, eye-catching covers in many weeks accompanies a similarly unusual piece of music. There's no type whatsoever on the cover, and the art is the likeness of a Byzantine mosaic, highly stylized and rich in color. Shoppers are bound to pick it up out of curiosity.

**NOT ONE BUT...
TWO NEW SMASH SOUND TRACKS on**

The image shows two overlapping Decca Records album covers. The top cover is for 'ANASTASIA', featuring a man and a woman in profile. The bottom cover is for 'AROUND THE WORLD IN 80 DAYS', featuring a hot air balloon with people inside. Both covers include the Decca Records logo and the text 'MUSIC FROM THE SOUND TRACK'.

DECCA

DL 8640

Music From the
Sound Track
"ANASTASIA"

DL 9046

Music From the
Sound Track
"AROUND THE
WORLD IN 80 DAYS"



A NEW WORLD OF SOUND



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

• Reviews and Ratings of New Popular Albums

• Classical Albums (Over-all)

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

- TCHAIKOVSKY: 1812 Overture; Capriccio Italien—**Minneapolis Symphony (Dorati).....Mercury MG 50054
- RACHMANINOFF: Piano Concerto No. 2; Liszt: Piano Concerto No. 1—Rubinstein, Chicago Symphony (Reiner), RCA Victor Symphony (Wallenstein).....RCA Victor LM 2068**
- THE CONCERTO: Works by Grieg, Liszt and Rachmaninoff—Rubinstein, Chicago Symphony (Reiner), RCA Victor Symphony (Wallenstein).....RCA Victor LM 6039**
- OFFENBACH: Gaite Parisienne; Meyerbeer: Les Patineurs—**Boston Pops Orchestra (Fiedler).....RCA Victor LM 1817
- DEBUSSY: La Mer; Ravel: La Valse; Valses Nobles et Sentimentals—**St. Louis Symphony (Golschmann).....Columbia ML 5155
- TCHAIKOVSKY: Nutcracker Suite; Rossini: William Tell Overture; Waldteufel: Skaters—**NBC Symphony (Toscanani).....RCA Victor LM 1986
- BRAHMS: Symphony No. 1—**New York Philharmonic (Walter).....Columbia ML 5124
- GROFE: Grand Canyon Suite; Missississi Suite—**Hollywood Bowl Symphony (Slatkin).....Capitol P 8347
- TCHAIKOVSKY: Piano Concerto No. 1—**Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
- RIMSKY-KORSAKOFF: Scheherazade—**Pittsburgh Symphony (Steinberg).....Capitol P 8305
- BEETHOVEN: Violin Concerto—**Heifetz, Boston Symphony (Munch).....RCA Victor LM 1992
- ESPANA—Hollywood Bowl Orchestra (Slatkin).....Capitol P 8357**
- PUCCINI: La Boheme—**De Los Angeles, Bjoerling, RCA Victor Orchestra (Beecham).....RCA Victor LM 6042
- RACHMANINOFF: Piano Concerto No. 2** Istomin, Philadelphia Orchestra (Ormandy).....Columbia ML 5103
- MARIA CALLAS PORTRAYS PUCCINI HEROINES.....Angel 35195**
- DEBUSSY: Afternoon of a Faun; Noctures; Ravel: Daphnis and Chloe Suite No. 2—**Philadelphia Orchestra (Ormandy).....Columbia ML 5112
- DVORAK: Symphony No. 5 ("New World")—**Philadelphia Orchestra (Ormandy).....Columbia ML 5115
- J. STRAUSS: Waltzes—**Columbia Symphony (Walter).....Columbia ML 5113
- BEETHOVEN: Symphonies Nos. 1 and 9—**NBC Symphony (Toscanini).....RCA Victor LM 6009
- KHATCHATURIAN: Gayne Ballet Suite; Kabalevsky: the Comedians** Philadelphia Orchestra (Ormandy).....Columbia CL 917

• Jazz

- ELLA AND LOUIS: Ella Fitzgerald and Louis Armstrong....Verve MG V 4003**
- AMBASSADOR S A T C H : Louis Armstrong.....Columbia CL 840** Armstrong..Columbia CL 840
- KENTON IN HI-FI: Stan Kenton.....Capitol T 724**
- ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK..Verve MG V 4001-2**
- ELLINGTON AT NEWPORT: Duke Ellington.....Columbia CL 934**
- CONCERT BY THE SEA: Erroll Garner.....Columbia CL 883**
- CUBAN FIRE: Stan Kenton.....Capitol T 731**
- VELVET FIRE: George Shearing.....Capitol T 720**
- THE DRUM SUITE.....RCA Victor LPM 1279**
- COAST CONCERT: Bobby Hackett.....Capitol T 692**

• Pop Vocal

- CALYPSO: Harry Belafonte...RCA Victor LPM 1248**
- ELVIS: Elvis Presley.....RCA Victor LPM 1382**
- JERRY LEWIS JUST SINGS.....Decca DL 8410**
- BELAFONTE: Harry Belafonte ..RCA Victor LM 1150**
- HYMNS: Tennessee Ernie Ford.....Capitol T 756**
- THIS IS SINATRA: Frank Sinatra.....Capitol T 768**
- DAY BY DAY: Doris Day....Columbia CL 942**
- THE PLATTERS, Vol. 2....Mercury MG 20216**
- ELVIS PRESLEY.....RCA Victor LPM 1254**
- CLOSE TO YOU: Frank Sinatra.....Capitol W 789**

• Opera

- PUCCINI: La Boheme - De Los Angeles.....RCA Victor LM 6042**
- VERDI: Aida—Milanov.....RCA Victor LM 6122**
- PUCCINI: Madame Butterfly—De Los Angeles.....RCA Victor LM 6121**
- VERDI: La Traviata—Carteri.....RCA Victor LM 6040**
- PUCCINI: Tosca—Callas....Angel 3508**
- BIZET: Carmen—Stevens....RCA Victor LM 6102**
- PUCCINI: La Boheme—Tebaldi..London XLL 462/3**
- PUCCINI: Madame Butterfly—Tebaldi....LondonXLLA,8**
- MOZART: The Magic Flute—Streich.....Decca DX 134**
- MOZART: The Abduction From the Seraglio—Marshall..Angel 3555**

BILLY MAY PLAYS FOR DANCING...88 (1-12")

Capitol T 771
Billy May cuts some "plain and fancy" instrumental capers on a group of bouncy rhythm standards and romantic ballads ("So Rare," "Be Honest With Me," "Stumbling," "Bye Bye Blackbird," etc.). Swingly, sophisticated, and in some cases delightfully tongue-in-cheek treatments with a solid danceable beat and sure-fire teen-age appeal, particularly for the hipper college trade.

DECADE ON BROADWAY '46-'56....86 (1-12")

Guy Lombardo and his Royal Canadians (1-12")
Capitol T 788
For this newest packaging, Lombardo has chosen a dozen top show tunes, spanning the last decade. All are sharp up-to-date arrangements in the traditional, highly danceable, sweet vein. Selections stem from such musicals as "Carousel," "Where's Charley," "King and I," "Kismet," "Silk Stockings," "Pajama Game" and the current "My Fair Lady." Solid merchandising.

ROME AT MIDNIGHT.....82 (1-12")

Carmen Cavallaro—Piano solos with orchestra directed by Domenico Savino (1-12")
Decca DL 8359

HOLLYWOOD AT MIDNIGHT.....78 (1-12")

Andre Previn (1-12")
Decca DL 8341

LONDON AT MIDNIGHT.....75 (1-12")

Skitch Henderson Ork (1-12")
Decca DL 8302

MANHATTAN AT MIDNIGHT.....72 (1-12")

Ellis Larkin (1-12")
Decca DL 8303

RIO AT MIDNIGHT.....67 (1-12")

Dante Varella Ork (1-12")
Decca DL 8334

NEW ORLEANS AT MIDNIGHT.....62 (1-12")

Marvin Ash and his Dixie Blues Blowers (1-12")
Decca DL 8346

This six-album mood music series, spotlighting various styles of piano solo work, utilizes an interesting title integration gimmick, highlighted by handsome cover art and a listenable selection of material (mostly standards). Travel-plus-romance theme lends itself to a variety of display effects by dealers. Instrumental series features everything from jazz (by Ash) and Latin-American (by Varella) to swingly pop—Cavallaro, Previn, Henderson and Larkin. Fine programming series for jocks in search of a conversation piece.

NIGHT DREAMS.....81 (1-12")

Gordon Jenkins Ork (1-12")
Capitol T 781
One of the strongest mood albums in recent months. The repertoire—standards of the likes of "Moon Over Miami," "Drifting and Dreaming" and "My Reverie," is similar to others but there the sameness ends. These are excitingly fluid, imaginative arrangements for big ork, with wonderful effects of voices as instruments, contributed by the Ralph Brewster Singers. The instrumental-vocal approach is gaining favor but this is the tops of the current lot. This package with jockey exposure is likely to show very strong at counters.

THE ANDREWS SISTERS IN HI-FI...80 (1-12")

Capitol W 790
There are 16 tunes in this package—representing the top hits of the Andrews Sisters—Since the group's initial success in pre-war years, "Bei Mir Bis Du Schoen," "Beer Barrel Polka," "Rum and Coca Cola," etc. The arrangements are the famous ones of the girls and Vic Schoen, but the sides are all newly-recorded. There's a wealth of music history here, and perhaps a lot of jocks will realize that a couple of decades of show business are wrapped up in these sides. Hearing the arrangements on this album one must conclude Schoen was as good as we used to think.

HEAVENLY ECHOES OF "MY FAIR LADY".....80 (1-12")

George Feyer, Piano (1-12")
Vox VX 25-340
Here's a new musical slant on the smash "My Fair Lady" score. One side of the LP spotlights Feyer's tasteful, blithely sophisticated piano treatment of the tuneful score straight, while the flip features the same tunes as various classical composers might have written them. Feyer's tongue-in-cheek job (part of his night club act) on the latter is both imaginative and clever. Fine for Feyer fans and provocative material for jockey shows. Classical buyers might also find it amusing.

HAPPY BANJOS.....79 (1-12")

The Big Ben Banjo Band (1-12")
Capitol T 10062
Prominent British ork man Norrie Paramour spotlights the banjo brigade in front of a small line-up including rhythm and trumpet. Surprisingly, this is a very engaging job with smart arrangements of extremely singable tunes—like "Four Leaf Clover," "Bye Bye Blackbird," "Japanese Sandman," "Alabama Bound," etc. This "sound-

ie" could be a sleeper. Jockeys who get it are going to give it exposure on its change-of-pace value.

FRATERNITY RUSH.....78 (1-12")

Boyd Rayburn Ork (1-12")
Columbia CL 957
This one should chalk up plenty of sales to the college set. In addition to the shrewdly designed title, the album features an amusing cartoon on the cover (student being tattooed with his frat insignia) for additional campus appeal. Raeburn wraps up a group of danceable standards in smart, swingly arrangements and a strong terp beat. Selections, some featuring creamy-voiced Ginnie Powell on the vocal, include "Blueberry Hill," "Willow Weep for Me," and "I'll See You in My Dreams." Excellent for jockeys.

LISTEN—THE CHORDETTES.....76 (1-12")

Columbia CL 956
This is a recoupling of sides formerly available in two 10-inch disks. All numbers are in the barbershop vein, which is the style that first gave the group life. Since the original emergence of the group on the Godfrey show, and later as a maker of its own hit single disks, the Chordettes have built a strong name and for that reason this grouping of tunes like "I'm Drifting Back to Dreamland," "When You Were Sweet Sixteen," etc., could enjoy a revival of interest. Mighty pleasing stuff for the legion of close harmony fans.

LATIN ESCAPADE.....78 (1-12")

The George Shearing Quintet (1-12")
Capitol T 737
This is Shearing in a quite commercial mood — sultry, Latin-American tunes, done by the quintet in extremely danceable style. Songs include "Perfidia," "Old Devil Moon" "Yours," a Latinized version of "Anitra's Dance," etc. There is a lot of this type of material on LP's, but not too much has the technical quality of Shearing's quintet.

THE GENTLE ART OF LOVE.....74 (1-12")

Mat Mathews (1-12")
Dawn DLP 1111
Accordionist Mat Mathews skillfully blends the romantic pop music idiom with his own jazz technique, and the result is a highly salable, off-beat mood package, which should appeal to jazz fans as well as the squarer sweetheart-set. Quality performances in a gentle vein on 12 solid ballads—"I'll Be Around," "A Foggy Day," "When Your Love Has Gone," etc. Sexy cover photo of blonde in bed rates display attention, but dealers should also alert jazz buyers as to album's tasteful content.

ANASTASIA.....74 (1-12")

Music From the Sound Track (1-12")
Decca DL 8460
Ingrid Bergman's first U. S. movie in several years is big office right now, and the title tune has had good singles play. All of which should give this sound track package commercial appeal. The haunting title theme dominates the score, which otherwise is rather heavy, particularly for pop deejay shows. Cover art reproduces newspaper ads used for movie. For film fans.

TWO-A-DAY AT THE PALACE.....71 (1-12")

Benny Fields and Blossom Seeley (1-12")
Mercury MG 20224
Here's a touch of real nostalgia for oldsters who bewail the demise of vaude. Vet couple lay it on heavy, interlarded with reminiscent comment. Despite the passage of time, pair have not lost the approach which put them on top, and either duo or individually put over their old sparklers in great shape. It's golden bantam fresh off the ear, but it's still got the kick. Jocks could get same out of "I Love a Piano," "Old Soft Shoe" and, of course, "Lullaby of Broadway."

A TRIBUTE TO TOMMY DORSEY....70 (1-12")

Paramount Enterprises LPG 5000
Tommy Dorsey's most famous tunes and arrangements sliced by some better-than-average studio men. Vocal work on tunes associated with the famous Dorsey vocalists is all handled by Hi-Lo-Jack and the Dame. Altho the sound is particularly good, the real Dorseyophile will recognize that it's not the genuine article. Competition from other sets, featuring authentic material by Dorsey, may be very tough.

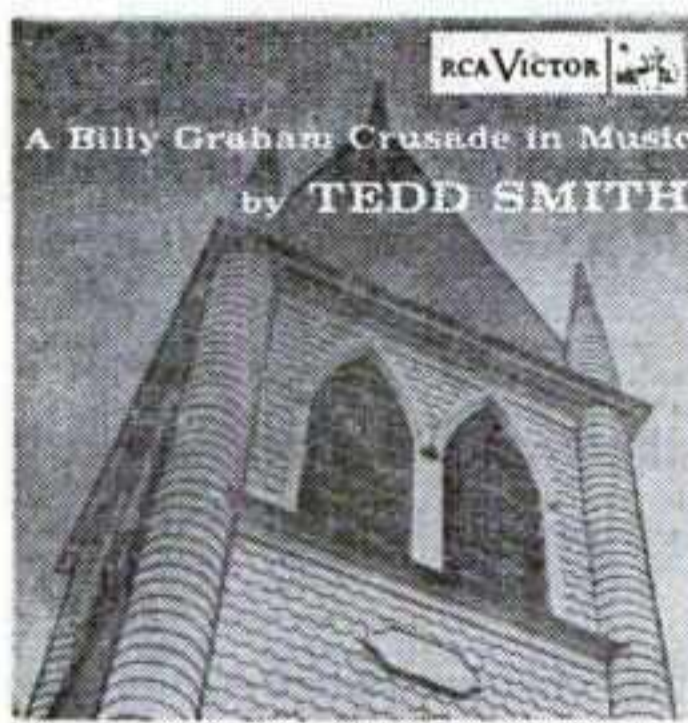
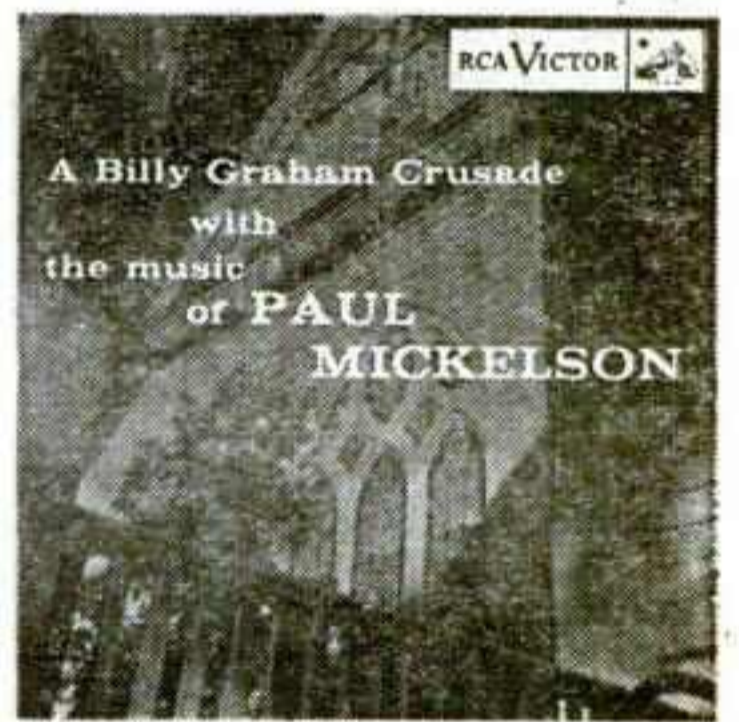
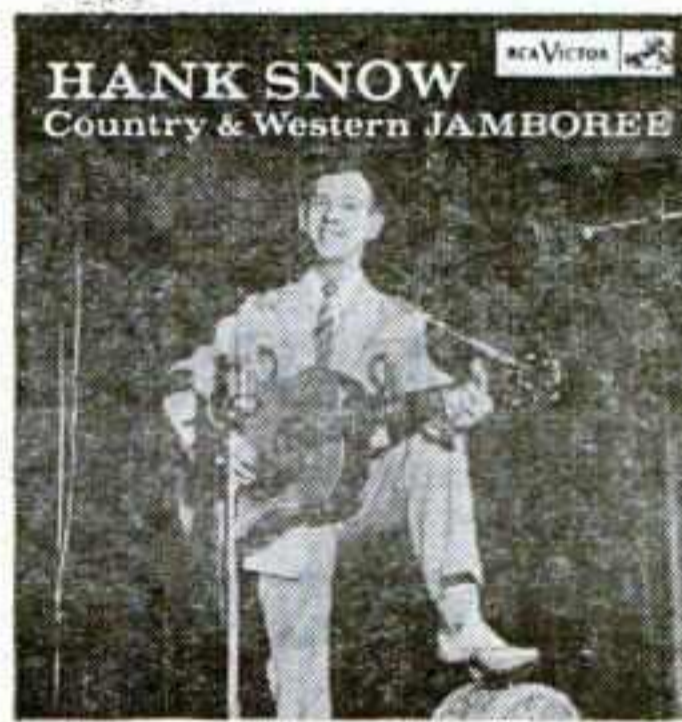
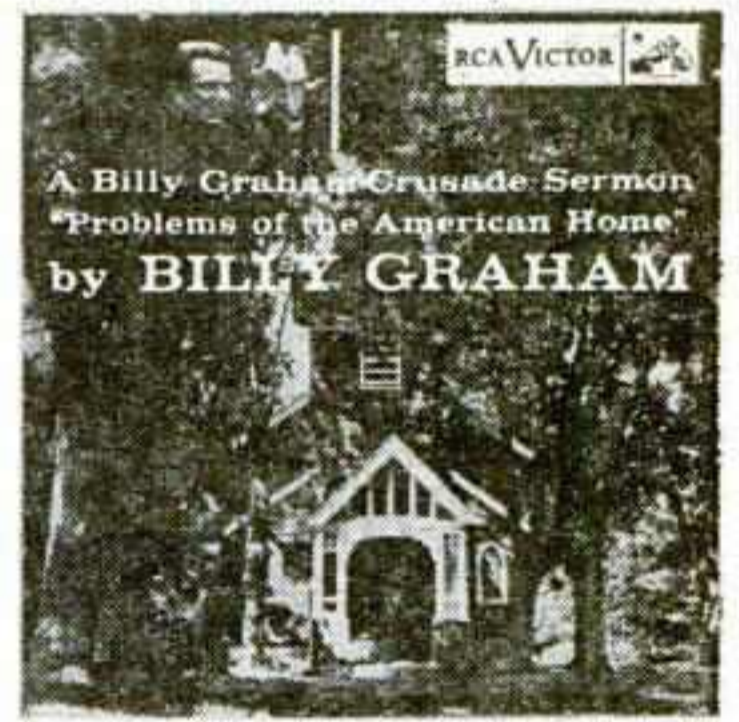
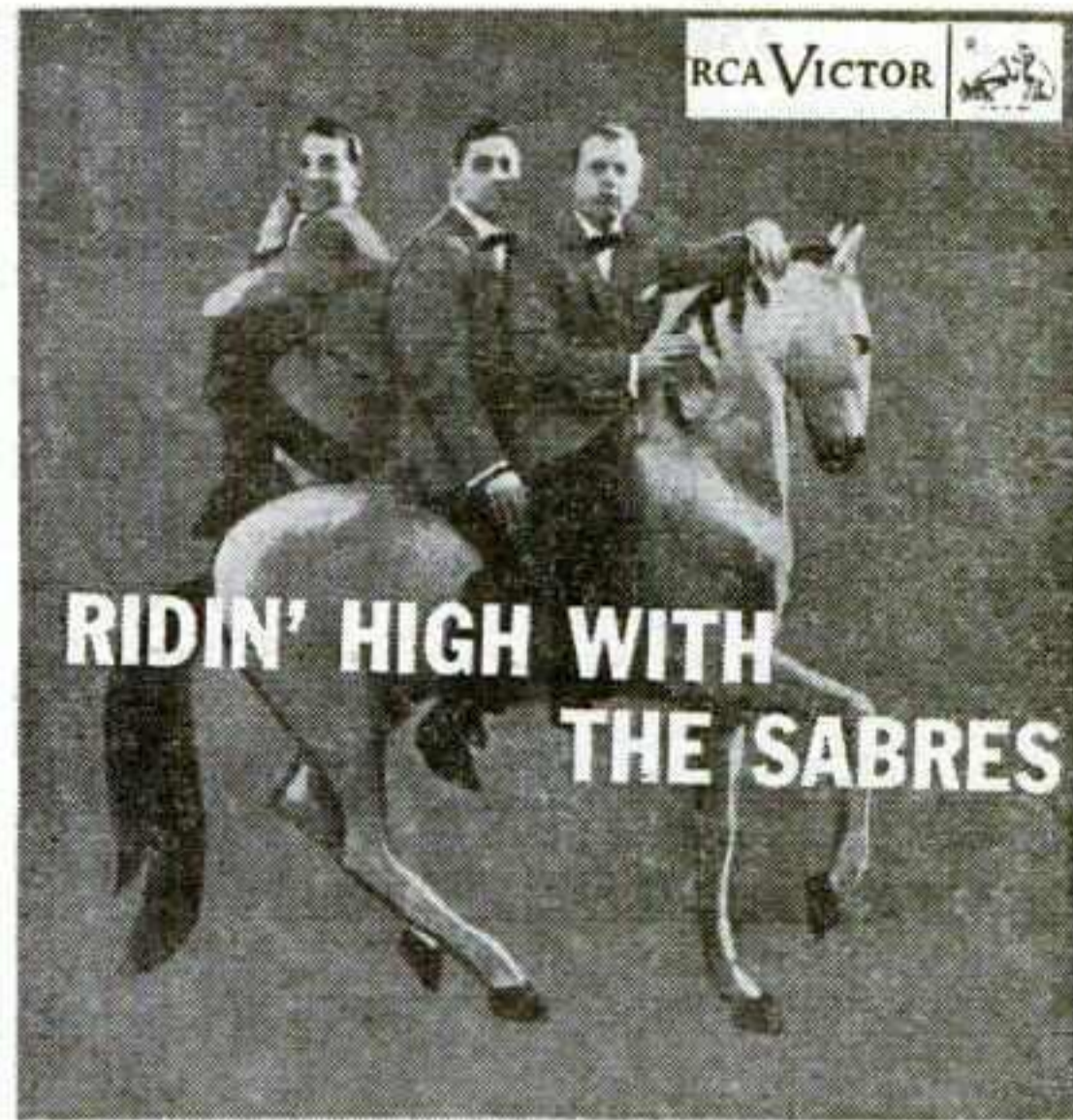
CAUGHT IN THE ACT.....69 (1-12")

Betty Reilly (1-12")
Unique ULP 118
Extremely entertaining package and a fine showcase for comedienne's talent. Her admirers will treasure this grooving of her amazing versatility. The dozen bands include thrush's own treatments of several standards and other items which she has made particularly her own. Naturally, sales will be predicated on familiarity of buyers with the Reilly charm. Stores must take it from there.

(Continued on page 46)

NEW SENSATIONS IN SALES FOR MARCH FROM RCA VICTOR RECORDS

INTRODUCING THE SABRES,
*The Most Sensational New Singing Group
in America Today!*



You'll hear a lion's roar of approval from your customers when they see your display of this March release. There's something for every "pop" taste . . . sweet, swing, jazz, religious, western, vocal, instrumental.

These exciting new albums should help take your 1st quarter sales to a new high. Order plenty. Display them prominently. Take full advantage of your great new customer-attraction: the dramatic price-cuts on 45 EP's. Call your RCA Victor Record Distributor today! He'll be happy to help you turn this release into *real* sales!

45 EP versions at New Low Price
\$1.29 ea. record
LONG PLAY
only **\$3.98** ea.
All in New Orthophonic High Fidelity

Your customers hear these exciting New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola."® **Nationally Advertised Prices**



RCA VICTOR'S

offers you important
including full

New **5** *-point program*
to increase your traffic,
sales, profits

NOW under this *new* SOR plan your profit picture brightens immediately. The retail price on Long Play is \$2.98, but your profit margin remains normal on each and every SOR selection.

NOW the three monthly SOR selections (classical, popular, jazz) are available *in your store*. Your sales figures swing way up as SOR customers come into your store to pick up one, two or all three of the monthly selections.

NOW your customers can buy all three of the SOR monthly selections for only \$2.98 per Long Play album — \$1 off on each! (A saving of \$3.00 each month, a whopping \$36.00 a year on record purchases!)

NOW SOR customers have a choice in bonus albums. In July and again in October, coupon holders go to your store to choose one of two pre-selected free recordings—classical or popular.

NOW the new SOR plan offers more to your 45 customers. Most monthly selections will also be available on three individual 45 EPA's. Coupon holders may buy all three — a \$3.87 value — for the special SOR price of \$2.87. Or they may buy the three EPA's separately for 99¢ each, instead of the regular price of \$1.29.

remember — SOR customers will receive the colorful, new Monthly Bulletins, directly from RCA Victor, describing each month's three special selections that *they can buy in your store!*

NEW SOR PLAN

new profit features...

mark-up on every sale!

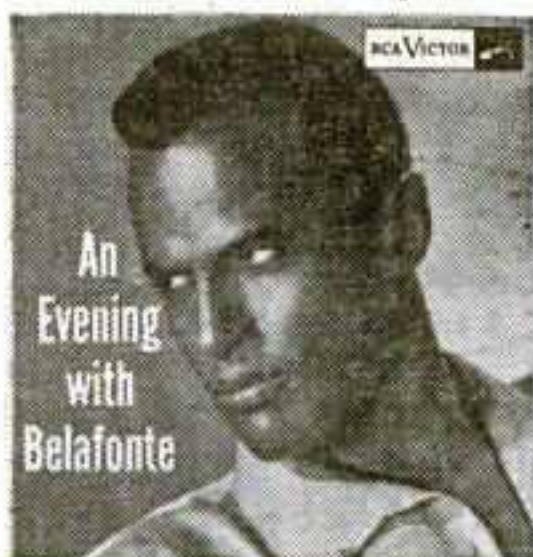
MONTHLY SELECTIONS THAT ARE MORE EXCITING THAN EVER...

*Here are the Top Albums for March**

TOP POP ALBUM-SELLER

Harry Belafonte

only **\$2.98**
to coupon holders



Belafonte's newest album, featuring ballads and folk songs from around the world. It contains every facet of his style — from the delicacy of his "Danny Boy" to the slambang drive of his "When the Saints Go Marching In." Belafonte, the biggest album-seller in the business, is now ready to pull SOR customers into your store!

LONG PLAY: LPM-1402.
45 EP: EPA 1-1402; 2-1402; 3-1402.

TOP RED SEAL ARTIST

Vladimir Horowitz

only **\$2.98**
to coupon holders



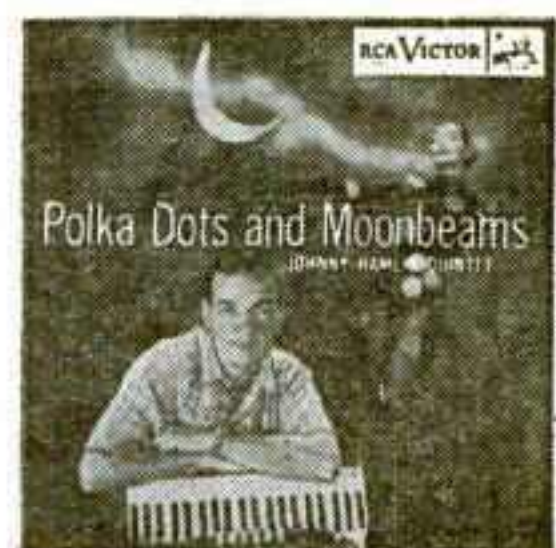
The "Moonlight" and "Waldstein" are probably the two most popular of Beethoven's piano Sonatas. Horowitz is one of the most popular of "the world's greatest artists." This unbeatable combination at the special SOR price will have classical music-lovers flocking to your counter.

LONG PLAY: LM-2009

TOP MODERN JAZZ GROUP

The Johnny Hamlin Quintet

only **\$2.98**
to coupon holders



Jazz-lovers' delight! Sweet 'n swinging, spicy 'n tart, jazz by the sensational new group, The Johnny Hamlin Quintet. Exciting originals and favorite standards make this album a featured SOR attraction for every "hip" guy and gal.

LONG PLAY: LPM-1379.
45 EP: EPA 1-1379; 2-1379; 3-1379.

*You can order any quantity of each of the three monthly selections up to the number of coupon books you've sold. After the month's coupon has expired, the remaining SOR albums become part of your regular stock.

Your customers hear these exciting recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola"® Phonograph. Nationally Advertised Prices.



Reviews and Ratings of New Classical Albums

SAINT-SAENS: DANSE MACABRE; PHAETON; LE ROUET D'OMPHALE; LA JEUNESSE D'HERCULE (1-12)—The Philharmonic Symphony Orchestra of New York, Dimitri Mitropoulos, Cond. Columbia ML 515482
Lovers of "program music" seek out disks like this one. The coupling of the four highly popular shorter works of Saint-Saens under the title of the most popular "Danse Macabre" is sensible and the public should respond. Musically, the performance under Mitropoulos' baton is an appropriately rousing one—full of orchestral pyrotechnics. The sound is excellent.

SHOSTAKOVITCH, SYMPHONY NO. 1 IN F MAJOR, OP. 10; KABALEVSKY: COLAS BREUGNON SUITE, OP. 24 (1-12)—St. Louis Symphony Orchestra, Vladimir Golschmann, Cond. Columbia ML 515279
A spirited reading of two major works by contemporary Russian composers. It's an interesting coupling. The Kabalevsky was written for avowedly political reasons. The Shostakovich, on the other hand, was written before this outstanding composer considered his artistic mission to be tied up with his homeland's political mission. Both are strong, dramatic compositions and Golschmann, with the St. Louis Symphony, responds with a "big" sound. Hi-fi fans will go for this. A striking album cover insures "impulse" sales.

Reviews and Ratings of New Popular Albums

Continued from page 42

HEART AND SOUL—THE MUSIC OF HOAGY CARMICHAEL69
Sung by Alan Dean with Robert Maxwell Ork (1-12")
M-G-M E 3461
British singer makes a pleasant album debut with this collection of Carmichael faves. There are some fine backing arrangements by Maxwell's harp and ork which add up to much more than an assist. In fact, to this ear, the billing could be reversed. However, the combined results is easy listening and the singer's following will likely go for it heartily. "Stardust" and "The Nearness of You" would make nice jock spins.

A TOUCH OF PARIS65
Boris Sarbek Ork (1-12")
Epic LN 3317
Boris Sarbek brings a tender poignancy and appealing foreign flavor to this mood music package. Continental instrumentals — each showcased in richly melodic arrangements—include "Domino," "Pigalle," and "Padam Padam." Colorful programming for jocks. Album's biggest selling point tho is apt to be its strikingly beautiful cover photo.

DVORAK: THE SLAVONIC DANCES (COMPLETE) OP. 46 AND OP. 72 (1-12) — Vienna State Opera; Mario Rossi, Cond. Vanguard VRS 49578
The other recorded versions of the complete Slavonic Dances (Op. 46 and Op. 72)—there are five of them—are available as two record sets. So this disk represents a bargain for Dvorak collectors. Both groups are heard in stunning performances under Mario Rossi's baton.

GALA PERFORMANCE (1-12)—Members of the Metropolitan Opera Association. Concord 300377
Nine composers and 11 operas are represented in this pot-pourri of 14 favorite arias and duets. Because they are favorites, they are also familiar and will satisfy the beginning collector. Performances by "members of the Metropolitan Opera Association" range from good to excellent. The disk will sell briskly among the general public.

VERDI: OTELLO (COMPLETE) (1-12)—Maria Carbone, Tamara Beitacchi, Nicola Fusati, Piero Giradi, Nello Palai, Apollo Granforte, Corrado Zambelli, Enrico Spada; La Scala Opera Company Chorus and Orchestra, Milan; Carlo Sabajno, Cond. RCA Camden CCL 10176
This is a very satisfactory reprocessing from old Victor wax of an outstanding performance of the opera. Sound is good by current standards, and even with competition on the complete work stemming from such outstanding recordings as those available by London and Victor, this bargain package (\$5.94) can well get a substantial play from the opera trade.

DEBUSSY: PRELUDES, BOOK I (1-12)—Gulmar Novaes, Piano. Vox PL 10-18075
Mme. Novaes' Preludes, like most of her Chopin disks, rate with the best versions available. Interpretations, while quite different from Gieseking's, are eminently interesting and satisfying, and sound-wise, these are preferred to the low-level sound of the Angel disks, and on a par with the also excellent Casadesu Columbias. The cover, which reproduces Seurat's "La Grande Jatte," is attractive and suitable to contents. Earlier versions have cut down the market, but this set should sell moderately and steadily. Good demo: "La Danse de Puck" on Side Two.

STRAUSS: SINFONIA DOMESTICA OP. 53 (1-12)—Saxon State Orchestra Dresden; Franz Konwitschny, cond. Decca DL 990475
Reading and performance of the work are on an obviously high level, so package should titillate collectors. Some excellent liner notes will be of pertinent assistance to the less initiated, and a Renoir reproduction on the cover adds effective sales bait. Buyers will definitely appreciate the meticulous recording by Deutsche Grammophon. Set has just one formidable competitor in the Clemens Krauss disk on London.

SCHUBERT: STRING QUARTET NO. 14 IN D MINOR ("DEATH AND THE MAIDEN") (1-12) — The Hollywood String Quartet. Capitol P 835974
A distinguished addition to a growing list of outstanding interpretations of chamber music classics by the Hollywood Quartet. Like their other readings, this one is marked by clean execution, vigor

and an emotional balance that makes it very potent sales-wise despite heavy competition. For chamber music enthusiasts just beginning a collection this would be a fundamental buy; more seasoned collectors also will be strongly tempted, particularly if the copy they now own doesn't match the glowing sound of the Capitol disk.

WAGNER: DIE MEISTERSINGER (HIGHLIGHTS) (1-12)—Annelies Kupper, Wolfgang Windgassen, Josef Herrmann, Wurttemberg State Orchestra; Ferdinand Leitner, Cond. Decca DL 989572
There are no great Wagnerian singers on the stage today, but some of the best that Germany has to offer are on this LP. Wolfgang Windgassen is an engagingly lyric and very capable Walther, and offers the "Prize Song" and the "Trial Song." Three of Hans Sachs' songs (the "Fleider" and "Wahn Monologues" and the Final Address) are eloquently presented by Joseph Herrmann. Annelies Kupper, the Eva, is heard only in the Third Act Quintet, but makes an above-average impression. A commendable package, not too far behind London's "Meistersinger Highlights" set. Should move in modest quantities to Wagnerites.

WEBER: DER FREISCHUTZ (HIGHLIGHTS) (1-12)—Rita Streich, Anny Schlemm, Wolfgang Windgassen, and Hermann Uhde. Various Orchestras. Decca DL 989671
Admittedly "Freischutz" is not a popular opera in this country, but this set contains so much fine singing that it deserves a bit of pushing on the dealers' part. The remarkable coloratura, Rita Streich, is getting a following among discophiles and they will thoroughly enjoy her in the arias "Kommt! Ein Schlanker Bursch" and "Einst Trauente Meister Selgen Base." Anny Schlemm is less well known here, but she sings with noteworthy skill. Wolfgang Windgassen and Hermann Uhde manage their arias handsomely. Four different orchestras are involved here, all do well enough.

SCHUBERT SYMPHONY NO. 7 IN C MAJOR (1-12) — Bamberg Symphony Orchestra; Jonel Perez, Cond. Vox PL 10-20069
There's excellent sound here, and a clear, craftsmanlike and vigorous reading by Perez, for whom admiration keeps growing. Since Decca has cut its great Furtwangler version down to a single 12-inch, however, that one, at \$3.98, has to be more attractive than this one at \$4.98. Some buyers also will place sound second, and prefer the Bruno Walter for its warm, glowing qualities. Then there's Toscanini, whose name makes for an easier sale. Good as this is, it faces a tough battle.

THE ART OF ELISABETH REHBERG (1-12)—RCA Camden CAL 33566
Collectors can appreciate the importance of this LP. It again makes available some of the most prized shellac sides of Rehberg, including the "Willow Song" and "Ave Maria" from Verdi's "Otello," "Ma Dall' Arido Stelo" and "Morro, Ma Prima in Grazia" from "The Masked Ball," the "King of Thule" aria from Gounod's "Faust," "Traft Ihr das Schiff" from Wagner's "Flying Dutchman" and light arias from operettas by J. Strauss and Suppe. In the 1930's, these were models of musicianship and beautiful singing, and they have more than passing interest today. Sound has been amazingly brightened up.

R. STRAUSS: EIN HELDENLEBEN (1-12) — The Philharmonic Symphony Orchestra of New York; Willem Mengelberg, Cond. RCA Camden Cal 33768
"Ein Heldenleben" was one of the late

Reviews and Ratings of New Jazz Albums

MEL TORME SINGS FRED ASTAIRE ..87 (1-12")
Bethlehem BCP 6013
Torme is slotted here in material that's smart and well-suited to his own jazz-oriented vocalists. These dozen tunes which include "The Way You Look Tonight," "They Can't Take That Away From Me," "Cheek to Cheek," etc., are all closely associated with Fred Astaire, which means that they are well-remembered picture tunes. There's a convincing but never overbearing jazz backing by Marty Paich and his "Dek-Tette." The smart repertoire can give this a jump over competing Torme fare on the market.

THIS IS HOW I FEEL ABOUT JAZZ: QUINCY JONES85 (1-12")
ABC-Paramount ABC 149
Quincy Jones is one of the best things that has happened to jazz in many years . . . a young arranger-composer who can write modern, but with an understanding of the basic, timeless spirit of the idiom. He properly appreciates the blues and the importance of forceful solos in an arrangement. It's all here in this excellent album, one in a strong ABC-Paramount release. Best solos are by trumpeter Art Farmer and tenorman Lucky Thompson, both giants — and by Gene Quill, Phil Woods, J. Cleveland, Zoot Sims and Charlie Mingus. Plenty of name talent here to sell, and an excellent cover to display. This will sell if demonstrated. Try "A Sleepin' Bee."

BIRTH OF THE COOL84 Miles Davis (1-12")
Capitol T 762
A re-issue of some of the most brilliantly played and most original material to have been recorded in the early part of the "cool" period (1949-1950). Originally available in Capitol's "Classics in Jazz" series, these selections have as much, and maybe more, to say today than when they were first issued. It represented a meeting of the minds of Davis, Gerry Mulligan and arranger Gil Evans; the band essentially was the nine-man group that Davis led at the Royal Roost in New York in September 1948. "Move," "Jeru," "Boplicity," "Budo" and most of the other titles have truly become classics. This LP ought to be an important seller as long as there is such a thing as jazz.

A NIGHT AT COUNT BASIE'S83
Featuring Joe Williams (1-12")
Vanguard VRS 8508
John Hammond taped a sensational session at Count Basie's Bar in Harlem and this disk is the result. Basie himself serves as an informal emcee

Mengelberg's specialties; indeed it is possible that he was its greatest interpreter. It is said that hi-fi came too late to accurately reproduce the coloration and range of dynamics that characterized his usual reading of this score. For the Strauss enthusiast, it is good to have a revival of this pre-war waxing, tho it is but a pale impression of what was a truly fabulous performance. For the collector only.

on the disk, introducing the numbers and the blowers and at one point, even introducing Leonard Feather, who in turn opens the curtain on Joe Williams. Williams contributes three great blues jobs in "More Than One for My Baby," "Sent for You Yesterday," and "I Want a Little Girl." Then the sitters-in—Emmett Berry, Bobby Donaldson, Vic Dickenson, Aaron Bell with some outstanding ad lib blowing by Marlowe Morris on organ and Bobby Henderson on piano, take their turns in five other swinging improvisations. Sound on this disk is superior and it's very solid, salable stuff.

DON ELLIOTT AT THE MODERN JAZZ ROOM83 (1-12")
ABC-Paramount ABC 142
The Don Elliott fan clique has been growing steadily and rapidly, and each of his albums seems to do better than the one before. This one was cut at a club, on location, and it has the sparkle and spontaneity that can come only with a live audience on hand. Elliott this trip plays everything BUT mellophone, and he sounds great on trumpet, vibes, bongo and on the one varied, showmanlike vocal. Pianist Bob Corwin is another fine solo contributor. Good selection of standard and show tunes helps, as does the pleasant, colorful cover. A standard stock item for all shops.

BLUE SERGE81 Serge Chaloff (1-12")
Capitol T 742
Of the jazz sets out by Capitol in the last few years by small modern groups, the only real standouts have been Chaloff's first, "Boston Blow-Up," and this one. The incomparable baritone saxman represents Bird Parker's idiom on the big horn, blowing with light-footed grace and deep-down funky wailing. This is a happy, fresh, spontaneous jam-fest that swings mightily from start to finish. Three more magnificent moderns help out — Leroy Vinnegar, bass; Philly Joe Jones, drums; Sonny Clark, piano. Chaloff's long absence from the scene may necessitate a new introduction to much of the public, but put the needle down anywhere on this disk and there's a good chance you'll sell it.

MELLOW MOODS OF JAZZ80 (1-12")
RCA Victor LPM 1365
A "Save on Records" selection in December, this is a solid commercial entry. While this is a "background" or "mood" type LP, it is in a jazz context and anything but musically innocuous. Three arrangers—Ralph Burns, George Siravo and Bill Stegmeyer—were given a big band for a session apiece and each produced some highly attractive settings for some lovely, but neglected popular songs of the past. "Pastel Blue," which features the trombones of Urbie Green and Lou McGarity, would be a good demo band. The music is varied, but it is relaxed, melodic, danceable stuff that will have wide general appeal.

(Continued on page 60)

ALREADY A SMASH HIT!



DEAN MARTIN

with Orchestra Conducted by Gus Levene



THE MAN WHO PLAYS THE MANDOLINO

(From the M-G-M Motion Picture, "Ten Thousand Bedrooms")

Record No. 3648

TWO TREMENDOUS TEEN-TAILORED ORIGINALS!

ORIGINAL NO. 1
—the whole trade's
excited about
this one!



JOHNNY DEE
belting out a sure smash!

SITTIN' IN THE BALCONY

b/w
A-PLUS IN LOVE
CR-430

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**HOSPITALITY
BLUES**
written and performed by
DOUG HARRELL
b/w
**EXSANGUINATION
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—next sensation of the
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probably the funniest
recording ever waxed!

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Colonial RECORDS

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending February 13

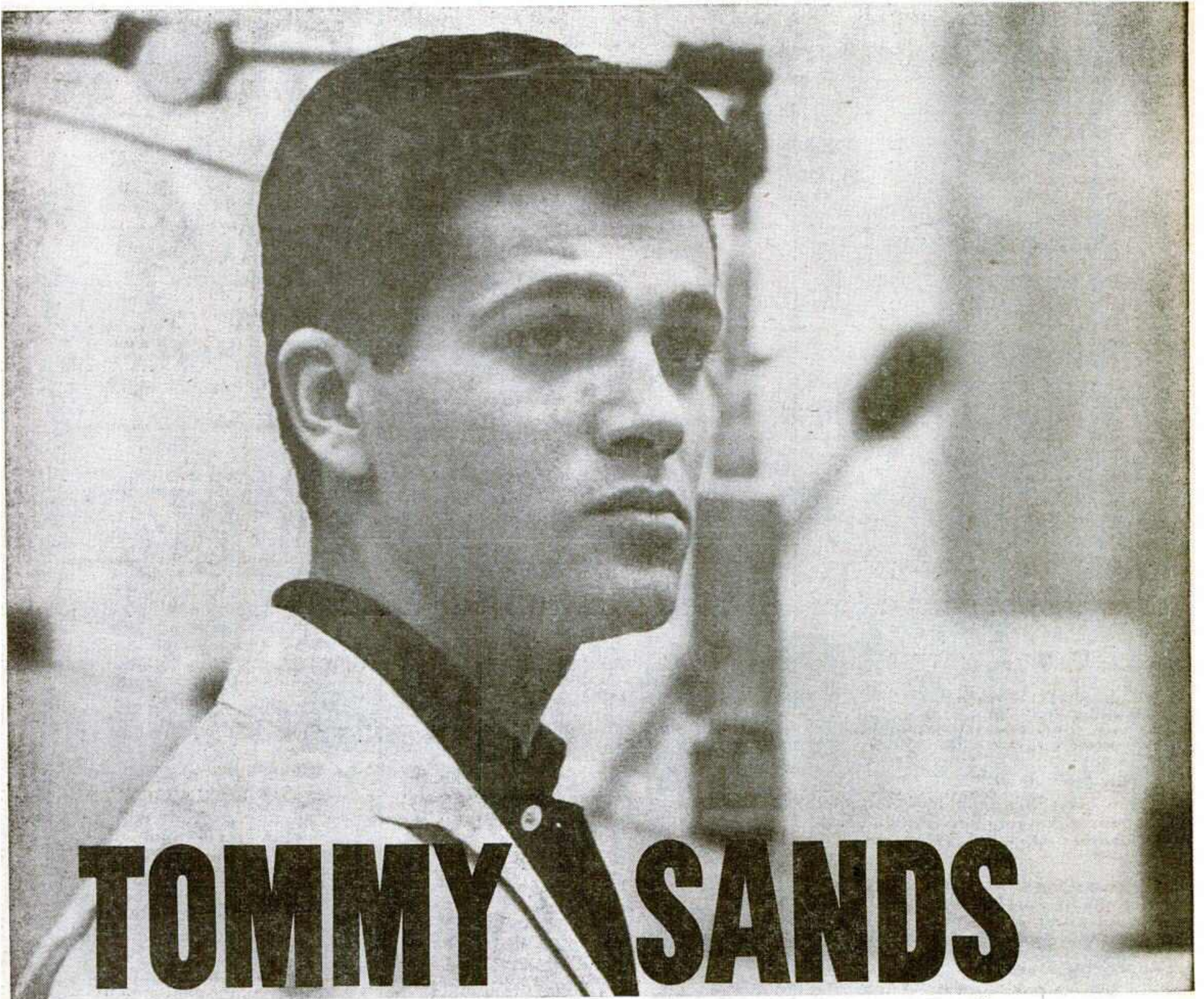
This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Young Love		1 8	6. Banana Boat (Day-O)		6 6
By Carole Joyner-Ric Cartey—Published by Lowery Music (BMI) BEST SELLING RECORDS: T. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022.			By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Victor 20-6771.		
2. Don't Forbid Me		2 9	7. Moonlight Gambler		6 11
By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.			By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780. RECORDS AVAILABLE: W. Atwell, London 1724.		
3. Too Much		5 5	8. Marianne		13 3
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.			By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORDS: T. Gilkyson, Col 40817; Hilltoppers, Dot 15537. RECORDS AVAILABLE: B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.		
4. Banana Boat Song		4 9	9. True Love		8 22
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarriers, Glory 249; Fontane Sisters, Dot 15527. OTHER RECORDS AVAILABLE: Buchanan & Goodman, Luniverse 103; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.			By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.		
5. Singing the Blues		3 17	10. Blue Monday		9 7
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40769; M. Robbins, Col 21545.			By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.		
Second Ten					
11. Cinco Robles		14 5	16. Wringle Wrangle		18 3
By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) BEST SELLING RECORD: R. Arms, Era 1026. RECORDS AVAILABLE: D. Elliott, RPM 483; L. Paul-M. Ford, Cap 3612; L. Welk, Coral 61765.			By Jones—Published by Disney (ASCAP) BEST SELLING RECORD: F. Parker, Disneyland F 43. RECORDS AVAILABLE: R. Allen, Dec 30205; L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; B. Hayes, ABC Paramount 9785; V. Monroe, Vic WBY-56.		
12. Love Me Tender		9 19	17. I Dreamed		18 8
By Elvis Presley, Vera Matson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.			By C. Grean-M. Moore—Published by Trinity (BMI) BEST SELLING RECORD: B. Johnson, Bally 1020.		
13. Blueberry Hill		11 20	18. Since I Met You Baby		17 12
By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORDS AVAILABLE: C. Alaimo Quartet, Ken 6753; L. Armstrong, Decca 30091.			By Ivory Joe Hunter—Published by Progressive (BMI) BEST SELLING RECORD: I. J. Hunter, Atlantic 1111. RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789.		
14. You Don't Owe Me a Thing		15 6	19. Anastasia		23 4
By Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: J. Ray, Col 40803. RECORDS AVAILABLE: M. Robbins, Col 40706; La Dell Sisters, Mercury 70888.			By Webster-Newman—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15521. RECORDS AVAILABLE: L. Holmes, M-G-M 12392; Jones Boys, Liberty 55046; G. Lombardo, Cap 3601; R. Williams, Kapp 169; V. Young-A. Newman, Dec 30164.		
15. Green Door		12 22	20. Butterfly		- 1
By Davie & Moore—Published by Irinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.			By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: C. Gracie, Cameo 105, Andy Williams, Cadence 1368. RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1028; B. Johnson, King 5014; B. Williams, Coral 61795.		
Third Ten					
21. *Love Me		16 14	24. Knee Deep in the Blues		23 3
By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) RECORD AVAILABLE: E. Presley, Vic.*			By Endsley—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: G. Mitchell, Col 40820; M. Robbins, Col 40815.		
21. Love Is Strange		22 6	27. Rock-a-Bye Your Baby		20 13
By Ethel Smith—Published by Ben Ghaze (BMI) RECORD AVAILABLE: Mickey & Sylvia, Groove 0175; Luther & Little Eva, King 5010.			By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) RECORD AVAILABLE: J. Lewis, Dec 30124.		
23. Who Needs You		27 2	28. Can I Steal a Little Love		- 1
By Stillman-R. Allen—Published by Korwin (ASCAP) RECORDS AVAILABLE: Four Lads, Columbia 40811.			By Phil Tuminello—Published by Northern Music (ASCAP) RECORDS AVAILABLE: J. Daley, Dec 30163; F. Sinatra, Cap 3608.		
24. Gonna Get Along Without Ya Now		27 12	28. Jim Dandy		26 4
By Milton Kellum—Published by Kellum (ASCAP) RECORDS AVAILABLE: T. Brewer, Coral 60676; Patience & Prudence, Liberty 55040.			By Chase—Published by Ralph (BMI) RECORD AVAILABLE: L. Baker, Atlantic 1116.		
24. Jamaica Farewell		23 10	30. Teen-Age Crush		- 1
By Lord Burgess—Published by Shari Music (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6463.			By Audrey Allison-Joe Allison—Published by Central Songs, Inc. (BMI) RECORDS AVAILABLE: T. Sands, Cap F3639.		

* Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and on the RCA Victor 33 1/3 "Elvis" LPM 1382.

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

OVER 565,000 SOLD IN FIRST 14 DAYS



The Nation's Fastest Rising Star

TEEN-AGE CRUSH

RECORD NO. 3639

and



HEP DEE HOOTIE

(Cutie Wootie)

• Best Sellers in Stores

For survey week ending February 13

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	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800	
2		6	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
3		10	DON'T FORBID ME (BMI)—P. Boone Anastasia (ASCAP)—Dot 15521	
4		8	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
5		7	BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
6		17	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	
7		10	BANANA BOAT SONG (BMI)—Tarriers No Hidin' Place (BMI)—Glory 249	
8		11	MOONLIGHT GAMBLER (ASCAP)—F. Laine Lotus Land (ASCAP)—Col 40780	
9		7	BLUE MONDAY (BMI)—F. Domino What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417	
10		2	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
11		5	YOU DON'T OWE ME A THING (BMI)—J. Ray Look Homeward, Angel (BMI)—Col 40803	
12		3	WRINGLE WRANGLE (ASCAP)—F. Parker Wringle Wrangle/Camarata (ASCAP)—Disneyland F 43	
13		7	LOVE IS STRANGE (BMI)—Mickey & Sylvia I'm Going Home (BMI)—Groove 0175	
13		2	WHO NEEDS YOU? (ASCAP)—Four Lads It's So Easy to Forget (BMI)—Col 40811	
15		1	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
16		1	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
17		2	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
18		20	BLUEBERRY HILL (ASCAP)—F. Domino Honey Chile (BMI)—Imperial 5407	
19		14	ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis Come Rain or Come Shine (ASCAP)—Dec 30124	
20		4	JIM DANDY (BMI)—L. Baker Tra La La (BMI)—Atlantic 1116	
21		10	JAMAICA FAREWELL (ASCAP)—H. Belafonte Once Was (ASCAP)—Vic 20-6663	
22		1	CINCO ROBLES (BMI)—R. Arms World is Made of Lisa (BMI)—Era 1026	
23		2	KNEE DEEP IN THE BLUES (BMI)—G. Mitchell TAKE ME BACK (ASCAP)—Col 40820	
24		14	★LOVE ME (BMI)—E. Presley Vic EPA-992	
25		10	LOVE ME TENDER (BMI)—E. Presley Any Way You Want Me (ASCAP)—Vic 20-6643	

★ (Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

• Most Played in Juke Boxes

For survey week ending February 13

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

This Week	Last Week	Weeks on Chart	Title	Label
1		7	DON'T FORBID ME (BMI)—P. Boone Anastasia (ASCAP)—Dot 15521	
2		5	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
3		16	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	
4		5	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
5		3	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800	
6		8	MOONLIGHT GAMBLER (ASCAP)—F. Laine Lotus Land (ASCAP)—Col 40780	
7		7	BANANA BOAT SONG (BMI)—Tarriers No Hidin' Place (BMI)—Glory 249	
8		5	BLUE MONDAY (BMI)—F. Domino What's the Reason (I'm Not Pleasing You) (ASCAP)—Imperial 5417	
9		4	BANANA BOAT SONG (DAY-O) (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
10		19	BLUEBERRY HILL (ASCAP)—F. Domino Honey Chile (BMI)—Imperial 5407	
11		20	GREEN DOOR (BMI)—J. Lowe (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	
12		3	YOU DON'T OWE ME A THING (BMI)—J. Ray Look Homeward, Angel (BMI)—Col 40803	
13		18	LOVE ME TENDER (BMI)—E. Presley ANY WAY YOU WANT ME (ASCAP)—Vic 20-6643	
14		1	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
15		2	I DREAMED (BMI)—B. Johnson If It's Wrong to Love You (BMI)—Bally 1020	
16		11	★LOVE ME—E. Presley Vic EPA-992—BMI	
17		1	JAMAICA FAREWELL (ASCAP)—H. Belafonte Once Was (ASCAP)—Vic 20-6663	
18		1	BANANA BOAT SONG (BMI)—Fontane Sisters Honolulu Moon (ASCAP)—Dot 15527	
19		1	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
20		1	YOUR WILD HEART (ASCAP)—J. Layne Dum Dum (ASCAP)—Mercury 71038	
20		8	ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis Come Rain or Come Shine (ASCAP)—Dec 30124	

★ (Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1		5	Young Love (Lowery)
2		6	Banana Boat Song (E. B. Marks-Bryden)
3		22	True Love (Buxton Hill)
4		19	Love Me Tender (Presley)
5		14	Singing the Blues (Acuff-Rose)
6		2	Cinco Robles (Warman)
7		8	Don't Forbid Me (Roosevelt)
8		8	Anastasia (Feist)
9		15	Blueberry Hill (Chappell)
10		6	Gonna Get Along Without Ya Now (Kellum)
11		18	Green Door (Trinity)
12		8	Moonlight Gambler (E. H. Morris)
13		2	Too Much (Southern Belle-Presley)
14		16	Cindy, Oh Cindy (E. B. Marks-Bryden)
15		3	Since I Met You Baby (Progressive)

• Most Played by Jockeys

For survey week ending February 13

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

This Week	Last Week	Weeks on Chart	Title	Label
1		6	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
2		8	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
3		9	DON'T FORBID ME (BMI)—P. Boone Anastasia (ASCAP)—Dot 15531	
4		4	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800	
5		7	BANANA BOAT SONG (DAY-O) (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
6		11	MOONLIGHT GAMBLER (ASCAP)—F. Laine Lotus Land (ASCAP)—Col 40780	
7		17	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	
8		9	BANANA BOAT SONG (BMI)—Tarriers No Hidin' Place (BMI)—Glory 249	
9		5	BLUE MONDAY (BMI)—F. Domino What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417	
10		6	YOU DON'T OWE ME A THING (BMI)—J. Ray Look Homeward, Angel (BMI)—Col 40803	
11		3	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
12		3	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
13		11	I DREAMED (BMI)—B. Johnson If It's Wrong to Love You (BMI)—Bally 1020	
14		2	WHO NEEDS YOU? (ASCAP)—Four Lads It's So Easy to Forget (BMI)—Col 40811	
15		3	LOVE IS STRANGE (BMI)—Mickey & Sylvia I'm Going Home (BMI)—Groove 0175	
16		7	BANANA BOAT SONG (BMI)—Fontane Sisters Honolulu Moon—Dot 15527	
17		2	CAN I STEAL A LITTLE LOVE? (ASCAP)—F. Sinatra Your Love for Me (BMI)—Cap 3608	
18		3	KNEE DEEP IN THE BLUES (BMI)—G. Mitchell Take Me Back (ASCAP)—Col 40820	
19		1	WITHOUT LOVE (BMI)—C. McPhatter I Make Believe (BMI)—Atlantic 1117	
20		5	BANANA BOAT SONG (BMI)—S. Vaughan I've Got a New Heartache (BMI)—Mercury 71020	
21		2	PLAYING FOR KEEPS (BMI)—E. Presley Too Much (BMI)—Vic 20-6800	
22		1	BALLERINA (ASCAP)—Nat (King) Cole You Are My First Love (ASCAP)—Cap 3619	
23		21	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly Well, Did You Evah? (ASCAP)—Cap 3507	
23		2	CINCO ROBLES (BMI)—R. Arms World Is Made of Lisa (BMI)—Era 1026	
25		1	CHANTEZ CHANTEZ (ASCAP)—D. Shore Honkeytonk Heart (ASCAP)—Vic 20-6792	

PATTI PAGE

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POOR MAN'S ROSES

THE WALL

POOR MAN'S ROSES

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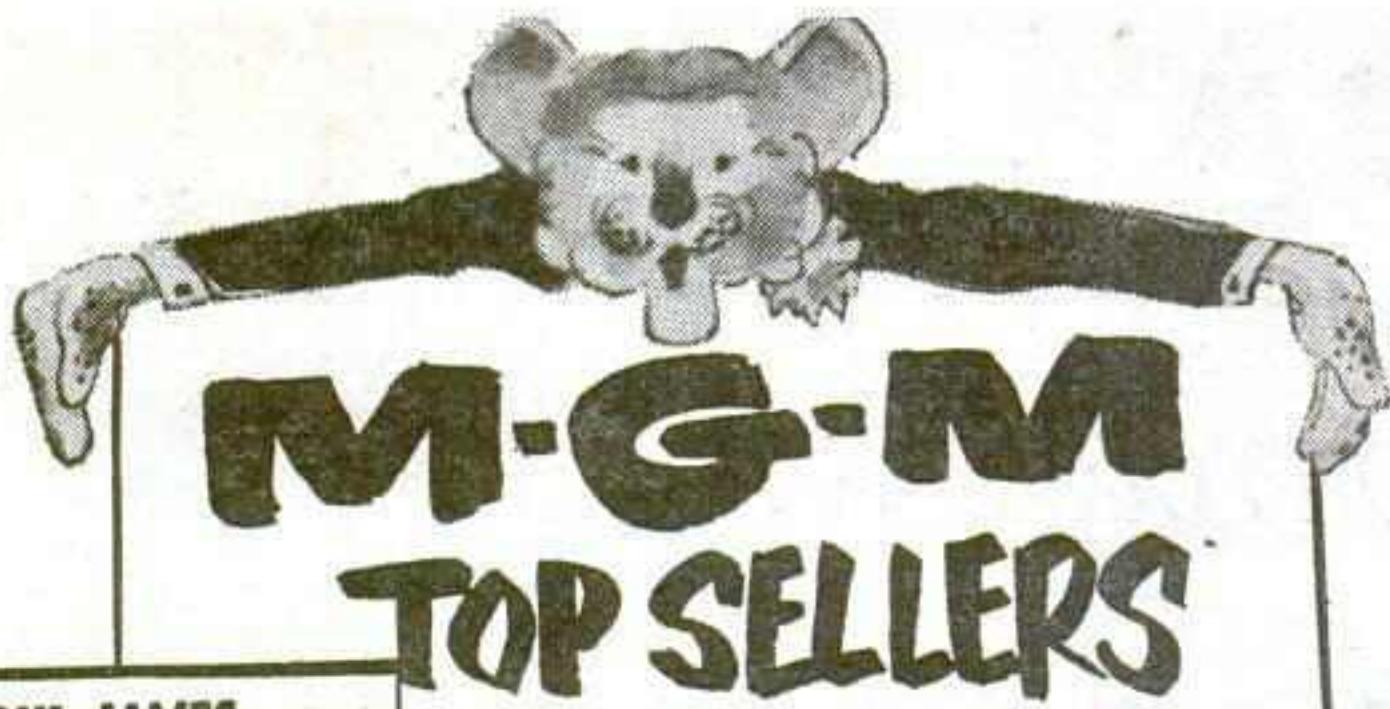
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DAVID ROSE
**CALYPSO
MELODY**
and
THEME FROM THE WINGS OF EAGLES
(From MGM Film)
K12430 • MGM 12430

DJ'S
CHOICE

ROBERT MAXWELL
His Harp & Orch.

**SONG
OF THE
NAIROBI
TRIO**
(SOLFEGGIO)

K12410 • MGM 12410

SPECIAL!

**CONNIE
FRANCIS**
**NO OTHER
ONE**
and
**I LEANED
ON A MAN**

(from Warner Bros.' film
"The Big Land")

K12440 • MGM 12440

ROBBIN HOOD
DON'T PROMISE ME
(THE CAN CAN SONG)
OR KISSES
K12424 • MGM 12424

DEAN JONES
**SONG OF THE
OX DRIVER**
and
**HIS GREAT
REWARD**
K12429 • MGM 12429

DICK HYMAN
**THREE PENNY
TANGO**
and
THE RED CAT
K12415 • MGM 12415

PLAY! HEAR! SELL!
**RON
HARGRAVE**
**ONLY A
DAY DREAM**
and
LATCH ON
K12422 • MGM 12422

• Territorial Best Sellers

For survey week ending February 13

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

Atlanta

1. Banana Boat (Day-O) H. Belafonte, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Young Love, S. James, Cap.
4. Moonlight Gambler, F. Laine, Col.
5. Don't Forbid Me, P. Boone, Dot
6. Jamaica Farewell, H. Belafonte, Vic.

Baltimore

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Butterfly, C. Gracie, Cam.
5. Lucky Lips, R. Brown, Atl.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Jim Dandy, L. Baker, Atl.
8. Don't Forbid Me, P. Boone, Dot
9. Young Love, T. Hunter, Dot
10. Little by Little, M. Marlo, Pmt.

Boston

1. Marianne, T. Gilkyson, Col.
2. Young Love, S. James, Cap.
3. Too Much, E. Presley, Vic.
4. Who Needs You, Four Lads, Col.
5. Wonderful, Wonderful, J. Mathis, Col.
6. Don't Forbid Me, P. Boone, Dot
7. Young Love, T. Hunter, Dot
8. Cinco Robles, R. Arms, Era
9. On My Word of Honor, Platters, Mer.
10. Banana Boat (Day-O), H. Belafonte, Vic.

Buffalo

1. Young Love, T. Hunter, Dot
2. Singing the Blues, G. Mitchell, Col.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Too Much, E. Presley, Vic.
5. Marianne, Hilltoppers, Dot

Chicago

1. Young Love, T. Hunter, Dot
2. Too Much, E. Presley, Vic.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Don't Forbid Me, P. Boone, Dot
5. Marianne, Hilltoppers, Dot
6. Moonlight Gambler, F. Laine, Col.
7. Wringle Wrangle, F. Parker, Dsl.
8. Marianne, T. Gilkyson, Col.
9. I Love My Baby, J. Corey, Col.
10. Who Needs You, Four Lads, Col.

Cincinnati

1. Don't Forbid Me, P. Boone, Dot
2. Young Love, S. James, Cap.
3. Moonlight Gambler, F. Laine, Col.
4. Too Much, E. Presley, Vic.
5. Teen-Age Crush, T. Sands, Cap.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. So Rare, T. Dorsey, Fty.
8. Jim Dandy, L. Baker, Atl.
9. Banana Boat Song, Tarriers, Gly.
10. Blue Monday, F. Domino, Imp.

Cleveland

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Butterfly, C. Gracie, Cam.
4. Who Needs You, Four Lads, Col.
5. I Miss You So, C. Connor, Atl.
6. Don't Forbid Me, P. Boone, Dot
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. Girl Can't Help It
Little Richard, Spe.
9. Wringle Wrangle, F. Parker, Dsl.
10. Blue Monday, F. Domino, Imp.

Dallas-Fort Worth

1. Too Much, E. Presley, Vic.
2. Young Love, S. James, Cap.
3. Singing the Blues, G. Mitchell, Col.
4. Marianne, T. Gilkyson, Col.
5. Wonderful, Wonderful, J. Mathis, Col.
6. Blue Monday, F. Domino, Imp.
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. Don't Forbid Me, P. Boone, Dot
9. Moonlight Gambler, F. Laine, Col.
10. Young Love, T. Hunter, Dot

Denver

1. Young Love, T. Hunter, Dot
2. Too Much, E. Presley, Vic.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Don't Forbid Me, P. Boone, Dot
5. Blue Monday, F. Domino, Imp.
6. Rock-a-Bye Your Baby, J. Lewis, Dec.
7. Singing the Blues, G. Mitchell, Col.
8. Love Me, E. Presley, Vic.

Detroit

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Marianne, T. Gilkyson, Col.
4. You Don't Owe Me a Thing
J. Ray, Col.
5. Wringle Wrangle, F. Parker, Dsl.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Don't Forbid Me, P. Boone, Dot
8. Bad Boy, Jive Bombers, Sav.
9. Jim Dandy, L. Baker, Atl.
10. Banana Boat Song, Tarriers, Gly.

Kansas City

1. Young Love, T. Hunter, Dot
2. Too Much, E. Presley, Vic.
3. Don't Forbid Me, P. Boone, Dot
4. Jamaica Farewell, H. Belafonte, Vic.
5. Ain't Got No Home, C. Henry, Ago.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Jim Dandy, L. Baker, Atl.
8. Marianne, T. Gilkyson, Col.
9. Wringle Wrangle, F. Parker, Dsl.
10. Singing the Blues, G. Mitchell, Col.

Los Angeles

1. Young Love, T. Hunter, Dot
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Too Much, E. Presley, Vic.
4. Singing the Blues, G. Mitchell, Col.
5. Don't Forbid Me, P. Boone, Dot
6. Blue Monday, F. Domino, Imp.
7. Love Me Tender, E. Presley, Vic.
8. Love Is Strange, Mickey & Sylvia, Grv.
9. Marianne, T. Gilkyson, Col.
10. Banana Boat Song, Tarriers, Gly.

Milwaukee

1. Young Love, S. James, Cap.
2. Don't Forbid Me, P. Boone, Dot
3. Too Much, E. Presley, Vic.
4. Rock-a-Bye Your Baby, J. Lewis, Dec.
5. Wringle Wrangle, B. Hayes, Pmt.
6. Wringle Wrangle, F. Parker, Dsl.
7. Young Love, T. Hunter, Dot
8. Banana Boat (Day-O), H. Belafonte, Vic.

Minneapolis-St. Paul

1. Don't Forbid Me, P. Boone, Dot
2. Young Love, S. James, Cap.
3. Too Much, E. Presley, Vic.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Young Love, T. Hunter, Dot
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Jamaica Farewell, H. Belafonte, Vic.
8. Knee Deep in the Blues
G. Mitchell, Col.
9. Who Needs You, Four Lads, Col.
10. Let's Go Calypso, R. Draper, Mer.

New Orleans

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Don't Forbid Me, P. Boone, Dot
4. Singing the Blues, G. Mitchell, Col.
5. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
6. Blue Monday, F. Domino, Imp.
7. Young Love, T. Hunter, Dot
8. Banana Boat (Day-O), H. Belafonte, Vic.
9. Jim Dandy, L. Baker, Atl.
10. Moonlight Gambler, F. Laine, Col.

New York

1. Banana Boat (Day-O), H. Belafonte, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Young Love, S. James, Cap.
4. Too Much, E. Presley, Vic.
5. Young Love, T. Hunter, Dot
6. I Dreamed, B. Johnson, Bly.
7. Don't Forbid Me, P. Boone, Dot
8. Green Door, J. Lowe, Dot
9. Banana Boat Song, Tarriers, Gly.
10. Jamaica Farewell, H. Belafonte, Vic.

Philadelphia

1. Banana Boat Song, Tarriers, Gly.
2. Singing the Blues, G. Mitchell, Col.
3. Young Love, S. James, Cap.
4. Young Love, T. Hunter, Dot
5. Too Much, E. Presley, Vic.
6. Don't Forbid Me, P. Boone, Dot
7. Marianne, T. Gilkyson, Col.
8. Moonlight Gambler, F. Laine, Col.
9. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
10. Banana Boat (Day-O), H. Belafonte, Vic.

Pittsburgh

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Young Love, T. Hunter, Dot
4. Banana Boat Song, Tarriers, Gly.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Marianne, Hilltoppers, Dot
7. Bad Boy, Jive Bombers, Sav.
8. Singing the Blues, G. Mitchell, Col.
9. Moonlight Gambler, F. Laine, Col.

St. Louis

1. Young Love, T. Hunter, Dot
2. Banana Boat Song, Tarriers, Gly.
3. Too Much, E. Presley, Vic.
4. Don't Forbid Me, P. Boone, Dot
5. Marianne, T. Gilkyson, Col.
6. I Miss You So, C. Connor, Atl.
7. Wringle Wrangle, F. Parker, Dsl.
8. Wringle Wrangle, B. Hayes, Pmt.
9. Butterfly, C. Gracie, Cam.
10. I Dreamed, B. Johnson, Bly.

San Francisco

1. Young Love, T. Hunter, Dot
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Don't Forbid Me, P. Boone, Dot
4. Singing the Blues, G. Mitchell, Col.
5. Too Much, E. Presley, Vic.
6. Blue Monday, F. Domino, Imp.
7. Green Door, J. Lowe, Dot
8. Marianne, Hilltoppers, Dot

Seattle

1. Too Much, E. Presley, Vic.
2. Young Love, S. James, Cap.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Red Sails in the Sunset, T. Hunter, Dot
5. Blue Monday, F. Domino, Imp.
6. Cinco Robles, R. Arms, Era
7. Party Doll, B. Knox, Rit.
8. Teen-Age Crush, T. Sands, Cap.
9. Wringle Wrangle, F. Parker, Dsl.
10. Don't Forbid Me, P. Boone, Dot

Toronto

1. Banana Boat Song, Tarriers, Gly.
2. Young Love, S. James, Cap.
3. Too Much, E. Presley, Vic.
4. Singing the Blues, G. Mitchell, Col.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Don't Forbid Me, P. Boone, Dot
7. Moonlight Gambler, F. Laine, Col.


Dot's

PARADE of BEST SELLERS

- 15533—YOUNG LOVE—RED SAILS IN THE SUNSET—TAB HUNTER
 15521—DON'T FORBID ME—ANASTASIA—PAT BOONE
 15537—MARIANNE—YOU'RE WASTING YOUR TIME—THE HILLTOPPERS
 15538—COME GO WITH ME—THE DELL—VIKINGS
 15539—ON TREASURE ISLAND—LUCKY LIPS—GALE STORM
 15527—THE BANANA BOAT SONG—HONOLULU MOON—THE FONTANE SISTERS
 15486—GREEN DOOR—JIM LOWE
 15534—9 LB. HAMMER—"OOO" BABY—SANFORD CLARK
 15525—BY YOU, BY YOU, BY YOU—I FEEL THE BEAT—JIM LOWE
 15530—SUGAR BLUES—PENNSYLVANIA WALTZ—BILLY VAUGHN
 15542—WORTHLESS AND LOWDOWN—END OF A DREAM—SONNY KNIGHT
 15541—KITTYHAWK PT. #2—LITTLE HAWK'S WALK—RUSTY BRYANT
 15543—CALYPSO JOE—YOU'RE MINE—ANNA VALENTINO
 15544—STEP IT UP AND GO—SUNDOWN—MAC WISEMAN
 15540—PADDLIN' INGABORD HOME—SCHOOL DAYS—OLE, THE SINGING JANITOR
 1288 —I'VE GOT YOU ON MY MIND—
 THE WAY THAT YOU'RE LIVING—JIMMY NEWMAN

BEST SELLING ALBUMS

- DLP-3030—"HOWDY"—PAT BOONE
 DLP-3016—"GOLDEN INSTRUMENTALS"—BILLY VAUGHN AND ORCH.
 DLP-3012—PAT BOONE
 DEP-1053—"PAT ON MIKE"—PAT BOONE

THE BIGGEST ALBUM RELEASE IN DOT'S HISTORY

- DLP-3050—"PAT"—Pat Boone
 DLP-3045—"INSTRUMENTAL
 SOUVENIRS"—Billy Vaughn and Orch.
 DLP-3044—"KING OF RAGTIME"—Johnny Maddox
 DLP-3049—"GREAT HITS ON DOT"


Dot

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

KING MONEY MAKERS

NOW 3 IN A ROW FOR **BILL DOGGETT**

RAM-BUNK-SHUS

BLUE LARGO

KING 5020

THESE TWO STANDARDS BY **DOGGETT** WILL SELL FOR YEARS

HONKY TONK

KING 4950

SLOW WALK

KING 5000

SPECIAL RELEASE **OTIS WILLIAMS AND HIS CHARMS**

WALKIN' AFTER MIDNIGHT

I'M WAITING JUST FOR YOU DELUXE 6115

SURPRISE RELEASE! **EARL BOSTIC**

TOO FINE FOR CRYING

AVALON

KING 5025

BUBBER JOHNSON'S GREATEST

BUTTERFLY TOO MANY HEARTS

KING 5014

ANNIE LAURIE IT HURTS TO BE IN LOVE

DELUXE 6107

BIG DADDY—KING 5013

BACON FAT b/w BAD BOY

LUTHER AND LITTLE EVA—KING 5010

LOVE IS STRANGE b/w AIN'T GOT NO HOME

JAMES BROWN AND THE FAMOUS FLAMES

JUST WON'T DO RIGHT b/w LET'S MAKE IT

FEDERAL 12289

THE MIDNIGHTERS—FEDERAL 12288

LET ME HOLD YOUR HAND b/w OOH BAH BABY

THE FEDERALS—DELUXE 6112

COME GO WITH ME b/w COLD CASH

LITTLE WILLIE JOHN—KING 5003

A LITTLE BIT OF LOVING b/w WILL THE SUN SHINE TOMORROW

OTIS WILLIAMS AND HIS CHARMS

BLUES, STAY AWAY FROM ME b/w PARDON ME

DELUXE 6105

BONNIE LOU—KING 5009

I WANT YOU b/w EASY LOVE, EASY KISSES

EARL BOSTIC
HARLEM
NOCTURNE

KING 4978

BUBBER JOHNSON
CONFIDENTIAL

KING 4988

KEN McDONALD
ONLY ME

b/w
GOOD, GOOD, GOOD
DELUXE 6109

CHRIS COLUMBO
OH YEAH!

Parts 1 & 2

KING 5012

BILLY GAYLES
JUST ONE MORE TIME

b/w
SAD AS A MAN CAN BE

FEDERAL 12287

MAC CURTIS
THAT AIN'T NOTHIN'
BUT RIGHT

b/w
DON'T YOU LOVE ME

KING 4995

DON RENO—RED SMILEY
COUNTRY BOY ROCK 'N' ROLL KING 5002

DISTRIBUTED BY

KING RECORDS

KING - FEDERAL - DELUXE

THE TOP 100

For survey week ending February 13

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	YOUNG LOVE, T. Hunter, Dot	1
2	DON'T FORBID ME, P. Boone, Dot	2
3	YOUNG LOVE, S. James, Capitol	3
4	TOO MUCH, E. Presley, Victor	4
5	SINGING THE BLUES, G. Mitchell, Columbia	5
6	BANANA BOAT (DAY-O), H. Belafonte, Victor	7
7	MOONLIGHT GAMBLER, F. Laine, Columbia	6
8	BANANA BOAT SONG, Tarriers, Glory	7
9	BLUE MONDAY, F. Domino, Imperial	9
10	YOU DON'T OWE ME A THING, J. Ray, Columbia	10
11	MARIANNE, T. Gilkyson, Columbia	22
12	MARIANNE, Hilltoppers, Dot	18
13	I DREAMED—B. Johnson, Bally	12
14	WHO NEEDS YOU? Four Lads, Columbia	17
15	LOVE IS STRANGE, Mickey & Sylvia, Groove	21
16	BLUEBERRY HILL, F. Domino, Imperial	15
17	LOVE ME, E. Presley, Victor	11
18	JAMAICA FAREWELL, H. Belafonte, Victor	20
19	KNEE DEEP IN THE BLUES, G. Mitchell, Columbia	19
20	GREEN DOOR, J. Lowe, Dot	12
21	WRINGLE WRANGLE, F. Parker, Disneyland	34
22	ROCK-A-BYE YOUR BABY, J. Lewis, Decca	14
23	CINCO ROBLES, R. Arms, Era	37
24	BANANA BOAT SONG, Fontane Sisters, Dot	22
25	TRUE LOVE, Bing Crosby-G. Kelly, Capitol	16
26	SINCE I MET YOU BABY, J. J. Hunter, Atlantic	24
27	CAN I STEAL A LITTLE LOVE? F. Domino, Capitol	29
28	LOVE ME TENDER, E. Presley, Victor	26
29	I LOVE MY BABY, J. Corey, Columbia	28
30	JIM DANDY, L. Baker, Atlantic	27
31	BUTTERFLY, C. Gracie, Cameo	52
32	BANANA BOAT SONG, S. Lawrence, Coral	36
33	YOUR WILD HEART, J. Layne, Mercury	30
34	WRINGLE WRANGLE, B. Hayes, ABC-Paramount	37
35	CINCO ROBLES, L. Paul & M. Ford, Capitol	43
36	PLAYING FOR KEEPS, E. Presley, Victor	34
37	BALLERINA, Nat (King) Cole, Capitol	59
38	HEY! JEALOUS LOVER, F. Sinatra, Capitol	30
39	WITHOUT LOVE, C. McPhatter, Atlantic	51
40	CHANTEZ CHANTEZ, D. Shore, Victor	54
41	ON MY WORD OF HONOR, Platters, Mercury	40
42	BUTTERFLY, A. Williams, Cadence	—
43	TEEN-AGE CRUSH, T. Sands, Capitol	—
44	AIN'T GOT NO HOME, C. Henry, Argo	41
45	ANASTASIA, P. Boone, Dot	44
46	ROSE AND A BABY RUTH, G. Hamilton IV, ABC-Paramount	25
47	TAKE ME BACK BABY, G. Mitchell, Columbia	71
48	JUST WALKING IN THE RAIN, J. Ray, Columbia	32
49	I MISS YOU SO, C. Connor, Atlantic	39
50	GONNA GET ALONG WITHOUT YA NOW, Patience & Prudence, Liberty	33
51	GARDEN OF EDEN, J. Valino, Vik	45
52	LOOK HOMEWARD ANGEL, J. Ray, Columbia	48
53	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	—
54	ROUND AND ROUND, P. Como, Victor	—
55	LITTLE BY LITTLE, M. Marlo, ABC-Paramount	56
56	YOUNG LOVE, Crew Cuts, Mercury	45
57	WHAT IS A TEENAGE GIRL? T. Edwards, Coral	65
58	LUCKY LIPS, R. Brown, Atlantic	—
59	BANANA BOAT SONG, S. Vaughan, Mercury	50
60	CINDY, OH CINDY, E. Fisher, Victor	45
61	GIRL CAN'T HELP IT, Little Richard, Specialty	61
62	ONLY ONE LOVE, G. Hamilton IV, ABC-Paramount	82
63	WHEN MY BLUE MOON TURNS TO GOLD AGAIN, E. Presley, Victor	83
64	WONDERFUL WONDERFUL, J. Mathis, Columbia	81
65	YOU ARE MY FIRST LOVE, Nat (King) Cole, Capitol	90
66	AUCTIONEER, L. Van Dyke, Dot	42
67	BAD BOY, Jive Bombers, Savoy	58
68	PARTY DOLL, B. Knox, Roulette	—
69	FRIENDLY PERSUASION, P. Boone, Dot	53
70	LITTLE BY LITTLE, N. Brown, Savoy	57
71	PARTY DOLL, S. Lawrence, Coral	—
72	ONE IN A MILLION, Platters, Mercury	67
73	WRITTEN ON THE WIND, Four Aces, Decca	68
74	CITY OF ANGELS, Highlights, Bally	79
75	YOUR LOVE FOR ME, F. Sinatra, Capitol	69
76	BY YOU, BY YOU, BY YOU, J. Lowe, Dot	60
77	RAM-BUNK-SHUS, B. Doggett, King	83
78	LET'S GO CALYPSO, R. Draper, Mercury	—
79	GREENSLEEVES, Beverly Sisters, London	74
80	ALMOST PARADISE, N. Petty, ABC-Paramount	—
81	TWO DIFFERENT WORLDS, D. Rondo, Jubilee	95
82	WISDOM OF A FOOL, Five Keys, Capitol	97
83	SINCE I MET YOU BABY, M. Carson, Columbia	76
84	BABY DOLL, A. Williams, Cadence	66
85	CRAZY WITH LOVE, G. Mitchell, Columbia	100
86	SO RARE, J. Dorsey, Fraternity	—
87	PARTY'S OVER, Doris Day, Columbia	95
88	WHAT'S THE REASON (I'M NOT PLEASING YOU)? F. Domino, Imperial	55
89	HONKY TONK, B. Doggett, King	64
90	RED SAILS IN THE SUNSET, T. Hunter, Dot	63
91	SHIRLEY, Schoolboys, Okeh	92
92	ANY WAY YOU WANT ME, E. Presley, Victor	—
93	I FEEL GOOD, Shirley and Lee, Aladdin	—
94	MONEY TREE, M. Whiting, Capitol	76
95	I'M STICKING WITH YOU, J. Bowen, Roulette	—
96	REPEAT AFTER ME, P. Page, Mercury	61
97	HOLIDAY FOR TROMBONES, D. Rose, M-G-M	—
98	POOR BOY, E. Presley, Victor	49
99	AUCTIONEER, C. Miller, Mercury	85
100	COME GO WITH ME, D. Vikings, Dot	76
101	I WALK THE LINE, J. Cash, Sun	—

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.

A UNANIMOUS HIT!

The years first Smash Instrumental!

• Review Spotlight on . . .

POP RECORDS

LOU STEIN . . . RKO-Unique 385 **ALMOST PARADISE**
(Peer, BMI)

There's quite a bit of action on this lovely theme, via several versions extant, and this lush instrument treatment should get a major share of the coin. Excellent piano solo works by Stein and rich backing by the Bill Fontaine ork. Fine jockey wax for romantic mood music segs.

The Cash Box Disk of the Week

"ALMOST PARADISE" (2:29)
[Peer Int'l BMI—Petty]

Lou Stein's piano is outstanding on the RKO-Unique disk featuring Bill Fontaine's orchestral accompaniment. It's a lush and thrilling interpretation of a tune that will reap heavy loot.

Watch "Almost Paradise". It should be tremendous.

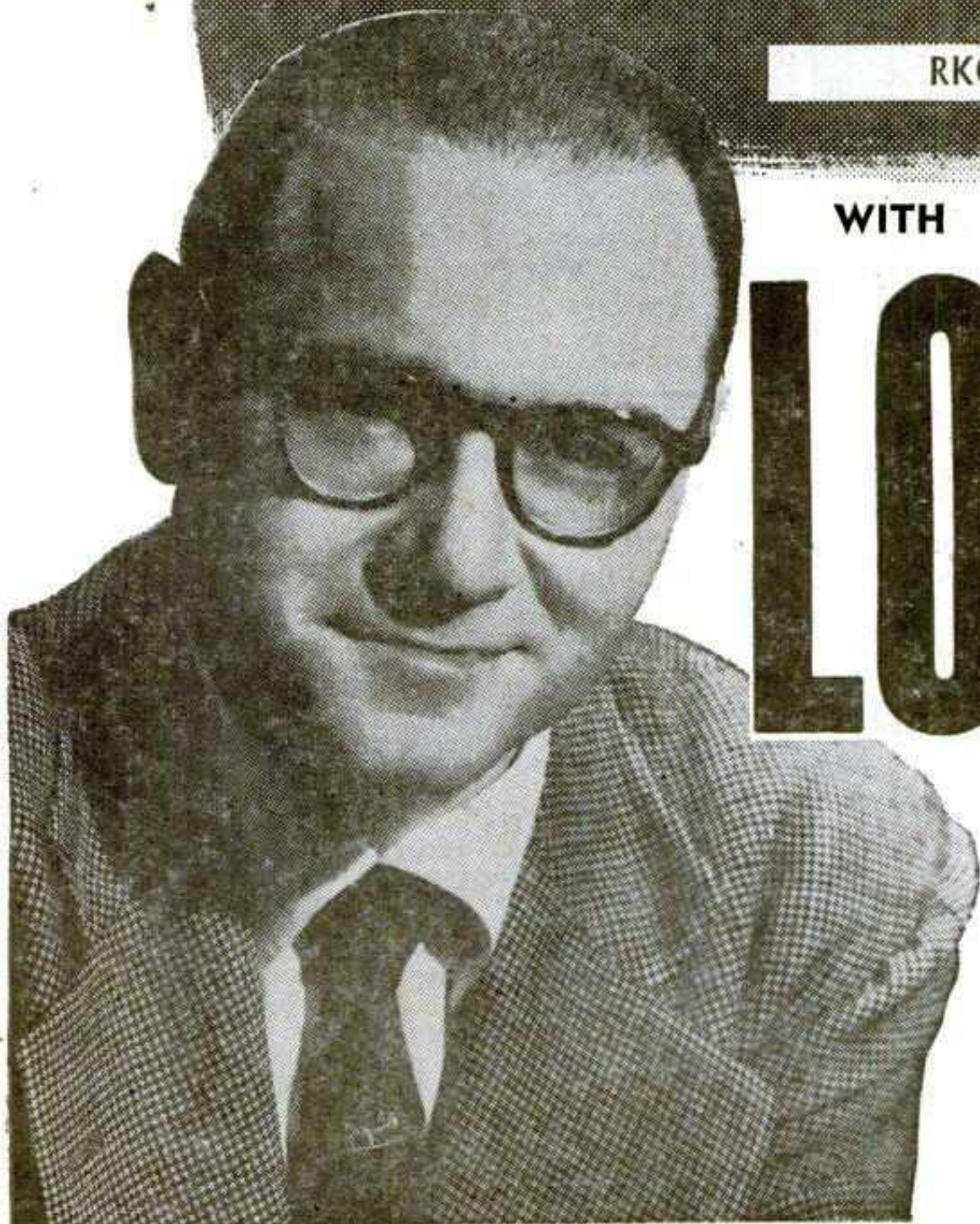
ALMOST PARADISE

RKO-UNIQUE 385

WITH

LOU STEIN

HIS PIANO AND ORCHESTRA



Another "Melody Of Love"

David
Carnoll

AND HIS ORCHESTRA

with recitation by

Franklyn MacCormack

The Ship
That
Never
Sailed

MERCURY 71069



• Tunes With Greatest Radio-TV Audience

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

Radio

- Almost Paradise (R)—Peer International—BMI
- Anastasia (R) (F)—Feist—ASCAP
- Ballerina (R)—Jefferson—ASCAP
- Banana Boat Song (R)—E. B. Marks-Bryden—BMI
- Bean Song (R)—American—BMI
- Calypso Melodies (R)—Cromwell—ASCAP
- Can I Steal a Little Love (R)—Northern—ASCAP
- Chantez-Chantez (R)—Manchester—ASCAP
- Cinco Robles (R)—Warman—BMI
- Day-O (R)—Shari—ASCAP
- Don't Forbid Me (R)—Roosevelt—BMI
- Hey! Jealous Lover (R)—Barton—ASCAP
- Holiday for Trombones (R)—Bregman, Vocco & Conn—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Dreamed (R)—Trinity—BMI
- I Thought It Was Over (R)—Remick—ASCAP
- It Looks Like Love (R)—Paramount—ASCAP
- Just in Time (R) (M)—Stratford—ASCAP
- Long Before I Knew You (R) (M)—Stratford—ASCAP
- Marianne (R)—Montclare—BMI
- Money Tree (R)—Frank—ASCAP
- Moonlight Gambler (R)—E. H. Morris—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Party's Over (R) (M)—Stratford—ASCAP
- Round and Round (R)—Rush—BMI
- Singing the Blues (R)—Acuff-Rose—BMI
- Ten Thousand Miles (R)—Wood—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Uno Momento (R)—Famous—ASCAP
- Who Needs You (R)—Korwin—ASCAP
- Wind in the Willow (R)—Broadcast—BMI
- Young Love (R)—Lowery—BMI

Television

- Banana Boat Song (R)—E. B. Marks-Bryden—BMI
- Blueberry Hill (R)—Chappell—ASCAP
- Chantez Chantez (R)—Manchester—ASCAP
- Cinco Robles (R)—Warman—BMI
- Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI
- Don't Forbid Me (R)—Roosevelt—BMI
- High Heels (R)—Jungnickel—ASCAP
- I Dreamed (R)—Trinity—BMI
- Kid Stuff (R)—Gil—BMI
- Long Before I Knew You (R) (M)—Stratford—ASCAP
- Love Me Tender (R) (F)—Presley—BMI
- Marianne (R)—Montclare—BMI
- Mi Casa Su Casa (R)—Sequence—BMI
- Moonlight Gambler (R)—E. H. Morris—ASCAP
- On My Word of Honor (R)—Antler—BMI
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Repeat After Me (F)—Leeds—ASCAP
- Rock-a-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP
- Sadie's Shawl (R)—Roncom—ASCAP
- Shake Shake Senora (R)—Spanish Music Center—BMI
- Singing the Blues (R)—Acuff-Rose—BMI
- Someday Soon (R) (F)—Lamas-Ramrod—ASCAP
- Spring in Maine (R) — E. H. Morris—ASCAP
- Too Much (R)—Southern Belle—Presley—BMI
- True Love (R) (F)—Buxton Hill—ASCAP
- Uno Momento (R)—Famous—ASCAP
- Watermelon Song (R)—Gale & Gayles—BMI
- Wisdom of a Fool (R)—Planetary—ASCAP
- Wrinkle Wrangle (R) (F)—Disney—ASCAP
- Young Love (R)—Lowery—BMI

• Best Selling Sheet Music in Britain

(For week ending February 9)

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

- Singing the Blues—Frank (Acuff-Rose)
- The Garden of Eden—Duchess (Republic)
- True Love—Chappell (Buxton Hill)
- Friendly Persuasion—Robbins (Feist)
- You and Me and Us—John-Fields (Roncom)
- Just Walking in the Rain—Frank (Golden West)
- The Green Door—Francis Day (Trinity)
- I Dreamed—Duchess (Trinity)
- Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)
- St. Therese of the Roses—Dash (Dennis)
- Autumn Concerto—Macmelodies (Symphony)
- Two Different Worlds—Spier (Princess)
- Young Love—Cromwell (Stars)
- Adoration Waltz—Bron (Sovereign)
- Give Her My Love—Michael Reine
- Don't You Rock Me Daddy-O—Essex (Hollis)
- More-Berry (Shapiro-Bernstein)
- A House With Love in It—Lawrence Wright (Evans)
- Moonlight Gambler—Morris (E. H. Morris)

• Best Selling Pop Records in Britain

(For week ending February 16)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	GARDEN OF EDEN—Frankie Vaughan (Philips)	1
2.	YOUNG LOVE—Tab Hunter (London)	13
3.	SINGING THE BLUES—Guy Mitchell (Philips)	2
4.	DON'T FORBID ME—Pat Boone (London)	18
5.	DON'T KNOCK THE ROCK—Bill Haley Comets (Brunswick)	14
6.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	4
7.	DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	5
8.	FRIENDLY PERSUASION—Pat Boone (London)	3
9.	BLUEBERRY HILL—Fats Domino (London)	7
10.	ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	7
11.	ROCK-A-BYE YOUR BABY—Jerry Lewis (Brunswick)	—
12.	SINGING THE BLUES—Tommy Steele (Decca)	6
13.	DON'T YOU ROCK ME DADDY-O—The Vipers (Parlophone)	11
14.	CINDY, OH CINDY—Eddie Fisher (HMV)	9
15.	YOU DON'T OWE ME A THING/LOOK HOMEWARD ANGEL—Johnnie Ray (Philips)	—
16.	HOUND DOG—Elvis Presley (HMV)	10
17.	RIP IT UP—Bill Haley Comets (Brunswick)	12
18.	JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	17
19.	LONG TALL SALLY—Little Richard (London)	—
20.	GREEN DOOR—Frankie Vaughan (Philips)	15

Synchronization in Television

• Continued from page 20

lisher and extensive, persuasive bargaining.

Television network fees generally range in the \$25 to \$50 bracket, depending upon what author's works may be involved. A kinescope used within a period of 30 days from original showing is not considered a film and therefore no synchronization fee would be involved.

More in Theater Pix

The motion picture-field commands much higher sums of money, and there apparently is no rule of thumb fee involving here. The title usage of a song and subsequent vocal-visual usage in a film can bring as much as \$20,000 to a publisher-writer. On the other hand, a single chorus in a picture can bring as little as \$500. In the main, synchronization rates are established at the bargaining table in the motion picture business and are determined by the budget of the picture, the stars involved, and the

importance of any given song or songs to a particular film. A musical such as "The Benny Goodman Story," which used more than one song from a publisher might command a very high price.

Thru September, 1954, the Songwriters Protective Association established a minimum fee of \$250 for motion picture synchronization usage, the minimum was dropped from SPA contracts at that time in the belief that motion picture producers would strive for that fee in the negotiations with publishers.

The entire field is vastly complicated these days according to Bernard Brody, a music clearance expert, because publishers and producers are concerned with renewals, world rights, the use of standards, etc. "In buying a given piece of music," says Brody, "A producer must know just what rights he is getting as well as the publisher must know what rights he is entitled to sell."

ALL WE SAY IS WOW! IT'S AN "OOPA-OOPA" *



"LITTLE DARLIN"

BY THE SINGING

DIAMONDS

COUPLED WITH
"FAITHFUL AND TRUE"

MERCURY 71060

* GIMMICK IN THE RECORD

BREAKING BIG IN ALL DIRECTIONS

JOY LAYNE
YOUR WILD HEART
71038

BILLBOARD BEST BUY

RALPH MARGERIE
TRICKY
71050

TOPS IN CLEVELAND, DETROIT, CHICAGO,
SAN FRANCISCO, ST. LOUIS AND AND CINCINNATI

RUSTY DRAPER
LET'S GO CALYPSO
71039

TOPS IN CHICAGO, DETROIT, CLEVELAND, BOSTON,
WASHINGTON, BUFFALO, MINNEAPOLIS AND PHILADELPHIA

LOUIS JORDAN
MORNING LIGHT
71052

STARTING IN THE EAST

NICK NOBLE
SWEETER THAN YOU
71031

OUTSTANDING IN CHICAGO, DETROIT,
MILWAUKEE, CLEVELAND AND NEW YORK

FEBRUARY 16, 1957

THE BILLBOARD

• *Review Spotlight on . . .*

DINAH WASHINGTON... Mercury 71043... YOU LET MY LOVE GROW COLD
(Shapiro-Bernstein, ASCAP)
This great blues shout, a Rhythm and Blues Spotlight this week, merits spins by pop jocks who have grown weary of synthetic material and are looking to liven up their shows with some pure sparkling gold. Flip is "I Know" (Tee Pee, ASCAP).



THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES

Coming Up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **Wringle Wrangle** **Bill Hayes**
(ASCAP) ABC Paramount 9785
2. **Walkin' After Midnight** **Patsy Cline**
(BMI) Decca 30221
3. **Can I Steal a Little Love?** **Frank Sinatra**
(ASCAP) Capitol 3608
4. **The Girl Can't Help It** **Little Richard**
(ASCAP) Specialty 591
5. **Your Wild Heart** **Joy Layne**
(ASCAP) Mercury 71038
6. **Bad Boy** **The Dive Bombers**
(ASCAP) Savoy 1508
7. **Ballerina**
You Are My First Love **Nat (King) Cole**
(ASCAP); (BMI) Capitol 3619
8. **Party Doll** **Buddy Knox**
(BMI) Roulette 4002
9. **Lucky Lips** **Ruth Brown**
(BMI) Atlantic 1311
10. **Round and Round** **Perry Como**
(BMI) RCA Victor 6815

This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

- TEEN-AGE CRUSH** (Central Songs, BMI)—Tommy Sands—(Capitol 3639)—The volume turned over by this disk in the short time that it has been out has been truly sensational. It smashed on to the national retail chart this week (No. 16) and is already in the top 10 of many important markets. Flip is "Hep Dee Hootie (Cutie Wootie)."
- ROUND AND ROUND** (Rush, BMI)—Perry Como—RCA Victor 6815—Como's latest record is taking a very quick surge forward. New York, Philadelphia, Chicago, Milwaukee, Baltimore, Buffalo, St. Louis and Pittsburgh are among the cities where it is already well established and rolling toward local charts. Figures to hit the national listings without much trouble. Flip is "Mi Casa, Su Casa" (Sequence, ASCAP). A previous Billboard "Spotlight" pick.
- BUTTERFLY** (Mayland-Presley, BMI)—Andy Williams—Cadence 1308—The Charlie Gracie version of "Butterfly" was previously picked as a "Best Buy," and this week made the national chart. In many areas, this has not prevented Williams from racking up extremely good sales. His chances for making the national best seller list can also be rated as excellent. Flip is "It Doesn't Take Very Long" (Roxbury, ASCAP). A previous Billboard "Spotlight" pick.
- FM STICKIN' WITH YOU** (Jackie, BMI)—Jimmy Bowen—Roulette 4001—A record that is becoming more impressive with each passing week. It looks solid now in New York, Chicago, Milwaukee, St. Louis, Philadelphia, Buffalo, Pittsburgh and Detroit. Beginning to move nicely in Southern markets, too. Flip is "Ever-Lovin' Fingers" (Jackie, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

POP RECORDS

- FATS DOMINO** . . . Imperial 5428 **I'M WALKIN'**
(Reeve, BMI)
I'M IN THE MOOD FOR LOVE (Robbms, ASCAP)
See Review Spotlight on Rhythm and Blues
- THE DIAMONDS** . . . Mercury 71060 **LITTLE DARLIN'**
(Excellorec, BMI)
FAITH AND TRUE (Paxton, BMI)
This is about as fine a coupling as this group has had and they've been up in the chips before. Pacing is highly commercial, with a bright and slightly wild rhythm side (a cover of the Gladiolas' r.&b. original) on top, coupled with a melodic and tenderly handled ballad. The kids will flip for both of these and either can go all the way. A sharp r.&b. entry as well.
- JOHNNY DESMOND** . . . Coral 61797 **I JUST WANT YOU TO WANT ME**
(Feist, ASCAP)
Johnny Desmond can get off the ground fast with this very catchy offering. It's a bouncy, old-fashioned type chant, preceded by about a third of a side's worth of a fancy instrumental intro. The chanter's top effort in a long time and one that can definitely cash in. Flip is "That's Where I Shine" (Remick, ASCAP).
- LORD FLEA** . . . Capitol 3659 **SHAKE SHAKE SENORA**
(Spanish Music Center, BMI)
THE NAUGHTY LITTLE FLEA (Pinebrook, BMI)
Everybody's in a rash over calypso and the genre is getting spins. But these two sides, performed by one of the most authentic and commercial groups around, could put many to shame. Flea has a dynamic drive with these attention-getting sides. These can stir action at all levels.
- THE G-CLEFS** . . . Paris 502 **SYMBOL OF LOVE**
(Greta, BMI)
Here's a nicely projected weeper ballad. The group clicked with "Ka Ding Dong," and here they show they have the stuff on the sentimental side, too. Lyrics, taken at a slow, catchy cadence, will certainly reach the teen set. Lots of power here. Flip is "Love Her in the Mornin' (and Love Her in the Night Time)" (Greta, BMI).
- GEORGIA GIBBS** . . . Mercury 71058 **PRETTY PRETTY**
(E. B. Marks, BMI)
SILENT LIPS (Gil, BMI)
Her Nibs has come up with a pair of potential winners. The two tunes, the top a smart ballad job, with the flip on a groovy rhythm kick, are handled in the gal's best crisp, driving style, and the ork backings go all the way with her. A two-sider that can put the thrush back at the top of the chart heap. Watch these.

TALENT

- THE JAYE SISTERS** . . . Decca 30236 **HAVE YOU EVER BEEN LONELY**
(Shapiro-Bernstein, ASCAP)
BLACK, BROWN OR BLUE EYES (Songsmiths, ASCAP)
From the Midwest comes a trio of 19-year-olds who, like the McGuire Sisters, got a big original boost via the Godfrey Talent Scouts. The trio could follow the McGuires right up the ladder, with their strong delivery, vocal charm and smart arrangements. This coupling of a solid standard and a winsome folkish charmer could do right well and augurs very well for future outings.

MERCHANDISING

- HARRY BELAFONTE** . . . RCA Victor
RCA Victor has released a set of 20 Belafonte diskings, each one in an eye-catching four-color jacket. Selections comprise the best of the singer's calypso, folksong and pop offering, including "Hold 'Em Joe," "Jamaica Farewell," "Venezuela," "Scarlet Ribbons," "Unchained Melody," etc. Eleven are from albums while the balance are earlier singles releases in the new package. Packaging is ideal for racks, and the label has a special counter merchandiser for dealers. A heavy national ad campaign backs the entire release. The whole set or any part of the group will make money for any dealer.

Reviews and Ratings

- VINCE MARTIN**
1-2-3-4 Anyplace Road 86
GLORY 252—The sweet-voiced Martin sings a winsome ditty with a folkish quality. Tune, in three-quarter tempo, has charm that will get spins and counter activity altho it may lack the strength of "Cindy, Oh Cindy." (E. H. Morris, ASCAP)
Katie-O 84
This is an Irish-type tune in a slow, deeply felt mood. Martin squeezes plenty of juice out of it. Strong appeal but flip could take the loot. (Chappell, ASCAP)
- JIMMY DORSEY ORK**
So Rare 85
FRATERNITY 755—A smart arrangement here of the appealing oldie with the Dorsey alto wailing most of the way thru. Nice choral effects adorn the side making it a contender for jock and juke action. With enough push, this could sell copies. (Robbins, ASCAP)
Sophisticated Swing 70
Here's a slow, very slow danceable standard item which features the Dorsey band working with a high-pitched femme choral backup. Flip side looks stronger. (Mills, ASCAP)
- THE FOUR ESQUIRES**
The Song of April 84
PARIS 501—A tender ballad, pretty in melody and concept. The Esquires sing it from the heart. Backing features a chorus and there are strains of a harmonica for that romantic, schmaltzy effect. (Jack Gold, ASCAP)
Everyone's Sweet on My Sugar . . . 68
This is a rhythm side, with some bright lines to the lyric. (Jack Gold, ASCAP)
- MILLS BROTHERS**
In de Banana Tree 80
DECCA 30224—A tongue-in-cheek salute to the new calypso trend, with effective lyrics and a swiny calypso tempo. Sock backing by Sy Oliver and the usual smooth blend work by the Mills Brothers. Interesting jockey wax. (Laurel, ASCAP)
The Knocked Out Nightingale . . . 74
The boys cut up vocally on a stepped-up, tricky Bob Merrill lyric set to Mendelssohn's "Spring Song." Some of the word-
(Continued on page 62)

TERRIFIC! SENSATIONAL! GREAT! HOT!
TREMENDOUS! FABULOUS!
SMASH!



**STEVE
LAWRENCE**

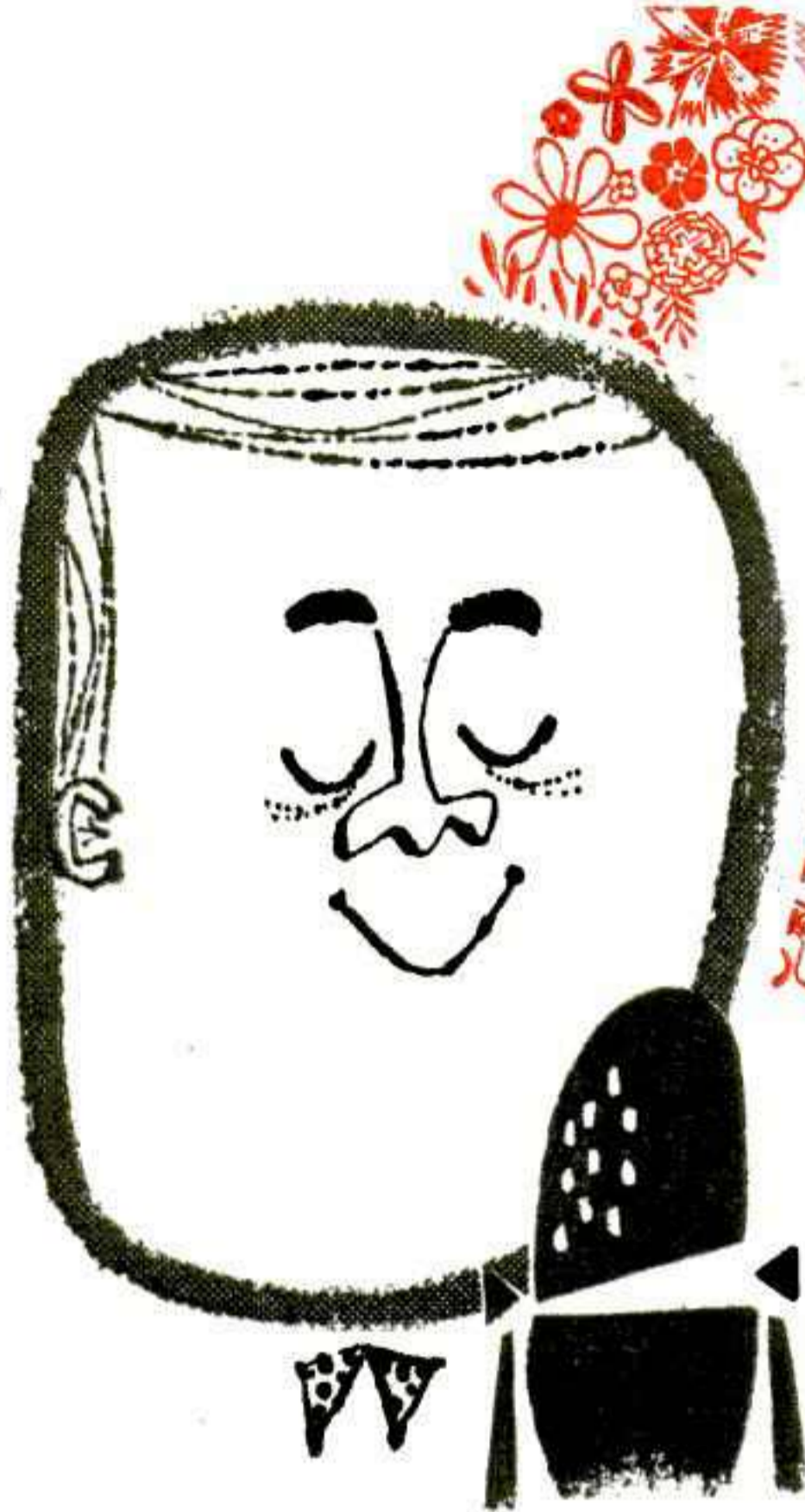
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2nd DISK JOCKEY PROGRAMMING QUARTERLY

... March 23rd!

It's the second Disk Jockey Issue this year . . . part of The Billboard's stepped-up service to the nation's more than 4,000 DeeJays. Billboard now publishes Disk Jockey Programming Guides 4 times a year to help programming people keep their shows right in tune with the rapid developments in the constantly expanding music/record business!



DISK JOCKEYS, PROGRAM DIRECTORS AND STATION LIBRARIANS WILL USE THIS 2ND DEEJAY QUARTERLY OVER AND OVER AS A REFERENCE DURING THE MONTHS AHEAD!

The 2nd DJ Quarterly will give them:

- The Spring Wrap-Up of all the top-selling, most played pop, C&W, R&B singles and albums.
- The Round-Up of new programming ideas developed so far this year.
- Spotlight on Country & Western . . . trends, popularity, what's ahead.

COMING MARCH 23 . . . DON'T MISS IT!

Reviews and Ratings of New Jazz Albums

Continued from page 46

PICK YOURSELF UP WITH ANITA O'DAY79 (1-12")
Verve MG 2043

In terms of her last album for the label, Miss O'Day's current effort is something of a disappointment. The songs—"I Never Had a Chance," "I Used to Be Color Blind," "There's a Lull in My Life," etc. are all worthwhile selections but a feeling of uncertainty in the vocal department persists. Despite the fact that the gal has done better, she's a powerful artist and definitely rates a display. Cover shot of the thrush is well-suited for browser showcasing.

TROMBONES 78 (1-12")

Savoy MG 12086
The programming gimmick here is to confine horns to a four-man trombone section and one flute for contrast. These are placed against a strong four-man rhythm section, the whole ensemble shaping up as a Basie-ish team with a relaxed, "down" sound. Frank Foster's arrangements make knowing use of the personnel involved here (five of them Basie-ites): on trombones, H. Coker, J. Cleveland, B. Hughes and B. Powell; flute, F. Wess; rhythm section, F. Greene, R. Bright, K. Clarke, and F. Jones. The trombone solos and section work aim to please, rather than to show off. An enjoyable, unpretentious blowing session that offers solid listening picks.

HOT PENNIES77 Red Nichols (1-12")

CAPITOL T 775
Nichols' film bio is on the way, and it figures to create interest in this package. Most of the numbers included here are famous Nichols vehicles from the Five Pennies' heyday in the late 1920's, and they've been updated somewhat. The style now may be called a modified Dixieland, with Nichols' cornet sparking, and sounding better than ever in hi-fi. His colleagues aren't particularly distinguished as soloists, but the ensembles are okay. Dixie fans and nostalgic old-timers constitute your market. "Louisiana" and "Peg O' My Heart" are samples.

JACKIE'S PAL—INTRODUCING BILL HARDMAN.76 Jackie McLean Quintet (1-12")

Prestige 7068
Bill Hardman, a talented trumpet man who has been with Jackie McLean both in the Charlie Mingus Workshop group and in the "Messengers," gets his first major disk exposure here. He and altoist McLean complement each other very well in their touch "hard bop" approach. Hardman is still not McLean's equal technically but he maneuvers fast long-lined passages with great skill. Both horns show a lot of good thinking and an occasional burst of virtuosic fireworks that is quite thrilling. Paul Chambers, Philly Joe Jones and Mal Waldron make up an exceptionally strong rhythm section. Grist for the "far-out" modernists' mill.

PHINEAS' RAINBOW72 Phineas Newborn (1-12")

RCA Victor LPM 1421
Jazz fans who have heard Newborn in person will probably buy this quickly now and then be disappointed at the first hearing. Like most of the disks in Victor's "Birdland" series, the repertoire is overloaded with "originals" which, in the case of a popularly-pleasing pianist like Newborn, can tax his audience unnecessarily, and also the pianist's inspiration. The recording fails to make the most of his dazzling technique, and in one instance where he plays an entire piece, "Stairway to the Stars," with his left hand alone, the liner notes fail to indicate this. Newborn should develop into a big seller, but it will take better sets than this to turn the trick.

THE JAZZ GREATS, VOL. 2—THE PIANO PLAYERS71

Mary Lou Williams, Beryl Booker, Erroll Garner and Johnny Guarneri (1-12")
EmArcy MG 36049
Interesting as much of this material is, it misleads the customer if he pays any attention to either the word "Greats" in the LP's title or to the labeling of the set as "High Fidelity Jazz." The Garner and Guarneri sides (the latter old Keynote masters) date from circa 1945. Miss Williams was cut in France under inferior recording conditions. To confuse the program format, Guarneri is not a soloist in his portion of the program, simply a part of a Barney Bigard Sextet on one selection and of the J. C. Heard Quintet in the other two. To avoid customer squawks, explain to him beforehand what he's getting.

SWINGIN' IN THE OLD CORRAL70 Dave Pell Octet (1-12")

RCA Victor LPM 1394
This one falls far below the level of

Pell's previous sets, and one should not be too optimistic about sales potential. Pell's grey-flannel suit brand of West Coast Jazz has relied on smart modern arrangements of great show and standard tunes with interesting changes. Here, however, the programming idea, at best a "precious" one, calls for tunes that no amount of clever arranging can turn into inspiring or natural jazz vehicles. The jazz fans are unlikely to dig "Wagon Wheels," "Cool Water" and such, and the Western fans certainly won't dig the treatment.

BILL HARRIS69 Bill Harris, Guitar (1-12")

EmArcy MG 36097
For several years, Bill Harris has been the guitar accompanist of the Clovers, the r.&b. group. His first LP shows him to be a jazzman of far wider range than his r.&b. stints are ever likely to reveal. Harris has a "classical guitar" approach to jazz, that brings things out of the instrument barely ever touched on before. He plays unamplified guitar only—and with the fingers, no pick. There are no other personnel on the date besides Harris, but his virtuosity and taste keep the listener in the palm of his hand all the way. For demo purposes, try "Cherokee."

Latin American

SI SI NO! NO! (CHA CHA CHA)81

Machito Ork (1-12")
Tico LP 1033
Top-flight package for devotees of the rhythm—a dozen toe-tripping arrangements by a master arranger. Sound—mostly with sharp vocals—will make amateur bongo addicts tingle to get in the act. Collectors of the cha cha maestro's previous albums won't want to miss this one. Great stuff in its field.

LET'S GO LATIN AMERICAN81

Noro Morales Ork (1-12")
Vik L X1072
There are many, many Latin products on the album market these days and in a good many cases there is little to distinguish one from another. This set, however, has a little bit of everything for the Latin-minded listener or dancer. There are examples here of mambo, cha-cha, samba, tango and rumba, all well-programmed. The band has been cut cleanly and sharply and the men manage enough American-styled jamming to make for added kicks. Morales' name facilitates programming.

MAMBO JAZZ80

Pete Terrace (1-12")
Tico LP 1028
Fine companion piece to maestro's previous, "A Night in Mambo Jazzland." Eleven bands, again mostly standards, get tasty, Latinized jazz treatments from Terrace and quintet. There's fine sound here and some intriguing instrumental twists, all on a slow earsoome beat. Jocks could try "All the Things You Are" and "Lullaby of the Leaves" for size.

Semi Classical

THE DO-IT-YOURSELF "H. M. S. PINAFORE"78

Philharmonia Orchestra; Louis Shankson, Cond. (1-12")
Concord 3001
Here's a sensible idea that will be appreciated by people, with or without good voices, who like to sing. As Savoyard Mariyn Green points out in his intelligent program notes, the demands, vocally, of "H. M. S. Pinafore" are not beyond the capacity of the average drawing room performer. The complete words and music are included with the record. Should have solid sales with the broad Gilbert and Sullivan community. Good for use of amateur group productions.

International

PIXIE FROM PARIS81

Genevieve (1-12")
Vox VX 25300
French chanteuse makes a Vox label debut and results should take pattern after her available Columbia album. Her 11 chantings here embrace some Parisian favorites ("Ciel de Paris," "La Seine," "A Paris," etc.) as well as some less familiar. Thrush registers her usual charm and there is fine French-flavored backing by Gianni Monese and his ork. Thrush's up-coming appearances on Godfrey show next month can hype sales barometer. She'll be on every day.

INSTRUMENTAL TREASURES OF STEPHEN FOSTER80

(1-12")
Request RLP 10035
This is a surprisingly good package, particularly when contrasted with so much current album material that is far out, weird and gimmicked in one
(Continued on page 64)

TURNOVER IS TERRIFIC!
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BOTH ORIGINALS—BOTH SMASHES
JIMMY BOWEN
"I'M STICKIN' WITH YOU"
b/w
"EVER LOVIN' FINGERS"
ROULETTE 4001
BUDDY KNOX
"PARTY DOLL"
b/w
"MY BABY'S GONE"
ROULETTE 4002
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VOX JOX

By JUNE BUNDY

GIMMIX: Lou Barile, WIBX, Utica, N. Y., is celebrating George Washington's birthday this year, via a contest, whereby listeners are asked to write their opinions on the question "Do you think it's possible to go thru a 48-hour period without telling a lie, white or otherwise?" The best "yes" answer wins a cherry tree, while a hatchet goes to the best "no" entry. . . . Art Pallan, KDKA, Pittsburgh, reports that pennies really add up to solid contributions. In response to his appeal for contributions to Hungarian relief, young listeners donated 170,000 pennies, while his speaking appearances in local high schools netted close to 10,000 one-cent pieces from on-the-spot collections. . . . Ed Ferland, WHEC, Rochester, N. Y., is emceeing a dance for teen-agers February 22 at a local ballroom. If business is good he plans to run them on a weekly basis. . . . DeeJay Joe Malkin and sports director Jim King, KOKX, Keokuk, Ia., pulled \$1,500 in contributions for the March of Dimes during a special 90-minute fund-raising broadcast this month.

PRESCOTT PICKS HUNTER: Tab Hunter may very well replace Elvis Presley, according to deejay Norm Prescott, WBZ, Boston. The jockey pulled 11,000 letters in two and a half days from listeners last week on a contest, whereby gals could win a date with the Dot record artist. The response was greater, said Prescott, than when he offered three genuine hairs from Presley's sideburns last year. The winner, 15-year-old Sheila Walsh, went on her date with Hunter February 7, accompanied by Prescott, a police escort and 700 teen-agers. The following day, WBZ tossed a lawn party in front of the station for Tab Hunter fans, which was covered by Life magazine and 50 cops.

GAB BAG: Joe Ryan, WALL, Middletown, N. Y., writes: "To save postage and the cost of records, I suggest record companies and publishers have the disk jockey send them a list of the current disks he will play when received. Too many deejay shipments contain records that just gather dust because a station doesn't play certain types of music. These rejects might be used at stations that do. Ditto with albums." . . . In reference to a quote by a disk jockey ("I wouldn't play a record of his. Not after what happened.") Dick Drury, WBRB, Detroit, comments: "This I can't agree with. Everyone makes a mistake. Are we all perfect? When a singer gets involved in a bad situation, let's forget it as soon as possible. Play the record if it's a good one!"

- YESTERYEAR'S TOPS—**
as reported in The Billboard
The nation's top tunes on records
FEBRUARY 22, 1947
1. (I Love You) For Sentimental Reasons
 2. Open the Door, Richard
 3. Managua, Nicaragua
 4. Anniversary Song
 5. The Old Lamplighter
 6. A Gal in Calico
 7. Huggin' and Chalkin'
 8. Ole Buttermilk Sky
 9. Oh, But I Do
 10. Zip-A-Dee Doo-Dah
- FEBRUARY 23, 1952

1. Cry
2. Tell Me Why
3. Little White Cloud That Cried
4. Slow Poke
5. Any Time
6. Please, Mr. Sun
7. Wheel of Fortune
8. Shrimp Boats
9. Tiger Rag
10. Bermuda

MONITOR MUSICAL SURVEY

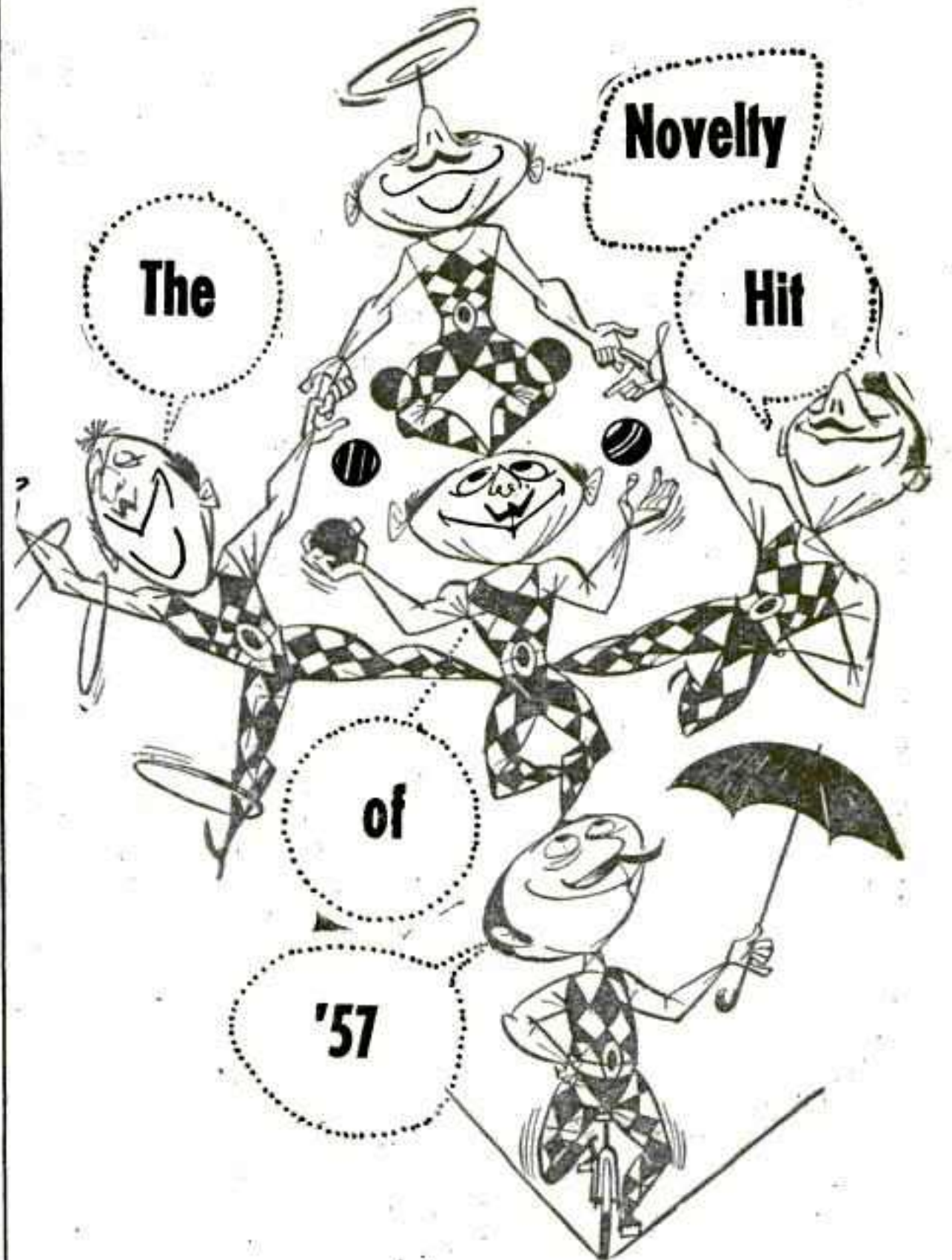
According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas.

- Providence**
"Isabella," Tommy Furtado, Cadence.
- Washington**
"Chantez-Chantez," Dinah Shore, RCA Victor.
- Columbus, Ga.**
"Ballerina," Nat (King) Cole, Capitol.
- Fresno, Calif.**
"Young Love," Tab Hunter, Dot.
- Cleveland**
"Someday Soon," Gloria Wood, Diamond.
- St. Louis**
"Round and Round," Perry Como, RCA Victor.
- Phoenix, Ariz.**
"Banana Boat (Day-O)," Harry Belafonte, RCA Victor.
- Little Rock**
"Little By Little," Crew Cuts, Mercury.
- Worcester, Mass.**
"Who Needs You," Four Lads, Columbia.
- Lubbock, Tex.**
"Party Doll," Buddy Know, Roulette.

Chuck Dunaway, KENT, Shreveport, La., recently called Elvis Presley at his home in Memphis, and taped the conversation for later airing on his show. Response from listeners was so great that Dunaway had to repeat the interview twice on his own show that afternoon and also let fellow jocks, D. J. O'Donnell, Tony Pawlak and Sid Knight, use it on their respective programs that night and the following morning. . . . Roger Keller, WFLO, Farmville, Va., opines, "Record companies ought to record the Broadway musicals as they sound in the theater. Some of the show albums are dead without doubt, but a live audience would help a lot."

TAPE EXCHANGES: Jerry Collins, WJBC, Bloomington, Ill., has taken a practical step toward setting up a workable tape-exchange operation between jocks in various cities. He's circulating a list of jocks interested in the tape deal, along with their comments on the idea. Spinners include Jim Avery, KGA, Spokane; Bill Clark, KRIO, McAllen, Tex.; Johnny Duncan, WMOR, Morehead, Ky.; Tom Estes, WMAG, Forest, Miss.; Phil Ladd, CHUM, Toronto; Dick Varney, ZBM, Pembroke, Bermuda; Ian Smith (no station given), Ames, Ia. . . . In line with this, Richard Baker, musical director of KARL, Carlton College station, Northfield, Minn., writes: "We'd like to contact jocks interested in exchanging taped reports on what's doing music-wise in their part of the country. In addition to regional reports, we could offer unusual bits, as we have students representing eight foreign countries."

Walt Harrell, program director, WATG, Ashland, O., advises that the station is re-vamping its entire programming and will "concentrate on good music—classical and good jazz, with some pop music, but not as much as most stations program." Harrell will personally handle the jazz shows. John Byington and Stan Gebben have a new show tagged "Daytime" over college station WBRN, Big Rapids, Mich.



BOB CORLEY

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BUT DOCTOR

20/47 6801

RCA VICTOR



A Note from Archie Bleyer

ANDY WILLIAMS' BUTTERFLY is the one with the "clappin' and the snappin'." 1308

By the way, dealers, be sure you are stocked on Andy's LP **ANDY WILLIAMS SINGS STEVE ALLEN.** CLP 1018

Some cities like the **CHORDETTES' "COME HOME TO MY ARMS,"** some like **(FIFI'S) WALKIN' THE POODLE.** Either way it looks like a big one. 1307

The **HARVEY BOYS** have really smashed through in Philadelphia with **NOTHING IS TOO GOOD FOR YOU** and is starting to spread. 1306

The **BARRY SISTERS** singing 12 all time **YIDDISH FAVORITES** is a most unusual item--and one that I am very proud is a Cadence LP. CLP 1017

DON SHIRLEY remains a strong consistent LP seller. His latest is just wonderful, **THE DON SHIRLEY DUO.** CLP 1015

I'll have some interesting news for you next time.

Andy Williams Sings Steve Allen CLP-1018
Barry Sisters—Yiddish Favorites CLP-1017

The Don Shirley Duo CLP-1015

Andy Williams—Butterfly 1308

Chordettes—Come Home to My Arms—(Fifi's) Walkin' the Poodle 1307

Harvey Boys—Nothing Is Too Good for You 1306



RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N. Y.

Reviews of New Pop Records

Continued from page 58

age is clever, but the idea as a whole doesn't come off. Jocks may play as novelty, but flip is better side. (Joy, ASCAP)

DAVE TERRY ORK
The Boy With the Golden Kazoo . . . 79
JUBILEE 5271—An instrumental of great beauty. Tune is reminiscent of "Nature Boy" and has muted trumpet spelling out the melody against lush string background. It's hard to resist this one; deejays certainly are going to knock themselves out on it. (Spler, ASCAP)

The Boy With the Golden Kazoo . . . 78
This is a vocal treatment of the same tune. It's hard not to think of Nat Cole's reading of "Nature Boy," when listening to Stuart. He has the same timbre of voice, the same phrasing and feeling. Very pleasant listening. (Spler, ASCAP)

RAY ANTHONY ORK
Calypso Dance . . . 79
CAPITOL 3646 —The commercial viability of a good dance calypso instrumental is obvious. Anthony gives a perky styling to this material and underlines it with a strong, obvious beat for terpers. Terrific juke box thing. (Moonlight, BMI)

Plymouth Rock . . . 75
The band turns to unoffensive rock and roll here. Material has a slow, steady beat that even Mom and Dad can dance to. Has a simple, easy-to-remember melodic idea that is pleasant, if a bit innocuous. (Moonlight, BMI)

ACQUAVIVA ORK
One Moment More . . . 77
M-G-M 12434—A melodious, fiddle-filled instrumental which has motion picture sound track touches. Has the big production sound and would make nice fare for late-night jockeys. (Sunbeam, BMI)

Always the Sea . . . 76
A concertoish tone-picture conjured up by maestro Acquaviva. Nice mood programming material. (Sunbeam, BMI)

EDDIE HEYWOOD
Begin the Beguine . . . 77
VICTOR 6816 — A delightful wax reprisal of Heywood's old hit dishing of the great Cole Porter standard. Jockeys should flip over chance to add new slicing to library. (Harms, ASCAP)

No Miracle Needed . . . 74
Deft yet delicate pianistics on a romantic instrumental theme. Haunting mood music for jockey segs. (Regent, BMI)

THE FOUR FRESHMEN
What's It Gonna Be? . . . 76
CAPITOL 3652—A swiny arrangement with smooth harmonizing by the Freshmen. Instrumental has a big, bright sound. (Northern, ASCAP)

That's the Way I Feel . . . 76
This side has a slower tempo, but the same swiny feeling as the flip, and sophisticated instrumentation. (Leeds, ASCAP)

JOE REISMAN ORK
Pamela Throws a Party . . . 76
VICTOR 6826 — Ork and chorus team up on this frothy little tune. Has a simple oft-repeated melody and a bright treatment by the group. Some jocks may play this for the pajama party set. (Korwin, ASCAP)

Navajo Nocturne . . . 75
This starts with the far-off war cries of a pack of Redskins, followed by an attractive theme that has a close tie with Indians. An appealing instrumental. (Famous, ASCAP)

PEE WEE HUNT AND JOE (FINGERS) CARR
Swingin' Down the Lane . . . 76
CAPITOL 3642 — Swiny, dancey oldie in an instrumental excerpt from the album "Pee Wee and Fingers." Typical tavern fare, and a happy change of pace for jocks. (Fels, ASCAP)

How 'Ya Gonna Keep 'Em Down on the Farm . . . 72
Album excerpt is a great one for jukes in spots where fun-loving middle-aged cats congregate. Dixie-honky tonk melange is sprightly and loud. (Mills-Warock, ASCAP)

CHUCK MILLER
Me Head's in de Barrel . . . 76
MERCURY 71056—Smart, entertaining calypso, sung with proper humor by Miller and male group. The natives sink a boat loaded with rum, the rum comes up and the natives have a ball. Could pay off. (Shapiro-Bernstein, ASCAP)

Good Mornin' Darlin' . . . 70
Pleasant-enough ballad, sung with some country flavor, with backing a la rock and roll. Not outstanding enough to emerge with any strength. (Joy, ASCAP)

SUNNY KNIGHT
Worthless and Lowdown . . . 75
DOT 15542—The most commercial of Sunny Knight's recent disks—which have been appearing on various labels. This is a blues, with a solid rock and roll backing. Knight shouts the vocal effectively. (Prestige, ASCAP)

End of a Dream . . . 75
A tender ballad, with a good melody

and an instrumental backing and chorus that effectively showcases Knight's vocal. (Prestige, ASCAP)

LENNY DEE
Stormy Weather . . . 75
DECCA 30201—Strong organ solo instrumental version of the haunting standard. Dee has big juke following in Midwest, and both these sides should rate well play-wise. (Mills, ASCAP)

Goodnight Sweet Love . . . 73
Tasteful organ instrumental waxing of an attractive ballad with a deftly understated beat. Same comment on play potential. (Amber, ASCAP)

STEVE CLAYTON
The Boy With the Golden Kazoo . . . 75
CORAL 61766 — Some fine quality vocalizing here on this version of a slow novelty ballad. Backing is imaginative and over-all result can stir some sales provocation. (Spler, ASCAP)

I Want to Put My Arms Around You . . . 72
Attractive rhythm ballad, well delivered, and with likewise good backing. A polished job on all counts, but material-wise not matching the flip. (Montauk, BMI)

ROBERTA SHERWOOD
What Does It Matter? . . . 75
DECCA 30208—La Sherwood rocks and rolls a pretty old Irving Berlin ballad with exuberance, vitality, and sock personality. Jockeys should find this an interesting conversation piece. (Berlin, ASCAP)

The Sham Rock . . . 71
A raucous Irish and roll version of the Lovely Irish Theme "Molly Malone." Rather dubious material for March 17, but some jocks may dig it as novelty programming for the holiday. (Pickwick, ASCAP)

THE EMPEROR
Tough De Times . . . 74
ARGO 5264 — Unusual material—bluesy, with a calypso and folk quality. The Emperor sings it in a minor key, with a quiet but rhythmic guitar and drum background. (Arc, BMI)

Me Baby Treats Me Wrong . . . 71
Calypso with authentic island quality. Side has not the impact of the flip, but makes a good coupling, nevertheless. (Arc, BMI)

BOBBY SCOTT
Driftwood . . . 74
ABC-PARAMOUNT 9791—There's a persuasive medium-tempo beat on this minor key and slightly offbeat item first cut by Eddie Cooley. Scott keeps up interest in spite of competition and this can get attention. Jocks and perhaps buyers, too, may go for it. (Forshay, BMI)

Oh, Joshua! . . . 60
The old spiritual gets an up-to-date and swinging treatment by Bobby Scott. Chances seem limited on this revival. (Songfest, ASCAP)

MARI JONES
Teen-Age Quarrel . . . 73
TAMPA 123—Nicely delivered ballad baited with younger set material. Packs considerable promise vocal-wise for interest from sentimental teensters. (Webster, BMI)

Riba Daba Doo . . . 72
Re-release of singer's lively blues rhythm effort on label's No. 117. Talent again promising. (Webster, BMI)

ANNA VALENTINO
Calypso Joe . . . 73
DOT 15543—Colorful calypso side. Anna Valentino belts it out with passion. Lyrics are compelling and will get plenty of calls for repeat performance. (Swell, BMI)

You're Mine . . . 70
A ballad on this side. Well-produced, but without the flash of the flip. Thrush Valentino has full, rounded vocal style. (American, BMI)

MAUREN CANNON
Mama—Come Save Your Child . . . 73
JUBILEE 5272—Miss Cannon takes a cue from some of the r.&b. belters in her styling of this fast, catchy beat opus. Her bold, extrovert piping is bound to sweep many listeners off their feet. (Mellin, BMI)

Oh Johnny, Oh Johnny, Oh . . . 64
Give the singer an "E" for effort. She moves in on this oldie with the kind of assault on the ears you expect from Lillian Briggs. Loud and overwhelming. (Forster, ASCAP)

BILLY ECKSTINE
Blue Illusion . . . 72
VICTOR 6827 — A lushly melodic ballad is handed an elaborate production by Winterhalter and chorus as they back Eckstine's smoothly expressive vocal. (Gregory, ASCAP)

Oh, My Pretty, Pretty . . . 68
Eckstine is in his usual rich choral form on a quaint folk tune with charming lyrics. However, side may be too off-beat for today's market. (E. B. Marks, BMI)

DEAN JONES
His Great Reward . . . 72
M-G-M 12429—Here's a strong in-

(Continued on page 63)

3 NEW RELEASES HI FI DYNAMITE

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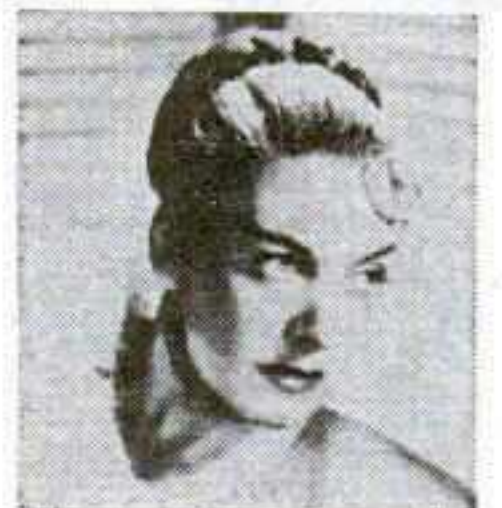
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Reviews of New Pop Records

Continued from page 62

apronal item with nice belting by Jones, who sports a good legit-type voice. Good rouser, suitable for some boxes. (Artists, ASCAP)

Song of the Ox Driver... 68
There's the feeling of the open spaces here as Jones belts a chant of the plains in spirited fashion. Has the "Ghost Riders" touch. (Harrison, BMI)

ART MOONEY ORK
I Never Had a Worry in the World... 72
M-G-M 12435—Bright, swingy vocal work by the Cloverleafs, backed primarily by the banjo with the rest of the band getting in the act. It's a crowd song-rouser appropriate for the box players in the saloons. (Hampshire House, ASCAP)
Donkey Got Drunk... 65
Mooney with vocal help by Ray Rivera and the Cloverleafs gets on the calypso kick in unconvincing style. Flip side all the way. (Hampshire House, ASCAP)

JOHNNY CALI
MI Bella Mia... 71
KING 5015—Italian-flavored material. Vocal, by the Jack Halloran singers, is slow and melodic. Backing captures that Mediterranean quality with mandolins. (Serenade, ASCAP)
Mandolino Serenade... 71
Very similar to the flip in feeling and mood. Tempo is waltz time, with vocal by the Jack Halloran singers and the backing featuring mandolins. (Frederick, BMI)

JERIL DEANE
I Want to Love While I'm Young... 71
SOLO 105—There's high quality vocalizing here from a promising thrush on a pretty ballad. Toned-down rhythm backing and solid assist by Choraleers shows production imagination. Nice vocal material. (T-C, BMI)
I Didn't Know How to Cry... 66
Another sentimental ballad gets like treatment. Result is a bit heavier-handed than flip and not quite as effective, but quality comes thru. (T-C, BMI)

JEANNIE CARSON
Come Home to My Arms... 71
DECCA 30233—A cover of a saucy marching tune, in the "Lay Down Your Arms" lyric groove. Bright thrashing job by English lark. (Chappell, ASCAP)
Original Joe... 68
The British canary sings with sweet precision on a lilting, pleasant calypso, primed to cash in on current trend. Should grab off some jockey play, but isn't unusual enough to stand out in a rash of calypso releases. (Crystal, ASCAP)

MONIA LITER ORK
Blue Fandango... 71
LONDON 1715—Danceable rumba-type tempo here from album, "Lovers in Paris." Ork comes thru with fine beat on highly acceptable arrangement. Good rock mate. (Kassner, ASCAP)
The Flirt... 70
Another tune from the same source. This side gets excellent professional treatment, too. (Kassner, ASCAP)

JIMMY FOSTER
The Man of the Hour... 70
EPIC 9202—Singer registers pleasantly with a he-man ballad to a helpful rhythm backing. Will start no sales bonfires, but can pick up moderate counter interest. (Paxton, ASCAP)
The Flower of Love... 69
Another projection along the same lines. Not quite as strong as flip, but a good professional job nonetheless. (Sylvia, BMI)

BENNY STRONG ORK
You Call Everybody Darling... 70
DECCA 30234—A danceable version of the tender oldie with catchy group vocal work by the Mellomen and a strong swingy terp-tempo. Good jockey wax. (Mayfair, ASCAP)
I Love My Baby... 69
This amusing rhythmic take-off on the oldie has plenty of bounce and catchy banjo backing. However, the Jill Corey version has already caught most of the jockey play on tune, so chances are deejays will spin the flip. (Shapiro-Bernstein, ASCAP)

PAUL EVANS
What Do You Know?... 70
VICTOR 6806—Evans debuts with a rock and roll job keyed to the romantic problems of sound teenagers. Side has a swinging count but delivery is pretty pale in light of some of the competition at this level. (Dauby, BMI)
Dorothy... 67
There's a Latinish touch to this hymn to a lady but otherwise, there's little to make it stick out. (Raleigh, BMI)

JUDY HOLLIDAY
These Will Be the Good Old Days (Twenty Years From Now)... 70
DECCA 30216—Timeless old-timey ditty has a message that should appeal to some spinners who favor "memory" segs. The great actress-comedienne doesn't make it as a disk entity on these faces, however. (Gen-

eral Music, ASCAP)
Full of Life... 66
In a straight, gentle ballad, title song of her new flick, Miss Holliday is simply inadequate. The real, true-blue fans may buy it, however. (Columbia Pictures, ASCAP)

JOAN WEBER
Gone... 70
COLUMBIA 40852—This cover of the Ferlin Husky c.w. click has rock and roll touches with a big, slow, swinging rhythm. Choral and ork arrangements are in a strong, timely groove but Miss Weber isn't right for this type of material. Sounds as tho she's extending herself. (Hill & Range, BMI)
A Love That's a Lie... 66
Same general pattern here with the gal trying hard. Net effect is not the strongest. Gal is more at home with lighter material. (Oxford, ASCAP)

BOBBY DARIN
Help Me... 69
DECCA 30225—A big, fancy piping of a pleading ballad of genuine appeal. Darin sells it rather effectively and builds solidly to a strong climax. Recommended to deejays. (Songsmiths, ASCAP)
Dealer in Dreams... 69
Even tho the voice quality is different on this side Darin styles in a way that is reminiscent of Johnnie Ray. Projects strong emotion in a vigorous out-going way. Deserves exposure. (Songsmiths, ASCAP)

JOE CARSON
Love Transfusion... 68
CAPITOL 3645—Bright country ditty with a novel, but light-weight lyric. New warbler, making his debut here, is competent. He also wrote the tune. (Brazos Valley, BMI)
Passion and Pride... 68
A philosophical plaint, well sung, but lacking the edge for a high tally. (Brazos Valley, BMI)

THE BEACHCOMBERS AND NATALIE
Hankerin' for You... 68
CAPITOL 3643—A slow, pretty-ish harmonizing job on a lovely ballad. Group has a smooth blended sound and will appeal to jocks looking for rock and roll antidotes. (Barton, ASCAP)
Hey-Ho... 66
The group goes a bit fancy on this side, essaying some stylish harmonizing in round-singing manner. It's unusual and rather cute, but not too commercial. (Sands, ASCAP)

TOMMY MARA
Nobody Understands Me... 68
RKO UNIQUE 377—Mara voices a common teen-age plaint. The singer invests the material with sincere feeling, and it comes off as a highly listenable slicing. Some solid deejay appeal here. (Lamas, ASCAP)
So Rich and Yet So Very Poor... 65
"Without a honey, what good is money?" is the message. Here Mara belts and he shows knowledgeability with the "back-breaker" type song. Material is not strong for current market. (Britton, BMI)

BARBARA LYON
Letter to a Soldier... 68
CAPITOL 3644—In this British slicing, the thrush impresses with her warm tones and schmaltzy message re a romance built up via correspondence. It's questionable how far this can go with American teen buyers. (Daywin, BMI)
Whisper... 64
Pretty waltz melody, sung with effective breathiness, but lacking any standout message. (Kassner, ASCAP)

SCOTTY ENGEL
Steady As a Rock... 66
RKO UNIQUE 386—Engel embarks on a rhythmic course set to a swinging rock and roll pattern. Nice beat here but arrangement is on the thin side. (Leeds, ASCAP)
When Is a Boy a Man?... 62
Adolescent sounding Engel boasts that the big day has come. Full of philosophical thoughts, with a rhythm framework. Not likely to cause any great commotion. (Lamas, ASCAP)

GRIZ GREEN'S ARIZONIANS
I Got a Date With a Saint... 66
M-G-M 12432—This is an unusual up-beat opus that combines "Western" fiddling and honky tonk piano and beat. Connie Conroy comes in for a very effective vocal a la Clancy Hayes on the second chorus. Sales will be limited probably to Western territories. (Gale & Gayles, BMI)
Wherever You Are... 60
Connie Conroy is vocalist here, too, turning to a ballad this time. Against "Western" type backing, he tries manfully, but does not spark strong interest. (Gale & Gayles, BMI)

VINNY MONTE
Telegram... 65
JOSIE 810—The singer speculates on the contents of a telegram. Monte's styling has r.&b. elements—and also some of the "Cry" tactics of Johnnie
(Continued on page 64)



LAWRENCE WELK



Best Selling Singles

61765 CINCO ROBLES—WHISPERING HEART

61783 WILD COLONIAL BOY—McNAMARA'S BAND

61784 DANCE AROUND A STACK OF BARLEY—WHEN IRISH EYES ARE SMILING

65517 COCOANUT GROVE—RUSTIC DANCE

61629 HELENA POLKA—HOT PRETZELS

61630 JENNY LIND—THE JOLLY COPPERSMITH

Theme songs:

61741 CHAMPAGNE TIME—AROUND THE WORLD

65511 BUBBLES IN THE WINE—JOSEPHINE

With the

LENNON SISTERS:

61762 SIAMSE CAT SONG—YOU BREKE YOUR PROMISE MR. SANDMAN

61701 TONIGHT YOU BE LONG TO ME—WHEN THE WHITE LILACS BLOOM AGAIN

61597 MICKEY MOUSE MAMBO—HI! TO YOU

61679 ALLEGHENY MOON FAITH UNLOCKS THE DOOR

With

LARRY HOOPER:

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Reviews of New Pop Records

Continued from page 63

Ray. First impression is not strong. (Jubilee, ASCAP)
Unless . . . 62
A rather pretentious ballad given the all-out treatment. He belts hard but not with too much finesse. (Tee-Pee, ASCAP)

EDDIE SKRIVANEK ORK
Lover's Blues . . . 61
MONTE CARLO 004—Blues tinged number with vocal pleasantly delivered, but lacking ingenuity to give it any particular bite. Arrangement is run-of-mill and looks to spark only cursory interest. (Koss, BMI)

The Telephone Is a Wonderful Thing . . . 60
Somewhat livelier tempo projected in same vein and with similar results. (Koss, BMI)

JIMMY DUNCAN
The Price of Love . . . 60
CUE 1156—A tearful ballad. Adequate performance by Duncan; but arrangement lacks spark. (Madge, BMI)

I'm On the Outside (Lookin' In) . . . 60
A rock and roller. Like the flip, Duncan's vocal is fair; but arrangement is not a bright one. (Madge, BMI)

BILL DARES
Underflow . . . 58
P-R-O—A rather pallid vocal treatment of the dramatic ballad. (Spina, ASCAP)

Femme Fatale . . . 56
An overly vivacious reading by Dares on a pert Parisian rhythm tune, with run-of-the-Rue de la Paix type lyrics. (Spina, ASCAP)

ANNE LORRAINE
I'm So Thankful . . . 58
ORIGINALS 533—Tune is a slow religious ballad, in fact, mournfully paced and sung. Thrush and ork have some quality, but sales possibilities of the over-all are very slim. (Arc, BMI)

How Strange . . . 55
Another dolorous chant that can only get lost in today's highly competitive market. (Fels, ASCAP)

BUCHANAN AND GOODMAN
The Mystery (In Slow Motion) . . . 57
LUNIVERSE 103 — Mystery "story"

consists of a string of sound effects cliches. Smarter production than flip, but it's still pretty juvenile. (Buchanan & Goodman, BMI)

The Bana Bana Story . . . 55
An impossible, nerve-wracking hodge-podge with snatches of the hit calypso, plus dubbed portions of many popular TV commercials. It's all pointless and unfunny, unless viewed as a take-off on the "Million-Dollar Movie," with its endless string of commercials that destroy all continuity. As such it merits one spin. (E. B. Marks-Bryden, BMI)

THE SONS AND DAUGHTERS COMBO

She . . . 50
STAR-III 101 — Ultra - saccharin "mother" pean with sugar-coated tenor carrying the load. Instrumental group provides backing to suit. Appeal here looks ultra-limited. (Heart & Home, BMI)

She . . . 49
Instrumental group offers a singularly uninspired arrangement of the same tune. Same commercial comment. (Heart & Home, BMI)

Latin American

RENE TOUZET ORK

Mambo 100 . . . 78
VERNE 0899 — High-flying mambo side with a swingy big band flavor, hip-swiveling tempo and some excellent trumpet solo work. Fine programming for Latin American jockey shows, and enterprising pop jocks in search of terp wax.

MI Musica Es Para Ti . . . 74
Quality-wise cha cha waxing with a catchy vocal and a provocative beat.

JOHNNY CONQUET ORK

Mary Ann Merengue . . . 76
VICTOR 6825—Frothy instrumental wax version of the lilting calypso standard with a deft danceable merengue beat. The pop version of the tune is a best seller, which should spark plays.

Piano Merengue . . . 73
A terp-wise instrumental treatment of a light and romantic merengue theme. However, flip is stronger side. (Nassau, BMI)

Reviews and Ratings of New Albums

Continued from page 60

form or another. These Foster instrumentals—many of which have not been recorded—represent true musical Americana. The performances by the Florida Concert Society are tasteful and bring out the wealth of mood and romantic feeling in the compositions. A beautiful cover shows a reproduction of a Currier & Ives Mississippi River scene. The album is an excellent one for deejays with adult audiences. Package could be one of a group in a dealer display of American music. Pieces include "Santa Anna's Retreat From Buena Vista," "Village Festival," "Soiree Polka," etc.

LINE RENAUD'S PARIS . . . 80
(1-12")
Capitol T 10055
Mlle. Renaud, considered by many the most popular singer of French pop songs, makes her debut on this label with this package. If memory serves, her last sides sold on the American market appeared on the Pathe-Vox label—a 10-inch package. Mlle. Renaud, in vocal style and mannerism, is typically Parisian, radiating charm. An effective gimmick on her Cap package is her mode of prefacing each song with a spicy, cute introduction. Tunes are "Under Paris Skies," "I Want," "Poor People of Paris." Another in the "Capitol of the World" series.

A HUNGARIAN RHAPSODY . . . 72
Orchestra of the Hungarian State Folk Ensemble (1-12")
Vox VX 25240
Package is gaited primarily to Mittel-Europa trade and is "international" rather than classical in category. Ensemble (no conductor billed) gives a highly creditable reading of Liszt's Hungarian Rhapsody No. 2, but the other three items, "Pictures From Sopron," "Paloc Fantasy" and "Transylvania Rhapsody" are strictly folkish Hungarian items. Set will doubtless appeal to the Magyar ear, and may snare further interest via the current focus on Hungary's tragic situation.

Rhythm & Blues

DANCE TIME . . . 78
Earl Bostic (1-12")
King 395-525
Actually, this one is hard to categorize, and there should be sales to r.&b., jazz and pop customers, not to mention teen-age rock and rollers. It's Bostic's fourth I.P., and most of the 12 sides, if not all, have been out as singles. Some reflect the alto

man's recent tendency to choke and growl in the best r.&r. commercial tradition. "Harlem Nocturne," the teen dance fave, gets a polished run-down the deejays will like. Also includes "Off Shore," "Melancholy Serenade," etc. For all shops.

Country & Western

THAT HONKY TONK PIANO . . . 70
Floyd Cramer (1-12")
M-G-M E 3502
Cramer, exponent of the honky tonk piano style, has done about a dozen tunes in that loud, tinny, persuasive beat best described as honky tonk. Cramer's package is heavily country flavored. There are such tunes as Hank Williams' "Cold, Cold Heart," "Cheatin' Heart," etc. Others are "Piano Rag," "Battle Hymn of the Republic," etc. This package takes its place along with a lot of similar material. Moderate sale indicated.

Folk

FLAMENCO ESPANOL . . . 76
Featuring Spain's Greatest Singers, Guitarists, and Dancers (1-12")
Capitol T 10033
One of the more interesting of the "Capitol of the World" series, this package offers a flamenco troupe made up of singers, guitarists, bandore players and dancers, beautifully recorded. A dealer can use this disk to illustrate the excellencies of modern recording and equipment. Performers include Antonio Molina, high-pitched vocalist with a compelling quality; Sarasate, virtuoso of the flamenco guitar; Coffo de Huelva, another fine vocalist, and others. This exciting disk has an attractive cover, making it a good display piece.



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 b/w
"The Love I Never Had"
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C&W Best Sellers in Stores

For survey week ending February 13

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

This Week	Last Week	Weeks on Chart	Record
1.		9	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602
2.	3	10	THERE YOU GO (BMI)—J. Cash TRAIN OF LOVE (BMI)—Sun 258
3.	2	23	SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545
4.	4	7	I'M TIRED (BMI)—W. Pierce It's My Way (BMI)—Dec 30155
5.	6	4	KNEE DEEP IN THE BLUES (BMI)—M. Robbins SAME TWO LIPS (BMI)—Col 40815
6.	5	15	I'VE GOT A NEW HEARTACHE (BMI)—R. Price WASTED WORDS (BMI)—Col 21562
7.	6	38	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510
8.	8	38	I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241
9.	9	4	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800
10.	12	4	AM I LOSING YOU? (BMI)— Waitin' for a Train (BMI)—Vic 20-6749
11.	11	29	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604
12.	13	13	REPENTING (BMI)—K. Wells I'm Counting on You (ASCAP)—Dec 30094
13.		1	I MISS YOU ALREADY (BMI)—F. Young I'm Gonna Live Some Before I Die (BMI)—Cap 3611
14.		1	GONE (BMI)—F. Huskey Missing Persons (BMI)—Cap 3628
15.		1	ROCKIN' IN THE CONGO (BMI)—H. Thompson I Was the First One (ASCAP)—Cap F 3632

Most Played C&W in Juke Boxes

For survey week ending February 13

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart	Record
1.	3	6	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602
2.	2	7	THERE YOU GO (BMI)—J. Cash TRAIN OF LOVE (BMI)—Sun 258
3.	1	21	SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545
4.	6	35	I WALK THE LINE—J. Cash Get Rhythm (BMI)—Sun 241
5.	4	35	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510
6.	9	4	I'M TIRED (BMI)—W. Pierce It's My Way (BMI)—Dec 30155
7.		1	AM I LOSING YOU? (BMI)—J. Reeves Waitin' for a Train (BMI)—Vic 20-6749
8.	8	3	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800
9.	5	14	I'VE GOT A NEW HEARTACHE (BMI)—R. Price Wasted Words (BMI)—Col 21562
10.	7	9	STOLEN MOMENTS (BMI)—H. Snow Two Won't Care (BMI)—Vic 20-6715
10.	10	2	AUCTIONEER (ASCAP)—L. Van Dyke I Fell in Love With a Pony Tail (ASCAP)—Dot 15503

Most Played C&W by Jockeys

For survey week ending February 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Record
1.	1	10	YOUNG LOVE—S. James Cap 3602—BMI
2.	2	23	SINGING THE BLUES—M. Robbins Col 21545—BMI
3.	3	8	THERE YOU GO—J. Cash Sun 258—BMI
4.	4	8	I'M TIRED—W. Pierce Dec 30155—BMI
5.	6	6	AM I LOSING YOU?—J. Reeves Vic 20-6749—BMI
6.	4	16	I'VE GOT A NEW HEARTACHE—R. Price Col 21562—BMI
7.	10	4	KNEE DEEP IN THE BLUES—M. Robbins Col 40815—BMI
8.	7	7	TRAIN OF LOVE—J. Cash Sun 258—BMI
9.	11	3	YOU'RE THE REASON (I'M IN LOVE)—S. James Cap 3602—BMI
10.	14	3	TOO MUCH—E. Presley Vic 20-6800—BMI
11.		1	I'M COMING HOME—J. Horton Col 40813—BMI
12.	8	40	CRAZY ARMS—R. Price Col 21510—BMI
13.	12	15	WASTED WORDS—R. Price Col 21562—BMI
13.	13	8	STOLEN MOMENTS—H. Snow Vic 20-6715—BMI
15.	9	38	I WALK THE LINE—J. Cash Sun 241—BMI

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Sonny James hit the road out of Dallas last weekend in his new Cadillac to head up a "Grand Ole Opry" package on a series of dates arranged by WSM's booking czar, Dee Kilpatrick. Schedule had Sonny in Atlanta Sunday (17), Greenville, S. C., Monday (18), and Augusta, Ga., Tuesday (19). On Wednesday (20) he plays Jacksonville, Fla., and follows with Pensacola, Fla., Thursday (21), and Miami Friday (22). On February 25, James hops to California for another session for Capitol and for rehearsals for Bob Hope's filmed TV show to be beamed over the network in April. While in Hollywood, Sonny will appear as guest on the Tennessee Ernie Ford and Bob Crosby shows. In March, "Big D Jamboree" bookers have him set for an extended tour thru the Southwest.

The Country Music Disk Jockey Association's next annual gathering has been tentatively set for Kansas City, Mo., June 14. Plans are still under way to present a network TV spectacular in conjunction with the conclave and dicker-ing along those lines are still on with two major TV nets. Idea would be to present an all-star c.&w. show at City Auditorium, Kansas City, with the public invited to attend, and with the show going out over the TV net in spec fashion. The spectacular deal is expected to be finalized within the next two weeks.

Texas Bill Strength, the Five Strings and the Rangers Quartet were guests with "Big D Jamboree" in Dallas last Saturday (16), with Sun Records' new protege, Jerry Lee Lewis, piano-playing singer, getting the call for the guest shot next Saturday (23). . . . Parker Willson, veteran stage and radio deejay-emcee, has rejoined "Big D Jamboree," with Tommy Mitchell (Mercury) also joining up recently as a regular. . . . Mac Wiseman is due in Hollywood this week to take over his duties as head of Dot Records' country and western department. . . . Roy Acuff makes the guest shot on "Circle Theater Jamboree," Cleveland, Saturday (13).

Cliff Rodgers, country music man at WHKK, Akron, reports bang-up business for the Faron Young promotion, helmed by Hubert Long, which played the Akron Armory February 3. Featuring Faron Young and His Country Deputies, Johnny Cash and Marty Robbins and His Tennessee Partners, the unit is reported to have played to more than 5,000 paid admissions in two performances for a gross exceeding \$4,400. Jim Reeves, Hank Locklin, Del Wood and Jim Edward, Maxine and Bonnie Brown are set for two performances at the Akron Armory March 31. There is a possibility of NBC-TV picking up part of the show for "Wide, Wide World" on that Sunday. WHKK's own jamboree gang is set for the "Circle Theater Jamboree," Cleveland, March 9.

Marty Robbins and Johnny Cash headed up a c.&w. package which Bob Neal, of Stars, Inc., Memphis booked into Music Hall, Cincinnati, Friday Night, February 8. Limited promotion was reflected at the box office, with the unit pulling 2,100 paid in two performances, with prices scaled from 90 cents to \$2. Completing the package were the Musical Teardrops, the McCormick Brothers, Jimmy Williams, the Lucky Pennys, Jeanie Hogan, Lee Emerson, Jimmie Skinner and Ray Lunsford, Aunt Emmie, Billy and Phyllis Holmes and the Green Valley Travelers. (Continued on page 122)

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AND

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This Weeks C&W Best Buys

YOUR TRUE LOVE (Knox, BMI)—Carl Perkins—Sun 261—Perkins' past performance has greased the runway for this new disk apparently, for it surely is moving out quickly. Interestingly enough, many important country sources did not have the record in stock last week when contacted, but most Eastern and Midwest pop sources did. Country or pop, the report was almost uniformly enthusiastic about first week sales. Flip is "Matchbox" (Knox, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

C&W RECORDS

HANK SNOW

Marriage and Divorce (Myers, ASCAP) RCA Victor 6831—Snow sinks his teeth solidly into this home of life, love and tragedy. The theme is a natural for quiet weeping and Snow wrings the most out of it. Clever lyric is keyed to an idea for each letter of the words in the style of the tune "Mother." Bound to get strong play from jocks, and sales can follow in abundance. A powerful side. Flip is "Calypso Sweetheart," (Valley, BMI).

Reviews of New C&W Records

Poor Old Me . . . 79
MERCURY 71057—Here's one of Mercury's first c.w. disks waxed under its Starday tie-up. Barnes warbles in contagious country style on an appealing weeper with effective lyrics. Could be another big one for the singer. (Starrite, BMI)

Penalty . . . 78
Barnes walls with telling effect on a first-rate weeper with interesting lyrics. (Starrite, BMI)

RIC CARTEY
Heart Throb . . . 78
VICTOR 6828—A melancholic blues effort with the sound of the back woods. Cartey gives it a strong playable reading. This can get plays on a nice performance and insistent, pushing rhythm. (Lowery, BMI)

I Wantcha to Know . . . 73
A rhythmic, up-beat side which Cartey belts with a payoff sound. The cat has a good "potato in the mouth" singing style. Side may rate plays too. (Lowery, BMI)

GLENN DOUGLAS
I Wish I Could . . . 77
Love That Much Again . . . 77
DECCA 30227—A solid weeper, slow in tempo, and dripping with sadness. Glenn Douglas chants it in the traditional style, with that good old hill-billy heart. Watch it. (Tralls End, BMI)
There's Just a Little of You Left in My Heart . . . 75
Up-tempo country item, with a smart philosophy in the lyric and a standout performance by Glenn Douglas. Another to watch. (Copar, BMI)

JOHNNY BOND
Honky Tonk Fever . . . 76
COLUMBIA 40842—Amiable reading by Bond on a lively little ditty about a guy who loves going out on the town. Bright, happy side for the jukes. (Tree, BMI)
Lay It on the Line . . . 73
Bond sells with an engagingly languid air on a lively theme. Cute lyric laments the fickleness of his sweetie. (Cedarwood, BMI)

MEL TILLIS
It Takes a Worried Man to Sing the Blues . . . 76
COLUMBIA 40845—Tillis really belts this fine blues in solid fashion, to a rollicking rhythm pattern. Side builds as it goes along. Sure to get a lot of action. (Hollis, BMI)
Honky Tonk Song . . . 75
Unusual material. Country blues with a strong lyric and a solid vocal. Country jocks will find this a well-made, interesting disk. Worth plenty of spins. (Tree, BMI)

BILLY RILEY
Flyin' Saucers Rock and Roll . . . 75
SUN 260—Country blues with that typical Sun sound. Riley shouts the vocal in a style that will appeal to the pop and the rhythm and blues market, as well as country. A good one for the boxes. (Knox, BMI)
I Want You Baby . . . 73
This one is not as wild as the flip, but also has that "down" Presley type sound. Riley puts plenty of vigor into the vocal. (Knox, BMI)

DAVE RICH
Our Last Night Together . . . 75
VICTOR 6824—A tearful expression of regret and Rich has that remorseful sound that makes it go. Some chances here. (Golden West, BMI)
Tuggin' On My Heart Strings . . . 72
A cute, swiny country rhythm side. Dave Rich pushes out those twangin' tones but he rates stronger material. (Tree, BMI)

VIRGIL GIFFORD
Mexico Gal . . . 74
FABOR 142—A happy, rousing side on a familiar theme: He'll always love her, his girl across the border in old Mexico. Gifford's chanting is solid, and the fiddles, bass and guitars provide a toe-tickling accompaniment. (Dandellon, BMI)
Ain't Nobody Crying . . . 73
The chick flew the coop, but he's not one bit disturbed. A happy philosophy, and quite a switch from the usual weeper. A side like this will provide the jocks with interesting comment. (Dandellon, BMI)

AUDREY WILLIAMS
I'll Let the Telephone Ring . . . 74
M-G-M 12436—A weeper with effective lyrics, given an appropriately tearful interpretation by the singer. Fair commercial possibilities. (Acuff-Rose, BMI)
Tornado of Love . . . 72
In this wild up-beat side, the songstress turns on the heat. She does a good job and gets terrific support from the fiddles. Material is only so-so. (Acuff-Rose, BMI)

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various labels like ABC-PARAMOUNT, ABBOTT, ALADDIN, ARGON, ATLAS, CAPITOL, COBRA, COLUMBIA, COMBO, CORAL, CUE, DECCA, DOT, EPIC, EXCELLO, FABOR, FLAIR-X, FRATERNITY, GLORY, JOSIE, JUBILEE, KING, LIBERTY, LONDON, MERCURY, M-G-M, MINOR, MONTE CARLO, ORIGINAL, PARIS, P. R. O., RCA VICTOR, RUBY, SOLO, SPECIALTY, SUN, TAMPA, UNIQUE.

LOV CLINGMAN
It's Nothing to Me . . . 73
LIBERTY BELL 9012—Here's a melodramatic item—pitched in a minor key, with a persuasive repeating figure in the bass. Lyrics tell a sad story of love and alcohol in a dim-lit bar. Clingman chants it real straight and with effect. (Hazelwood, BMI)
I'm Low, Low, Low . . . 73
At last he realizes the chick has grown cold on him and now he's blue. A weeper, with some interesting figures in the strings; and well sung. (Debra, BMI)

DEL WOOD
After Five . . . 73
RCA VICTOR 6817—Here's a great juke and jockey platter. Excellent honky tonk keyboarding on a raucous, good natured instrumental with amusing "bar-fly" sound effects in background. (By-Nash, BMI)
Rockin' 88 . . . 71
Another good instrumental side for the jukes, with sock piano work. (By-Nash, BMI)

DORSEY BURNETTE
At a Distance . . . 73
ABBOTT 190—A weeper, slow-paced in tempo. Burnette sings it with a lot of heart. Builds as it goes along. (Dandellon, BMI)
Jungle Magic . . . 70
Burnette sings a rhythm side with a Latin or Tex-Mex flavor. Song's construction is unusual, imparting a different flavor to the side. (Dandellon, BMI)

HANK HORNSBY
Cotton . . . 71
M-G-M 12428—A "talkin'" record, with Hornsby making with the fast patter to guitar accompaniment. The material is slanted at the Southern market, and it is certain that this is good for plenty of yocks in those parts. (Oceanic, BMI)
Pots and Pans . . . 67
Here Hornsby simulates an argument between husband and wife. Has some good lines, but doesn't quite come up to the flip. Deejays will find both sides good for a comic break in programming. (Oceanic, BMI)

NED MILLER
Roll O Rollin' Stone . . . 68
FABOR 143—Philosophical advice to hit the open road. Fancy guitar backing works with Miller in a reading with only moderate appeal. (Dandellon, BMI)
Old Mother Nature and Old Father Time . . . 65
Fairly lightweight stuff here. Tune moves at a breezy pace with a repetitive melody. Market chances seem slim. (Dandellon, BMI)

DANNY ROSS
A Toast to a Broken Heart . . . 67
MINOR 105—Ross turns in a pretty, carefully studied reading of this weeper. He has a good voice and projects well. Texas jocks ought to be on the look-out for this. (Hill & Range, BMI)
Leave Me Alone . . . 64
Material here is also on the weepy side, but does not have the impact of the flip. Production-wise, the disk is a bit primitive. Ross holds interest, nevertheless. (Hill & Range, BMI)

PAPPY TIPTON
Well Acquainted . . . 66
With a Broken Heart . . . 66
RUBY 130—Provocative weeper type lyrics are sung attractively—albeit

C&W Territorial Best Sellers

For survey week ending February 13
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham
1. I've Got a New Heartache
R. Price, Col.
2. Train of Love, J. Cash, Sun
3. Young Love, S. James, Cap.
4. Gone, F. Huskey, Cap.
5. Knee Deep in the Blues
M. Robbins, Col.

Dallas-Fort Worth
1. I'm Tired, W. Pierce, Dec.
2. Young Love, S. James, Cap.
3. Knee Deep in the Blues
M. Robbins, Col.
4. Train of Love, J. Cash, Sun
5. Singing the Blues, M. Robbins, Col.
6. Too Much, E. Presley, Vic.
7. Am I Losing You? J. Reeves, Vic.
8. I've Got a New Heartache
R. Price, Col.

Houston
1. Singing the Blues, M. Robbins, Col.
2. There You Go, J. Cash, Sun
3. I'm Coming Home, J. Horton, Col.
4. Young Love, S. James, Cap.
5. Yearning, G. Jones-J. Hicks, Stdy.
6. Don't Be Cruel, E. Presley, Vic.
7. Love Me Tender, E. Presley, Vic.
8. Rockin' in the Congo
H. Thompson, Cap.
9. Too Much, E. Presley, Vic.
10. I'm Tired, W. Pierce, Dec.

Memphis
1. Am I Losing You? J. Reeves, Vic.

2. You Can't Hurt Me Anymore
C. Smith, Col.
3. Knee Deep in the Blues
M. Robbins, Col.
4. Singing the Blues, M. Robbins, Col.
5. There You Go, J. Cash, Sun
6. Waitin' for the Train, J. Reeves, Vic.
7. Your True Love, C. Perkins, Sun

Nashville
1. Gone, F. Huskey, Cap.
2. Young Love, S. James, Cap.
3. Knee Deep in the Blues
M. Robbins, Col.
4. I'm Tired, W. Pierce, Dec.
5. There You Go, J. Cash, Sun
6. Am I Losing You? J. Reeves, Vic.
7. I Miss You Already, F. Young, Cap.

Richmond, Va.
1. Young Love, S. James, Cap.
2. Singing the Blues, M. Robbins, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
5. Too Much, E. Presley, Vic.
6. Go Away With Me
Wilburn Brothers, Dec.

St. Louis
1. There You Go, J. Cash, Sun
2. I'm Tired, W. Pierce, Dec.
3. Gone, F. Huskey, Cap.
4. Too Much, E. Presley, Vic.
5. Singing the Blues, M. Robbins, Col.

Epic Sets \$2.98 LP Bargain

Continued from page 19

cover Cincinnati, St. Louis, Kansas City, Minneapolis, Madison and Detroit.

On the distribution level, Nielsen has streamlined the operation with changes in Kansas City, New Orleans and Oklahoma City. More changes will be made in the interest of effective over-all Epic-Okeh sales in keeping with the label's expansion. Nielsen said. "Dead wood will be cleared out in order to get a distributor setup which can move all categories of disks—classics, pops, rhythm and blues, etc." Nielsen added.

Epic pop albums showed a sales increase of 125 per cent over 1956 and 374 per cent over 1955, it was stated. Important sellers are Lester Lanin's dance album and two recent releases, Wild Bill Davis' "Evening Concerto" and The Seattle Strings' "Sound of Love." March pop album releases will include the Horace Silver Quintet, "Eddy Heywood at Twilight" and Luis Alberto del Parana's "The Tropical Troubadour."

Reviewing the pop single releases, Nielson stated that Okeh surpassed in the first six weeks of 1957 the total sales figures for the entire year of 1956.

Charles A. Schicke, Epic director of classical a.&r. and sales, reported an increase of 110 per cent in classical sales over the similar period last year. He added that to date over 3,000 dealers have participated in the Cleveland Orchestra promotion (The Billboard, February 9), and that it may be necessary to extend the program since production has not kept up with orders.

Schicke also announced the signing of Leon Fleisher to a five year pact. Fleisher, a protege of Artur Schnabel, is the first American-born and trained pianist to win the Queen Elizabeth of Belgium prize.

Outlining the product scheduled for March, Schicke mentioned the first complete version on a major label of "The Bartered Bride" on three 12-inch LP's; "La Finta Semplice," a Mozart Jubilee edition; and other packages. Antonette Stella, Metopera soprano, will be featured in five Epic operas during the year. Contralto Nan Merriman, currently recording with the Concertgebouw of Amsterdam will be featured in two upcoming packages. Schicke also noted that

somewhat unemotionally—by Tipton. Good material. (Unpublished)
Empty Bottles and Cigarette Butts . . . 65
Tipton warbles good naturedly on a fairly amusing novelty, but the best thing about this side is the sock title. (Unpublished)

I Musici, Epic's chamber group, has been booked for another American tour in 1958. Too, the tentatively discussed European tour of the Cleveland Orchestra has now crystallized and the group will leave for Europe in May. The Fromm Foundation releases will continue with a Jerome Rosen String Quartet No. 1 and other works.

Rack Field

Continued from page 19

one complaint from a customer is usually considered justification by the public opinion conscious chains for removing a package from the racks.

However, Martin stressed that censorship for the racks by no means implies a cover or tune is "dirty," but merely that it is too sophisticated or "too naked" for the chains' somewhat ultra-conservative tastes (e.g., Capitol's "Artistic" nude cover "La Femme," A Billboard "Album Cover of the Week").

Milton Selkowitz, Columbia Records' rack merchandising chief, opines that rack censorship by grocery chains is more of a local than a national problem. He also points out that, on a small scale, the problem exists for dealers, too, especially in department stores which depend largely upon family trade.

In addition to LP cover censorship problems, Martin also commented on the difficulties of selling a series which features the same cover on each package in the set. Rack buyers, he explained, are impulse buyers, and tests have shown that they seldom buy more than one volume in a one-cover series, apparently on the assumption that they already have the album. Therefore, Martin now only buys one volume of any one-cover LP series.

Commies Dig

Continued from page 19

Spread is a reprint of one that appeared in the January 17, 1955, issue of Life magazine. An agency spokesman said, "It may sound old to use but it's brand-new behind the Iron Curtain" Magazine is distributed in 80 Soviet cities.

Artists to be featured in the seven-page spread include Gene Krupa, Louis Armstrong, Duke Ellington, Lester Young, Charlie Parker, Dave Brubeck, Ella Fitzgerald, Oscar Peterson, Nat (King) Cole, Errol Garner and Benny Goodman.

COMING ON BIG! BETTER THINGS THAN THESE (Joe "Red" Hayes-Iris Franks) FARON YOUNG'S NEW SMASH Capitol F5-778 "THE SONG WITH A MESSAGE" DEEJAYS—Be sure you have your copy. Best song for programming since "A SATISFIED MIND."

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R&B Best Sellers in Stores

For survey week ending February 13

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

This Week	Last Week	Weeks on Chart	Title	Label
1		8	BLUE MONDAY (BMI) —F. Domino What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417	
2		7	LOVE IS STRANGE (BMI) —Mickey & Sylvia I'm Going Home (BMI)—Groove 0175	
3		11	JIM DANDY (BMI) —L. Baker Tra La La (BMI)—Atlantic 1116	
4		13	SINCE I MET YOU BABY (BMI) —I. J. Hunter You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
5		20	BLUEBERRY HILL (ASCAP) —F. Domino Honey Chile (BMI)—Imperial 5407	
6		6	WITHOUT LOVE (BMI) —C. McPhatter I Make Believe (BMI)—Atlantic 1117	
7		3	TOO MUCH (BMI) —E. Presley Playing for Keeps (BMI)—Vic 20-6800	
8		1	BANANA BOAT (DAY-O) (ASCAP) —H. Belafonte Star-O (ASCAP)—Vic 20-6771	
9		12	THOUSAND MILES AWAY (BMI) —Heartbeats Oh, Baby Don't (BMI)—Rama 216	
10		3	BACON FAT (BMI) —A. Williams Just Because of a Kiss (BMI)—Epic 9196	
11		2	AIN'T THAT LOVE? (BMI) —R. Charles I Want to Know (BMI)—Atlantic 1124	
12		2	YOUNG LOVE (BMI) —T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
13		4	GIRL CAN'T HELP IT (ASCAP) —Little Richard All Around the World (BMI)—Specialty 591	
14		25	HONKY TONK (Parts I & II) —B. Doggett King 4950—BMI	
15		12	AIN'T GOT NO HOME (BMI) —C. Henry Troubles Troubles (BMI)—Argo 5259	

Most Played R&B in Juke Boxes

For survey week ending February 13

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

This Week	Last Week	Weeks on Chart	Title	Label
1		9	BLUE MONDAY (BMI) —F. Domino What's the Reason I'm Not Pleasing You? (ASCAP)—Imperial 5417	
2		7	LOVE IS STRANGE (BMI) —Mickey & Sylvia I'm Going Home (BMI)—Groove 0175	
3		8	JIM DANDY (BMI) —L. Baker Tra La La (BMI)—Atlantic 1116	
4		12	SINCE I MET YOU BABY (BMI) —I. J. Hunter You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
5		20	BLUEBERRY HILL (ASCAP) —F. Domino Honey Chile (BMI)—Imperial 5407	
6		1	YOUNG LOVE (BMI) —S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
7		1	GIRL CAN'T HELP IT (ASCAP) —Little Richard All Around the World (BMI)—Specialty 591	
8		25	HONKY TONK (Parts I & II) —B. Doggett King 4950—BMI	
9		1	BANANA BOAT (DAY-O) (ASCAP) —H. Belafonte Star-O (ASCAP)—Vic 20-6771	
10		5	ON MY WORD OF HONOR (BMI) —Platters ONE IN A MILLION (BMI)—Mercury 71011	

Most Played R&B by Jockeys

For survey week ending February 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1		8	BLUE MONDAY —F. Domino Imperial 5417 (BMI)	
2		7	LOVE IS STRANGE —Mickey & Sylvia Groove 0175—BMI	
3		4	TOO MUCH —E. Presley Vic 20-6800—BMI	
4		5	WITHOUT LOVE —C. McPhatter Atlantic 1117—BMI	
5		9	JIM DANDY —L. Baker Atlantic 1116—BMI	
6		7	THOUSAND MILES AWAY —Heartbeats Rama 216—BMI	
7		13	SINCE I MET YOU BABY —I. J. Hunter Atlantic 1111—BMI	
8		3	YOUNG LOVE —T. Hunter Dot 15533—BMI	
9		1	BANANA BOAT (DAY-O) —H. Belafonte Vic 20-6771—ASCAP	
10		5	YOU GOT ME DIZZY —J. Reed Vee Jay 226—BMI	
10		10	AIN'T GOT NO HOME —C. Henry Argo 5259—BMI	
12		2	WHAT'S THE REASON (I'M NOT PLEASING YOU)? —F. Domino Imperial 5417—ASCAP	
13		1	BACON FAT —A. Williams Epic 9196—BMI	
14		1	BANANA BOAT SONG —Tarriers Glory 249—BMI	
15		7	GIRL CAN'T HELP IT —Little Richard Specialty 591—ASCAP	
15		1	SHIRLEY —Schoolboys Okch 7076—BMI	

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

Continued from page 24

Far Eastern tour, with Australia, the Philippines and Honolulu already scheduled. Tour was set by personal manager Ben Waller. . . . Milton Deutsch, president of the West Coast booking agency that bears his name, is in New there for the firm. Latter will be headed by Leonard Ditson, who recently exited the cafe department of General Artists Corporation. . . . Ken Grimaldi and Tony Amadore, K-A Distributors, have opened a new indie distributorship in Los Angeles. . . . Leon Rene, Class Records, plans on keeping it in the family, and will shortly follow up on Google's "Midnight" etching with several more in the same vein.

Edna McGriff (at 21) is making a comeback by kicking off the first Gale label release. Titles are "I Get the Feeling" and "I Hurt Too Much to Cry." . . . In August RCA Victor is planning to release an LP of r.&b. type material that has been collecting dust in the vault. On the LP will be sides by Arthur "Big Boy" Crudup, Little Richard, the Red Callender Sextet and others. Camden will also put out an Erskin Hawkins LP. . . . Buck Ram, manager of the Platters, is in New York to discuss new album plans for the group with Mercury a.&r. chief Bob Shad.

Amateurs Pacted
An amateur group, the Heartbreakers, that was heard

in Vanguard's "Night at the Apollo" LP has been pacted by Vik. Bob Rolontz, of Vik, also has scheduled some single releases by Tommy Randazzo, the former lead of the Chuckles, who starred in "Rock, Rock, Rock." The label is also excited over another new property, Vikki Nelson, previously with Premium. . . . Excello Records has hit on a new "sound" in combining r.&b. elements with calypso in a new release. "Little Darlin'" by the Glad-iolas is the name of the tune, and has stirred up enough excitement already to occasion a cover by the Diamonds (Mercury), with others set to follow.

Don Robey has just completed a promotional tour in behalf of "Next Time You See Me" by Junior Parker. While in Chicago, he also cut a few sessions. . . . An unusually good fem group, the Angelettes, debuts this week on Josie. Their sound on the one side of the disk resembled an r.&b. Patience and Prudence, on the other a female Teen-Agers effect. In any case, it's a group to conjure with. . . . Glory Records is releasing "Give Me Back My Broken Heart" by the Four Fellows shortly. . . . John Lee Hooker, after three releases on V-J, seems to have re-established himself in the Southern market. Adding to his new strength undoubtedly is the sound that the label is getting

R&B Territorial Best Sellers

For survey week ending February 13

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Blue Monday, F. Domino, Imp.
2. Jim Dandy, L. Baker, Atl.
3. Walking by Myself, J. Rogers, Chs.
4. Since I Met You Baby, I. J. Hunter, Atl.
5. Without Love, C. McPhatter, Atl.
6. Blueberry Hill, F. Domino, Imp.
7. Girl Can't Help It, Little Richard, Spe.
8. Lucky Lips, R. Brown, Atl.
9. Party Doll, R. Brown, Imp.
10. Next Time You See Me, Little Jr. Parker, Duk.

Charlotte

1. Blue Monday, F. Domino, Imp.
2. Since I Met You Baby, I. J. Hunter, Atl.
3. Thousand Miles Away, Heartbeats, Rma.
4. Too Much, E. Presley, Vic.
5. Young Love, T. Hunter, Dot
6. Without Love, C. McPhatter, Atl.
7. Love Is Strange, Mickey & Sylvia, Grv.
8. Fools Fall in Love, Drifters, Atl.
9. Ain't That Love? R. Charles, Atl.
10. Girl Can't Help It, Little Richard, Spe.

Chicago

1. Too Much, E. Presley, Vic.
2. Blue Monday, F. Domino, Imp.
3. Walking by Myself, J. Rogers, Chs.
4. Young Love, T. Hunter, Dot
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Singing the Blues, G. Mitchell, Col.

Cincinnati

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Blue Monday, F. Domino, Imp.
3. Blueberry Hill, F. Domino, Imp.
4. Honky Tonk, B. Doggett, Kng.
5. It Hurts to Be in Love, A. Laurie, Del.
6. Jim Dandy, L. Baker, Atl.
7. Since I Met You Baby, I. J. Hunter, Atl.

Detroit

1. It Hurts to Be in Love, A. Laurie, Del.
2. Ram-Bunk-Shush, B. Doggett, Kng.
3. Jim Dandy, L. Baker, Atl.
4. Should I Ever Love Again? W. Carr, Spe.
5. Blue Monday, F. Domino, Imp.
6. Bacon Fat, A. Williams, Epi.
7. Love Is Strange, Mickey & Sylvia, Grv.

Los Angeles

1. Blue Monday, F. Domino, Imp.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Blueberry Hill, F. Domino, Imp.
4. Bacon Fat, A. Williams, Epi.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Jim Dandy, L. Baker, Atl.
7. Young Love, T. Hunter, Dot
8. You Got Me Dizzy, J. Reed, VJ.
9. Girl Can't Help It, Little Richard, Spe.
10. Since I Met You Baby, I. J. Hunter, Atl.

New Orleans

1. Blue Monday, F. Domino, Imp.
2. Girl Can't Help It, Little Richard, Spe.

in the backing. They feature a strong beat and a novel sound with that amplified bass. Hooker is booked into The Palms, Hallandale, Fla., March 17.

Atlantic Records has a sequel LP to their very successful "Rock and Roll Forever" in the works. Ray Charles is also putting together an LP. All the material will be new. Atlantic's subsidiary, Atco, has signed Oscar Black and Sue Allen, formerly on Groove. Black had previously recorded for Atlantic. Willis "Gator Tail" Jackson, also had recorded for the label at one time, and has now been re-pacted.

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Vee Jay #213
PRISCILLA BOWMAN AND JAY McSHAN ORK
Hootie Blues (Leeds, BMI)—Vee Jay 213—Thrush Priscilla Bowman's blues delivery packs a terrific punch on this old-style blues, clefied by the late jazz great Charlie Parker and also cut in an earlier version (1941) by McShan. The Kansas City style instrumentation on backing of new version gives added sock. Flip is a solid minor key wailer "Don't Need Your Lovin'" (Conrad, BMI).
VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAIumet 5-6141

MUSIC AS WRITTEN

Continued from page 24

by Jerry Bock and Sheldon Harnick. Dick Kollmar is producer, and the book has been written by Joe Stein and Will Glickman, who wrote "Plain and Fancy." Valando's last legiter was "Mr. Wonderful."

Hill Natl. Sales Mgr.

For New QUE Label . . .

Bill Hill, former Capitol vice-president, has taken over as national sales manager for the QUE label. At the same time, guitarist Tony Mottola was named musical director. Outfit will start with pop, calypso standards and rock and roll. Two calypso LP's are in the first release. First talent inked is the Deep River Boys group. QUE will produce 45's and LP's only.

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New York

Julie Stearns, professional manager of BMI, became father of a girl last week. It's his second child. . . To avoid confusion as to category, RCA Victor's urbane group, the Country Gentlemen, have changed their name to the Escorts. . . Mickey Garlock has joined Walter Feldkamp's Torch Productions firm as general professional manager. He'll incorporate his own Garlock Music firm into the set-up. Torch is ASCAP, and Garlock Music is BMI.

Vik thrush Ann Gilbert goes into the Radio City Music Hall show Thursday (21) for a full month. . . Erroll Garner is at Storyville, Boston, thru March 2, then opens the following day at the Colonial Tavern, Toronto. Garner last week became an official Baldwin piano endorser, the first jazz pianist on the firm's list. Another jazz canary Sylvia Syms (Decca), underwent a throat operation at Manhattan Eye, Ear, Nose and Throat Hospital and will be confined there for several weeks. . . Nat Pierce will take a 16-piece all-star jazz band into the Savoy Ballroom in Harlem, opening Friday (8). Among the featured sidemen are Paul Quinichette, Dick Hafer, Doug Mettome and Tony Ortega. Library is by Buck Clayton, Bill Holman and Pierce.

Net-Disk Tie Ins

Continued from page 24

that, if hearings were held on the over-all songwriter-BMI contest, "This aspect would undoubtedly get attention." The network-disk company question would also be likely to attract interest of major diskeries without network affiliations.

Even if network ownership of record firms does come up for airing, it appears doubtful that proposals to divorce webs from their diskery holdings could get action at the Congressional level. John McElroy, Bricker's administrative assistant, said that in the general discussion with the writers, they were told to "select an avenue of approach," and show that what they want requires "legislative approach." Bricker, McElroy said, is not prone to "rush into hearings" until convinced the end sound is not merely a matter of private negotiation.

Washington attorneys, familiar with antitrust actions, feel it would be "very difficult to make an antitrust case against network ownership of record companies." The only basis for action, they believe, would be the over-all position of BMI, the aim being divestiture of network ownership in BMI, as suggested at the Celler hearings last fall by CBS President Frank Stanton.

Katz Book

Continued from page 24

such as titles, slogan and advertising and entertainment ideas would continue to be protected under common-law, contract and equitable principles. As a result, the concept of publication, in its special intellectual property sense, would soon be of no great importance, and that is as it should be for what really is of great importance is this: That no man who labors with head and heart should labor for naught."

Other Records Released This Week

Popular

Clarisse; She (She Means Everything to Me)—Phineas Newborn Quintet, Victor 6829
He Knows; Right or Wrong—Bill Dares, P-R-O

Country & Western

I Need You Baby; Give Back My Heart—Randy Archer, M-G-M 12427
I'll Agree; It's Too Late Now—Zekie Browning, Ruby 220
I'm Walking Out; A Little Love Will Go a Long Long Way—Walter Scott, Ruby 100
The Rock and Roll Carpenter; I'm Leaving You the Key to My Heart—Emery Blades, Ruby 120
Rose of My Heart; I Live Upon a Mountain—Cliff Clay, Ruby 110
Until I Met You; Those Wasted Years—Rainbow Rhythmaires, Ruby 250

Rhythm & Blues

Soft Pillow; Rum and Coca Cola—Amos Milburn, Aladdin 3363

Polka

Bed Time Polka; Jay Jay Hop—Li'l Wally, Jay Jay 165
Pilsudski on the Horse; Warsaw Rose—Walt Dombkowski, Victor 9335

Spiritual

PROF. HAROLD BOGGS
Will I Be Remembered?79
NASHBORO 594—The clefver-gospel-er Boggs, with choir and rollicking instrumental backing, shouts out an urgent question with strong emotional feeling and good beat. Merits plenty of spins and sales. (Excellorec, BMI)
Inside the Beautiful Gate.77
A rollicking, happy side, sung with sunny optimism by the Prof. and chorus. Good opener for spiritual spinners. (Excellorec, BMI)

THE CONSOLERS

I Remember the Bridge75
NASHBORO 595—Mixed duo chants some well-conceived material with intense, sincere emotion. Can do business wherever the team has appeared. (Excellorec, BMI)
Let Jesus Come In.73
Another intense chant, more conventional than the flip in content. (Excellorec, BMI)

Sacred

GEORGE BEVERLY SHEA
The Wonder of It All80
VICTOR 6761—The beautiful song gets an outstanding reading. Shea's vocal is full of resonance and sincerity. Backing is strictly class, the instrumentation being full yet never detracting from the vocal. (Chancel, BMI)
Now I Lay Me Down to Sleep.80
A good coupling. Side starts with the voice of a child's conversation. As with the flip, a fine performance by Shea. (Leeds, ASCAP)

WALLY FOWLER

The Air, the Sunshine, and the Rain77
DECCA 30226—Fowler warbles with moving simplicity on a powerful sacred item with excellent lyrics. Fine choral support provided by the All-Nite Singers, the Sunshine Boys and the Bond Sisters. (Amber, ASCAP)
As an Eagle Stirrith Her Nest.75
Spirited solo work by Fowler and enthusiastic choral backing on an up-tempo sacred tune with rather dramatic lyrics and a swiny spiritual tempo. (Lion, BMI)

THE SPEER FAMILY

Th' Last Leaf Shall Fall73
VICTOR 6762—This sacred song gets a heartfelt reading by this well-known group. Style is relaxed, with quiet fervor. (American, BMI)
Surely, I Will, Lord.73
Another side which will touch the springs of religious feeling among adult listeners. Similar in material and style to the flip. (Stamps Baxter, SESAC)

Children's

JAMES STEWART
Winnie the Pooh and Tigger (Parts I & II)80
VICTOR WBY 51—This version of the A. A. Milne story, once packaged in a record-reader package, is now in a single sleeve at 49 cents. Cover is charming and, together with the Stewart name, should spell rack appeal. It would have been easy to edit out lines in the script that refer to the now-eliminated book. Cute, unusual story should please the preschool tots, nevertheless.

PAUL WING

The Ugly Duckling and Three Billy Goats Gruff80
VICTOR WBY 53—Two stories are re-issues at 49 cents. These also are out currently as parts of a Camden 79 cent EP. Price and packaging are designed for rack appeal, and regular disk dealers should find this good, standard fare.

This Weeks R&B Best Buys

IT HURTS TO BE IN LOVE (R-T, BMI)—Annie Laurie—De Luxe 6107—This waxing has proved to be a great come-back record for Annie Laurie. By last week, she had already hit the Cincinnati and Detroit territorial charts and was sparking healthy sales interest in other Midwest and Eastern cities. It won't take much more exposure now for the disk to hit big. Flip is "Hand in Hand" (Arnel, ASCAP).

COME GO WITH ME (Gil-Fee Bee, BMI)—The Del-Vikings—Dot 15538—This record is now being reported from an extensive number of areas. Pittsburgh, Buffalo, Baltimore, New York, St. Louis and Nashville are some of the cities sampled that gave indications of strong acceptance. Flip is "How Can I Find True Love?" (Fee Bee, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . R&B RECORDS

FATS DOMINO

I'm Walkin' (Reeve, BMI)
I'm in the Mood for Love (Robbins, ASCAP)—Imperial 5428—This hot artist has a chain of hits behind him, and this is another strong link. Both sides can make it in r.&b. and pop as well. "Walkin'" is a driving, sensational rhythm side. Flip is an individualized treatment of the great standard, taken at a slower pace than the previous Domino revivals, but with that same basic, built-in beat. Stock up!

LLOYD PRICE

Just Because (Tampco, BMI)—ABC-Paramount 9792

LARRY WILLIAMS

Just Because (Tampco, BMI)—Specialty 597—The Price version of this unusual hunk of material, is a master acquired from a small indie label after kicking up some strong territorial action. The Williams cover is almost identically styled, and at least as impressive in execution. It will be a battle between the two, and both can make it. There are some vocal tricks here that will perk up pop ears too. Flip of the Price is "Why?" (Tampco, BMI). Flip of the Williams is "Let Me Tell You, Baby" (Venice, BMI).

THE GLADIOLAS

Little Darlin' (Excellorec, BMI)—Excello 2101—The group's effort represents a combination of calypso and r.&b. ingredients and makes a quite unexpected impression. Cover versions have been cut, but this earthly specimen figures to hold the spotlight. Vocal qualities of the various members will be hard to match. Flip is a more traditional-type r.&b. number "Sweetheart, Please Don't Go" (Excellorec, BMI).

SOUTHERN TERRITORIAL PICK

SUNNYLAND SLIM

It's You, Baby (Armel, BMI)
Highway 61 (Armel, BMI)—Cobra 1001—Prime appeal of this great coupling is to Southern blues fanciers, wherever they may reside. Topside carries a tale by a chap whose baby has made him leave his happy home, and given him a feeling of insecurity. This one is jam-packed with feeling. Flip boasts a brisk beat and authentic wailing flavor. This truly honest, down-home dinking, and it should pay off.

Reviews of New R&B Records

THE ANGELETTES

Mine and Mine Alone82
JOSIE 813—A high-pitched chorus behind the lead singer, and a smart instrumental accompaniment makes an attractive side. Apparently a new group for the jocks. (Bennell, BMI)
You and Only You.82
Another attractive side. A rock and roller, with the arrangement having a Latin beat. Group chants solidly. (Bennell, BMI)

DOLLY COOPER

The Confession of a Fool.79
DOT 15535—The thrush gradually builds up a strong case for herself in tones that shout and caress. This could cut right thru the rock and roll markets. (Goday, BMI)
Tell Me, Tell Me.79
In her Dot debut, the sock thrush shouts up a rocking blues. Performance offers more than the material, but this could do some fair business. (Pera, BMI)

LEE JACKSON

I'll Just Keep Walkin'76
COBRA 5007—Competent chant, with steady, persistent walkin' beat thru-out. Not unusual in content, but the message has some strength for Southern-type buyers. (Armel, BMI)
Fishie' in My Pond.75
COBRA 5007—A good Southern blues chant, symbolic, but with clear implications. Can do some business if exposed in the territories. (Armel, BMI)

LITTLE AL

No Jive69
EXCELLO 2098—Little Al offers some earthy philosophizing about women in slow blues style here. Appeal is primarily Southern. (Excellorec, BMI)
Little Lean Woman.68
The singer has a toothsome fat gal for a friend now, and so he bars the door to his slimmer "ex." Lyrics

are not strong, but the instrumental portions of the side have such a terrific beat, that many listeners will be taken. (Excello, BMI)

DUKE JENKINS

Something Else68
COBRA 5009—Smartly paced instrumental version of a moody theme with a swingy, smooth jazz feeling. (Armel, BMI)
The Duke Walks.66

VIC DONNA AND THE PARAKEETS

Teen-Age Rose67
ATLAS 1071—This falls into the tender ballad category. Slow in tempo and full of the sweetness of young love. But despite the poetic sentiment, not a bright record. (Blue Sun, ASCAP)

Silly and Sappy.64

His baby's coming back and he'll never let her leave. Not much to the material, and the vocal is just fair. A rock and roller without much spark. (Mac-Avery, BMI)

HERB WILLIAMS

Alimony Blues66
M-G-M 12431—One of those stop-time story-blues efforts here. Some smiles, but no yocks. May get a little play. (Monitor, BMI)
Because You've Been Hurt.69
Heavy ballad does not appear to be this warbler's best groove. (Mtd, BMI)

GLORIA IRVING

I Need a Man61
COBRA 5008—Deep-voiced thrush contributes an okay reading to a routine blues. (Armel, BMI)
For You and Only You.59
The gal sings a so-so ballad with a rich vocal sound but little heart. (Armel, BMI)

Gate Hike, Mutuels Give Pomona 156G

Dime Admission Increase, Wagering Bulge Puts California Fair in Black

POMONA, Calif.—A profit of \$156,578 was chalked up by the Los Angeles County Fair here in 1956 and was attributed to the 10-cent increase in admission and heavy pari-mutuel betting. This compares with a loss of \$3,700 in 1955.

At a meeting of the fair's board of directors last week, C. B. (Jack) Afflerbaugh, president and general manager, made his annual report. He said that revenue for 1956 was \$2,344,608.50 compared with \$2,230,706.55 in 1955. Afflerbaugh predicted that the 1957 fair, September 13-29, will be the most successful in history.

In making his report, Afflerbaugh pointed out that the profit increase was due largely to the 10-

cent increase added to adult admissions. Pari-mutuel wagering was up in the face of decreased attendance totaling 1,003,984.

Discussing the future of the fair, Afflerbaugh said the State has allocated an additional \$40,000 toward the construction of a new exhibit building. This makes \$194,000 allocated from the State's fair and expositions fund for the building to be started next month. It will house the gem, tropical fish, technical science exhibition and competitive hobby show. It will be located near the Mexican Village, a permanent building constructed a couple of years ago.

It was also disclosed that \$25,000 was allocated by the State for grandstand improvements and that the work is now nearly completed. The work is expected to help materially to handle the Saturday crowds. The upper level of the grandstand has been widened to ease congestion, more rest rooms added and pari-mutuel windows increased.

All officers and directors were re-elected for the year.

Denver Coliseum Stock Show, Rodeo Attracts 150,000

DENVER—More than 150,000 people jammed the Coliseum here during the nine-day run of the National Stock Show and Rodeo that saw more than \$165,000 in prize money going to rodeo winners.

League Finalizes Dedication Plans

CHICAGO—City officials and civic biggies, plus radio, television and name performers, will participate in the dedication of the new clubhouse of the Showmen's League of America to be held here February 26, Al Sweeney, League president, announced.

The event, which will take on the air of a Hollywood premiere and will also honor the League's first president, William (Buffalo Bill) Cody, will be flashed by searchlights, a calliope, a group of Indians and the presence of 20 relatives of Cody. The searchlights

Acts Named For Toronto Sports Show

TORONTO—Talent for the Canadian National Sportsmen's Show will be provided by the Shilling office in New York. The event is held annually in the Coliseum of the Canadian National Exhibition.

Acts include Sharkey the seal; Zippy the chimp; comedy divers; Addi Quinn, fly caster; Cristianis, teeterboard and tumbling; Dieter Tasso, slack-wire juggler; Gee Gee's Alaskan huskies; Great Veno; baton twirling, log rollers and canoe tilers, and a falcon and eagle retrieving act.

Last year's production reportedly grossed \$339,000 of which exhibit space accounted for \$97,777. Usable floor space in the big hall is nine acres. Fifty-cent general admission is charged, with separate fee for seating at the show.

Davenport, Shrine Set Detroit Record

DETROIT—Business for the Shrine circus produced at the State Fair Coliseum here by Orrin Davenport reached record-breaking proportions in its first week (4-10).

Business reportedly exceeded even the lush years that followed World War II. The early days of the run, usually slow, this time brought out strong crowds, it was reported.

First turnaway came on Wednesday (6) night and this pace held up thru Sunday (10) with a total of nine capacity-plus houses. All three Sunday shows were turnaways.

Two Shows Purchase Arrow Development Merry-Go-Rounds

Three-Abreast Units, With Hydraulic Lifts, Sold to Gooding, Monte Young

MOUNTAIN VIEW, Calif.—Two Merry-Go-Rounds, with special hydraulic lifts, will be delivered to the Gooding Amusement Company and Monte Young Shows by the Arrow Development Company April 1, Walter Schulze, the firm's secretary-treasurer, said here last week.

The model purchased by Gooding is a specially designed, 32-foot two-abreast device. It will be delivered in Columbus, O. The second, for the Monte Young Shows,

owned and managed by Moe Levine, is a 36-foot, three-abreast unit. It will be shipped to Salt Lake City.

Schulze added that the firm is now making these models designed specially for carnivals. The first Merry-Go-Round of this type was delivered some months ago to K. R. (Andy) Andersen, of the Rainier Shows, in Tacoma, Wash.

The company, which made a number of the rides at Disneyland, recently put on the market its Arrowflite Tracked Auto Ride. Parks where these are in operation include Ward's, Coney Island, N. Y., Woodland Park, Seattle; Peppermint Parks, Houston; Disneyland, Anaheim, Calif.; Elitch's Gardens, Denver; Nu-Pike, Long Beach, Calif.; Saker's Kiddieland, Los Angeles; Easbey Amusement, Palo Alto, Calif.; Shanahan's, Anchorage, Alaska, and Gold Coast Shows, San Jose, Calif.

Ed Morgan is president of Arrow and Karl Bacon, vice-president.

Heart Attack Claims Kelley

HUNTINGTON, W. Va.—Robert (Suicide Bob) Kelley, 36, former thrill show performer and operator, died unexpectedly of a heart attack Monday (4) in Huntington, where he had been employed by a garage.

In 1956 Kelly was featured with the Buddy Wagner thrill show, and in 1954 and '55 he toured his own show under the title of Bob Kelley and His Crash Kings. Prior to 1954 he had worked with the thrill attractions of Ward Beam and Lucky Teeter, among others. A veteran of World War II, he was preceded in death by two weeks by his father, Ray, also a heart attack victim.

Services were held February 6 at the Reger Funeral Chapel, with burial in Woodmere Cemetery, Huntington. Surviving are his widow, Virginia; two daughters, Judy and Paula; a son, Jackie; his mother, a Huntington resident, and a sister, Mrs. James Newman, El Paso.

Wyoming Indian Celes Shuffle Summer Dates

THERMOPOLIS, Wyo.—The annual Gift of the Waters Indian pageant here will be held August 10-11, following the All-American Indian Days, August 2-4, in nearby Sheridan. In the past the events have been held on the same weekend.

CNE Ready to Sign Ringling, Seeks Hope

NEW YORK—The Canadian National Exhibition at Toronto is signing Ringling Bros. and Barnum & Bailey Circus to present a grandstand show each afternoon for the first week of the CNE, starting August 26.

Jack Arthur, producer of grandstand attractions at the CNE, and Harry Dube, of the circus, were negotiating in New York last week.

The contract had not actually been signed but Arthur said it would be and that only legal phraseology remained to be worked out. The possibility has been in the air since November and now it is considered certain.

The Ringling grandstand show will work afternoons but not nights. It may give morning shows on the Wednesday and Saturday. No mention has been made of the price.

To Meet With Hope
Arthur was to meet Sunday (17) with Bob Hope. CNE has been dickering with the name comedian for three years and it is understood he wants to play the exhibition. However, they have not yet been able to get together. Monday (18) is seen as the deadline for Hope-CNE talks. If Hope is signed, he would be presented nightly and also in matinees on Labor Day and the closing Saturday.

will be spotted in front of the building and the Indians, who will set up a tepee in an adjacent parking lot, will lend atmosphere to the doings.

The program will start out at 6 p.m. with a cocktail party. Dedication ceremonies will then be held on the fourth floor, where Chicago's mayor, Richard Daley, will unveil a bronze plaque honoring the club's first president and the 1956 officers during whose tenure the building was purchased and refurbished. Following the rites, there will be dancing from 8 to 11 p.m.

Publicity on the affair—handled by Nat Green—has broken all over the country. A request for the location of Cody's relatives was picked up by the Associated Press and, as a result, Green received over 100 letters from all parts of the country. In addition, several local radio and TV hits were scored and more are being planned during the 10 days before the event.

'Ice Capades' Draws 50,500 at Spokane For 10% Increase

SPOKANE, Wash.—"Ice Capades" played to 50,561 persons at the Spokane Coliseum for a week in January. This was an increase of about 10 per cent over a year ago, according to Glenn B. Waugh, publicity director for the sponsoring El Katif Shrine.

Second week opened with three-quarter houses for Monday and Tuesday, plus full afternoons. From Wednesday (13) thru the close on Sunday (17) was said to have been sold out in advance.

Director General Eddie Stinson said that at the half-way mark the box office showed a 25 per cent increase over the previous best.

Producer Orrin Davenport hosted committees from the show's other spots, and they saw a heavy show with new spec wardrobe and 26 displays, only seven of them singles. The concession department reported an increase equal to that of the show as a whole.

Show officials were crediting publicist Harry Berg for an effective campaign in the press and on radio and TV.

Clyde Beatty was featured in the performance. Personnel of the Gene Autry show were guests when they were booked into adjacent Windsor, Ont. Walter Kernan, assistant manager of the Clyde Beatty Circus, visited. Harry Haag joined as transportation manager and the move to Cleveland was scheduled on special trucks rather than the usual 15 sleepers and baggage cars. Railroads reportedly declined to handle the special move.

Los Angeles Paper Offers Disney Ducats

ANAHEIM, Calif.—A tie-in for a free day at Disneyland here has been made between the park's management and The Los Angeles Times.

The Times is offering free to those obtaining two new three-month subscriptions tickets good for general admission, 15 rides and luncheon or dinner plate with the Frito Kid.

The offer, advertised extensively in The Times, ends May 1.

Salem Park Orders 2d Ottawa Steamer

SALEM, Mass.—Ted Cole is replacing his Ottawa train ride, in operation at Salem Willows Amusement Park for 10 years, with a new unit on order with Ottawa.

Mass. Fairs Draw More Than Million

BOSTON—The total attendance tabulated to the end of December for Massachusetts fairs in 1956 came to 974,652, according to Leo F. Doherty, director of fairs for Massachusetts. This is based on the total to date, since the fair year runs from July 1 to June 30. There are eight more events to go to complete the fair year.

There were 14 major fairs held in the State, 22 community fairs, 15 youth and 4-H Club events, 13 livestock fairs and 85 grange fairs, making a total of 149 events. Agricultural exhibits totaled 55,962, and boy and girl and 4-H Club exhibits, 23,007.

The State's contribution to the Agricultural Purpose Fund was \$74,453.45, and the fairs' own amount for this department was \$29,214.13, making a total of \$103,667.58. Doherty said this was 8 per cent higher than the previous year. Doherty expects that the appropriation and number of exhibits will be greater in the coming season.

Calgary Advance Sets Record High

CALGARY, Alta.—An all-time record of advance ticket sales for the grandstand at the Calgary Exhibition and Stampede was reported just a week after the mail order sale started.

A new advance record was also reported for "Ice Capades," playing in Stampede Corral February 18-23.

Maurice E. Hartnett, general manager of the exhibition, has been in California looking for additional attractions for this year's exhibition and stampede.

ARENAS & AUDITORIUMS

Coliseum Gives Away Profit, Turns Away Potential Users

By TOM PARKINSON

AN EXCEPTION in the arena business is a coliseum which sends a business to a municipal auditorium so as not to compete with it, which gives free admission to some shows, bargain prices to others and limits admission to some.

It tries hard to spend a half million dollars a year and sometimes finds this difficult, tho it passes out great sums to colleges, municipalities and countries in its State.

This is the 6,000 to 15,000-seat Ak-Sar-Ben Coliseum at Omaha. Its sister facilities include a grandstand that seats 10,000. J. J. Isaacson is general manager and to him Omaha gives much of the credit for success of the operation.

AK-SAR-BEN itself began in 1895, when merchants sought to bring in crowds of visitors to overcome a depression. Shows would attract crowds, so they produced them. In early years they gave lavish parades, importing Mardi Gras floats from New Orleans for the event. The idea worked; the organization was made permanent. Local talent shows became a mainstay.

In 1920 they built the grandstand and in 1930 they completed the Coliseum. This left Ak-Sar-Ben, organization of merchants and others, deeply in debt. That's when Isaacson stepped in.

He also used show business to achieve success for the organization. From the outset, Ak-Sar-Ben had \$10 annual dues and gave five free shows to members. Isaacson, who had been promoting sports events in arenas, campaigned for new members. The roster now stands at about 22,000, compared with 3,000 in 1930. He also fostered horse race legislation for the State and began racing at the grandstand.

BETWEEN THE RACES and the dues, Ak-Sar-Ben has \$500,000 a year to spend. A minimum of \$65,000 of that goes each year for acts and talent. Free shows for members only will start this year with a Vaughn Monroe show in May, and will include the Andrews Sisters in July, a family night in July with about ten circus-type acts and a fireworks show to which each member also may bring three children free; a Vic Damone-Ben Blue show in August, and Barnes-Carruthers' Cavalcade of Stars unit in August. An extra show this year is to feature the University of Nebraska band, glee club, orchestra and others. And if the right show comes along, there is a good chance Ak-Sar-Ben would throw in another extra for members.

Meanwhile, it will be staging other events which are open to the public at standard prices and open to members on a two-for-one basis. Included in this program are a Mobile Home Show, Philadelphia Orchestra and a Square Dance Festival, all in May. "Ice Capades" is booked for March 18-25, and another icer is sought for fall.

After the horse race dates, May 21-July 6, will come such events as the Ak-Sar-Ben livestock show and rodeo, which usually has a name attraction, and the annual October Coronation and Ball for the king and queen of Ak-Sar-Ben, a high social event not unlike the Veiled Prophet Ball of St. Louis or New Orleans carnival balls.

Since the organization is not for profit and tries not to compete with the new Municipal Auditorium in Omaha, it rarely rents its facilities to outsiders but refers them instead to the other building.

INCOME FROM ITS activities must go to further improvement of its buildings and general facilities (a concourse between the Coliseum and grandstand is under construction) or to charity, agriculture or education.

Ak-Sar-Ben supports 225 scholarships in 12 colleges, grants annual aid on a matching basis to Nebraska fairs, gives \$12,000 annually to Omaha hospitals, and gives rescue cars and similar equipment to communities.

Many cities have tried to duplicate the plan. Ak-Sar-Ben staffers point out that low building costs in 1930 are advantage which can't be repeated now, and there are others which have limited success.

But for Omaha it is still serving its basic purpose. It is still using show business to bring crowds and new business to Omaha.

Arena Recap

Thayer Points Out Chicago Hotel Need

CHICAGO—M. E. Thayer, manager of the Amphitheater here,

Burge ICE RINKS } "BIG" MONEY MAKERS



PUBLIC INTEREST IS TREMENDOUS

Burge Ice Rinks now operating have proved to be good, profit-producing businesses.

We have facts and figures on cost of installation, receipts from admissions, concessions, checking, etc.

Let us tell you how you, too, can make a sound and income producing investment in a Burge Ice Rink — Write Dept. B.

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scored a point in opposing construction of a municipal exposition hall in the city. In a letter to the editor of The Chicago Tribune, Thayer pointed out that recent news stories about need for new hotels in Chicago also were applicable in connection with convention business and that it was hotels rather than a new exposition hall which are needed. Several reports have stated that shortage of hotel rooms has limited convention business in Chicago.

Illusionist Booked For Winter Expos . . .

NEW YORK—Illusionist Richiardi has been booked for appearances at the Sports Show at Houston, April 6-14.

Dawson Creek Arena Damaged By Blaze . . .

DAWSON CREEK, B. C.—Damage estimated at \$100,000 was done when fire destroyed the roof of the Dawson Creek Memorial Arena.

D. C. Drive on For Stadium of Large Capacity

WASHINGTON—The nation's capital will have a stadium large enough to seat 100,000 persons, if the District of Columbia Board of Recreation has its way. A report issued by the board last week (12) calls for construction of a stadium suitable for pageants, sports events and concerts, and urges that it be large enough to accommodate the Olympics.

The board expressed disagreement, however, with some aspects of a bill sponsored by Rep. Oren Harris (D., Ark.). Under the Harris proposal, the stadium would have a seating capacity of only 50,000, and would be built thru private financing. According to the recreation board's report, the stadium should be large enough to handle national and international attractions. "The size and proposed use of these facilities make it mandatory that there be at least partial federal financing for construction," the report stated.

Harry Cooke Sets Talent

LANCASTER, Pa.—Increased budgets for talent is reported for fairs and celebrations signed recently by Harry Cooke, of this city's Cooke & Rose Agency. Ten annuals are on the list, all in New Jersey and Pennsylvania.

Included are Bridgeton, N. J., and the following Pennsylvania dates: Centre Hall, rodeo and wrestling; Huntingdon, one night of wrestling and six nights rock 'n' roll; Abbottstown, six acts; Indiana, Wild West rodeo and "Grand Ole Opry," two nights apiece, plus four circus acts on August 20 and five acts on August 23; McConnellsburg, six acts.

Also Newmanstown Civic Festival, "Ozark Jubilee" and "Grand Ole Opry," two nights apiece; Lyons Firemen's Celebration, five acts for July 3-7 and acts for 13 Saturdays; Kempton Community Celebration, three acts, and Reamstown Firemen's Celebration, "Grand Ole Opry."

Frisco Auto Expo, Spike Jones Draw 60,000 Attendance

SAN FRANCISCO — With Spike Jones headlining the program, the 31st annual San Francisco Automobile Show is reported to have pulled an attendance of 60,000 during the nine-day run in the Civic Auditorium.

Set Dayton Sport Show

DAYTON, O. — Miami Valley Outdoors, Inc., will hold its annual Sport, Hobby and Vacation Show in Fairgrounds Coliseum here April 5-7. Over 80 booths will display merchandise. Ward Collopy will handle publicity and details of the show.

Scott Opens Agency

DENVER—Ed (Scotty) Scott, who has had a kid show on KLZ-TV here for a number of years, has opened his own talent agency here known as Spur Productions. The office will specialize in country and western entertainers and rodeo acts.

Urge Broader Use for Pa. Farm Arena

HARRISBURG, Pa.—The big Farm Show Arena is being wasted by carrying only a smattering of events thru the year, recent developments pointed out, and high endorsement was issued for more shows to be held there.

Gov. George M. Leader said the 14-acre building containing the arena ought to be used for sporting and other events "as long as it doesn't interfere with agriculture activities."

Governor Leader was referring to the annual Pennsylvania State Farm Show, which draws about 500,000 visitors. The building also is occupied by the Pennsylvania National Horse Show and standard-bred horse sales, plus some exhibitions.

The governor said he sees no reason "why the building shouldn't be used for public sporting events. The more it is used, the better it can carry the overhead."

Bills Fail

In line with these thoughts, there have been bills introduced in the past two Legislatures to appropriate funds for building a portable basketball floor to attract State tournaments, but the bills died in committee.

A \$50,000 State appropriation is made to the Farm Show Commission to provide premium awards at the farm show. The commission meets expenses of maintaining the building thru rentals for the events held there. The building was built especially for the agricultural exposition.

3 Expos Set At Atlantic City

ATLANTIC CITY — Three indoor shows are in the works for Lance Public Relations of this city, all to be promoted by the firm in Convention Hall. First is the Garden State Home Show, formerly owned and operated by the local Optimist Club.

Lance announced acquisition of all rights to the show, dates of which will be March 28-30, much earlier than in previous years. Free public ice skating will be included if current repairs to the skating surface are completed by show time. In addition, live talent will be offered, for the first time at the event.

Lance will produce an automobile show in December, and a boat show next January.

Woonsocket, R. I., Readies Mardi Gras

WOONSOCKET, R. I. — The fourth annual Mardi Gras of this community will open with a fun parade February 23, and will culminate March 5 with the masquerade ball. Other events include the February 27 naming on TV of the Mardi Gras queen, the March 1 coronation ball and the March 3 parade of flowers spectacle.

Lubbock Dealers Plan Auto Expo

LUBBOCK, Tex. — Lubbock's first auto show in 20 years will be March 20-24 at the new Municipal Coliseum. Four-day event is being sponsored by the new car and auto dealers' association and will be called the West Texas National Automobile Dealers' Show.

Winnipeg Bldg., In 2d Season, Reviews First

WINNIPEG, Man.—Winnipeg Arena, now in its second season, is operating smoothly and has wrapped up the record on its successful first year, General Manager Stewart MacPherson has said.

The building has 8,793 permanent seats, plus 3,000 portable seats and no obstructions. It is air-conditioned, has its own ice plant, and just added a new Zamboni ice machine.

MacPherson said the first year's rundown of attractions included Harlem Globetrotters, Davenport's Shrine Circus, "Hollywood Ice Revue," "Ice Follies," Liberace, Bill Haley's Comets, Harry James, Manitoba Curling Championships, Canadian Figure Skating Championships and the Winnipeg Symphony.

The symphony's production of "The Messiah" drew more than 10,000 people. Several sessions of bingo also drew 10,000 each. Primary winter attraction is hockey, and last year's attendance of 260,000 in 35 home games set a new Canadian record. MacPherson pointed out that Winnipeg had been without pro hockey for 27 years.

Dallas Arena Delayed; Book Exposition Hall

DALLAS—Exhibit area of the new Dallas Memorial Auditorium was opened on February 17, but Manager W. W. Vanderslice pointed out that the arena section of the project has been delayed and it is not expected to be ready before June 1.

The initial exhibition is the Dallas Gift Show, using 57,000 square feet of the building's total 96,000 square feet. On February 26 the Southwest Boat Show will use the same 56,000 feet. On April 14 the building will house the Lumbermen's Association of Texas, and it is expected to use all space that is then available.

Vanderslice said that he expects formal opening plans and an elaborate dedicatory observance to be scheduled for the opening around June 1.

Pomona Sets Photo Show

POMONA, Calif.—Los Angeles County Fair will feature one of the largest photography shows ever held on a fairgrounds during its 17-day run which starts September 13. C. B. Afflerbaugh, president-general manager, announced last week. Burton Frasher Jr. has been named to supervise the exhibit.

Entries will be accepted from professionals, amateurs, schools, newspaper and magazine photographers.

Afflerbaugh also disclosed that General Electric's "Live Better Electrically" caravan has been added to the line-up of attractions. The local plant of the Convair Aircraft Company will have a new attraction known as the Convair Junior Technical Science Exhibition on display during the run.

Potato Chip Sales Total \$475 Million

NEW YORK — Retail sales of potato chips have more than doubled in the past six years to a total of nearly \$475,000,000, the National Potato Council reports.

During that time the more than 400 processors of the snack have developed a wide range of chip-like products to satisfy the growing trend toward snack eating. There are chips of varied thicknesses, shapes and flavors varying in degrees of salting.

It's a business which consumes 44,400,000 bushels of spuds every year, and the figure is growing. In 1950 consumption of potatoes used for chips was 21,600,000 bushels or 8 per cent of all produced for human food. Last year the percentage leaped to 15 per cent.

Television, spectator events and leisure living are some of the reasons Americans have obviously turned toward snacks.

Canadian A Loop Fights Horse Race Purse Increase

REGINA, Sask.—A possibility that Class A fairs in Saskatchewan and Alberta will have no horse racing in 1957 has arisen as a result of an apparent impasse in a purse dispute between track operators and horse owners. Involved would be Regina and Saskatoon in Saskatchewan and Calgary and Edmonton in Alberta.

The dispute is between the Prairie Thoroughbred Breeders and Racing Association, representing exhibitors in the two provinces, and the Horsemen's Benevolent and Protective Association, embracing owners, breeders and trainers.

The HBPA is asking that purses on tracks in Alberta and Saskatchewan be 55 per cent of the take, including breakage, or 58.6 per cent of the take without breakage. Breakage is the money left over in reckoning the mutual payoffs to the nearest dime. The racing association has offered 54 per cent of the take, excluding breakage, and the horsemen have rejected this.

Tivoli Posters To Appear Here

COPENHAGEN — Advertising in the United States and other countries will be undertaken this summer by this city. The illustrations will be of Tivoli amusement park and bear the words, "Wonderful Copenhagen."

The posters depict a night view of the park's illuminated main entrance which bears its name, and a display of fireworks in the background. They are being distributed by the Tourist Association of Copenhagen to this country, Canada, England and Western Europe.

Williamson Named Head Mo. Ag. Dept

JEFFERSON CITY, Mo.—John S. Williamson, Columbia farmer, was named State commissioner of agriculture Wednesday (13) by Governor Blair. He succeeds L. C. Carpenter in the State's top agricultural position. In addition to his farming interests, Williamson is vice-president of the State 4-H Foundation, treasurer of the Home Mutual Fire Insurance Company of Columbia and president of the Boone County School Board Association.

COMING EVENTS

- Alabama**
Birmingham—Better Homes Expo, April 30-May 5. Patrick J. O'Toole.
- Arizona**
Phoenix—World's Champion Rodeo (State Fairgrounds), March 14-17. Jaycees.
Phoenix—Parade of Homes and Home Show, April 5-14. Assn. of Home Builders.
Phoenix—Spring Horse Show, April 13-14.
Tucson—Tucson Rodeo, Feb. 21-24. Edgar Goyette.
- California**
Cloverdale—Cloverdale Citrus Fair, Feb. 21-24. J. Leroy Wehr.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 4-14. H. Werner Buck.
Mesa—Maricopa Co. Fair Assn., March 27-31. Harvey M. Johnson.
San Francisco—Grand Nat'l Jr. Livestock Expo. (Cow Palace), April 13-17. Nye Wilson.
San Francisco—National Sports & Boat Show (Cow Palace), March 1-10. Thomas Rooney.
San Jose—Better Homes Exposition, March 5-10. Patrick J. O'Toole.
Yuma—Yuma Co. Fair Assn., April 10-14. Frank Deason.
- Connecticut**
Hartford—7th Annual National Autorama Show, Feb. 20-24.
New Haven—Connecticut Boat Show (Arena), March 21-24. Milton Cottler.
- District of Columbia**
Washington—National Capitol Flower & Garden Show (Nat'l Guard Armory), March 7-13. Al Harloff.
- Florida**
Hialeah—Home Show & Mardi Gras, Feb. 26-March 5.
Lake Worth—Fiesta Del Sol, Feb. 18-23.
Leesburg—Centennial, Feb. 25-March 2. Tom L. Baker, 2732 Lido Drive, Pompano Beach.
Ocala—Southeastern Fat Stock Show & Sale, March 4-9. Louis Gilbreath.
Plant City—Fla. Strawberry Festival, Feb. 18-23. P. W. Nulter.
Vero Beach—Vero Beach Fair, Feb. 18-23.
- Georgia**
Atlanta—Southeast Boat & Sports Show, March 1-8.
- Illinois**
Chicago—All-Wisconsin Resort and Travel Show, April 24-28.
Chicago—International Sports & Outdoor Show (Amphitheater), March 8-17. Frank M. Hogan.
Peoria—Peoria Sports, Boat, Home & Vacation Show (Robertson Field House), March 26-31. Sidney J. Page.
- Indiana**
Evansville—Sports Show, March 19-24.
Indianapolis—Indianapolis Sports, Vacation & Boat Show, Feb. 22-March 3. Melvin T. Ross.
- Iowa**
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), April 20-25.
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 28-30. Laurence Hamley.
Sioux City—Siouxland Expo. & Sports Show (Municipal Aud.), April 12-14. Marc Cox.
Waterloo—Northeast Ia. Sports & Vacation Show (Hippodrome Aud.), April 4-7. Arlen N. Prekring.
- Kansas**
Wichita—Kansas Sport, Boat & Travel Show (Forum), April 3-7. Bob Mays.
- Kentucky**
Louisville—Kentuckyiana Home and Improvement Show (Armory), April 7-14. Joseph Brooks.
- Louisiana**
Baton Rouge—Baton Rouge Rodeo, March 2-9. W. M. Babin.
Delhi—Northeast La. Dist. Livestock Show, Feb. 25-March 2.
Lake Charles—Lake Charles Rodeo, Feb. 21-24. Richard Anderson.
Shreveport—Holiday in Dixie Spring Festival, April 24-28. Able C. Goldberg.
- Maryland**
Baltimore—Chesapeake Bay Boat Show (Armory), Feb. 22-27.
- Massachusetts**
Springfield—Greater Springfield Home & Sports Show, April 9-14. John W. Daly. Sheraton Kimball Hotel.
Topsfield—Sportsmen's and Boat Show (Fairgrounds), April 18-21. Danvers Fish & Game Club.
- Michigan**
Bay City—St. Patrick Day Celebration, March 17. Leslie E. Arndt, Bay City Times.
Bay City—Better Homes Show, March 15-20. Jack Davis, Box 12.
Detroit—Detroit Sports & Travel Show (Fairgrounds), March 9-17. Frank Jenkins.
West Branch—Better Homes Show, April 12-13. Jack Davis, Box 12, Bay City.
- Minnesota**
Minneapolis—Northwest Sports, Travel & Boat Show (Municipal Aud.), April 5-14. P. W. Kahler.
St. Paul—Land-o-Lakes Boat, Marine & Tackle Show (Auditorium), March 15-24. Noel Van Tiburg.
- Mississippi**
Bay Springs—Jasper Co. Livestock Show, March 12-14. W. C. Jefcoat.
Canton—Madison Co. Livestock Show, March 12-13. R. L. Smith.
Charleston—Tallahatchie Co. Livestock Show, March 25. Pete E. Brown Jr.
Columbia—Marion Co. Livestock Show, March 7-9. D. O. Scott.
Forest—Southeast Miss. Dist. Livestock Show, March 14-16. Floyd Noblin.
Greenwood—Delta Dist. Livestock Show, March 20-23. E. H. Blackstone.
Hattiesburg—Forrest Co. Livestock Show, March 8-9. W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 11-13. W. W. Kennedy.
Jackson—Hinds Co. Livestock Show, March 11-13. G. L. Hales.
Mendenhall—Simpson Co. Livestock Show, March 25. J. P. Ponder.
Merigold—Bolivar Co. Livestock Show, March 8. James T. Davis.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 18-20. E. C. Newman.

- Prentiss—Jeff Davis Co. Livestock Show, March 4-6. O. O. Swords.
- Quitman—Clarke Co. Livestock Show, March 5-7. J. A. Gibbs.
- Sardis—Northwest Dist. Livestock Show, March 25-28. Lee H. Thompson.
- Sunflower—Sunflower Co. Livestock Show, March 8-9. Waldeman Prichard.
- Tupelo—Lee Co. Livestock Show, March 22-23. W. J. Fennell.
- West Point—Northwest Miss. Dist. Livestock Show, March 28-30. E. E. Wooten.
- Yazoo City—Yazoo Co. Livestock Show, March 22. W. A. White.
- Missouri**
Kansas City—Kansas City Auto Show, March 2-10.
Springfield—Springfield Outdoor Show (Shrine Mosque), March 13-17. Tom Flanagan, Springfield Metro Club.
St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emrick.
- Nebraska**
Lincoln—Lincoln Auto Show, March 13-17.
Lincoln—Sports & Vacation Show (Fairgrounds Expo. Bldg.), March 28-31. Jack Hutchens, P. O. Box 1968.
Omaha—Omaha Sports, Vacation & Boat Show (Auditorium), March 2-10. G. E. Budde.
- New York**
Buffalo—Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins.
Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 2-10. Albert J. Chase.
New York—American Toy Fair (New Yorker and McAlpin Hotels, Toy Bldg.), March 6-15.
New York—Dog Show (Garden), March 6-12.
New York—International Antiques Exhibition & Sale (Coliseum), March 30-April 7.
New York—International Flower Show (Coliseum), March 31-April 6.
New York—MHMA National Mobile Homes Show (Coliseum), March 4-10.
New York—National Sports & Vacation Show, Feb. 15-24. Vic Oristano.
New York—U. S. World Trade Fair (Coliseum), April 14-27. Charles Smitow.
New York—United States World Trade Fair (Coliseum), April 14-27.
Rochester—Rochester International Sports & Boat Show (War Memorial Aud.), March 8-17. Vic Oristano.
Syracuse—Auto Show, Feb. 17-23.
Syracuse—North-Eastern Sports Show (Fairgrounds), April 5-14. Bill Hartman.
Syracuse—Post Standard Home Show, March 5-8.
Syracuse—Central New York Builders & Garden Show, March 28-April 2.
Syracuse—Syracuse Automobile Show, Feb. 17-23.
- Ohio**
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 23-31. A. W. Newman.
Columbus—Columbus Home Show (Fairgrounds), April 7-12. Builders' Exchange.
Columbus—Central Ohio Garden & Outdoor Living Show (Fairgrounds Coliseum), Feb. 22-March 3. Ben Cowall.
Columbus—Columbus Dispatch-Journal Vacation, Travel & Boat Show (Fairgrounds), March 15-24. Ben Cowall.
Dayton—Sports, Hobby & Vacation Show (Fairgrounds Coliseum), April 5-7. Ward Collopy, 133 Warren St.
Toledo—Sports, Home, Boat & Auto Show, March 9-17. Haul Spor, Spitzer Bldg.
- Oklahoma**
Oklahoma City—Boat, Sports, Vacation, Hobby & Outdoor Show (Municipal Aud.), March 10-17. Jack Wright.
Oklahoma City—Okla. 4-H & FFA Livestock Show, March 11-15. A. K. Mackey, Okla. Nat'l Stockyard Co.
Oklahoma City—Greater Okla. Home Show, March 24-31. Gus Fields, Biltmore Hotel.
Tulsa—Home Show (Fairgrounds), April 11-14. Charles McKinney, 1035 Hunt Bldg.
Tulsa—Antique Show (Cain's Ballroom), April 13-16. Bill Panning, 3316 E. 32d St.
Tulsa—Dog Show (Fairgrounds), April 27-28. Mrs. John B. Charles, 7515 E. 31st.
- Oregon**
Portland—Portland Boat Show, Feb. 22-March 3. The Oregonian.
Portland—Hi-Fidelity Music Show (Washington Hotel), March 13-17. Jack Matlack, 510 Portland Trust Bldg.
- Pennsylvania**
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 25-30. J. Altland.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), March 1-9. Clinton W. Smullen.
- South Carolina**
Greenville—Greenville Automobile Show, Feb. 28-March 2.
- Tennessee**
Humboldt—Strawberry Festival, April 29-May 4.
Knoxville—Tenn. Valley Sports Show, April 8-14. W. Claude Fox.
Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 11-18. Amon C. Evans.
- Texas**
Brownsville—Charro Days, Feb. 28-March 3. M. G. Dennis, 1006 Van Buren St.
Dallas—National Home Show, April 28-May 5. Brownlow R. Hall.
Dallas—Southwest Sports, Boat & Vacation Show, March 22-31.
El Paso—Flower Show (Coliseum), April 27-28. Mrs. Thomas.
Fort Worth—Fort Worth Boat & Sport Show (Will Rogers Bldg.), Feb. 20-24.
Houston—Houston Boat, Sports & Travel Show (Coliseum), April 6-14. Bill Brown, Montagu Hotel.
Houston—Pat Stock Show & Livestock Expo., Feb. 20-March 3. Harman Engle, Box 2371.
Laredo—Washington Birthday Celebration, Feb. 19-March 3.
Mercedes—Mercedes Rodeo, March 14-18. H. G. Stein.
San Angelo—San Angelo Fat Stock Show, March 7-10.
San Antonio—San Antonio Sports & Boat Exposition (Bexar Co. Coliseum), March 13-17. Ernest Reich.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 7-14. Irving Wayne, Home Builders' Assn.
- Virginia**
Richmond—Virginia Sportsmen's & Motor Boat Show (Arena), March 19-24. John E. Raine.

Elitch Calls in Arrow, Maps 5-Year Ride Plan

DENVER — The Arrow Development Company, Mountain View, Calif., was called into Elitch Gardens here for consultation on the addition, changes and improvements of the Gurtler amusement park. The Arrow company built most the rides that are in use at Disneyland.

John M. Gurtler, president of Elitch's, said that two rides will be installed this year and more will be added each year for the

next five years. Construction of the two rides, a boat ride and a miniature auto ride, begins this month and will be completed by the May 11 opening for the park. The car ride will simulate the express thruways of a real public highway, according to Gurtler, and should prove more appealing than the usual oval track. The expressway will have hills, turns, overpasses and tunnels along the road that will wind thru Storyland, Gurtler asserted.

Public relations director John Eby pointed out that the long-range plans for complete remodeling of many phases of the park will be carried out over the next five years and will give the 65-year-old park a completely new look.

Handwerker Heads Coney Chamber

NEW YORK — Murray Handwerker, of Nathan's Famous, Inc., has been elected president of the Coney Island Chamber of Commerce. Executive vice-president of the eating establishment founded by his father, he is also operator of the Roadside Rest restaurant in Oceanside, N. Y.

Handwerker last year was chairman of the Chamber's parking committee, which operated the Luna Park area municipal parking lot in conjunction with the city. He is also president of the Shorefront Jewish Community Center, and chairman of the 60th Precinct Youth Council.

The new Chamber head has been known to favor an increased promotional fund to be administered by the committee headed by John G. Ward, former president.

Rabbit Foot Minstrel Sets April Start

MONROE, La.—F. S. Wolcott's Rabbit Foot Minstrel Show, now owned by Eddie Moran, is well along with plans and preparations for the coming season under canvas. Show opens April 10.

New costumes and backdrops have been acquired. A new bus has been added to the motor fleet. Show carries its own light plant.

S. H. Dudley, who has been with "Silas Green From New Orleans" as producer, will stage the Rabbit Foot show this year. He is going to New Orleans soon on a talent-seeking trek.

Rabbit Foot plans to take in fresh territory this season, making several States that it has not toured in 15 years or more.

Cirque Medrano in Paris is back to booking individual acts. Spanish circus, featuring Pinito Del Oro, has been replaced. Acts are: Nadia Houck, riding; Bario clowns; Otti-Hotti duo, comics; Jose Ramon, tight wire; Mismoune, dogs; Rene Septembre, illusionist; Two Sipolos, musical novelty; Five Sylvest, trapeze; Two Marinos, bike and equestrians; Five Verdus, rolling globes; Marcelly and Loriot, comics.

30,000 Fans See NASCAR Doings

DAYTONA BEACH, Fla.—Wide shattering of existing records at the NASCAR Speed Weeks, February 4-17, was hampered by less than perfect beach conditions for the measured mile runs. However, the road and beach course runs, climaxed by the 160-mile Grand National—the Kentucky Derby of stock car racing—drew an estimated 30,000 fans to the area.

Allied event was the sports car contests at New Smyrna Beach airport directed by band leader Paul Whiteman, an ardent sports car addict.

- Washington**
Spokane—Sports Show, March 19-24.
Tacoma—Better Homes Exposition, March 19-24. Patrick J. O'Toole, Winthrop Hotel.
- Wisconsin**
Milwaukee—Sentinel Sports & Vacation Show & Great Lakes Boat Show (Arena and Aud.), March 23-31. Charles D. Collins.
Waukesha—Waukesha Dairy Show, March 18-22. W. D. Rogan.
- CANADA**
Alberta
Edmonton—Better Homes Expo., April 12-20. Arthur Gilbert.
Edmonton—Spring Livestock Show and Sale, March 25-April 2.
- Ontario**
Toronto—Canadian National Sportsmen's Show (Coliseum), March 15-23.
- Quebec**
Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 29-April 7. Ted Glendening.
- Saskatchewan**
Saskatoon—Interprovincial Bull Show & Sale, April 17-18.

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THE FINAL CURTAIN

DAVIS—Ned, concessionaire, recently in Belen, N. M. He was with Western shows a number of years. Burial in Albuquerque, N. M.

DOSTER—Mrs. Mabel, sister of E. M. McIntyre, cook-house operator, January 28 in Atlanta. Burial in Gainesville, Ga.

CRIGGS—Bernie, 56, veteran clown and acrobatic bareback rider, February 6 of a heart attack. Survived by his widow, Leta, and three daughters.

JANKOWSKI—Stanley, 35, of the Playtime Amusement Company, February 7 of a cerebral hemorrhage in St. Elizabeth Hospital, Brighton, Mass. For the last five years a Playtime concessions agent for Roger Larnell, he had previously been a ride foreman with the Bay State and Lawrence shows. Surviving are three brothers and two sisters, all of Salem, Mass.

KELLEY—Robert (Suicide Bob), 36, former thrill show performer and operator, February 4 in Huntington, W. Va., of a heart attack. (Details in General Outdoor section.)

LONGAMORE—Blackie, 53, concessionaire on Maddox Bros.' Shows and former elec-

trician on Rogers Bros.' and Vivona shows, recently in a Fort Worth hospital. His widow, Marie, survives.

LOWE—Eddie, 63, custodian of the clubhouse of the Greater Tampa Showmen's Association for the past eight years, February 8 in Tampa. Close to 400 turned out for the funeral services which were held in the clubrooms. Masonic services were conducted at the grave, with burial in Showmen's Rest. He was a member of the Egypt Temple Shrine and was active in the Fun and Frolic Club as calliope player in their street parades. His daughter, Mary Cain, survives.

MACKEY—Gladys, who worked with her husband, Jerry, as a concessionaire at fairs and other outdoor events, February 7 in Vancouver, Wash. Services February 11 at St. James Church, Vancouver.

81, founder of the Mangan acrobat troupe, February 12 in New York. The group toured for 50 years in vaudeville and on the Ringling and other major circuses prior to World War II. She is survived by her daughter, Hazel Mangan, New York.

POULTON—Louis L., 91, former high wire, trapeze and acrobatic performer who worked in vaudeville, as a free act and with Pogey O'Brien and the Cooper & Bailey and Barnum & Bailey circuses years ago, February 3 in a Philadelphia nursing home. Until five years ago he had been an instructor in acrobatics at Philadelphia's Billy Herman Gymnasium where many professional acts received their early training. Survived by three sons and a granddaughter. Services February 7.

MARRIAGES

TODD—TAYLOR
Mike Todd, producer of midway shows and former games concessionaire, and Elizabeth Taylor, motion picture actress, February 3 in Acapulco, Mexico.

King Leases Site For Auto Skooter

DETROIT—Edgewater Park will have a new 25-car Auto Skooter ride in operation this season. Space next to the Coaster has been leased to W. O. King, of King Amusements, Mount Clemens, Mich., for operation of the ride. Park has not had an Auto Skooter since 1954, when fire damaged the earlier one. Work already has started on the site for the new one and the ride is scheduled to be ready for the March 15 opening.

Mangels Turns 90

NEW YORK—William F. Mangels, dean of America's ride builders, turned 90 Saturday (2) and the event was marked with a quiet family get-together at his home in Brooklyn. In recent years the family ride operation has been largely in the hands of his sons, Fred and William Jr.

Colorado Assn. Maps Campaign For State Aid

DENVER—The Association of Colorado Fairs appointed a legislative committee to attempt to secure State funds for fair plant building and promotion of county fairs at its annual meeting here Sunday (10). Nearly 40 fair representatives were on hand for the one-day confab in the Albany Hotel.

It was also proposed that district fairs be designated thruout the State to follow the Colorado State Fair and permit showing of agriculture products during September. Art Bazata, Denver public relations consultant, was the key speaker and urged the fair executives to up-date their programs of public relations and promotion. Sherman Hoar, of the Colorado A. & M. Extension Service, stressed the importance of 4-H work.

Morgan Roberts, Sedalia, was elected president; Jim Henry, Longmont, vice-president, and Forrest Hammes, Littleton, was re-named secretary-treasurer. New directors are Ben Naeve, Loveland; Frank Herman, Yuma; Ted E. Ryan, Rocky Ford, and George Simington, Hayden. Holdover members of the board are Harry Hughes, Denver; John Holdorff, Akron; Virgil Richardson, Simla, and Ray Breeze, Kremmling.

Carnival Routes

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All Valley: Fairfairs, Tex., 20-March 2. Amusements of America: Hialeah, Fla., 26-March 5. Babcock United: Indio, Calif., 18-27. Blue Grass: (Fair) Plant City, Fla.; (Fair) Largo 25-March 2. Glades Am. Co.: Fort Pierce, Fla. Glades Am.: Ft. Pierce, Fla.; Sebring 25-March 2. Shojo-O-Rama: Eloy, Ariz. Southern Valley: Monroe, La.; Delhi 25-March 2. Starlite: Moultrie, Ga. Strates, James E.: (Fair) Orlando, Fla.; (Fair) Sarasota March 11-15.

Circus Routes

Davenport, Orrin: Cleveland, O., 19-24; Rochester, N. Y., 25-March 3. Hamid-Morton: Milwaukee, Wis., 19-24. Polack Bros. Western: Louisville, Ky., 19-24; Chicago, Ill., 27-March 15.

Ice Shows

Holiday on Ice of 1957: Atlanta, Ga., 19-24; Cincinnati, O., 26-March 5. Ice Capades, 16th Edition: Calgary, Alta., 19-23; Winnipeg, Man., 25-March 2. Ice Capades, 17th Edition: Hershey, Pa., 19-27; Detroit, Mich., March 1-10. Ice Vogue of 1957: Orlando, Fla., 19-23; Havana, Cuba, 27-March 10. Shipstads & Johnson's Ice Polles of 1957: Boston, Mass., 19-24; Cleveland, O., 26-March 10.

Miscellaneous

Burke's Wild Cargo: (Fair) Orlando, Fla.; (Fair) Largo 25-March 2. Hitler's Personal Auto: Houston, Tex., 21-March 2.

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Conneaut Bookings Hint Okay Season

CONNEAUT LAKE, Pa.—Bookings of trade shows and picnics indicate a good season is in store for Conneaut Lake Park, wholly owned resort facility built on the shores of a three-and-a-half-mile natural lake. Additions for the opening will include a Schiff kiddie Cadillac ride.

The spot contains two hotels, the 150-room Conneaut and 50-room Elmwood, and a wide range of park elements. These include 18 major rides, 10 kiddie units, water's edge cafeteria, fin house, walkthru and more. There are seven picnic shelters in the grove, bowling, boating, ball playing and riding facilities, and a Holmes Cook miniature golf course.

The park operates and owns all its units, including some 20 concession games populated by salary-plus-percentage agents and a 40-table Fascination.

New Sewage Unit

A new sewage disposal plant was installed last year at a cost

Minnesota Sets 85c Basic Wage

ST. PAUL—The Minnesota Industrial Commission here ordered higher minimum wages for women and minors employed in the amusement industry in the State, effective February 18.

First for the industry since 1938, the order provides an 85-cent hourly wage in communities of 25,000 population or more; minimum of 80 cents hourly in cities of 2,500 to 25,000, and 76 cents in cities less than 2,500 population.

An estimated 4,200 persons are affected by the order which includes employees in amusement parks, dance halls, skating rinks, movie houses, bowling alleys and baseball clubs.

Washington Expo Books 'Waters'

WASHINGTON—National Capital Flower and Garden Show will be at the National Guard Armory March 7-13. Advance tickets will sell at a reduced price of 95 cents until March 1, according to show manager, E. F. (Al) Harloff.

Attendance has been about 125,000 in past years, he said.

Attractions this time will include "Dancing Waters," the Stone collection of acacia trees and a reproduction of a Seminole Indian family's home and surroundings. Thirty 45-foot evergreen trees will be transplanted for the show.

WINTER FAIRS

Arizona
Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31. Phoenix—Maricopa Co. 4-H Fair, April 1-6. Tucson—Pima & Santa Cruz Counties Fair, April 13-14. G. E. Blackledge. Yuma—Yuma Co. Fair, April 10-14. Frank M. Deason.

California
Imperial—Mid-Winter Fair, March 2-10. D. V. Stewart. Indio—Riverside Co. Fair & National Date Festival, Feb. 18-24. San Bernardino—National Orange Show, March 14-24.

Connecticut
Hartford—Hartford Fair, March 13-17. County Amusement Co.

Florida
Dade City—Pasco Co. Fair Assn., March 6-9. J. F. Higgins. De Land—Volusia Co. Fair Assn., March 4-9. Lee Maxwell. Eustis—Lake Co. Fair & Flower Show Assn., March 11-17. Karl Lehmann. Largo—Pinellas Co. Fair Assn., Feb. 26-March 2. J. H. Logan. Orlando—Central Fla. Fair Assn., Feb. 18-23. C. T. Bickford. Sarasota—Sarasota Co. Fair, March 11-15. Sebring—Highlands Co. Fair Assn., Feb. 25-March 2. B. J. Harris Jr.

of some \$50,000. Considerable ride painting and carpentry and other maintenance work has been carried on indoors since the Labor Day week closing by an all-winter crew of 25 men. The Rocket Ship ride, whose planes were replaced with new bodies a couple of years ago, has been redesigned.

General Manager W. J. Tarr said July 4 fireworks will be presented this year by Tony Vitale's Fire Corporation of America, and that free acts, both ground and aerial, will be booked thru both the Al Martin and GAC-Hamid offices.

The park ballroom is used for dancing on rare occasions during the summer, with most nightly dance activity being held in the park's night club, where a musical trio entertains. The ballroom has been used increasingly for indoor picnicking and for conventions and trade shows, making the combination of hotel, dining and display facilities a big asset. Most such groups which have used the location for their 1956 activities, are set to return this year.

Nickel and dime days have become a big thing here, especially with the half holiday declared by several local communities. In a couple of instances, stores are shut all day on Wednesday. Cut-rate ride ticket days are also offered during May and June for school kids.

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IN MEMORY
Of Our Dear Friend
BEE STEIN
February 21, 1956
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CARROLL

IN MEMORY OF
ELMA KOSS
Beloved Wife and
Loving Mother,
who passed away
February 21, 1944.
ADOLPH KOSS & DAUGHTER

IN LOVING MEMORY
Of My Dear Husband
SAM GOULD
Passed away February 19, 1956.
Gone but not forgotten.
DOROTHY GOULD, Wife

In Memory of My Beloved Mother
CARRIE MANGEAN (WAGNER)
Who passed away February 12, 1957.
You will never be forgotten by your loving daughter
HAZEL

Plan \$12 Million Eiffel Tower Replica for Miami

- Major undertaking will be flanked by kiddieland, authentic Paris street scene
- Florida promoters plan multiple units on concession basis, 12-month day-night operation

An exact replica of the Eiffel Tower, the symbol of Paris and all of France, is planned as a dominant tourist attraction in the Miami area by a group of Florida businessmen. The 1,000-foot structure, costing an estimated \$12,000,000, will be the tallest in the State of Florida and certainly rank near the top of attractive man-made oddities in this country. As such it will attract more than 2,000,000 persons in its first year of operation sometime in 1959.

Permission to construct a replica of the world-famed tower in this country has been granted on an exclusive basis to Eiffel Tower of America, Inc., a group whose headquarters are in Orlando, Fla. Because of this—alho the cost alone would certainly discourage duplication—the attraction will always have the great advantage of its one-of-a-kind status.

J. C. Everett, spokesman for the group backing the project, regards the tower as a hub around which will be built a center of French culture in this country. Tentatively, the thinking is, this can be accomplished by the tower, a symbol in itself, and the participation efforts of the French government and industry leaders. Adding to the scope and interest will be the construction, in a flanking area, of a French street area populated with authentic shops offering a variety of imported products for sale.

"Paris, U. S. A."

The area will be incorporated and known as "Paris, U. S. A." The tower will be located on about 150 acres near the Dade-Broward County line and adjacent to an interchange on Sunshine State Parkway, the new toll road opened in January. It will operate on a year-round basis. An added advantage is seen in the fact that day and night operation will be possible and profitable.

Basic revenue earnings will come from the operation of a bank of elevators which will be used to transport, for a fee, visitors to the viewing platform of the structure,

as well as to several intermediate landings. Additionally, and perhaps more important, will be the income, thru rentals and percentage operations, from many acres of space within the structure of the tower.

The owners will operate the elevators and the viewing glasses on the various platforms. All other operations will be on a concession basis. Plans call for these to include a glamorous dining room, snack bars, gift shops, novelties and souvenirs, a theater and a variety of commercial exhibits, as well as other operations that may result from operator proposals.

Brilliant View

The view from the tower, which will range for miles in all directions during daylight, at night will fea-

ture the lights of Miami, a fast-growing metropolis, and the unequalled neon brilliance of Miami Beach. At night, too, the restaurant will be an attraction. Class eateries will be located in the upper levels and offer, with fine food and drink, a commanding view of the area. Since the tower will be only about 15 miles from the beach and relatively close to horse and dog tracks and jai a lai frontons, it is expected that the well-heeled patrons of the beach hotels and betting establishments will flock to dine in the sky.

Nothing has been left to chance by Everett and his associates in determining the feasibility of the enterprise. Coverdale & Colpitts, a prominent firm of New York consulting engineers, is conducting the planning and economic study. George A. Walker, representing the engineering firm, predicted the 2,000,000 attendance figure on the basis of exhaustive studies. The firm conducted the study for the Sunshine State Thruway and for the
(Continued on page 88)

New Food Product Seeks Park Help

- Will trade TV time for box top exchange
- Flav-R Straw company has \$3 mil TV budget

By IRWIN KIRBY

Ride locations the nation over will be the recipients this season of a huge promotional campaign bearing a \$3,000,000 price ticket. The figure is an annual projection of the \$60,000 spent every week on TV advertising by Flav-R Straws, of Mount Vernon, N. Y.

The company will devote its entire budget for the 1957 season toward promoting a boxtop-ticket deal on television, and hopes to involve the majority of the country's parks in the scheme. Parks will get free TV advertising in return for accepting box tops as ride tickets.

Altho only a year old, the product—a drinking straw bearing a flavor-impregnated filter—has had phenomenal success thru its high powered sales technique. It advertises only on television, using kiddie shows on 263 stations.

When used with milk, the straws impart a flavor to the liquid drawn thru them. At present chocolate and strawberry are used, with plans to debut a new flavor in each of the coming three months, namely black cherry, vanilla and coffee.

TV Ads for Parks

Flav-R Straws will advertise the names of parks participating in its tie-in, mentioning that a box top will be accepted as a ride ticket. The firm will give the name and address of the park, and will show a picture of it on TV. This will be done every day it has time on the show. In addition to advertising material, parks will receive the company's ad-schedules, and other promotional aids which are being developed.

In addition, parks will be provided with outdoor paper in varying sizes, and supermarkets carrying the product will be festooned with banners and signs proclaiming the tie-in with local parks.

Dick Firestone, director of promotion and TV advertising, says the scope of the project makes it impossible for any box top redemption system to be worked out with the parks. He added, however, that there should be wide acceptance among ride operators because of the many youngsters who will be attracted to fun locations with box tops. Flav-R Straws shows an awareness of patron spending habits and notes the advantages to the participating parks which would accrue from family groups just making their way to the grounds.

The firm is advertising at the rate of \$3,000,000 yearly on television, and will devote its promotional efforts completely to the park deal this year.

National Product

Distribution of the product, currently made in Los Angeles but with a Boston plant now in the
(Continued on page 88)

Combine Fun With Homes in Oklahoma

- Plan new units in model city growth
- 50-acre play center for 6,000 dwellings

When W. P. (Bill) Atkinson mapped plans to build Midwest City, Okla., he was quick to recognize that outdoor, family-type amusements play an important role in the life of a modern community.

Atkinson, who last year hit the front pages when he included a free pony with the purchase of each home, set aside 50 acres of valuable property in the heart of the development for a fun center. Then, he reserved an adjacent plot of similar size to be used as a country club.

The fun zone is centrally located on one of the city's main arteries in an area that includes over 6,000 new dwellings, modern shopping

centers, adequate parking facilities, and wide, well laid out roads.

Expansion Planned

Already established is a kiddieland, a basic element of such a center, and a new 14-lane bowling alley that has quickly become a meeting place. Other planned amusements include a roller-skating rink, golf driving range, miniature golf course, drive-in theater and riding academy. Feeding the funseekers is already taken care of by a nearby \$500,000 cafeteria that was opened recently and has already become the social hub for the booming city.

Potential of the housing development, and the amusement zone as well, looms big.

Nearby is the world's largest permanent aircraft maintenance and repair center, Tinker Air Force Base, which employs some 20,000 civilians and 5,000 service per-
(Continued on page 88)

A Special Section of

Outdoor Amusement Recreation Centers

EDITORIAL

Healthy Growth

Once again The Billboard focuses attention on the development and growth of Outdoor Amusement Recreation Centers (OARC), the mushrooming of new and novel permanently fixed entertainment units developed for family trade and brought close to the masses.

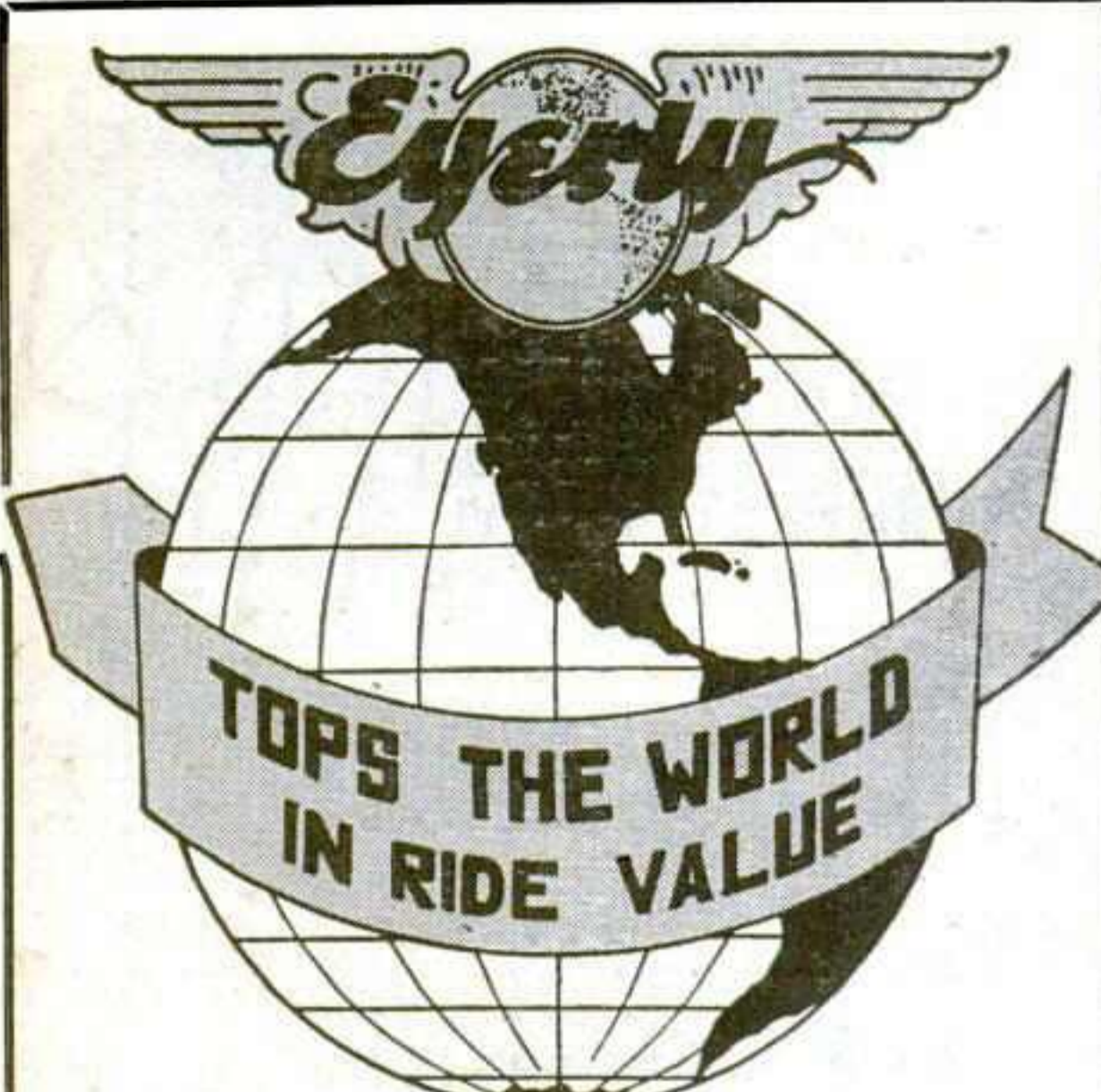
The investment of millions of dollars each year of the last decade reflects an awareness of the billion-dollar market potential. Racing hard to catch up with the nation's booming economy, the tremendous growth within the industry, altho aimed right, is still far short of the need. Notable gains in population, income, automobiles, leisure time and highway facilities, dictate a continuing rapid development in the field.

The proper locating of a single unit inevitably leads to the grouping of allied attractions such as Kiddielands, drive-ins, participating sports enterprises ranging from swimming pools to golf ranges and sight attractions. All of these, with their multiple components, provide entertainment-recreation with overlapping appeal for every member of the family.


Fixed to the pattern of outdoor amusement enterprises in the past, and so limited to seasonal activity, the trend now is toward 12-month operation with the addition of ice and roller rinks, bowling and snack bar or restaurant facilities as a starter.

New, young blood has sparked much of the imaginative growth and development within the field. Investment dollars earned elsewhere have been poured into this new amusement effort, attracted by the promise of extra high earnings, the advantages of a cash operation and minimum product inventories.

Like any other industry, success hinges on astute management. The trend toward diversification has brought with it the need for more knowledge of more attendant subjects. The incumbent and newcomer to the directorial ranks of today's OARC is largely pioneering the operational techniques of a new and growing business. Their collective efforts and degree of success point to an even brighter future and a firm and lasting place on America's highways and byways for the Outdoor Amusement Recreation Center.



2 TOP MONEY-MAKING RIDES
BULGY - THE WHALE
MIDGE-O-RACER



5 PROVEN MAJOR RIDES
 ★ OCTOPUS ★ ROCK-O-PLANE
 ★ ROLL-O-PLANE ★ FLY-O-PLANE
 ★ LOOP-O-PLANE

Write for complete descriptive circular on all Eyerly Rides

EYERLY AIRCRAFT CO.
 Factory and Sales Office
SALEM, OREGON

Dairy Swap With 6 Kidspots Churns Up Sweet Interest

- Chicago's Bowman Dairy plans to repeat tie-in with six area kiddie installations
- Parks agree to accept lower fees with dairy coupons in return for promotion-ad aid

By TOM PARKINSON

How does a Kiddieland ticket promotion look from the other side of the deal? For the answer, The Billboard went to the Bowman Dairy Company, which had a tie-in with six major Chicagoland Kiddielands for trade-in tickets last season.

Bowman's answer is that they are considering a repeat this year; that they are "reasonably well satisfied" with their first effort.

The big dairy firm approached a Chicago Kiddieland operator a year ago with an outline of their plan. He put the firm in touch with other leading kiddie parks, and the plan was off and running.

Six Kiddielands took part. They were O'Brien's Fun Fair Kiddie Park, Miller's Fairyland Park, Fink's Kiddietown, Sauzer's Kiddieland, Lincoln Park Amusements, and Kiddy Town. Several other large Chicago funspots decided not to participate.

Swap for Ads

The arrangement boils down to this. The Kiddielands taking part were willing to accept a lower price for their ride tickets in return for the advertising Bowman would do for the promotion.

Thus, Kiddie park operators who were getting prices in the neighborhood of nine rides for \$1, two for 25 cents, etc., accepted Bowman-promotion riders at four for 25 cents, or about six cents per spin. Those which took part chalked up the difference to advertising.

Bowman's advertising campaign was a thoro one and was more elaborate than they might normally have used for a promotion, a company spokesman said.

There were point-of-sale placards, radio and TV spots, and tags on milk bottles delivered by Bowman route men thruout the metropolitan area. Major part of the campaign was in newspapers, where the dairy company's trade mark character, "Bud Bowman," was depicted on a Merry-Go-Round. Newspaper copy included large spreads at the outset in the early summer and continuing ads periodically thereafter.

Feature of the kick-off was a full page in full color in The Chicago Tribune.

As the ad copy detailed, caps, tops or lids from various types of Bowman containers were to be taken by customers to the Kiddielands. For four such tops and 25 cents, the holder was entitled to four rides. The ad copy pointed out that this was about half price.

The dairy declines to say how many such container parts came back to them. But these points are made:

The returns were strong enough at mid-season that in a reappraisal the dairy firm decided to extend the promotion thru the second half of the summer.

At the wind-up the results were potent enough that they are interested in duplicating the plan during the coming season.

As a Bowman promotion spokesman points out, this was their first experience in the field and there was no way available to check or evaluate the results. In a second season, they will have the results of the first by which to judge their returns.

Apart from the heavy advertising campaign, Bowman had no expense and no complicated participation. As the company representative expressed it, the plan was self-liquidating. Kiddieland printed their own special tickets, leaving Bowman only the job of accepting the bundles of bottle caps and carton parts for evaluation.

Bally Aim Mirrors Pepsi's Optimism

An increase in promotional effort and merchandising aid, in behalf of the operator of outdoor amusement enterprises, is contained in this year's planning by the Pepsi-Cola Company. Long cognizant of the industry as a sampling ground and major outlet for food and drink, the soft drink company is predicting even greater growth and interest this year in amusement parks, swimming pools, picnic areas and drive-in theaters.

Donald M. Kendall, vice-president in charge of national accounts for Pepsi, in predicting record attendance, said, "In 1955 and 1956 the automobile industry enjoyed record sales. Two-car families became the rule rather than the exception."

"This should be coupled with the fact that the bumper crop of babies born during World War II and the early postwar years are now young teen-agers experiencing an all-time high in standards of living. They are eager for entertainment, and outdoor amusement installations offer them a participating experience that cannot be realized within the confines of their homes," he said.

Boom Year Seen

Because outdoor amusements are more accessible now than they ever have been, more families than ever before will take advantage this year of the numerous facets of entertainment offered at these installations, Kendall predicted.

"One of the major problems outdoor amusement operators and concessionaires face," Kendall said, "is one of merchandising. In the past Pepsi-Cola has offered valuable aid to the outdoor amusement operator by supplying him with merchandising know-how."


Kendall offered as examples of such aid numerous Pepsi promotions merchandised by the bottler on a local level. Among the most successful of these were the Vespa scooter, Thunderbird Junior and pony promotions, each of which contributed to greater outdoor attendance.

"We intend to co-operate with outdoor amusement operators on a larger scale than ever before. In line with this policy we are concentrating our efforts on making additional promotional ideas

and merchandising support available to Pepsi-Cola bottlers in order to further aid outdoor amusement operators in gaining record attendance during the coming season," Kendall said.

He added that such merchandising support can be obtained by the operator thru his local Pepsi bottler.

20th CENTURY BUCKBOARD
 America's Newest and Most Unique Ride



● 18 mph maximum speed
 ● Throttle setting of from 6-10 mph for kids
 ● Three drive positions—neutral, drive, reverse
 ● 3.6 hp. heavy duty motor. 10 hrs. of continuous driving
 ● Aluminum bumpers and trim; fiberglass cowl, 22 gauge steel fenders
 ● Adjustable seat
 ● Finished in Stunning Red & Jet Black
 ● 78" long, 36" wide, 30" high. Weight, 175 lbs.

IDEAL FOR MAJOR PARKS, KIDDIELANDS, CARNIVALS. WILL RIDE ON EARTH TRACK AS WELL AS BLACK TOP OR CONCRETE.

ONLY \$425 each
 Special discounts for 6 or more.

Write now for July deliveries

PRODUCTION ENGINEERING CO. VILLA RICA, GEORGIA

- HOT RODS
- MOTOR BOATS
- JUNIOR HOT RODS (ACTIVATED RAIL)

Tailored to meet your space requirements

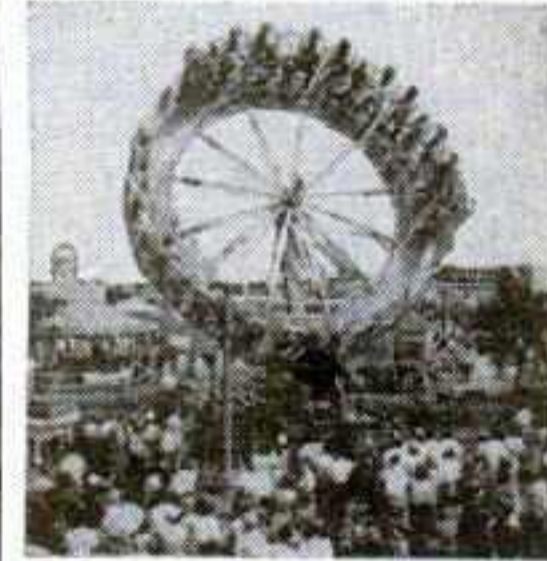
- WORLD'S MOST BEAUTIFUL KIDDI CAROUSELS

Sizes to suit your park



SEND FOR FULL COLOR BROCHURE

HOT RODS, INC.
 220 West 42d Street, New York, N. Y.
 Phone: Wisconsin 7-3370, 3371. Wire: Hot Rods, New York



ROUND-UP
 WORLD'S MOST UNIQUE RIDE

FRANK HRUBETZ & CO.
 2880 S. 25th St. Salem, Ore.
 Phone: EM 3-7417

Catlett
HYDRAULIC EQUIPMENT
 for FERRIS WHEELS
 and other MAJOR RIDES

December 12, 1956

TO WHOM IT MAY CONCERN:
 After operating the four converted #12 wheels one season over our route, I find my gross income has been larger than the past years. My labor problem has been eased a great deal. Erection time has been cut in half. My ride operators have to set up these wheels, by saving time and less heavy work are not so tired and are able to continue long hours of operation. By having these hydraulic mounted wheels it is easy to see why this is possible. I favor this type of Ferris Wheel over any other.

Harold L. Brocies
 Wheel Foreman
 Royal American Shows

Write or wire for full details

CECIL E. CATLETT
 4520 State Ave., Box 82
 Kansas City, Kansas

GIVE TO DAMON RUNYON CANCER FUND

Kidspots Add to Drive-In Patronage, Total Revenue

- Theater chains prove diversification wisdom
- Find separate operation adds \$\$ to bally value

The establishment of kiddielands and drive-in theaters operating on the same theory, antedate the merchants' move to the suburbs in most communities. But, if the kiddielands and drive-in owners gave the downtown merchants a good idea, it appears that now the amusement vendors have borrowed it back, complete with all the improvements and embellishments added by the merchants.

Suburban amusement centers are putting the emphasis on expansion with diversification. National Drive-In Theaters, which operates kiddielands in connection with two of its major units—Toledo and Cleveland—recently bought its third kiddieland in Camden, N. J., from former owners Herb Youtie and Ted Rose.

"We are definitely expanding our kiddieland operations because we know they are profitable," says Stuart Wintner, manager of National's kiddieland. "We see a great future in kiddielands operated by drive-ins."

Fun for All

The reason for his conclusion isn't hard to find. The drive-ins provide outdoor recreation for mom and pop, while the adjacent kiddieland keeps the little folks happy. This means special attention and interests for each member of the family and greatly increased gross revenues.

The Camden kiddieland, an impressive grouping, has 10 rides—Roller Coaster, Sky Fighter, Tank, Boat, swings, Fire Engine, Toonerville Trolley, Merry-Go-Round, National Train, Ferris Wheel and an 18-hole miniature golf course. There is also an arcade which Wintner expects to expand.

During the past summer American Theaters Corporation, owner of five drive-ins and 34 conventional theaters in New England, installed a new kiddieland next to its drive-in at North Oxford, Mass. This kiddieland consists of four Allan Herschell rides plus a miniature train and a tug boat ride. The kiddieland is separated from the drive-in by a fence, yet is accessible to drive-in customers. When the drive-in is closed the kiddie park operates on its own.

"While American Theaters supervises both the drive-in and the kiddieland, we have separate managers, separate concessions and separate publicity," explains E. S. Canter, executive vice-president of American Theaters.

100 Free Rides

"We use one promotion in conjunction with the drive-in theater which we think pretty good—at least, it has worked well for us. One week we will offer a free ride on the Merry-Go-Round to the first 100 children attending the drive-in. The next week we might offer 100 rides on the Roller Coaster. It gets the kids into the kiddieland and whets their appetites for more rides."

This Oxford kiddieland and drive-in, located at the junction of Routes 12 and 20, gets a good play from both transients and local residents, and illustrates the point that it is better to be in an active amusement or merchandise area than off by itself. Next to the American Theaters set-up is a large Howard Johnson restaurant, which, at first it was thought might tend to interfere with the kiddieland-drive-in operations. But experience has proven that it doesn't. Customers stop at the restaurant for a full meal, then after enjoying the

amusement operations, find room to sample their concession offerings, too.

Lyndon Wilson, president of Allan Herschell, has some good suggestions for prospective amusement center owners.

Separate Units

"We realize that many drive-in owners have put amusement rides inside their drive-ins," he says, "but we feel that a more profitable method of operation is to locate the kiddieland next to, but separate from, the drive-in."

"The practice so far has been to use rides and equipment merely to keep the children happy before and during the show and to charge patrons nothing for the use of the rides. These playground areas

should be full-fledged kiddielands, with charges made for the rides.

"A drive-in owner has many advantages when he does it this way. First, he makes money from something he gave away free. Second, he can use the same land and the same parking area. And, thirdly, it is possible to use the same management and promotion."

"Our reason for believing the kiddieland should be separate is that it is very difficult to make a kiddieland look open and active when the drive-in itself is closed. Put the kiddieland in a spot by itself. It will help the drive-in as much as tho it were inside, and yet it can be operated as a separate money-making venture during the day."

Cemetery Op Turns To Recreation Field

The thousands of persons operating recreational units have a wide range of backgrounds, but perhaps none came from as deep in left field as Mortimer Gold, whose entry in the amusements installation business came after a lifetime of experience in — cemeteries and mausoleums.

Now neck-deep in his 17-acre "Sportsman's Paradise" center in Riverhead, N. Y., the dapper operator sports Adolfe Menjou foliage in the form of Homburg hat, walking cane, buttonhole flower, bow tie, stickpin and spats. This is the type of garb Gold took into the recreation business when he first opened his spot last July 6.

"I wore the summer version," he says, "but even tho I have always tried to make a dignified appearance, folks insisted I did it just for showmanship."

Four Elements to Start

Costume notwithstanding, a very good season was experienced in 1956 with an Arland 18-hole miniature golf, six-unit batting range, archery range, and custard stand. For 1957, since there is still ample space for expansion, the operator has charted an improvement project that includes several new elements, which will round out the center's facilities.

Riverhead is more than 70 miles from Manhattan, at the spot where Long Island forks out in two directions, resembling an alligator's open jaws. While the population had never been large in previous years, the area was widely known for its many resort communities—the Hamptons, Montauk, Quogue, Eastport, Moriches, Amagansett and others. Over the years, other sources of patronage sprung up, like the 2,000-man Suffolk Air Force Base and Grumman aircraft plant.

Gold's years have been spent operating a Queens cemetery, selling burial plots, and manufacturing cemetery monuments with his father. Now his entire efforts are devoted to "Sportsman's Paradise," which lies opposite Wildwood Lake. A hobby of arranging and supervising charitable affairs for the Sister Kenny Foundation and other beneficiaries—more than 240 affairs—put him in contact with ride operators and talent bookers, among whom he has several significant friends.

His operation on Moriches Road in Riverhead was a recognized winner from the start, and attracted another operator to put up a modern and large bowling establishment across the road.

For prices, the fees were 75 cents and 50 cents for golf, a quarter for nine balls at the batting range, and a quarter for a 10-arrow quiver at the archery. Customers were drawn from the airbase, factory and permanent summer residents, who had been offered little in the past in the way of outdoor recreational units. The G.I.'s were especially enamored with the batting range.

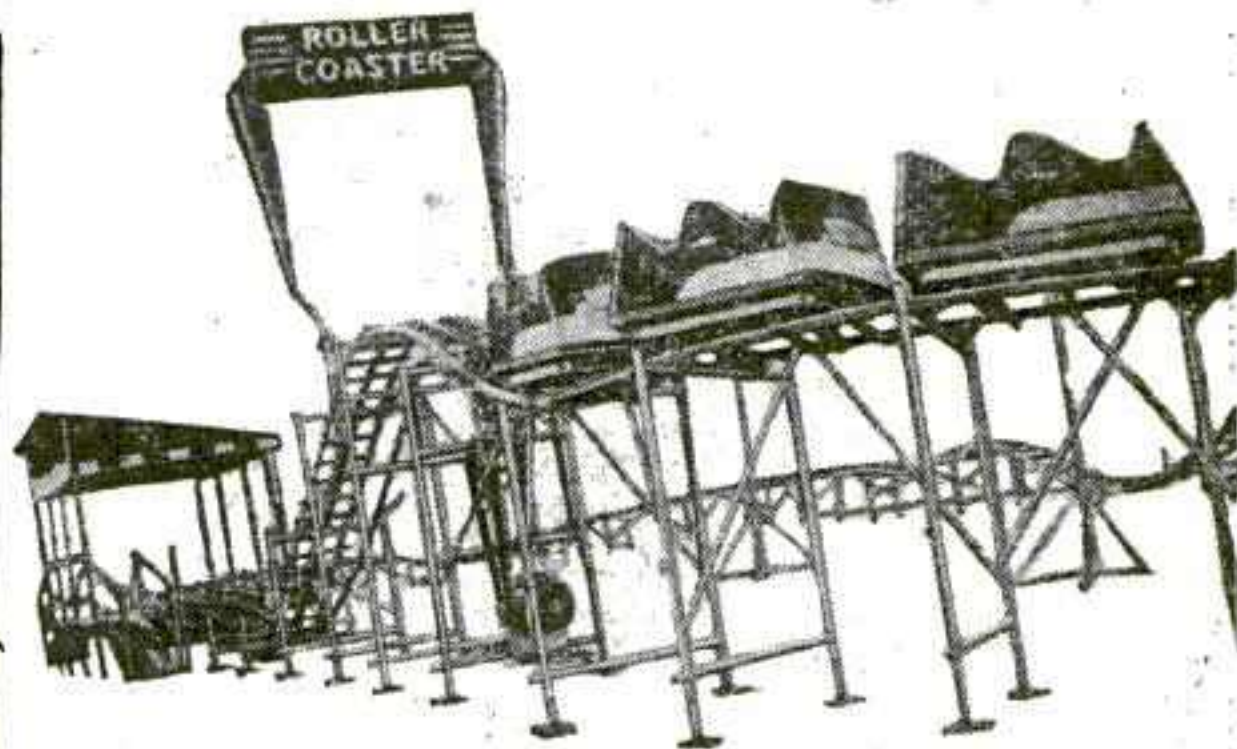
Expansion Charted

Expansion on the 17 acres has already been charted, with a building going up to replace the custard stand which burned down at the end of last season. The new structure is modest in size and price (about \$30,000) and will contain two installations. There will be a refreshment counter food operation, and a 20-by-30 room into which Gold is trying to attract a coin machine operator to place units on a percentage basis. The p.c. possibility also comes up in his talks with ride operators.

Plans are to have rides and coin equipment at the spot this summer. In the winter, it is intended to erect an outdoor ice rink. Summer of 1958, if all goes well, will see the addition of a golf driving range.

Advertising last year was all in the printed word, with the employment of space in five area weeklies. Altho big city daily papers are widely read all over Long Island, the feeling was that local weeklies gave the best coverage of potential customers, for the advertiser's dollar.

"Sportsman's Paradise" is a tremendous change from the cemetery and monument business. Gold's acquaintances are wont to remind him, that as business goes, he sure picked a "live" one.



"BEST INVESTMENT I'VE EVER MADE"

So says John R. Lewis, Zelienople, Pa., who adds:

"The Roller Coaster was my top ride this season. Four men put it up in four hours at every date."

Frank and Martin Walsh, Maple Springs, N. Y., report:

"The Allan Herschell Roller Coaster was our biggest money-maker this summer, even beating every other ride in the park. Forty per cent of the riders were adults."

Bernie Arent, Bernard & Barry Shows in Canada, says:

"Best Roller Coaster I've seen. The new pick-up is fast and smooth. And the cars are really comfortable for adults."



Talk with men like these three successful operators. Discover for yourself the pride, pleasure and profit to be derived from owning a money-making Allan Herschell Roller Coaster. Two sizes: 36'x102' and 51'x107'.

FINANCE PLAN AVAILABLE

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SPACE PLANE RIDE
SPEED BOAT RIDE
For sure-fire Profits!

Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

SMITH & SMITH, Inc. • SPRINGVILLE, NEW YORK

NEW 16-HORSE MERRY-GO-ROUND
PRICE \$4,125.00

Sensational new design permits us to manufacture this beautiful Jumping Horse Machine at this fantastic price. Horses are full adult size and made out of high strength molded fibre-glass. Write today for full details and photo.

KING AMUSEMENT CO., INC.

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5 POPULAR . PROFITABLE . PREFERRED
MINIATURE TRAINS
For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

Write for FREE details

MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO., North Tonawanda, N. Y.

"NATIONAL" RIDES—HIGH IN QUALITY, SAFETY AND PROFITS

Rides built by National over 40 years ago are still in operation and considered too good to replace.

National Is Famous for . . .

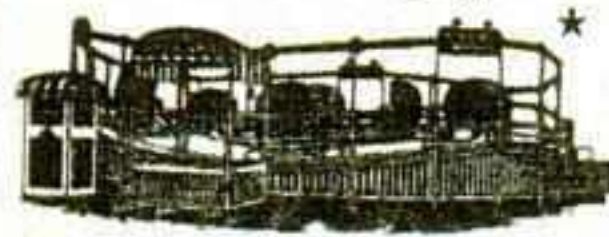
- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars

NATIONAL AMUSEMENT DEVICE CO.

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The TILT-A-WHIRL Ride
Standard Equipment Features for 1957



- ★ FLUORESCENT LIGHTING
- ★ Fiberglass Car Tops
- ★ Enclosed Reduction Gears
- ★ Steel Fence Rails

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SELLNER MFG. CO.

Faribault, Minnesota

THE ORIGINAL HAND CAR RIDE

**PURCHASED BY OPERATORS . . .
. . . WHO CHOOSE WISELY**

Locations personally surveyed before any order is accepted. No sale is final until purchaser is satisfied with the ride seen in operation.

We are now taking applications for surveying west to California.

Hodges Amusement and Manufacturing Company
1415 West Pruitt Street Indianapolis 22, Indiana

KIDDIE FERRIS WHEEL

Over 125 Sold to Date
SAN ANTONIO ROLLER WORKS

322 NOLAN—SAN ANTONIO, TEXAS

CLOWNS TO WHALES

Display Figures Spark Attractions

- Some operators build their own units
- But professionals offer artistic molded effects

The outdoor attraction which does not take advantage of its chance to display colorful and attractive units is missing a good bet, for repeat patronage is better assured thereby. In conjunction with moderate pricing, attractiveness is one of the elements in a successful operating formula.

A mushrooming popularity of "theme" attractions has created a market for structures and figures of fairyland styling. Several firms throught the country, including some with long backgrounds in animated display building, found themselves geared to handle this new business.

Operators of attractions have built their own units and contracted the job locally, as well as going to the experts in the display field. The local jobs have often produced products formulated in the operator's mind, and painstakingly executed in wood, brick or concrete. While there is no denying the rigidity and durability of masonry jobs, these qualities sometimes prove a drawback, for their very weight makes it almost impossible to move them.

Molded figures have become increasingly popular in recent years, with paper mache, and now, fiberglass, as the important component. Firms like Animated Display Creators of Minneapolis, Mess-

more-Damon in New York, and Tracy Displays in North Bergen, N. J., have turned out more and more molded work for outdoor installations.

Whales Popular

Both Messmore-Damon and Tracy have produced interesting whale renditions in exaggerated, cartoonish styles. In both cases the whale is viewed in a pool of water and the bulging head is topped by a continuously working spout. The Messmore unit's eyes blink on and off, whereas the Tracy whale's eyes each hold a balloon rotated by air jet. Both whales can be entered by moat across the pool, and can contain built-in aquariums along the walls.

Another Messmore unit is a rocket ship containing a small auditorium, and featuring a futuristic motion picture and a hull which vibrates to simulate space flight.

In creating a fiberglass figure, the most minute details are possible since an early stage is the making of a mock-up in clay, preceding the casting of a mold. Once the initial figure is cast in fiberglass, the mold is retained for convenient reproduction in the future.

This system allows manufacturers to have on hand the easy makings for a great number of varied units, both stationary and animated. Messmore's stock includes Peter, Pumpkin Eater; Humpty Dumpty; Moby the Whale; giant clown head; Old Woman in a Shoe (containing a built-in slide and animated woman); Toy Soldier; Ding, Dong Dell, and many more. The half-round toy soldier stands 12 feet tall and is a good entranceway decoration.

Novel Waste Baskets

Tracy caused comment a year ago with novel wastepaper baskets, featuring cartoonish characters. In one, an Indian's tom-tom was an open basket, in another it was a kangaroo's pouch, and in a third it was a toy drummer's drum.

The display people have as their big advantage the ability to make an artistic conception of any figure, and follow it thru to a finished, molded product.

This is not to say that these decorations, whose cost can be below \$100, are the ultimate in eye pleasure. Many installations have availed themselves of plywood and masonite cut-outs which make attractive units around borders of their attraction. The molded units, however, have a three-dimensional effect which gives them the big point of approaching reality.

As to variety, proof that nearly any subject can be captured in fiberglass is evident in the roadside figures in front of Miami's Suez Motel, which approached Messmore with the request for a decoration which would attract motorists' attention. The results were a life-sized Egyptian warrior with fan, and a bare-chested sphinx.

The day will likely come, Francis Messmore reckons, when some operator will get the idea of building an Egyptian family attraction, and will start shopping for topical figures. When the time comes, he'll have the molds.

for **STRONG Spotlights** and a complete stock of all sizes of carbons, see
CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 13, Ohio

AT YOUR OUTDOOR RECREATIONAL CENTER INSTALL AN "OLD RELIABLE" BIG ELI WHEEL



Such owners as Arthur Fritz, Chicago; Bland Park, Tipton, Pa.; Clarence Morgan, Hutchinson, Kan.; Loyse Caldwell, Pampa, Tex.; E. M. Pera, Geneva-on-the-Lake, Ohio; A. and R. Gardiner, Salt Lake City, Utah; Pleasureland, Pocatello, Idaho; Andrew Billow, Johnstown, Pa.; Vernon Oyler, Caroga Lake, N. Y., and many others operate their Wheels at successful permanent outdoor amusement resorts. Ask the man who owns one—then add a lifetime genuine BIG ELI WHEEL to YOUR location for 1957. Ask for information including Price List A71 TODAY.

ELI BRIDGE COMPANY
800 Case Avenue Jacksonville, Illinois

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

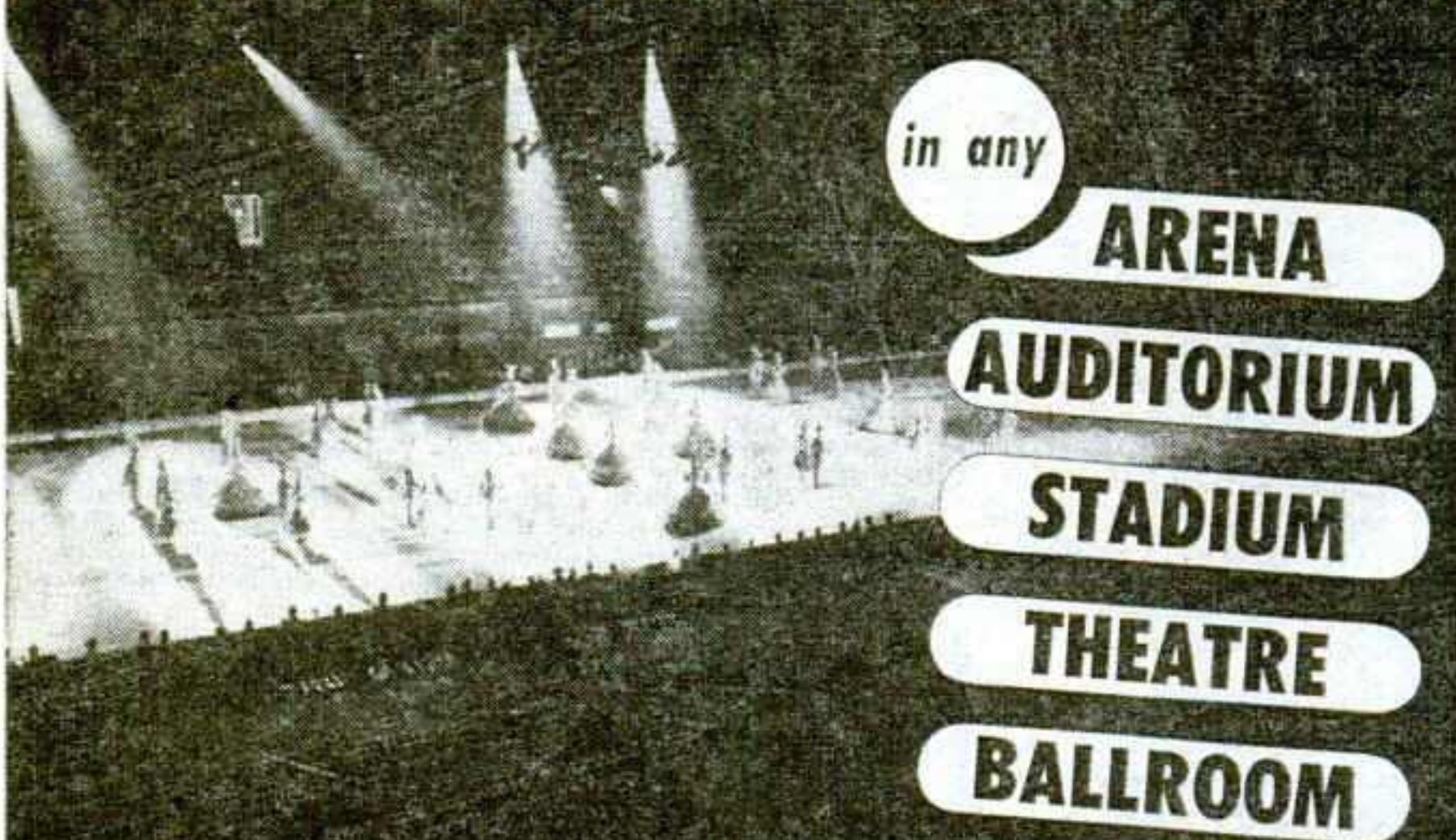
"DINKY"

THE MINIATURE TROLLEY
POPULAR—SAFE—REALISTIC

Dinky is available as a portable or permanent ride. Capacity is from 8 to 12 kids per car. All unit welded steel car; 24" steel welded track. Cars have bells, colored lights, lots of flash. Real functional trolley pole and overhead wire system. Runs on 100 VAC, remote controls. Layouts of your own choice. Just 4 left for this spring. Prices from \$1,895.00 F.O.B. Cleveland, Ohio. Write

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Handled Right, Golf Wins, Rain or Shine

During a recent bad weather spell in Southern California, Ronald (Ronnie) Malandra, manager of Gittelson Bros., which has miniature golf courses in Los Angeles and Long Beach as part of its operation, telephoned one of his employees to see if the rain was pouring enough to make the firm deviate from its policy of "Open Every Day."

After finding that the man felt he should close, Malandra visited a Gittelson course near his home to see how it was coming along. He found it filled with teen-agers, their hair dripping from the teeming rain. A mother of some of the players asked Malandra, "How do you explain it? I am sure they would not mow the lawn in such weather."

Malandra had his own explanation. He knows that miniature golf is holding its own as an outdoor entertainment feature. For the Gittelsons, Harry and George, the operation of minie links is a profitable part of their business holdings, which include income property and, above all, the Gittelson Bros. theatrical ticket agency that has been active for 50 years.

Lasting Quality

The Gittelsons have also seen the minie golf fad come, level off, go, return and make a place for itself with the public and in their various business ventures. The one in Highland Park, which Malandra visited that rainy night, has been operating for more than 25 years; Shady Grove in Long Beach has been in the Gittelson stable for over 20 years, and the third on Hollywood Boulevard in Hollywood is nearing its 10th year under the brothers' name.

"We have been in this business long enough to know that miniature golf courses have to be operated as efficiently as a department store," Malandra said. "People think there is a lot of money in them, but it is not as much as they think. It is a business and it has those hazards."

Malandra works as hard at making the golf courses a paying proposition as he does on the other properties. He makes frequent and unscheduled checks on the spots to see that the rest rooms are clean, the fairways in top condition and that all of the equipment is painted.

High-Traffic Areas

All of the courses are located in or near shopping areas. As no admission is charged, it is difficult to place a figure on the annual attendance. A weekend crowd at a single course may run between 500 and 600, which adds up to 30,000 people a year, approximately. It takes traffic to keep the business profitable and all moves are in this direction.

Miniature golf courses have come a long way in the 25 or 30 years they have been part of the American way of life. The day of using cottonseed hulls mixed with a binding chemical are gone. The modern way—and used by the Gittelsons—is to make fairways of felt stripping. This, however, requires experience in laying, for shrinkage must be taken into account and a special method of sewing the seams must be used.

The problem of lost golf balls, one of the larger operating costs, has been licked to a great extent by the Gittelsons having the 18th hole near the attendant's stand. If the ball fails to trip the trap, the employee tries to learn what happened to the pellet. The cost of painting 1,000 to 2,000 golf balls a week has also been reduced. Plastic balls with the color made into them now supplant the ordinary ones. Red, yellow, blue and some green make up the colors, the latter shade in the minority because of difficulty of seeing them at night.

One of the operation policies enforced by Gittelson employees is to replace a ball once it has been shot into the "rough." The attendant, however, asks where the ball went out of bounds and will search for it later. The reason for the replacement is that players walk over flowers and cut down the seasonal flowers or chip off the shrubbery with the club in an effort to retrieve. As landscaping is one of the Gittelsons' prides, this action saves money in the long run.

Lawns are protected by chains stretched between permanently installed metal posts.

To attract clientele, the firm has places where players may rest while waiting to play thru or to start a game. While benches would solve this problem handily, they are ruled out as being uncomfortable. In their places, directors' chairs with the canvas seats and backs are used. These do not withstand the wear and tear as well as benches would but Malandra believes they bring repeat patronage.

A requirement for a profitable miniature golf course, Malandra sets down, is the location. It must have highway frontage and be at least 200 by 400 feet. Such places are becoming more difficult to obtain in this area, at least, for the rapidly growing city can use spaces of this size for supermarkets, department stores or even shopping centers.

Gittelsons' links cater to families, Malandra emphasized. To keep people from getting restless while waiting to play, batteries of Arcade-type amusement games are installed in the vicinity of the stand where the clubs and balls are obtained. The money from these coin-operated games helps to swell the total revenue and Malandra is ever alert for something new and appealing. He keeps in close touch with Jack Simon, of Simon Distributing Company, to keep his equipment modern and profit-earning.

The Gittelsons have only the three courses now. At one time they operated probably the largest minie golf set-up in the nation. The Biltmore Twin Links covered a full city block in downtown Los Angeles. There were two 18-hole courses with a large group of amusement machines. The land was condemned to make way for the Pasadena and Hollywood Freeways, which combine several clover-leaf approaches and exits here. With only three links, Malandra can concentrate more upon this single operation for his employees. And he does not mind seeing teen-agers playing miniature golf—on Gittelson courses—in the rain.

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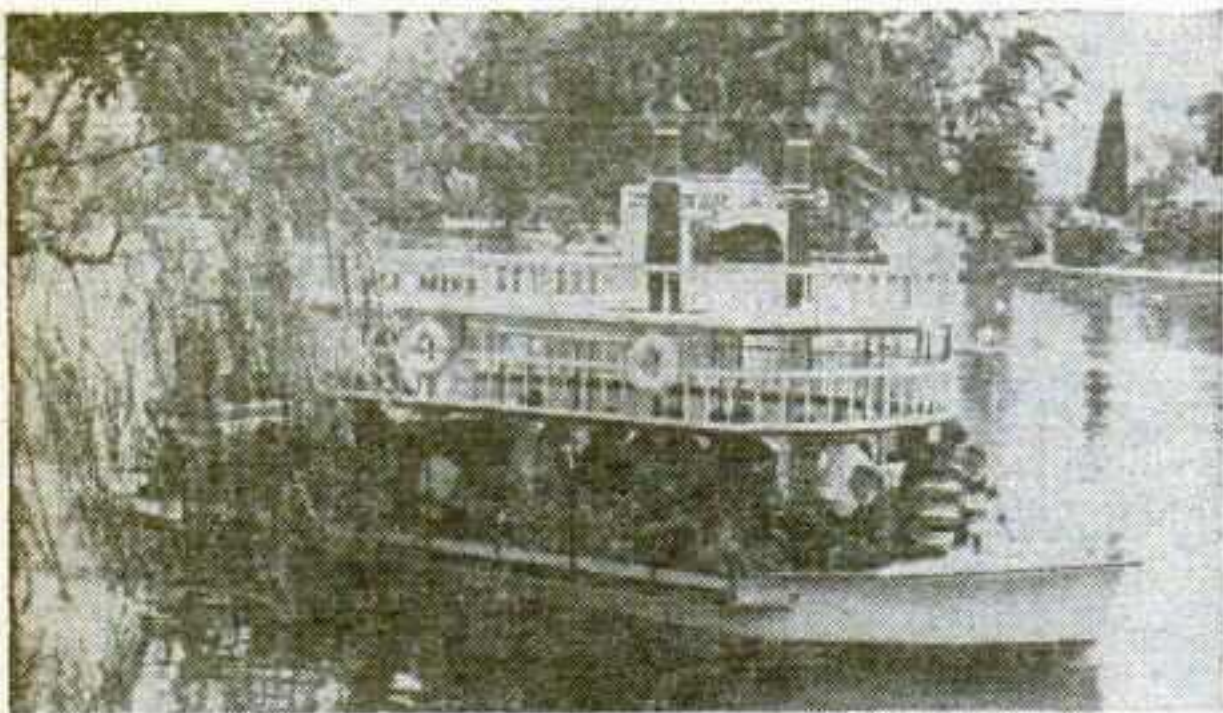
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JERSEY INDIANS

More Wild West Set for the East

A new major family attraction, capitalizing on a Western theme, will be ready for its premiere April 20. Known as Wild West City, on Route 206 near Netcong, N. J., the operation will have a payroll of more than 50 persons and will carry a nut of a quarter million dollars when it opens.

Wild West City is an ambitious project which has grown in scope and lavishness with each passing month of construction. Original estimates of \$100,000 have gone by the boards, but the 150-acre attraction has received wide comment even in its embryonic stage of construction.

There will be some 50 structures on the tract, half of them along a Western city's main street and the others on side streets. Most will contain museum-type displays which will enhance the value of the attraction's admission price, 75 cents for adults and 50 for kids. Buildings will contain exhibits of guns, Indian relics, newspapers, photographs, furniture and other elements in keeping with the theme.

Free Units Planned

On the grounds will be free picnicking, lawn bowling, shuffle-

board, horseshoe pitching and other games, plus a playground. There will be no mechanical rides.

Units of which patrons will be able to partake upon payment of a fee, now anticipated to be 25 cents, include planning for gold (in which real ore will be used), stagecoach, buckboard and pony rides.

The payroll will comprise a large number of general-purpose people, such as the Fredericks puppet show, Fred Davis' Western band, cowgirl singers and guides, and a 15-member Indian family which lives locally and has been recruited to populate an Indian village. Topical souvenirs and novelties will be sold. A main street hotel will actually house a cafeteria.

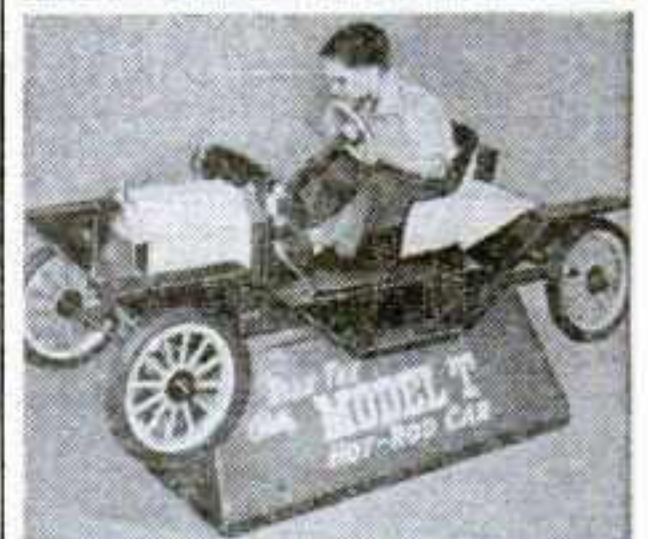
Continuous acts will be presented from a 20-foot stage viewed from the street when opera house doors are folded back. Four veteran rodeo hands have been engaged to present street entertainment such as trick and fancy roping and riding.

Barn Dance Site

Plans are to operate Wild West City all year long whenever weather permits. For this purpose a heated barn, 100 feet by 250, will be used for square dancing and hillbilly shows, and an outdoor skating rink will be in use for next winter.

Wood and brick construction is used in all structures. Operators of the attraction are five partners of whom E. R. Torkelson is president of the corporation, named Enterprise for the Preservation of Americana. A former TV producer, he and his son-in-law operate a contracting firm which has built the structures. Other active parties are a Prudential Life Insurance executive, drug owner and retired businessman.

Equipment suppliers have come up with high figures of the potential, but the promoters have tried to discount the build-up and aim for a lower, more reasonable goal. The promotional effort will depend in part on what results from promises several New Jersey newspapers and other outlets have made about coverage.

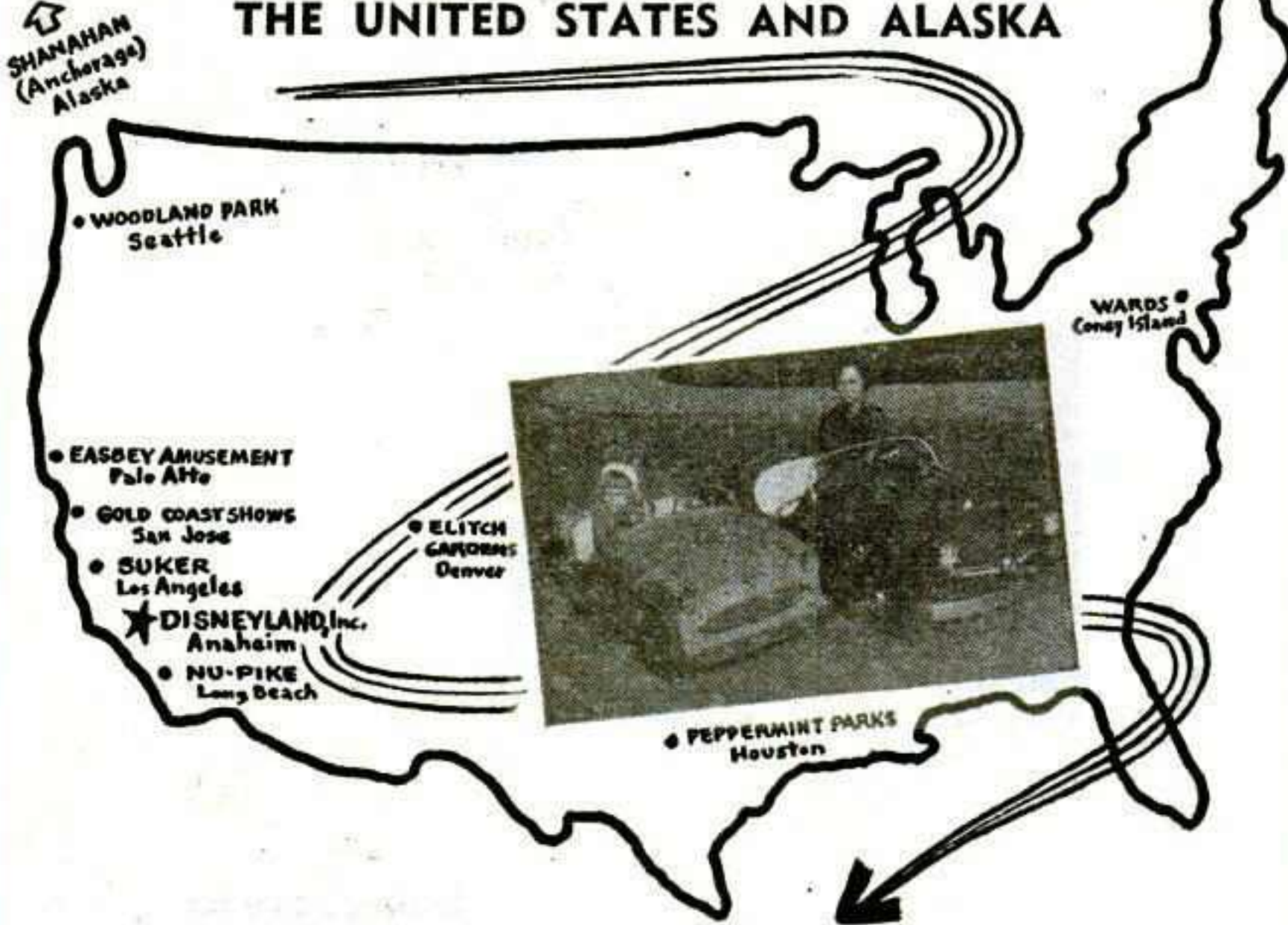


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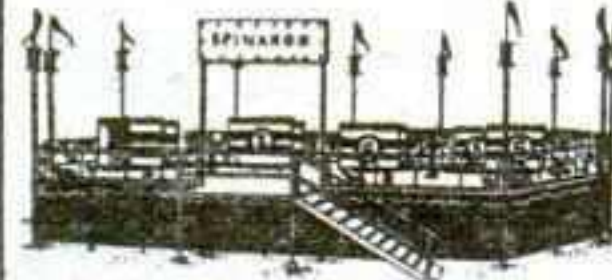
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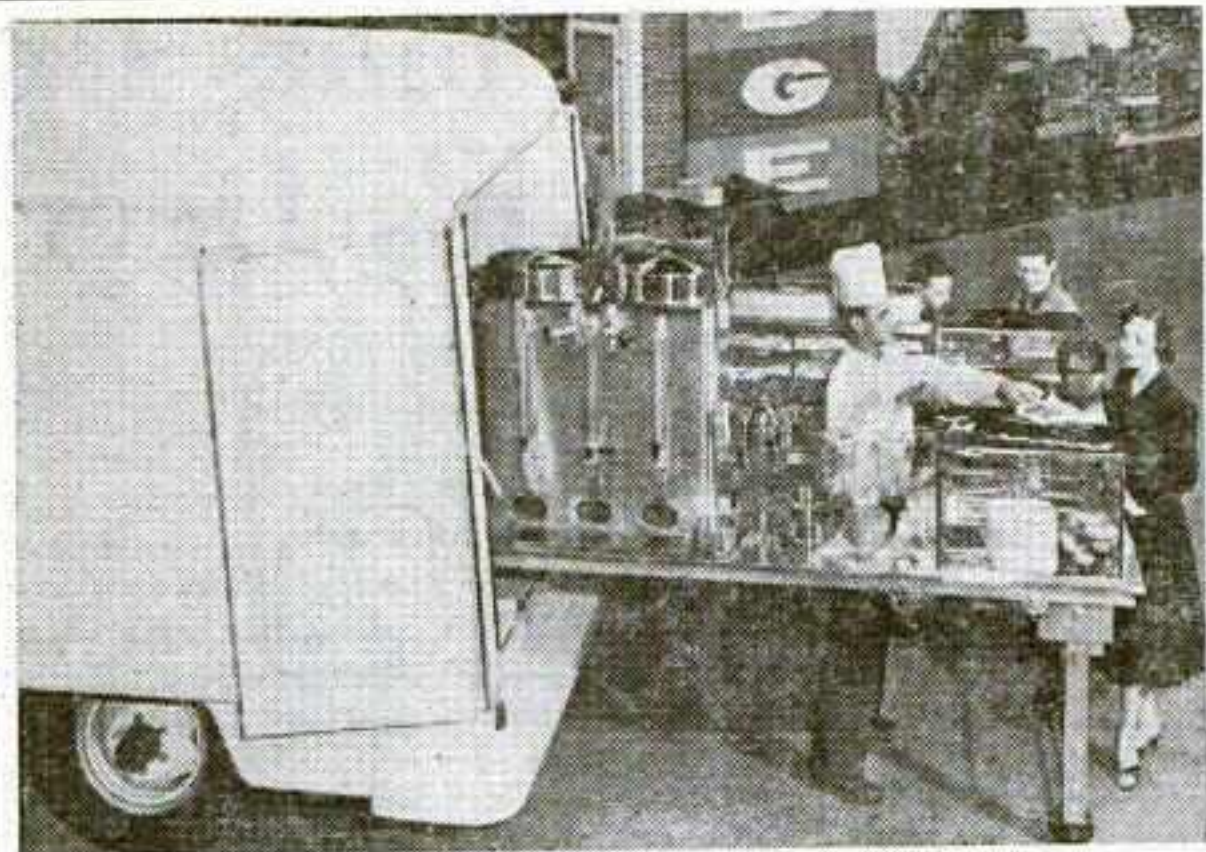
Mobiliteria Feeds 1,000

- Pushbutton unit is built in 1-ton truck
- Operates anywhere; ready in 40 seconds

A one-man mobile cafeteria, introduced by Dodge Division, Chrysler Corporation, and Mobiliteria of Detroit, may change some mass-feeding techniques at outdoor gatherings. Equipped with hot oven, steam table, coffee urns, refrigerator, pastry and candy compartments, the pushbutton-operated stainless steel cafeteria unit can provide complete hot meals to

One operator can drive the 1,000 people in less than two hours. Mobiliteria to the location of his mass audience, park it, press a button to open the van's rear doors, and press another button which causes the cafeteria unit to slide out of the van into a fixed position. In 40 seconds, he is ready for business.

The cafeteria unit—10 feet 7 inches long and 5½ feet wide—is mounted on a rolling rail within the van of a one-ton Dodge truck. Safe and automatic, it slides in and out of the van on chain-driven power from the battery.



Forty seconds after the operator parks the Dodge Mobiliteria, he can be ready for business at his mobile self-serve stand. The innovation in mass feeding is designed to handle mass patronage, such as picnicking and outing groups, wherever they are found.

Arcades Help When Weather Acts Up

- More than 2,000 units are available
- Games have long life, pay off many times

By AARON STERNFIELD

While a sudden downpour on a busy afternoon isn't viewed with too much favor by most outdoor concessionaires, it means extra money in the till for the arcade operation.

The coin-operated arcade—complete with gun games, kiddie rides, card vendors, strength testers and two-player games—will serve as a refuge for the paying guests.

It's often the only concession in an outdoor amusement installation which can hold its own, rain or shine—providing, of course, that foul weather doesn't keep the customers away from the park.

Good arcade games are better than old soldiers—they not only don't die, but they show little evidence of fading away. For example, arcade pieces built around the turn of the century are still on location, and, while they are not among the top earners, they still pull enough each year to pay for their initial cost.

How many thousands of varieties of arcade pieces have been made, nobody knows. But the recent catalog of the Mike Munves Corporation serves as a rough guide.

The New York dean of the arcade business lists more than 2,000 variations, with 225 pictures. Prices range from \$2,800 for a modern photo machine down to \$50 for the Mills Autostereoscope, built at the turn of the century.

Oldest items are the old Mutoscopes, made by Biograph in 1890 and selling for \$65 each, including reel and sign.

For the romantically inclined there are the Kiss-O-Meter, Love Pilot, Love Teller and Love Analyst. Those who put physical fitness above the call of Venus may use the Fist Striker, Grip Developer, Gripmeter, Squeeze-O-Graph, Thigh-O-Graph and Punching Bag.

The killer instinct may be satisfied with the Polar Hunt, Safari, Jet Fighter, Carnival Gun, Jungle Gun, Gun Patrol, Six Shooter, Sky Fighter, Ace Bomber, Sky Gunner, Night Fighter and Hydro Duck. The big bang is provided by Atomic Bomber.

Good wholesome sport is provided by KO Champ, Derby, Silver Gloves, Knockout Fighters, Hockey, Ten Strike, Bat-a-Ball, Hit-a-Homer, Kicker and Catcher, Touchdown and Pop-Up.

The kiddies may ride on the Fire Engine, Covered Wagon, Hoss 'n' Buggy, Carousel, Rocket and Whip.

Biggest equipment problem is the lack of variety in current production. The long lives of older equipment and the relative lack of new pieces in the arcade industry has served to make the manufacturers a bit cautious.

Actually, new games, especially of the rifle type, are most needed now. The youngsters seem to go for the manually operated games, particularly Baseball, Hockey and Basket-ball, while the adults and teen-agers lean toward gun games and photo machines.

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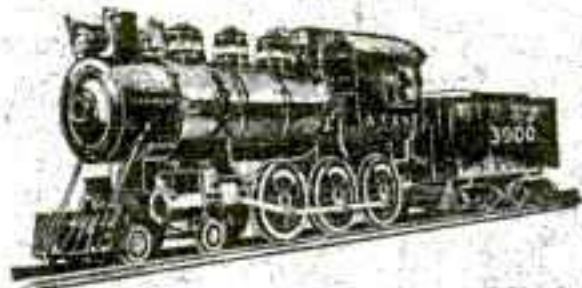


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**Imitation Points Up Success
Of Michigan's Deer Park**

- Four facsimile operations spring up within radius of 100 miles of original installation
- Partners create winning formula without previous experience, draw 200,000 yearly

If the adage—"Imitation is the sincerest form of flattery"—holds true, Deer Forest should be flattered.

The Coloma, Mich., zoo-amusement spot, for years the only one of its kind west of New York State, in the past couple of years has been emulated by at least four similar establishments, all within 100 miles or less of Coloma.

Success of the park, which opened June 18, 1949, basically stems from permitting people to mingle with and feed live deer. Annually close to 200,000 adults and children pay 65 and 25 cents, respectively, to enter the park, buy food and feed it to the animals. According to Cecil Potts and Ed Frady, partners in the venture,

from Indianapolis. The area, heavily wooded except for the 1,500-car parking lot, is completely fenced.

The prime attraction, the deer, number well over 200 and live inside a six-acre fenced area that is easily entered thru swinging gates. A broad walkway, completely around the refuge where the deer live, breed and multiply, serves as the meeting grounds for the people and animals.

Commercial animal food mixed with corn is sold in ice cream cones at 15 cents each, two for a quarter, and even on a normal week-day, the food stand attendants are kept busy. The stand is supplemented by vending machines placed all around the broad walk where a



Deer of several variety are the prime lure at Deer Forest. Shown above is a typical scene with the animals practically looking over the patrons' shoulders as they buy commercial food for the ever-hungry pets.

adults, armed with cameras, outnumber the youngsters by a four-to-one ratio.

Potts and Frady are typical operators of the new theme parks in that neither had any previous experience in the amusement field. Potts was a building contractor for over 25 years. Frady spent most of his adult life on the editorial staff of a Chicago daily newspaper.

Idea Is Born

Idea for the park was developed by the Potts family during a vacation trip to Yosemite National Park. They observed that the tourists were anxious to feed the deer that roamed the forests, but the animals were not co-operative. From this developed the germ of an idea that became Deer Forest.

The 35-acre park is located on Paw Paw Lake, 100 miles from Chicago, 180 from Detroit and 185

handful of feed can be purchased for a nickel.

Other Attractions

While the deer are the major lure at Deer Forest, there are countless other things to do and attractions that draw the interest of both young and old.

There's Story Book Lane, built by Potts himself and decorated by his son-in-law, a commercial artist. Here Mother Goose comes to life in all the famous nursery rhymes. Live animals scamper about in more than a score of exhibits. Tame monkeys, goats, swans, squirrels, parakeets, chickens, lambs, midget cattle, black sheep, puppies, mice and a pair of baby camels make this fairyland of Humpty Dumpty and Little Bo Peep live in the minds of visitors.

An 18-hole miniature golf course is available for both young and old. There are two kiddie amusement rides, playground equipment, a large souvenir and refreshment building, and an outdoor theater

where four free animal shows are presented by professional performers. There's also the summer home of Santa Claus, an attractive, glistening log cabin where the be-whiskered gent treats the kids to a free animated character show and points out his eight live reindeer in adjacent stables.

Over 200 picnic tables are available in a wooded area along with 24 barbecue grills. Several coin-operated rides and pistol ranges are located at the combination refreshment stand and souvenir shop to pick up the loose change.

200,000 Visitors

In order to care for the upward of 200,000 annual patrons and keep the grounds and buildings in good condition, a staff of 35 is employed between the May opening and the Labor Day closing dates. The varied animals take considerable care and as a result both Potts and Frady have become amateur veterinarians. During the mating seasons, the deer are separated according to types to prevent crossing of strains. And there's regular horn and hoof trimming. Altho the feeding by the tourists provide some of the animal's board, two tons of grain and one ton of pellets are also given the animals weekly to keep them from getting too frisky.

The entire grounds are sprayed continuously to control insects. The 200 varnished picnic tables are washed daily, and the rest rooms, three for women and two for men, which offer hot running water and soap, are kept spotless. Trees must be protected from the deer by wiring the trunks.

The outdoor theater, scene of four free shows a day, seats 300, with about half the seats under roof. The stage is completely covered and shows are presented rain or shine. Typical of the entertainment were the 1956 shows, which featured Beatrice Dante and her trained chimpanzee, and Happy Harrison's dogs and ponies, who spent the entire summer at the Michigan playland.

Heavy Advertising

Deer Forest is heavily advertised. Bumper cards—55,000 are used annually—are the top-business getters in the opinion of Potts and Frady. The black strips, with bright red lettering, are a common sight anywhere within several hundred miles of Coloma.

A total of 26 newspapers are used within a 125-mile radius, starting the first week in May and running thru August. Film strips are shown at nine drive-in theaters and attractive brochures, featuring bright colored photographs, are heavily distributed.

Altho actually located off the beaten path, so far as major highways are concerned, the natural attraction of animals, presented in attractive settings, plus smart advertising has been the key to Deer Forest's success. With population on the increase and with more leisure time and money, Potts and Frady and their families can look to many more years of successful operation.

TUBS-O-FUN RIDE

VERY POPULAR 48-PASSENGER KIDDIE-ADULT RIDE
AN OUTSTANDING RIDE AT LOW COST.

STAGE COACHES

THE FINEST MECHANICAL AND LIVE PONY DRAWN STAGES.

HAND CAR RIDE

A REAL MONEY GETTER.

Immediate delivery on all the above Rides.

HAMPTON AMUSEMENT COMPANY

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Phone: Skyline 3-2381

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1957 Jumping Carousels in 3 Sizes

- Kiddie—20 feet
- Teen-age—30 feet
- Adult—32 feet.

Larger sizes on special order.

Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

THEEL MFG. CO.

LEAVENWORTH, KANSAS

Intermediate ROLLER COASTER

Available for spring delivery

The FIRE TRUCK—for a top Kiddie attraction.



OVERLAND AMUSEMENTS
Lexington, Mass.

Roadside \$\$ In Billions

- \$4 billion credited to fun centers, sales
- Association fights outlaw legislation

More than four billion dollars are spent on highway amusement-recreation centers with their multiple concession operations, including straight sales, according to estimates compiled by the Roadside Business Association.

Total highway business, according to the study, was more than \$25 billion during 1956. More than \$12 billion was spent at service stations. The remainder was earned by restaurants, hotels and motels.

In the miscellaneous category, under which amusements were grouped, souvenir stands, handicraft displays and rural highway stores were also included.

A trade association of companies and commercial groups who serve the motoring public, RBA is currently marshaling its resources to combat what it terms an all-out campaign aimed at eliminating private business along most important roads in the United States.

Amusements Endangered

Altho nominally directed at highway advertising on which most roadside business depends, the real objective of a campaign already launched in Congress is to get all business including parks and attractions establishments, out of sight of any road, Curtis L. Peterson, RBA executive director says.

The new \$53 billion federal highway building plan has resulted in the formation of a powerful lobby seeking to withhold federal highway funds from a State unless it agreed to outlaw roadside advertising, RBA says.

Several State thruways now ban advertising of any kind. The fear of RBA is that the ban may spread to many other roads, many of which it regards as strictly commercial in character, and so eliminate income and work for many thousands.

Winter \$\$ Possible For All Funspots

The ideal amusement installation is constructed to make money not only during the spring and summer but also during the long periods which many outdoor businesses view as the off-season.

Spots have turned to many types of operation which can earn revenue during cold weather, and not all are indoor ones. Ice rinks are among the winners, as are bowling alleys, arcades, and a variety of ballroom uses.

Of course, a high-traffic location is a natural asset. But in the absence of this element, locations can still take advantage of their relative proximity to populous areas. Where there are automobiles there is the opportunity for the inventive and far-sighted showman to attract patronage.

Expo in Ballroom

One of the best examples of variety which wins money at all times of the year is situated in North Dartmouth, Mass., where John Collins' Lincoln Park is located. Faced for many years with the problem of recouping the earnings status of his ballroom, Collins this winter turned to the exposition field.

The New Bedford Exchange Club is sponsoring its first sportsmen's show in the hall from February 17-21, and booth rentals have been moving at a good clip from the inception of the event. The park merely acts as landlord for the affair.

A show-type activity is only one use to which a ballroom can be put. Dancing to popular music is the primary function, but a variety can be installed to offer square dancing and, where regional folk mores permit, polka sessions or other dance forms. In New England some parks have experimented with wrestling and shows featuring kiddie TV attractions.

Ballrooms can be constructed to offer floors useful for roller skating as well as dancing, and skating is a growing wintertime activity. Lincoln Park has a separate rink which operates the year around.

Arcade-Rink Bldg.

In Rye, N. Y., country-owned Playland has one of the East's larg-

est coin device arcades in operation during the summer, but when the weather turns cold, the equipment is cleared off the floor and refrigeration equipment produces a superior ice surface which is used for public sessions, high school hockey league games, and sessions of the Rye Figure Skating Club.

Bowling has proved another winner at Lincoln Park, where 14 alleys have been used in conjunction with automatic pin setters for several years. Last fall the operation was converted to duckpins, also with automatic setters.

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WIRE ROPE
For Your Rides...

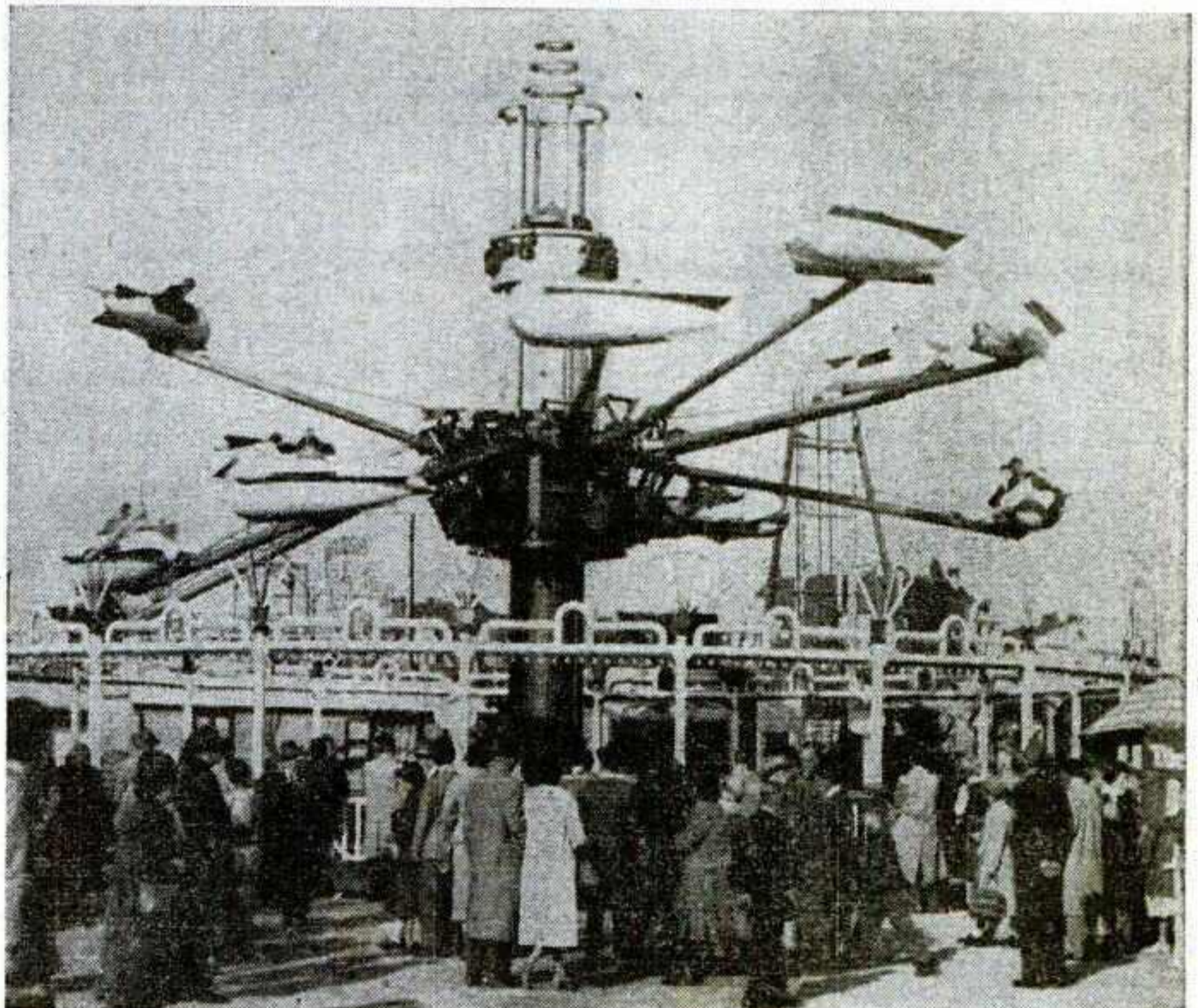
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ABSOLUTELY SAFE—3 MILLION RIDERS—NO CLAIMS, NO ACCIDENTS

Also introducing for the First Time in America

THE ROTO-JET WILL PAY FOR ITSELF! LIBERAL FINANCING OVER 3 SEASONS!

THE ORIGINAL "WILD MOUSE"

A New Serpentine Roller Coaster

Built for Us Exclusively by Reliable German Manufacturers

We also undertake to construct this ride on inland locations with factory engineers under supervision of Mr. Joseph McKee, the famous Roller Coaster authority!

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The Most Beautiful

MINIATURE GOLF COURSES...

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PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order, Stock Tickets—\$28.00 per 100,000

100,000 \$37.50

10,000 \$11.85
20,000 14.70
50,000 23.25

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AUTOMATIC BASEBALL
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*"You Can Earn 25c a Minute
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Throws 9 Strike Balls Per Minute.

Operates on 25¢ Coin Box.

FULLY AUTOMATIC STANDARD MODEL ... \$325.00 F.O.B. N.Y.C.
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• HOPPER HOLDS 400 BALLS • COIN BOX • TIMER

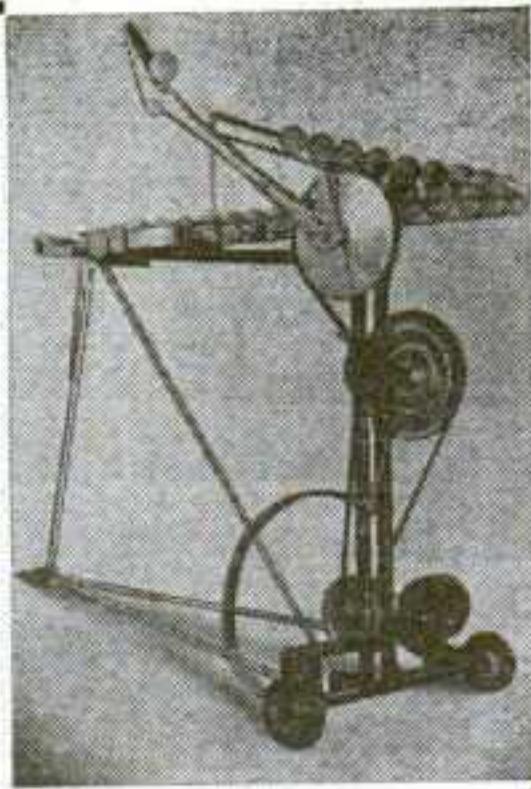
*"The Public Likes It For Greater Sports Participation"
"You Will Like It For Greater Profits"*

Used and endorsed by hundreds of Baseball Batting Ranges,
High Schools, Colleges, Universities, Major and Minor Leagues.

Write For Further Details

DUDLEY SPORTS CO.

633 Second Ave., New York 16, N. Y.
Mfrs. Baseballs, Softballs, Sports Equipment



Pitching Arm Simulates
Human Action

Recreation Centers Booming

• Continued from page 1

other purposes during warm weather.

Operator interest has the intensity that comes only with new effort. The urge and need to copy is demonstrated in all quarters. No matter how modest their beginning, few operators appear content to limit their activity to a season or age group, once the way is clear for expansion.

The odd mixture of the amateur

and professional has sparked the kind of imaginative growth that quickly appealed to the masses. Analysis of results and the exploration of the untapped potential also quickly showed that there were practically no limits in either direction on age participation with units to cover a sufficient variety of interests. Enterprises, other than those limited strictly to groupings of kiddie rides, soon found out that adult traffic often contributed the biggest part of the earnings.

Factors Promising

Operators and those contemplating entry into the business have their eyes happily on the rise in population, income and automobiles, prime factors in the success of their endeavors. In 1956 population jumped to 169,000,000, a rise of 30 per cent over 1930. By 1975 population will be up another 27 per cent to 215,000,000. Births are over 4,000,000 a year.

For the full year 1956 income amounted to \$325,000,000,000, \$19,000,000,000, or 6 per cent, over 1955. The rise in wages and salaries over 1955 amounted to \$15,000,000,000, or 7 per cent.

In 1956 there was 5,300,000 cars crowding the nation's highways. This represented an increase of 150 per cent since 1930. By 1975 it is estimated that 100,000,000 cars will be in use; an increase of 51 per cent over the present. Trying to keep pace with them will be the multi-billion dollar federal highway program.

**\$5 Mil for
Automatic
Fun on L. I.**

• Continued from page 1

their stories. The Billboard was told Friday (15) that the quiet negotiating has been disrupted by the stories, which have spawned local opposition.

The project, if it goes thru as envisioned, will contain a 150-unit motel, two restaurants, aquarium, 40-alley bowling, miniature golf, batting, golf driving, ice and roller skating, Arcade and a strong assemblage of amusement rides, as well as fairy tale buildings and decorating. The designer is Russell Patterson, whose artist's conception has been tentatively approved. The over-all price of the development has not been released, but various sources familiar with it have mentioned sums ranging from \$2,000,000 to \$5,000,000.

Kiddie City opened two seasons with two dozen rides and other units. Neighboring units, both park-owned and independent, include miniature golf, archery, batting range, restaurant, Arcade and golf driving. Assembling of the property, when its purpose was learned, upset lot prices, with one owner selling for 1,000 times as much as the holder of an adjacent lot.

Simon said the project promised to be the largest outdoor amusement installation on the East Coast.

FOR ALL AGES

**Civic Clubs
Build Center**

• Lions, Jaycees Leota
frame spot in Colorado

• Group effort includes
fun, sports facilities

A civic club drive spearheaded by the local Lions has provided Englewood, Colo., with one of the most modern outdoor recreation centers in the Rocky Mountain area.

Operated in a park owned by the town, a suburb of Denver, the fun zone includes a 100 by 45-foot swimming pool, a Miniature Train, Merry-Go-Round, bandstand, lighted tennis courts, archery ranges, picnic area with benches and electrical outlets, baseball diamonds and football fields. Altho pretty well equipped for the size of the town, current plans are to add more rides and other features this year.

First step in the development of the area was the construction of the swimming pool by the Lions chapter, which has an even 100 members. Fully equipped with dressing rooms, showers and a snack bar, the pool costs the club about \$3,500 annually to operate and maintain.

In 1956 the Lions bought and installed a Miniature Train with 1,500 feet of track. In addition to the train, which rode thousands of youngsters all summer, a modern depot was constructed along with a tunnel. A Merry-Go-Round was added and proved equally popular among the small fry.

Concerts Popular

The bandstand, where weekly concerts have become a popular event with both youngsters and oldsters, was a project tackled by the Junior Chamber of Commerce. Last year the Jaycees, thru work and money, made installation of lights possible at the tennis courts, a feature that lengthens the daily use of the center and helps the other amusement elements.

Fencing off large portions of the park was accomplished thru the efforts of the Leota Club, a women's organization that was one of the pioneers in promoting the area as a community fun center.

Altho the major elements of the park are operated by the local groups, over-all supervision is supplied by the Parks and Recreation Director, who also has a long-range expansion plan. Included as future possibilities are a skating rink, more amusement rides and a number of additional games.

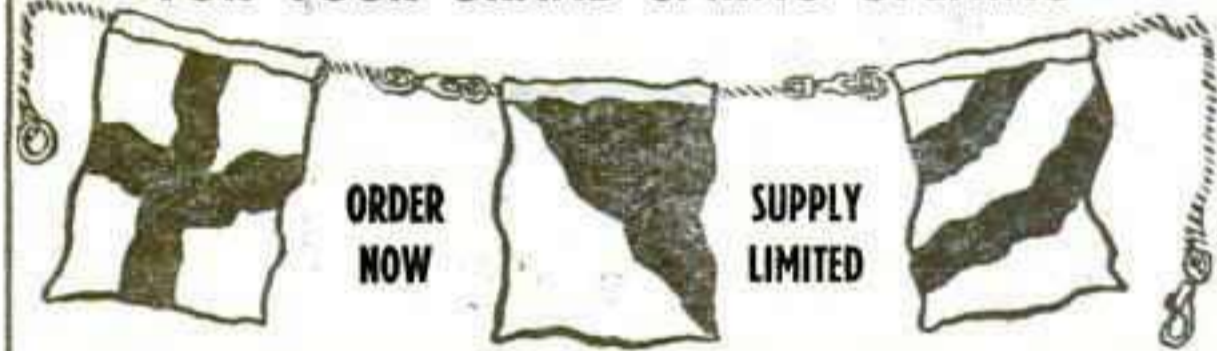
In recognition of the invaluable help of the clubs in providing Englewood with the center, the mayor of the suburb is currently leading a move to name the spot "Civic Park."

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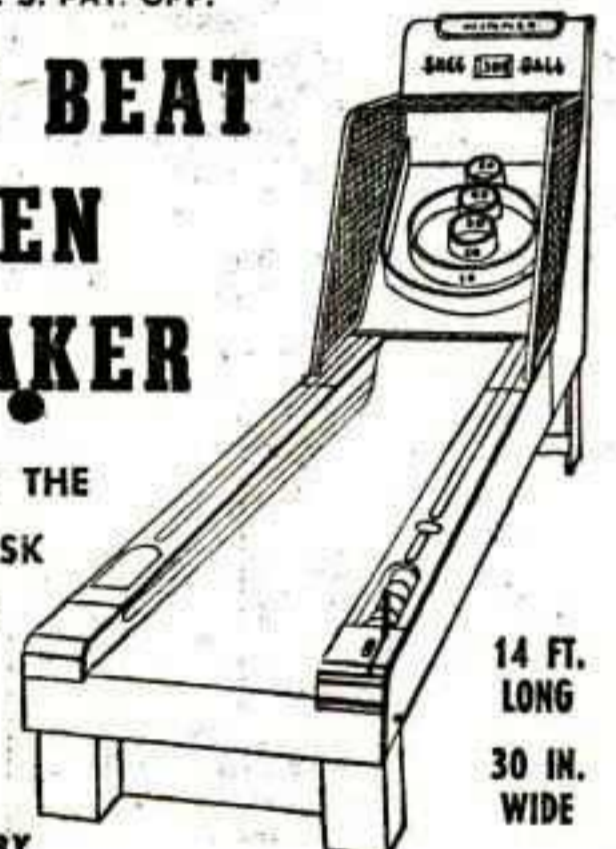
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AND THAT MEANS IT'S THE
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US . . . WE CAN
PROVE IT!



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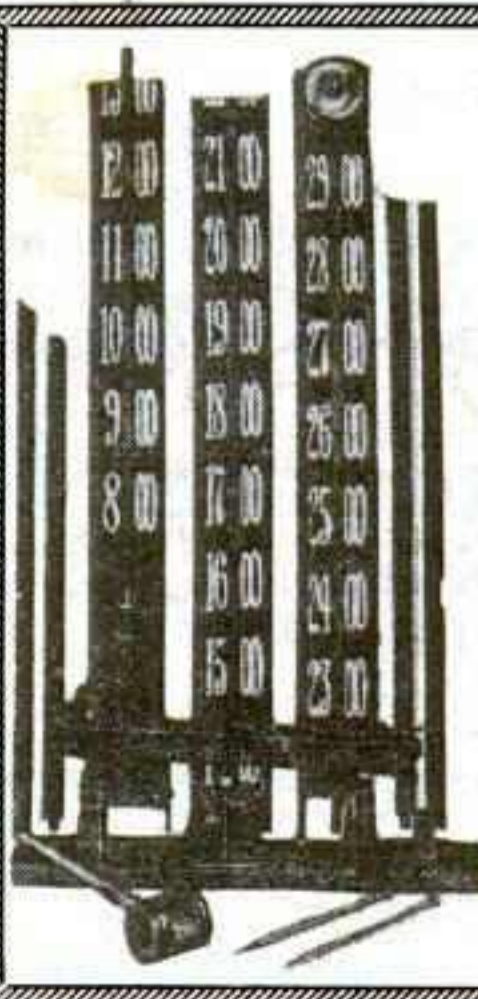
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GIVE TO DAMON RUNYON CANCER FUND

PROBLEMS

Fast Start, Slow Pace

- Carolina op finds overexpansion easy trap
- Outlines need for full-time management

Evidence of the physical demands created by an outdoor amusement set-up is felt by virtually every operator who tries to maintain two businesses, his primary income source and a park "sideline." In most cases, the sideline becomes so obstreperous that it dominates the operator's time.

More than his share of headaches has been experienced in Burlington, N. C., by Logan Crutchfield, whose 51-acre Crutchfield Lakes is showing promise of becoming a neat, profitable enterprise, if the bugs can be worked out. Inexperience coupled with overexpansion has presented the operator with a rough row to hoe.

In this case Crutchfield's property, just off Highway 70 in an area which can use an amusement installation, had sufficient subterranean water to enable him to create boating and fishing lakes. He dug five lakes, the largest of which is nearly two acres in size, and linked them together with channels, each three feet deep and 10 feet wide.

The intent was not only to provide a boating operation but also one for fishing, and the spot is well along its way in that direction.

Reception Good

Time, however, has not hung heavy on Crutchfield's hands since his initial amusement venture in the spring of 1955, when he set up five rides on the property. The turnout was a heavy one and saw him envisioning a full-scale amusement center in conjunction with his chief line of business, which has been the operation of an 800-car auto parts yard, near nearby Mebane.

The lakes were dug and more rides were bought from Tri-City

Park, also in North Carolina, to the point that the 1956 season found 11 rides operating, as well as the lakes, picnic tables, barbecue pits, and an Arcade-recreation building. In order to stimulate patronage the fishing was operated on a free basis, with no limits on the haul. Boating was 50 cents an hour or a dollar a day. Rides, mostly kiddie units and including two trains (one of them a G6 Miniature Train with 1,700 feet of track), went for a dime a ride.

Handicap from the start has been not enough revenue-producing diversity. There was no food operation other than popcorn and soft drinks, and no charge for parking or park admission, since there is no fencing to make such admission fees enforceable. In the recreation hall, a route operator installed some Arcade pieces and a juke box, and the place was mobbed with young couples thru-out the season. But there was

(Continued on page 87)

N. Y. Mulls Picnic Areas

A bill before the New York State Legislature proposes that \$500,000 be spent this year on developing small picnic parks along State highways.

The bill is similar to one vetoed last year by Governor Harriman. The governor since has changed his mind. In his annual message he recommended the development of rest areas as an important factor in highway safety.

Under the bill, the picnic areas would be at least an acre in size with water supply, sanitary facilities, fireplaces, tables and parking space.

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This big built-for-work body makes CHEVY first choice in panels!

These best selling '57 Chevrolet Panels are practical trucks in every respect. They offer modern power to keep your costs down low, modern looks to keep your prestige up high... and all these modern body advantages to help you make light work of tough jobs!

These new Chevies are the most practical and profitable Panels going! For example, they enable you to load more easily and quickly, thanks to low loading height, push-button door latches and dual-position rear door checks (for 90- and 180-degree angles). They protect your cargo better, too, with a weathertight body, insulated double-walled steel doors and one-piece durable 5-ply wood floor, grooved with load-

whisking skid strips. These practical, profitable features and many more—such as drip moldings around the door openings, heat-and-sound insulation in the roof, and rigid steel-channel door frames and roof bows—are now available in a wide choice of 1/2-ton and 1-ton models. See your Chevrolet dealer for the one that suits your job... Chevrolet Division of General Motors, Detroit 2, Michigan.

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PROVED ON THE ALCAN HIGHWAY...CHAMPS OF EVERY WEIGHT CLASS!



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5 1/2¢ 5000	14x15 IN. "Del-Glo"	6 1/2¢ ea. 2000
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 TICKETS 10M \$15.00 - ADDITIONAL 10M'S SAME ORDER, \$2.80
 Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

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 FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

New Growth Seen for Can.

- Shopping center boom may lure fun centers
- Ample opportunity for growth akin to U. S.

A boom in the establishment of shopping centers in Canada is under way. The expansion, a facsimile of the galloping growth registered in the United States, is occasioned by the same factors—new suburban growth, the increase in the numbers and use of automobiles, the congestion of downtown areas and the changing pattern in buying habits.

Easy to forecast, again on the basis of the development registered across the border, is the likely growth of amusement centers within, or adjacent to, the shopping centers. The difference in population between the two countries dictates the establishment of generally smaller retail groupings in Canada than in the United States. However, the flexibility possible in the construction of shopping centers is easily equaled in the establishment of neighboring amusement-recreational centers.

35 Centers Working

Large centers now operating in Canada number 35 and many more are reported in the planning stage. Since 1952 it is estimated that more than \$150,000,000 has been spent on such centers in the Dominion.

The Dominion's larger stores, among them T. Eaton Company and Simpson-Spears, Ltd., are following the lead of Macy's, Gimbel's and other U. S. department stores by establishing branch outlets at some of the new centers. The interest of such stores in new suburban outlets was slow in coming, and development of such centers was held back as a result.

Considerable United States money is reported invested in the development of Canadian shopping centers. The investors are aware of the revenue possibilities of adjunct amusement centers. So, too, are the Canadian operators of such amusement enterprises who have, again by comparison with their U. S. neighbors, a virgin field.

TV Jr. Again Plans Tie-Ins

- Magazine to add areas to metropolitan N. Y.
- Funspots, TV kid shows benefit each other

A novel TV consumer magazine which made its bow in 1956, and which appeared thruout the park season, will be on the newsstands again this year. Aimed at kiddies and prospering from tie-ins with local TV shows, it is titled, "TV Jr."

Early editions in 1956 were slim at 12 pages, and there was no advertising sold. But the tie-ins resulted in plugs via television and an ensuing increase in streets sales. The book was printed on orange newsprint, stapled in digest magazine size. As it worked, the publishers obtained reciprocal agreements with New York City's channels, thru which kiddie shows plugged the book while the book featured the kiddie artists.

Pages were sprinkled with ride coupons to Joyland in the Bronx, Queens Fairyland, Rockaways Playland, Palisades Amusement Park, Massapequa Zoo, Peter Pan Playland and RKO theaters.

Kids' Chit-Chat

Editorial content of "TV Jr." consisted of chit-chat columns about

QUICK SWITCH

Make Pool Ice Rink

- Burge engineers ice unit over top of pool
- Addition gives Cabana Club 12-month play

Conversion of a Chicago swimming pool—with a limited three-month season—to a financially successful ice skating rink and year-round revenue, was described by John A. Heinzelman Jr., Burge Ice Machine Company.

The profitable switch was achieved at the Tower Cabana Club, a recreation center operated on a family membership plan. Attractions at the spot include a large, heated swimming pool, a smaller one for the junior set, refreshments, various participant sports, cabanas and swimming and diving instruction.

Oscar A. Brotman, Chicago attorney and president of Tower Cabana, hit on the idea of ice skating when he was searching for a method of putting the facilities to work the remaining nine months of the year. He conferred with Burge and was assured that a rink could be constructed over the pool in a manner that would make its removal possible when the club reopened for its summer program of activities.

The ice firm engineers designed a wood platform of one-inch tongue and groove lumber. This was covered with roofing paper to avoid leakage. On this structure, a rink, measuring 85 by 190 feet, was built. One-inch plastic tubing on four-inch centers was used for the coils. A reverse system of brine flowage, designed by Heinzelman, was installed. The system is said to make it possible for a rink operator to maintain a good ice sheet despite temperatures that approach 70 degrees on some days.

Maintenance Low

The rink was opened to the public in November 1955 and, according to Brotman, has proved successful. Maintenance was lower than anticipated and operating expense met the design estimates. Last Spring, when the rink was dismantled for the first time, it was found that the job required only 12 man days of labor. And similar labor was needed to erect the rink in the fall of 1956.

The rink is supported from the pool surface and called for special engineering consideration. Headers remain in the ground the year around, flower boxes being used to conceal their location.

Technically, the plant, which is housed in a Butler prefabricated building some 80 feet from the rink, has a total capacity of 150 tons at 20 pounds suction pressure and 185-pound discharge pressure. The entire operation is thermostatically controlled.

TV personalities, and various mazes, connect-the-numbers and other puzzles, each labeled with the name of a performer, such as "Sandy Becker's Coloring Contest" and "Captain Video's Secret Code Previews" of the week's programs.

Eight issues were put out, covering 16 weeks. Financing the project are five partners, two of them prominent in TV and movie theater businesses. Sales price was a dime a copy.

Plans for the coming season include the possibility of a 15-cent newsstand price and selling of advertising. Altho geared just for the New York metropolitan market, the publication may undergo an attempt to publish in other metropolitan centers with strong TV kid show activities.



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NEW! ALUMINUM MILK BOTTLES
 Last Years Long-er because of Reinforced Inside Ribs. Weighted to your needs or Empty.
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Accidental Growth Marks Coast Unit

By SAM ABBOTT

Suker's Kiddieland, the first organized moppet amusement zone in the Los Angeles area, started 15 years ago as a carnival that had no place to go. Since 1942, when it was organized by William Meyer, and now, it has become a part of the community life in which it is located.

Meyer probably had no idea that the date would last so long when he brought in some of the Crafts Shows rides from San Diego, Calif., and put them on the lot at the corner of Compton and Firestone Boulevard in county territory and near the City of South Gate. Gasoline rationing was in effect, cars were being pooled for transportation, help was hard to come by, and the installation of the equipment was more a matter of putting the show down some place where it might, at least, make a few dollars.

Meyer replaced the Crafts rides with those of his own the next spring. He decided that here was something good. Early in 1943 he was joined by Eldon Frock, who worked with him only for a short time until his death. Frock, a veteran rodeo producer and announcer like Meyer, was looking for a business that could operate in the curtailed times. Harry Suker Sr., who had trouped with the Hildebrand and Monte Young shows, also wanted to put down some place. This was it. Since 1946 the park has used the name of Suker & Suker Shows in lights over the entrance.

Eight Ride Units

The park is now operated by Harry Suker Jr., who assumed charge in 1950 upon receiving his degree in business administration from a local college. He directs the eight mechanical rides — Ferris Wheel, Merry-Go-Round, Little Dipper, Train, Kiddie Car, Sky Fighter, Boats and the recently added Arrow Development Company's Highway, which Suker is calling the Firestone Freeway. The rides operate for 10 cents each, three for a quarter. Tickets are also sold 12 for \$1 and for parties the going rate is 80 tickets for \$5. These are good on the mechanical devices. The tariff for the pony ride is 25 cents.

The prices are lower than those charged at most Kiddielands in the area. They are set for the section in which the park is located. While one of the most thickly populated, it is a one-car section, which accounts for the evening operation only of the park. From Wednesday thru Friday, the park opens at 6 and closes at 10 p.m. On Saturday the hours are from 1 to 10 p.m. and Sunday from 11 a.m. to 10 p.m. There is parking on the four-acre lot for approximately 120 automobiles. While there is some street parking, this cannot be counted on, as some 40,000 cars are estimated to pass the Kiddieland daily.

The Sukers would like to have an afternoon operation such as the other Kiddielands around Los Angeles have, but this is impossible in their locality. It draws from a class where traveling is done after the man of the family has come home from work, had his dinner and wants to take the kids out for some fresh air and amusement. Unlike other parks, the Sukers do not offer a catering service, but will if requested supply ice cream. As a rule, the people bake and bring their own cakes.

Concessions on P.C.

Harry Suker Jr., with Don Gilbert, who has been with the park 12 years, keeps the rides in first-

class shape. With the summer season only a matter of weeks off they are now painting up. The concessions are leased on a percentage basis, but the Sukers see to it that they conform paintwise with the rides.

Suker Jr. has the popcorn and peanut concessions. There is no admission charge to the park, so exact attendance figures are not available, but in a year Suker will sell more than 2,500 pounds of popcorn and almost as many pounds of peanuts.

The park has kept step with the population, adhering to its needs. The main promotional activity is to give the people what they want and at a price they can pay. There is no shopping center near to draw people. The park is in a corner of a large open space, the other section, like that upon which the amusement center is located, is owned by the educational department. Some day, no one knows how soon, it and the park section will be the site of a junior college.

Other Interests

After Meyer left the Crafts Shows, where he was ride superintendent for a number of years and started this park, he moved to

Palo Alto, Calif., where he formed his own carnival company, Gold Coast Shows. He offers a number of kiddie rides to fairs and each Christmas season installs a full Kiddieland ride complement on the roof of the Emporium, a department store operation, in both San Francisco and Stonestown, the latter a new suburban residential section.

Harry Suker Sr. got into the Kiddieland operation after traveling with the Hildebrand Shows, where he had kiddie car rides in 1935 and 1936. He had the kiddie rides on the Monte Young Shows until 1942, when he returned to the Los Angeles area to operate rides on a community kiddie project that had been started by Jockey Pludo. After this association, he joined Meyer.

Harry Suker Jr. got his training in ride operation by working with his father. In 1944 he went into the Navy, where he remained until 1946. For the next four years he attended college to work toward his degree.

Upon his graduation, Suker's father practically turned the park over to him. And this is a full-time job.

Harry Suker Jr. looks at the problem of increasing business in a realistic way. To increase business, have parties and get new rides that are attractive. To this he adds that the park must sparkle with color. The Suker Kiddieland fulfills these basic requirements.

Ready Now!

Immediate Delivery From Stock

THE NEW 1957 HILDRETH PULLING MACHINES

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AUXILIARY EQUIPMENT AVAILABLE

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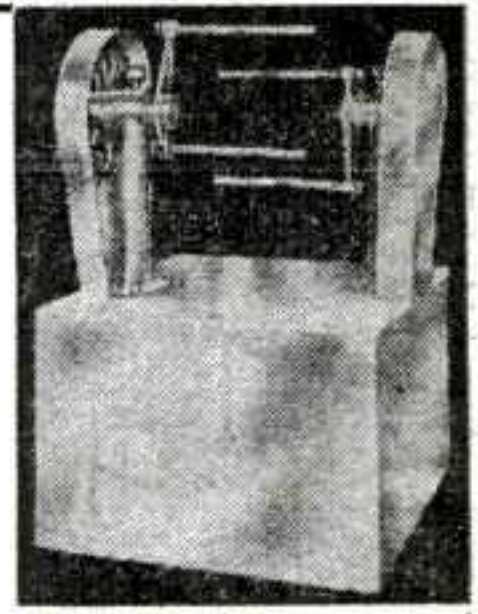
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Say You Saw It in The Billboard

Pepsi machine?

It's a gold mine!

Ask the owner of a well-known Eastern amusement park. In five months, he grossed \$22,500 from Pepsi machines!

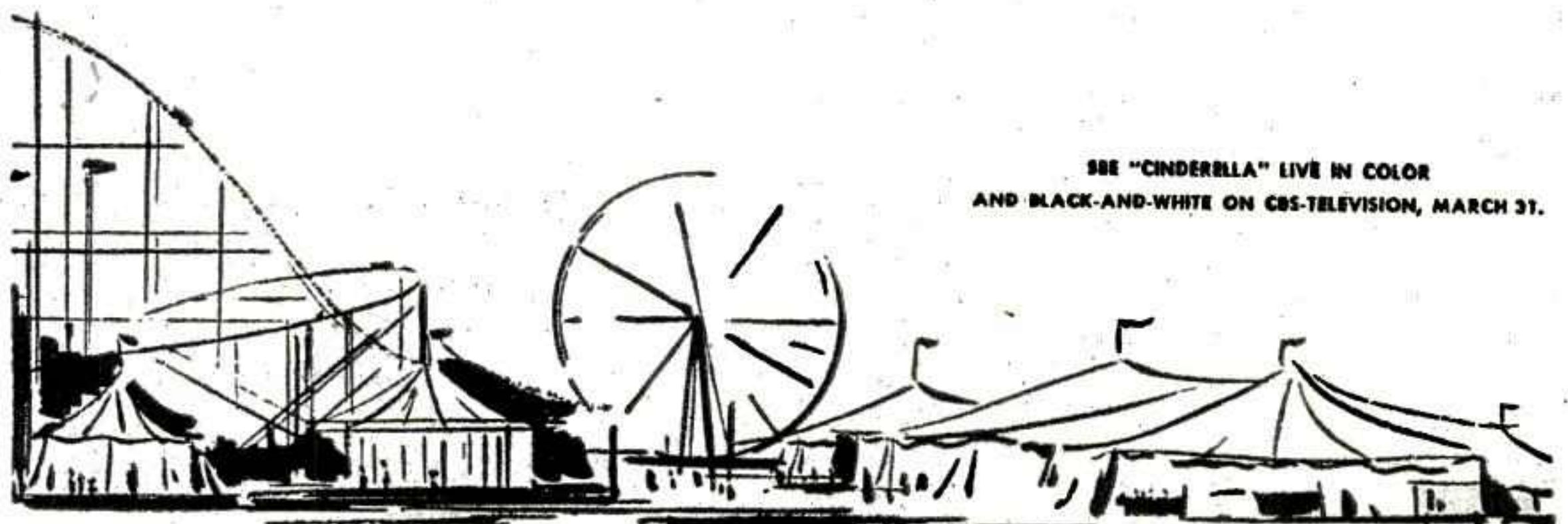


Coin-operated cup dispensers vending Pepsi-Cola need no attendant. They can be spotted on locations that earn nothing now. They provide your customers with the light refreshment they want, where they want it!

Let us help you place cup machines in your park, either through an established cup machine operator who will install the equipment on a commission basis, or by assisting you in the operation of your own equipment. We'll be glad to give you information on shelters for vending machines.

Write to: Cup Vending Division, National Sales Dept., Pepsi-Cola Company, 3 West 57th Street, New York 19, N. Y.

SEE "CINDERELLA" LIVE IN COLOR AND BLACK-AND-WHITE ON CBS-TELEVISION, MARCH 31.



Our New "Perfection"



This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information.

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ROYL POPCORN

Concession Supplies
ROY SMITH CO.
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All the news of your industry
every week in The Billboard...

Enchanted Forest Charms Hoosiers Right From Start

- 150,000 visit in first four months, justify initial \$250,000 investment
- Proximity to state park, use of animals, heavy promotion are important factors in success

By CHARLIE BYRNE
EDITOR'S NOTE

What can the owner of an outdoor amusement center expect in his first year of operation? What's the ride potential? What type of advertising pulls the best?

To get the answer to these and dozens of other questions, The Billboard revisited Ted Kruse's Enchanted Forest, a funspot that opened last year and was first described in The Billboard's 1956 special issue on Outdoor Amusement and Recreation Centers (February 18, 1956).

Kruse, a long-time Chicago operator of Arcades and coin-operated games, is typical of the non-professionals entering this new type of amusement business.

When Ted Kruse opened Enchanted Forest last May its po-

tential as an amusement center was still a question mark despite months of preparation and study devoted by him, his partners and experts called in on the scene.

The fact that the spot, which is located in a wooded section of the Indiana shores of Lake Michigan, was visited by an estimated 150,000 people in just four months, is a sign of success. Moreover, Kruse and his partners were more than satisfied with the first year's gross from the multiple attractions.

Forest differed from many outdoor amusement centers which grow a little at a time. The Hoosier spot opened with a full complement of amusements for all age groups and represented an investment of close to \$250,000.

Children Free

In its first year Forest operated behind a 35-cent gate charge for adults, with children free, and offered six rides, over 60 deer and assorted animals, a miniature golf course, refreshment stand, souvenir shop, picnic benches and outdoor fireplaces.

Before it opened, it was decided to charge adults 50 cents, kids free. Kruse was advised to cut this to 35 cents, which he did. As a result, he priced his gate lower than nearby Indiana Dunes State Park, the big draw in the area.

Location—figured as one of the strong points of the 34-acre spot—proved better than anticipated. At the junction of U. S. Highway 20 and Indiana 49, it is less than an hour's drive from Chicago, a mere 15 minutes from highly industrial Gary and is on the main highway to Michigan's popular vacationland. The road is one traveled annually by thousands of Chicago area peo-

ple. And the recent opening of the Indiana Turnpike, which runs just a few miles from Forest, enables Chicagoans to reach the spot in less than 30 minutes.

Near State Park

Its proximity to Indiana Dunes State Park, which draws close to half a million swimmers and picnickers each year, is an equally strong factor. Located on a bend of the road that State park visitors must travel to get back to Chicago or Gary, the Kruse-operated spot captured a big share of the home-going autoists.

In the ride line-up, Kruse puts the Miniature Train at the top of the list and said if he had a second one he could have easily doubled his gross. On Sundays and holidays a waiting line of 100 or more was common. The large percentage of adults riding the ride was the reason for the big takes, he said.

The kiddie Roller Coaster and 36-foot Merry-Go-Round were next in popularity, followed in order by the Roadway, Kiddie Boats and Skyfighter. All the rides were stronger than had been anticipated and, as a result, plans are to add a Dodgem and Ferris Wheel this year with an eye to increased adult and teen-ager patronage.

Animals Prime Lure

The animals—led by the deer—were credited with much of the first season's success. Included in a fenced area but accessible to the patrons, were over 60 head of deer of several types, a herd of ponies and burros and several llamas, goats, elk and audads. Animals were the prime lure, were featured in all advertising, and in addition, were responsible for a net profit from the sale of feed.

The feed—a commercial livestock type—sold at 15 cents a package, two for a quarter, and was one of the best profit producers on the grounds. Coin-operated vending machines were used to supplement the over-the-counter sales.

Four deer died during the season, but over 15 were born for a net gain of 11 animals. English fallow and Japanese sika deer are recommended for their even temperament. American types, particularly the bucks, have been known to charge people, Kruse points out. The two buffalo, naturally, were kept behind locked gates.

The extreme popularity of ponies and burros among youngsters will probably result in the addition of a pony farm in the near future.

Picnic Aids Important

Enchanted Forest operators class the picnic benches and fireplaces with free wood as exceptionally strong lures, particularly for repeat business. They found it necessary to increase the number several times during the year and some patrons, unable to get a table, demanded their admission be returned.

High on the profit side was the souvenir and toy shop which racked up a sizable gross. All merchandise was priced at less than \$1, and for every dollar taken in, close to 50 cents was profit.

The miniature golf course, only concession on the grounds, was termed very satisfactory, both to the operator and to the Kruse interests. It proved an ideal place for adults and teen-agers and also received its share of moppet attention.

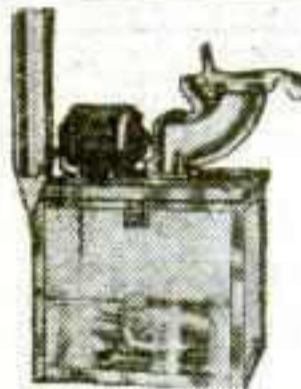
The refreshment stand—originally conceived as more or less a convenience—was spotted near the picnic area and came up with a big season's business. Soft drinks, dispensed in bottles from coin-operated vending machines, led the menu. Hamburgers and hot dogs were big sellers. Ice cream, in cups,

ECHOLS ELECTRIC ICE SHAVERS

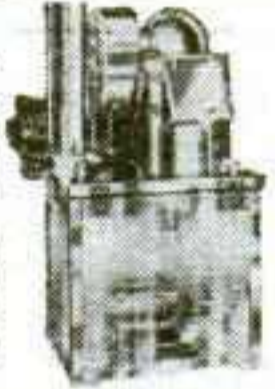
"All the Snow You Need for Busiest Days." Ladle, Scoop, Ice Pick, Funnel, 4 Dispensing Stoppers and Cup Dispenser furnished with each machine. 1/3 H.P., 110 Volt, 60 Cycle A.C. Motors. Terms: 25% Deposit, Balance C.O.D. F.O.B. Factory.

High Speed Shaver and Plexiglas Case, as pictured — \$137.50. Price of Machine only \$75.00. Aluminum Stand, \$16.00.

New Improved Shaver With Large De Luxe Plexiglas Case, \$325.00. De Luxe Aluminum Stand, \$20.00.



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At a recent State Fair eleven of the fourteen machines on the lot were WHIRLWINDS—it has to be good to have that kind of acceptance. Before you buy any machine ask for our circular on the WHIRLWIND, the machine you will eventually buy.

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FEATURE ATTRACTION

GRAMORES "DRI-SYRUPS"

— The Sensation of the Beverage Field —

it's NEW! it's DIFFERENT!

Easy to handle - Less storage - Less spoilage
Longer shelf life - No bulky containers



DEALER OPENINGS
STILL AVAILABLE
IN SOME AREAS!

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on NATIONAL BRANDS of DISPENSERS
With Your Purchase of
GRAMORES PRODUCTS
8 Choices

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The Home of "Big Sea Day"

FREE!

new
popcorn
merchandising
kit
(available thru

POPSIT-PLUS

jobbers)

Get ready for red-hot popcorn sales with this exciting new merchandising kit—consisting of perpetual motion "wobbler" and multi-color streamers.

It's yours free when you contact your Popsit-Plus jobber. Put zip in your popcorn sales—act today!

popsit plus!

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rich, butterlike flavor
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advantages:

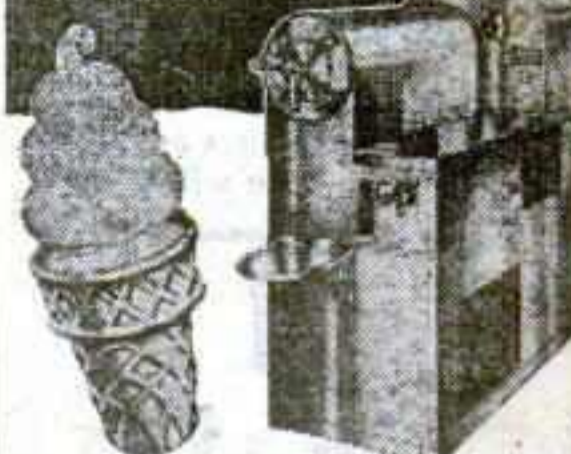
- golden color
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BIG PROFITS

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SAVE MORE MONEY—
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bars and novelty packages produced okay grosses, along with popsicles, popcorn and caramel corn.

The Forest was well advertised—probably more so than will be necessary after it becomes better established. In checking the books it was determined that close to 10 per cent of the first season's gross was spent on spreading the story. Newspapers were credited as the strongest media. Bumper signs—almost 34,000 were distributed—were in second place. Radio, with seven daily spots on two stations, and billboards, which were scattered in a wide area, were considered about even for third place. Good publicity breaks, garnered in Chicago and area newspapers, helped the campaign.

The heavily wooded site occupied by Forest was a big factor in repeat business and in holding patrons on hot days. By actual tests during hot weather the temperature in the woods was 15 degrees cooler than on the adjacent highway.

With better than 20 acres of parking, no trouble was encountered on that score.

Stone Walks Out

A major mistake, to be corrected this year, was surfacing the fun zone with crushed stone. This made walking difficult for women with high heels and also for bathers who came to Forest in beach shoes or wood clogs. This problem will be solved by black-topping the walking areas along with the roads.

A total of nine employees worked on a full-time basis during the 1956 season. One worked each ride, two handled the refreshment stand, one attended the animals, two were at the souvenir shop, one sold deer food and two cashiers handled the ride tickets. On Sundays a crew of three manned the train in order to care for the crowds.

The total personnel will be cut somewhat by plans for this year. A railroad depot, 40 by 100 feet, is being built. It will also house a 100-piece Arcade, designed to capture the small change of people waiting to ride the train. A cashier will be moved to the depot to sell ride ducats and double by making change for the game players.

Go After Picnics

Picnic business, with no solicitation, proved a surprise. Many bus loads of children from hospitals, and homes showed up and spent hours on the grounds. Industrial organizations, from as far as 100 miles away, booked picnics. And this is expected to increase considerably this year. Almost every school in Northern Indiana has an outing during May. By opening earlier in 1957, Kruse expects to snag a good portion of this trade.

While the first year was more successful than anticipated, the operators of Enchanted Forest are looking to the future, when additional profits will be garnered from a golf driving range, baseball batting cages, more rides, a full-fledged restaurant, a bigger collection of animals and other amusement features that are proving popular at one-stop family recreation centers throughout the United States and Canada.

Encouraged by the first season, Kruse and his partners are mapping plans for the future with optimism

A Fast Start and a Slow Pace

• Continued from page 83

nothing to sell them and no admission price. A 25-cent dance fee was imposed, but only succeeded in emptying the place of dancers, so it was removed.

During the time Crutchfield Lakes was being whipped into shape, the auto parts business suffered from the absence of experienced direction. At the same time, a like need for capable direction was evidenced in the park, to the result that 1956 proved a trying season, financially. Out of the tribulations came knowledge which was arrived at by a painful process which has been experienced by many amusement operators.

Help Added

When it comes to running two businesses, the operator will testify, either one or the other is worthy of complete attention, especially in the formative years. To solve this problem a couple of good auto parts men will handle the yard in 1957 while Crutchfield's

efforts are devoted exclusively to his park.

When it comes to rides, too many kiddie rides and too few adult units weaken the park's appeal to parents, who will not spend long stretches at the park unless there is something to occupy them as well as the kids. To solve this problem a few of the kiddie rides are being offered for sale.

When it comes to food, a ride-picnic spot can operate without a food stand but altho outdoor cooking facilities are available, a short-order food operation is a necessary element in the revenue department.

When it comes to fishing, valuable income is wasted when patrons are allowed to take all the fish they want, for free. This may be changed this season.

Alternate uses for the building, on the banks of the Haw River, are being worked out for next fall, after the park season, and this may include roller skating.

In all, Crutchfield Lake has gotten off to an admittedly slow start, but the patronage is there and Crutchfield is consulting with veteran outdoor people of the Carolinas, in attempts to work out the successful operating formula for next season. Contemplated additions of a swimming pool and miniature golf have been put off, but a good season should find these units built for next year.

Nifty Unit Is Short on \$\$

- Problems melt frosting on gingerbread house
- But idea, operation are promotion aids

Topical buildings and concession units have always proved the basis for successes at theme attractions, whether they capitalize on myths, Western settings, jungles or other motif. But enthusiasm for a particular concession unit should not be such that the drawbacks are overlooked, and thereby a hazardous financial operation is created.

One such attraction had a novel idea which, in itself, was capable of providing an attention-getter. In practice, however, this unit could not support itself. Had it been designed for use strictly for promotion, the loss of revenue would have been provided for in the operating budget. But this unit was planned to make money. It did not.

The structure was in keeping with the kids' fable-land theme and was one of several built to appeal to youngsters. Within this building was a baking operation at which customers could both view the making of, and buy, a certain type of cookie, the gingerbread man.

Costs Too High

Oven costs were higher than had been anticipated, and the addition of another machine for baking doughnuts did not simplify the operation. As it turned out, a full-time skilled baker was required who was worth more than the usual scale for park help. One or two girls were employed to make change and handle the doughnut machine.

On weekends as many as five persons were needed to handle the traffic flow, which the building's interior was not set up to accommodate properly. Enough kids wanted their names inscribed on the product, in sugar coating, to hold up traffic at peak periods. Potential patronage over a period of time was not up to expectations. The payroll needed to handle a poor traffic setup could not be overcome thru sales of cookies and doughnuts.

The unit itself was a quaint and attractive one, capable of winning money with the facility to handle big crowds. Long-range attendance lagged somewhat.

If it were not deemed important for this unit to be a money winner, it could have been exploited solely as a promotion, but its financial failure placed a crimp on the park's budget which the operators are attempting to straighten out for 1957.

Adult Count Tops Kids

Outdoor attractions, other than those limited strictly to a grouping of kiddie rides, look to adults for a large, and often major, portion of their patronage.

Survey studies show that only about 15 per cent of the attendance at Florida tourist attractions is made up children. At Deer Forest, Michigan's combination zoo-amusement spot, four out of five visitors adults.

Many other amusement-recreation centers, including swimming pools, show a surprising ratio of adults to children. The assumption of the public, and novice operators, often is that adults suffer thru the exposure of such enterprises for the sake of their children, but ticket counts show the opposite is true.

**"TOPS" AGAIN
Floss Machines—Ice Shavers**



Buy the Whirlwind Floss machine and get the machine that is vibration-free, trouble-free and so easy to run that a youngster can handle it. Designed to give years of service with practically no maintenance. It's better to buy a Whirlwind than wish you had—it costs you less to buy and less to run. It's guaranteed to give you complete satisfaction or you get your money back.

The SnoKonette is the ice shaver that made the Sno-Kone business. All-aluminum construction. cannot rust; modern, attractive lines that bring in the customers. Lighted case. three-color silk-screened sign, handy cup dispenser. Can be furnished with folding aluminum door that acts as a shelf when opened. Be sure that the shaver you buy is a SnoKonette and get those EXTRA profits.

PRICE, complete with pan, \$275.00



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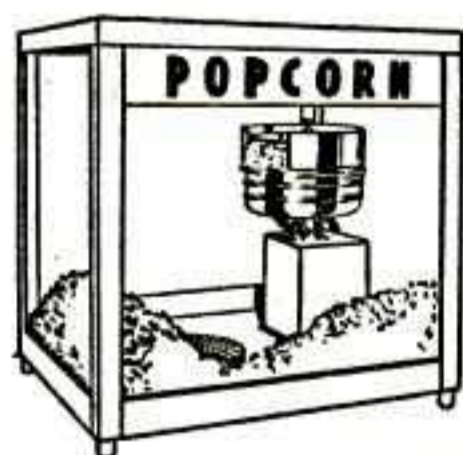
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Revolutionary new Cooker produces 4 hot dogs per minute—\$84.62. Send for detailed information.

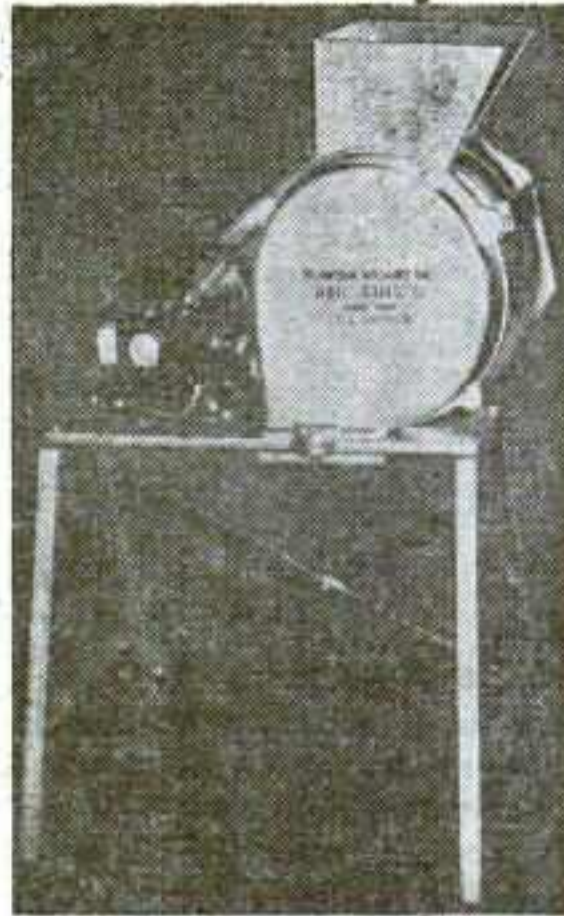
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Produce uniform SNOW-ICE electrically. Shave & Save the CLAWSON way.



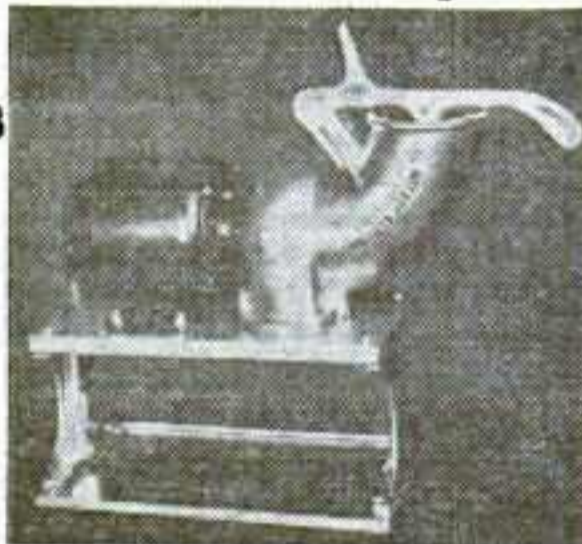
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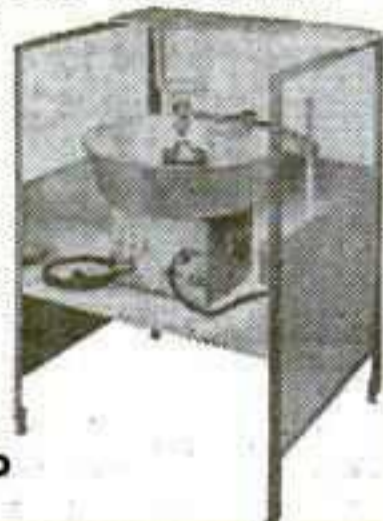
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A Building on the Midway—a Trailer on the Highway. Works off of Car Battery, Push Button Control.

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Plan Eiffel Tower for Miami

• Continued from page 73

Miami Seaquarium. Its predicted first-year attendance of 500,000 for the latter was in error by less than 5 per cent.

According to studies by Coverdale & Colpitts of other Florida attractions, about 15 per cent of the attendance will be made up of children. In view of this a Kiddieland, where children may be left while their parents enjoy the wonders of the tower, may occupy a second flanking area. The tower and the attractions within and adjacent to it, are expected to hold the interest of the average patron for several hours at least.

Three High Levels

The original Eiffel Tower was a feature of the 1899 Paris World's Fair. The lower section of the tower consists of four arched columns resting on masonry piers. The columns curve toward each other until they unite in a single column 620 feet above the ground. Platforms are situated at the 189, 380 and 906-foot levels. Beyond the third level a spiral staircase ascends to the top of the tower. Elevators are in each of the four columns and a set of elevators also runs between the second and third platforms, a distance of 526 feet. There are 38,000 square feet of floor space on the first level.

While the original tower was constructed of wrought iron, its Florida counterpart will be constructed of steel, or possibly anodized aluminum. It will be designed to withstand wind pressures up to 200 miles per hour. From the time a decision is made to go ahead, it will take about two years to redesign, fabricate and erect the structure.

On the Florida scene Coverdale & Colpitts studies show just how

big the tourist attraction business is. Silver Springs has averaged more than 1,000,000 attendance for the past five years, while its counterpart, Cyprus Gardens, drew over 1,000,000 in 1956. The Seaquarium on Rickenbacker Causeway, Miami, entertained 500,000 its first year. The Marineland Studios, St. Augustine, attracts 600,000 annually.

Towers alone are major attractions growing in popularity, according to the same study. The Eiffel Tower had 1,435,000 visitors in 1955 as against 1,027,000 in 1950. The Empire State Building in New York City almost doubled its attendance in the same period, drawing 1,140,000 in 1956 as against 687,000 in 1950. The Washington Monument drew 1,039,901 in 1955 and 962,000 in 1950. A sizable gain was also registered by the State of Liberty, 739,364 in 1955 and 515,498 in 1950.

The newest one, Florida's Citrus Tower, only 200 feet high and located on an secondary road, drew 22,500 in its first four months of operation last year.

New Food Product

• Continued from page 73

works, is practically national at present, and will be national by March 1, Firestone said.

The patent was bought from inventors in November, 1955, by Frontier Foods, which developed the production machinery. Sales efforts failed and the patents were sold two months later to the present operators—Lee Wagner, TV Guide publisher; Alvin Sheerr, retired clothing executive, and Bernard E. Singer, attorney. The capital they invested enabled the consulting of an ad agency, public relations firm, and sales promotion outfit.

Result of the consultations was the decision to plug heavily for the children's TV market. The firm bought up time thruout the day on all available kiddie shows, regardless of ratings. Gross sales have spurted to around \$1,000,000 monthly, it is reported.

There are no plans to limit the number of participating parks. The tie-in would not automatically effect all parks, but only those with which Flav-R Straws will have worked out agreements by the starting date, which will be around May 1. Offer will stay in effect until after Labor Day.

Fun 'n' Homes

• Continued from page 73

sonnel, with annual earnings of close to \$100,000,000. Population within a six-mile radius is estimated at upward of 60,000 and continuation of the current building pace could bring this figure up to the 100,000 mark. And, too, Midwest City is just a 15-minute automobile drive from Oklahoma City.

The kiddieland, called Fun Town Amusement Park, is operated by H. L. Clayton and has nine rides and a refreshment stand. Major device is a 48-passenger Miniature Train. Also popular are the Ferris Wheel, Hand Cars, Roto-Whip, Rocket Planes, Midget Racers, Boats, Autos and Fire Engine.

Shopping Center Duo

The bowling establishment, with 14 alleys and automatic pin-setters, is across the street from the kid spot and both are located just two blocks from a new shopping center to be opened July 1. The shopping mart will include a supermarket, drugstore, hardware store, newspaper dealer and a number of service establishments such as dry cleaners and shoe repair shops.

Another unique recreation area is the Pony Club for boys and girls. This was a necessity in view of the big program of pony giveaways. It's an area set aside for the youngsters who own ponies. Atkinson, however, has even gone further. He keeps a second herd of ponies on the premises and permits children of non-residents to come on the weekends and ride to their heart's content.

Jim Gregory, general manager of the Atkinson firm, looks upon the amusement center as a vital part of not only Midwest City, but nearby Carter Park and Dell City, both big population communities. And when the housing development and the fun zone reach their full potential, the area is expected to be one of the busiest in the Middle West.

It's "SNOW MAGIC" THE REVOLUTIONARY NEW SNOW CONE MACHINE



Fully automatic, 20x27, three door, cast aluminum cabinet with built-in 1/2 hp. G.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 4,000 snow cones).

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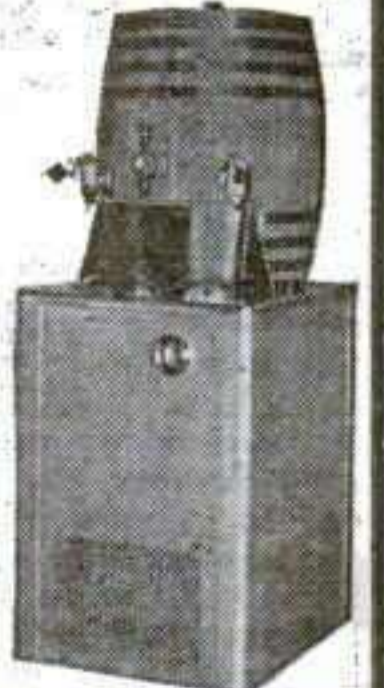
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Dorney Buys Rides, Theater-in-Round

ALLENTOWN, Pa. — Dorney Park elbowed its way into the summer theater business Wednesday (6), but altho it has the equipment, the management isn't too anxious to become the operator. Plans for the unit's operation have not been set, altho St. John Terrell, operator of several such units in the East, is among those interested.

As narrated by Bob Plarr, the Melody Circle theater-in-the-round, while doing excellent business, became embroiled in legal troubles and the equipment was seized. The park has now purchased the tent with its 1,500 seats and other equipment, and it is hoped theatricals will be offered this year as usual.

Dorney is also receiving a nine-car Philadelphia Toboggan Panther ride, which is a captive kiddie auto

unit using an activated rail principle. An Allen Hawes paddle-wheeler is on order to replace the smaller Hawes boat purchased last season, which has been sold to Holmes Cook, miniature golf course builder and operator.

Refurbishing has been under way since the end of last season, and part of the financial burden of maintaining the year-round staff is offset by catering operations in the Castle Gardens. Seating of groups ranging from 250 to 1,500 for parties and banquets has been the rule.

The food operation is a major attraction in Dorney's summer schedule, and its success is partly responsible for the fact that last year's outings have been 85 per cent rebooked for the coming season. (Continued on page 98)

MOTEL, PIER

Progress at Ocean View And Seaside

VIRGINIA BEACH, Va.—Seaside Park will open about May 30 under Jack L. Greenspoon and Dudley Cooper operation. The park has been enjoying a successful comeback following a 1955 fire which virtually leveled the place.

A feature which the associates have been pushing is their 42-unit motel, to be ready for opening on Easter Sunday, April 20. One of the most modern and luxurious motels on the East Coast, it has a direct oceanfront location and the cost of land and building will probably exceed \$500,000.

Ocean View Amusement Park, which the pair operates in Norfolk, is scheduled for opening Palm Sunday, April 13. On April 1 work will begin there on a 1,000-foot fishing pier, extending from the Eastern end of park property and running into Chesapeake Bay. Completion of this unit is expected by mid-June at total cost of around \$100,000.

CEDAR POINT GETS NEW ASSURANCE

SANDUSKY, O.—Continuation of Cedar Point's amusement area, beach and Breakers Hotel was assured with an announcement from new management of the G. A. Boeckling Company.

A \$500,000 causeway connecting Sandusky and Cedar Point is expected to be completed in time for the Memorial Day opening of the resort, the announcement stated.

Control of the Boeckling Company has been acquired jointly by a Toledo investment group headed by George A. Roose and the First Cleveland Corporation, a Cleveland investment banking house. Bernhardt G. Zeiber, Sandusky attorney who was president of the Boeckling firm for a number of years, was re-elected president, treasurer and director of the new company.

Other officers and directors are Roose, vice-president; Carl C. Tucker, secretary; E. A. Legros, chairman of board, and J. Richard Dorn, Sandusky, renamed director.

Beach facilities, amusement area and Breakers Hotel have been under lease to Cedar Point, Inc., for the past seven seasons, with three years remaining in the 10-year lease. Daniel M. Schneider is president and general manager of the operating company which holds the lease from the G. A. Boeckling Company.

Control of the Boeckling firm was acquired from the Central National Bank of Cleveland, which held the stock under a trust established by the late George A. Boeckling. Additional stock was purchased from other shareholders. Approximately 600 people are employed at the resort during peak of the season, which runs from Memorial Day to Labor Day.

State Backs Away
Meanwhile in Columbus a legislative study committee recommended that the State give up plans to purchase Cedar Point unless there is danger that the resort might be lost to the public. The report added that the State has the power to acquire Cedar Point "no matter who owns it."
State Representative F. K. Cas-

sel, committee chairman, said development of Cedar Point as a State park would be a costly venture. The lawmakers estimated that purchase and development of the 325-acre resort property would (Continued on page 98)

ROLLER RUMBLINGS

Skater-Kegler Set-Up Under Way in Fresno

FRESNO, Calif.—Mr. and Mrs. Frank Torasso and Albert Bos, owners of Wonderland Roller Rink here, have announced plans for installation of 24 bowling alleys in a Blackstone Bowl building to be constructed by them on a site adjacent to the rink.

Wonderland, constructed about three years ago after fire destroyed the operators' old rink, will be leased to Ralph Osmon and I. J. Polizzo. Osmon is a part-time Fresno State College instructor and Polizzo is a distributor of women's sports clothing.

Plans for the Bowl are said to call for expenditure of \$550,000, including land. The building will be equipped with automatic pin spotters and "submarine" return equipment and, in addition, will house a cocktail lounge, coffee shop, billiard room and day nursery. There will be parking facilities for 156 cars.

"We expect to be in operation by mid-June," said Polizzo. The plan is to operate the alleys in conjunction with the roller rink, offering entertainment for adults and children.

Johnson Hit for \$2,000 in Injury Liability Suit . . .

DENVER—Carl Johnson, operator of Skateland here, lost a court battle that will cost him \$2,000 if an appeal is also lost. A Denver district court jury awarded the sum to Wayne O. Littrell, 36, director of security at Denver University, who sought \$41,000 from Johnson and two other employees of Skateland.

Littrell suffered a broken leg when he fell while roller skating at the rink. Littrell, an experienced skater, did not charge rink officials with causing his fall, but claimed they negligently removed him from the rink floor and aggravated his injuries. He was hospitalized for four months by complications and claimed a permanent injury along with a loss of earnings as a result of the alleged negligence.

Julian Fitzgerald III In Chicago Hospital . . .

CINCINNATI—Julian T. Fitzgerald, a well-known commentator on skating matters of years ago, is seriously ill in a Chicago hospital, according to Walter E. Sutphen, Detroit rink operator. Sutphen does not know the name of the hospital in which Fitzgerald, former secretary-treasurer of the old Alfred Johnson Skate Company, is confined, but suggests that his friends write to him in care of Dorothy Fitzgerald at 4524 West Monroe, Chicago.

WANT TO LEASE

On percentage or flat basis, Miller or similar coaster and any other Kiddie Rides; four or five at least.

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Permanent location near City Park.

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\$25,000.00

25% net profit first year; written bonded guarantee. Can remain same location and management. Finance responsible party.

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FOR SALE OR LEASE ROLLER COASTER

Good shape, ready to run. Located fine park.

Lake Coaster Corp.
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Manufacturers of All Kinds of Roller Skates

BEATTY TURNS TO TRUCKS, DISPOSES OF SHOW TRAIN

McClosky, Kernan Acquire 35 Trucks; Construct Three Additional Seat Wagons

DE LAND, Fla.—Clyde Beatty Circus is a motorized show. It has acquired a fleet of new trucks and is disposing of its railroad equipment.

General Manager Frank McClosky said Thursday (14) that the final decision had been made only a few days ago, altho the change has been probable for some time, as previously reported.

He said that increases in railroad rates and prospects of more increases in the future were the causes of the change in transportation.

McClosky said that 67 moves by the 15-car show last season had cost \$122,000. Management of the show figured that it would cost \$300,000 to move the show for the full season of 1957. At the same time, they estimated that motor moves would cost them about \$150,000 this year.

Sell Railroad Cars

The rebuilt show will have 35 new trucks. Original plans to use some motor units from the rail show have been dropped, McClosky said, and all the trucks will be new. He said they hoped to sell the older rolling stock.

The show already has sold three sleepers. These were former Ringling cars, and McClosky said they would have been replaced regardless of which way the Beatty show moved this year. It was learned that these cars are to be junked by their new owner.

Three flat cars and two stock cars are being offered now by the show. McClosky said that an oil company and some railroads have shown interest in the flats. Circus flats are sought by companies now for industrial uses and by railroads for piggy-back freight uses.

The other six flats which made up the Beatty train don't figure in the present offerings, and Beatty executives declined to comment about them.

Some of the wagons used by the Beatty rail show will probably be

converted for use with the motor show. However, other wagons are being offered for sale.

McClosky said that his show would use much of the older equipment and that only surplus rolling stock was being sold. He said that he would not describe the surplus as complete enough to make up a new show with it.

Build Seat Wagons

Included among the units that are being converted are the seat wagons that have served as blues on the Beatty Circus the past two years. They are being equipped with new under-carriages and fitted out as trailers.

In addition to the five seat wagons already used, the show is building three more units. These

will be for reserved seats and will give the outfit eight seat wagons. More may be built later.

Beatty has a new 140-foot big top being built by United States Tent.

McClosky said that Walter Kernan, assistant manager, was in Detroit last week to talk with acts that are appearing there with the Orrin Davenport Circus. Kernan also was shopping for new semi-trailers for special loads.

Many of the performers who were with the Beatty show in its second tour last season will return this time. An exception is the Loyal-Repensky riding act. McClosky said that other acts are being added to the expanded program.

H.-M. Opens Big at Memphis Kick-Off

MEMPHIS — Hamid-Morton Circus' season-opener was greeted here by a strike which tied up all city buses, but press reception and a good advance sale got the Al Chymia Temple show off to a good start. Dates were Saturday thru Saturday (9-15).

On opening night Shrine and circus performers paid tribute to the late Col. Robert Morton with a ceremony in Ellis Auditorium prior to the opening. Illustrious Potentate James A. Conner and other officials were on hand for the unveiling of an oil portrait of Morton, with the lights being dimmed and Joe Basile playing taps. The painting has been shipped to Mrs. Morton.

Ticket sales were running ahead of the 1956 date. On Monday (11) there were three shows held for colored patrons, with the 1:30 matinee reportedly the largest circus turnout in 15 years here. Advance work is headed by chief rabban Jack Brittan and Hamid-Morton's promotional director, Carl H. Sonitz. Local merchants tied in their window displays with the engagement, and wide use of Shrine show signs and banners are evident on downtown streets.

The Shrine maintains a permanent circus office building on its club grounds, with a separate room for the use of a 13-member promotional crew, directed by Mrs. Elsie Sonitz.

Hamid is touring with the show whenever possible this season. Staff includes Charlie Basile, manager and equestrian director; Joe Basile, bandmaster; Bob Atterbury, ringmaster; Gene Hamid, traffic manager; A. (Fingers) Castle, boss property man; Capt. Alfred Vidbel, in charge of stock; Mrs. Atterbury, wardrobe mistress. Promotional men aiding Sonitz include

Omar J. Kenyan, Howard Y. Bary, Vernon L. McReavy, Henry Robinson and E. McBeth.

There are 24 displays, running for two hours and 35 minutes. An addition is a Hawaiian aerial ballet number, offering Mlle. Delilah entrancing from an erupting volcano accompanied by ballet girls who perform on palm-decorated webbing. On Sunday night (10) the seventh annual Naval Hospital visit was held at Millington, Tenn., with all ground acts and clowns on hand, with widespread publicity being earned.

Program is, Overture; Parade; LaBlonde Trio, casting; Pat Anthony, wild animals; Tell Teigon. (Continued on page 91)

MILLS SEAT WAGON DELIVERED, TWO DUE

Units Built in Cleveland Designed To Replace Grandstand Reserves

CLEVELAND HEIGHTS, O.—One of the new Mills Bros.' seat wagons has been completed and delivered and two more are scheduled for delivery before the season opens.

The first wagon, of Mills Bros.' design, is at the winter quarters in Jefferson, O., and the other two are being built in Cleveland.

These will be equipped as reserved seats, co-owner Jack Mills said. Tentative plans call for building additional seat wagons a year from now for use in the blues.

Mills was in Miami Beach, Fla., last week on the final leg of a trip which also took him to Las Vegas, Phoenix and Sarasota. He said that in Sarasota he arranged with Dean Murray for the latter to join the Mills show again this year. Murray will be on the staff, starting March 1, and his wife will again be in the performance.

General Agent Neil Berk is mak-

Storey Opens Office

SARASOTA — Wilson Storey, outdoor representative of AGVA for several years, has resigned to open a booking agency in Sarasota. He is succeeded in AGVA by Dewey Barto.

BEATTY DERAIL BREAKS CHAIN OF RR CIRCUSES

CHICAGO—Prospects are that 1957 will be the first season since 1871 in which no circus has traveled on its own train. Switch of the Clyde Beatty Circus to trucks puts the gap in the years of circus railroading.

Ringling-Barnum Circus, as well as a number of carnivals, still owns its own trains. Many circus people look for the Ringling train to roll again, possibly in 1958. It is possible that a few Ringling-owned cars will be used to haul the show's cage wagons to New York, Boston and back to Sarasota this spring. The show itself will move on railroad-owned baggage cars and show-owned trucks.

One effort to lease Ringling cars and start a new railroad show was turned down recently, and several showmen are known to be interested in building future rail shows. Meanwhile, there is none for 1957.

Railroad circus began in the 1850's, when shows normally moved by wagons or boats, used system cars for long jumps only. W. C. Coup created the P. T. Barnum circus in 1871 as a wagon outfit. It used cars of the Pennsylvania Railroad in 1872, but that was not satisfactory, so Coup bought his own cars. They were first used late in 1872. In rapid succession other big shows followed suit.

Polack Signs Las Vegas

LAS VEGAS, Nev. — Polack Bros.' Circus and the Shrine Club here signed contracts Thursday (14) for the show's Western unit to play here again. The dates will be April 19-20.

ing good progress in booking, Mills said, and promotional crews are being added.

A report that the seat wagons were being built by another show for Mills and another report that Mills Bros. had sold a Liberty act to the other show are incorrect, Mills stated.

Sanford Auditors Look Into Ringling Records

SARASOTA, Fla. — Auditors representing Mrs. Hester Ringling Sanford have begun examination of the financial records of Ringling Bros.-Barnum & Bailey Circus.

They went to work at circus offices here last week. Attorneys for management of the show had opened records to Mrs. Sanford.

Earlier Mrs. Sanford had obtained a writ from a court ordering the show to open its books to her. She acted as a director of the corporation and not as a stockholder.

After the order was issued, attorneys for John Ringling North,

Polack Western In Big Winner At Fort Wayne

FORT WAYNE, Ind.—Western unit of Polack Bros.' Circus played to its second best stand in 10 years here. Run closed Sunday (10) with two daytime shows. Allen County War Memorial Arena had a pro basketball game that night.

Show opened to a three-quarter house in the 7,200-seat arena. Then the remaining five of the six performances were full houses or turnaways. At some shows, youngsters were doubled up for seats or were spotted in standing room.

Increase over last year was roughly 10 per cent, it was reported. Best year was several seasons ago, when the show first appeared in the new building.

Doll, Braden For N. Y. Run

NEW YORK — Bill Doll will head up the press effort for the Ringling stand here, it was learned Friday (15). Frank Braden is in town and will join the crew and probably remain to tour.

Norman Carroll was to join Monday (18), but late word is that a heart attack bedded him in California last week, and his doctor has cautioned him against going on the road.

New Shows To Come

CHICAGO—Plans for several new circuses are expected to be announced momentarily.

All will be small or moderate-sized truck shows, most of them coming out of the Southeast.

Davenport to Use Dailey Title Again; Moore Contracting

CONZALES, Tex.—B. C. Davenport is going ahead with plans for an under-canvas circus this year to replace his Merchant's Free Circus of the past few seasons.

Title apparently will be Dailey Bros.' Circus, the name Davenport used until 1950 on his railroad circus. Bill Moore, until recently with Clyde Beatty Circus, is contracting dates for the Dailey show to play South Texas in March.

Billers Sign With R-B, Set For 3 Others

NEW YORK—A \$5 wage increase was agreed to in the contract signed by the Ringling show and the International Alliance of Bill Posters, Billers and Distributors last week. Art Concello represented the show and secretary-treasurer John J. Grady the union.

Ringling will use at least two billers in New York, but the exact number was not determined, nor was it decided how many men will be used on the road.

The union said assurances of a contract were received from Lucio Cristiani and Harry Huni. It would be the first union contract with the Hunt Bros.' Circus, and is necessitated by the Hunt appearance at Palisades (N. J.) Amusement Park, which bills heavily in New York City.

Negotiations are proceeding with the Clyde Beatty Circus contract in which there is one obstacle, but not one involving salary. Grady said chances are that a contract will be signed shortly.

Oil Shortage Holds Chipperfield Show

LONDON—A six-month stay in Northern Ireland will end soon for the Chipperfield Circus. It was stranded there after ferries were requisitioned by the government because of the Suez oil crisis. The show chartered a ferry to Belfast but couldn't get a return ride until the Transport Ferry Service made arrangements.

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1 Giant Rhesus Monk, walks tight rope; 1 Giant Rhesus Monk, rolls barrel; 1 Giant Rhesus Monk, good high diver; 1 female Rhesus work in Loop-the-Loop and rides pony; all good workers, either of these, \$75.00 including props. One Mother and Baby Rhesus, \$90.00; one female Java, \$40.00; one male Rhesus, 3 years, \$35.00. Beautiful female Chimp does table act, rides tricycle, two-wheel bicycle, walks on hands, crutch act, walks high stilts and pot act, will sacrifice for \$700.00; anyone can handle.

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H-M Opens Big

Continued from page 90

high act; Wiswell's Funny Ford; Bob Atterbury low wire act; Fennis-Ferroni Duo, Rolla-Bola; Munoz, comic; Costine's Chimps; Fattini, high pole; Dime Wilson, table rock; Chesters, knock-about; Rudy Docky, comic; Hawaiian ballet; Merkeys, double bar act; Les Rhodins, revolving ladder; Al's elephants and ponies; Riding Doros; Miss Joyce and her horse, Star Sapphire; Jack Joyce Camels; Flying Malkos; Dorchesters, riding act; Arrigonis, aerial acrobatic; Trudy Wilson, contortion; Symphonettes, tumbling; Slim Collins, contortion; Vidbels, elephants; Zaccini cannon act. There are several clown numbers, featuring Peggy and Shorty Sylvester, Merle Cook, Slim Collins, Dime and Cornie Wilson, Rudy Docky, Jerry Bangs, Bumphy Anthony. Bangs is producing clown.

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4—PHONEMEN—4

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UNDER THE MARQUEE

Mr. and Mrs. Paul M. Conaway visited in Florida recently, stopping in Tampa, Sarasota and elsewhere. . . . Milt Herriott writes that his son, Jimmy, now with Gil Gray Circus, has broken a 12-pony act and a team of llamas to harness. Johnny also works the Gray show's act with two dromedaries, two llamas and two Moroccan sheep. Milt is with the Shrine's White Horse Mounted Patrol in Sioux City, Ia., and will be on the road with it for a number of dates, including the national Shrine convention at Minneapolis.

Charles B. Schuler, alumnus of the Ringling press and radio-TV departments, is handling press for the Orrin Davenport show's appearance for the Grotto in Cleveland.

Bill Ballentine has a story on Hugo Zucchini in the February issue of Cavalier magazine.

CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

"CENTER RING, THE PEOPLE OF THE Circus." by Robert Taylor, \$5 postpaid. M. R. Levy, 708 N. Willow Ave., Tampa, Fla.

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CIRCUS PHOTOS—ALL SHOWS 1865 TO 1955. Catalog and sample photo, 25¢. Robert D. Good, 1609 Turner St., Allentown, Pennsylvania.

CIRCUS PHOTOS 7 AL G. BARNES, 1933, \$1, list included. All post. card size. Bill Van Winkle, Club 150, Morton, Ill.

CIRCUS REVIEW—"THE ALL CIRCUS Magazine" subscription, \$1. This magazine must be seen to be appreciated. Send for free sample copy. Circus Review, Box 112, Portland, Tenn.

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1956 CIRCUS PICTURES—15 MILLS, \$2; 15 Ring, \$4; 15 Leonard, \$2; 15 Hagen, \$2; 20 Geo. Cole, \$2.50; 20 Cristian, \$2.50. Johnny Vogelsang, 713 Oak St., Niles, Mich.

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2 PHONEMEN 2

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2—PHONEMEN—2

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The Mayan and Aztec dancers of the troupe, who performed during San Diego's Fiesta del Pacifico, drew enthusiastic praise and increasing crowds each day of their performance.

I recommend the De Leon dancers to any fair manager as an outstanding new, fresh entertainment feature.

Sincerely,
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Secretary-Manager

SOUTHERN CALIFORNIA EXPOSITION
JULY 7, 1957

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December 13, 1956

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This should be a natural attraction for any fair looking for a new and unusual presentation with a mass appeal both educational and entertainment-wise.

Sincerely yours,
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Show Agents Turn Out For Arkansas Meeting

LITTLE ROCK, Ark. — From the standpoint of midway and attraction representatives, the 10th annual meeting of the Arkansas Fair Managers' Association here Monday and Tuesday (11-12) broke all past records. The two-day confab, held in the Marion Hotel, was marked by spirited bidding on the part of carnival owners and agents.

E. L. Winrod, owner-manager of Monarch Exposition Shows, and Evy Moran, owner of Southern Valley Shows, were the most active in carnival circles.

Attendance at the business sessions was good to fair. Speakers included Frank H. Kingman, secretary of the International Corporation of Fairs & Expositions, and G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis. Also on the program were Jack Shelton, association president; E. O. Stacey, Music Corporation of America, and H. D. Singler, Arkansas Dairy Cattle Council.

H. E. Tabor, Berryville, was named president succeeding Shelton. Elected vice-presidents were W. A. Davis, Fayetteville; Rudolph Bates, Mount Ida, and M. C. Reynolds, Camden. Named to the board were L. C. Autry, M. E. Fletcher, Ed Williamson and Jack Shelton.

Over 600 turned out for the annual banquet Tuesday night. George B. Flint, chaplain for the Showmen's League of America, delivered the invocation, and Lieut. Gov. Mason Gordon gave the welcoming address. Attorney General Bruce Bennett also spoke. Candy Candido emceed the floorshow which included Randy Brown, Ginny Scott, Johnny Maddox and Al Donahue's ork.

Okla. Expo Space Sales Pass 300G Mark

DALLAS—Space sales for the Oklahoma Semi-Centennial Exposition, to be held in June at the Oklahoma State Fairgrounds, are sharply ahead of the first expo in '56, James C. Burge, director of the event, announced. Burge spoke at the annual convention of the Texas Association of Fairs and Expositions here last week.

With the show still four months away, approximately \$300,000 in exhibit space has been sold, Burge disclosed. This compares with sales of \$65,000 to the same point a year ago. The advance sale of tickets has topped the 750,000 mark and Burge said they expected a total attendance of 1,500,000.

Burge spoke on the promotion of spring shows at fairgrounds and outlined the advantages of using a fair plant for two major annual events.

FOR ENTERTAINMENT

CONTACT—**JIMMIE DOWNEY**
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ATTENTION, FAIR SECRETARIES
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Phone: Normal 7-4152 or Normal 7-4151

Carnival and attraction reps and guests included Mr. and Mrs. E. L. Winrod, Mr. and Mrs. E. L. Smith, Monarch Exposition Shows; Mr. and Mrs. Bob Alsbrook, Mercury Shows; C. A. (Curley) Vernon, Harry Benson, United Exposition Shows; Mr. and Mrs. Carl Burkhardt, Burkhart Shows; Mr. and Mrs. Fred Stumbo, Tri-State Shows; F. B. Booth, B. & B. Combined Shows; Floyd Kile, Floyd Kile Shows; Clifford Davis, Dixie Amusements; Sam Filder, Fidler Shows; Carl Anstead, Tivoli Shows; Mr. and Mrs. A. E. Raines, Raines Amusements; Mr. and Mrs. Dutch Wilson, Byers Bros.' Shows; Evelyn Moran, Mr. and Mrs. Joe Sharp, Southern Valley Shows; Mr. and Mrs. Bill Dyer, Dyer's Exposition Shows; Mr. and Mrs. B. E. Miller, Gala Exposition Shows; E. W. Bartholomew, American Beauty Shows; Edith Peroni Davis, Midway of Mirth Shows; Jimmy Downey, Downey Attractions; Tom Drake and Hazel Randall, Tom Drake Agency; E. O. Stacey, Music Corporation of America.

Ernie Young, GAC-Hamid; George B. Flint, Billy Senior, Barnes-Carruthers Theatrical Enterprises; Art Miller, Al G. Kelly & Miller Bros.' Circus; Aut Swenson, Swenson Thrillcade and Hendrick's Horses; Pat Kelly, "Grand Ole Opry"; Red Herrin, Paramount Fireworks Company; W. H. Goodman, Goodman Fireworks Company; E. J. Corbett, Delta Tent Company; Ernie Campbell, Campbell Tent Company; Mr. and Mrs. W. R. Lashbrook, Mrs. Orla Lashbrook, Lashbrook Tent Company; W. D. Buckley, Winkler Bleacher Company; Paul Long, Danny Sheridan, Paul Long Rodeo; Wes Grant, Grant Rodeo; Roger Wholberg, Hass-Wilkerson-Wholberg Insurance; Sam Solomon, Solomon Insurance Company; Paul Turner, Turner Sound Service, John Wills, Frank Sharp, Regalia Manufacturing Company; Sunny Bernet, Globe Poster Company; Mr. and Mrs. Eugene Davis, rides; Neil and James Walters, Walters Show Print; Pat Ford, Bob Shivers, Bill and Olie Shelford, Benny Hazen, Mr. and Mrs. Ray Swanner, Buck and Mary McClanahan, Jack Cook, Mr. and Mrs. Norman Smith, Doc O'Kelly, Pearl Weydt, John Francis, Ellsworth McAtee, High-Pockets Lindsey, Eddie Ryan, Jimmy Wright, Dave Chisholm, Ed and Dorothy Malbin, Mr. and Mrs. Eddie Gamble, Mr. and Mrs. Dwight Bazinet, Harry Maloure, Mrs. Harry Hennies, Mr. and Mrs. Harry Zimdars, Mr. and Mrs. Clayton Holt, Mr. and Mrs. Clint Shuford, Lee Moss, Whitey Owens, Mr. and Mrs. Louis Cutler, Mr. and Mrs. Al Rinaldi, Tomy MacDonald.

Edmonton Ex Budgets for 166G Surplus

EDMONTON, Alta. — The 1956-'57 budget of the Edmonton Exhibition Association estimates a cash surplus of \$166,769 before write-offs on buildings and equipment. Write-offs total \$225,000, so the season's estimated deficit is \$58,231.

The matter of changing the name of the annual exhibition to Alberta Provincial Exhibition is to be reconsidered.

Ostrich and camel races will be a feature of the exhibition org's light horse show this spring. Outlay for the attraction will be about \$2,700, according to Al Anderson, exhibition manager.

SEALED BIDS

Four Shows Bidding For Allentown

ALLENTOWN, Pa. — Four carnivals were represented at the fairgrounds here on Friday (15) to present their offerings to the attractions committee. In a radical change from previous years, Manager Ed Leidig reported that in addition to verbal presentations, shows are required to submit sealed bids.

With this innovation, it was unlikely that a decision would be made about the midway before next Tuesday (19), to be suggested to the executive committee.

Frank Bergen, whose World of Mirth Shows has played the date for many years, spoke for his organization. In addition to the major railroader, shows represented were Wade, Reithoffer, and Amusements of America.

Grandstand attractions will be considered on February 27, it was reported.

It is expected that a new building will be up and in operation by fair week. The present horticulture building, on the Chew Street side, will be removed and a two-story structure will be erected for commercial, FFA and 4-H use. Bids are being asked on the job.

Michigan State Nets 35G From 784G Income

DETROIT — Gross income of the 1956 Michigan State Fair totaled \$783,518.01, slightly under the 1955 figure of \$784,073.80, according to the annual report of Fair Manager Donald L. Swanson. Net profit for the fair was \$35,515.31.

An all-time total attendance record of 821,656 was set during the 10 days of the fair, including both paid and free admissions.

Agricultural exhibits set an all-time record, according to final figures, with 8,210 individual entries and total premiums awarded of \$114,034.60.

Total exhibit and concession revenue was \$197,315.91, an increase of \$4,109.91 over 1955, achieved by improved utilization of space as well as an intensified sales campaign.

FAIR MEETINGS

Midwest Circuit, Continental Hotel, Kansas City, Mo., February 22. Virgil C. Miller, Kansas State Fair, Hutchinson, president.

Association of Connecticut Fairs, Berlin High School, Berlin, March 2. Joseph C. Bartlett, North Haven, Conn., secretary.

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TEXAS MEETING SETS NEW RECORD

90% of Annuals Represented; Joe Cooley Elected President

By FRANK JOERLING

DALLAS—Texas fairs generally had a good year in '56, plant improvements are on the upbeat and the State's annuals profited substantially from the elimination of State admission taxes. These were three major developments to come out of the record-breaking meeting of the Texas Association of Fairs and Expositions here Thursday thru Saturday (7-9) in the Hotel Baker.

Despite the drought in many parts of the State; most fair boards wound up on the right side of the ledger, the record turnout of delegates was told. Legislation, which has been adopted in almost every county, aided greatly in new construction and proper maintenance of existing buildings. And an official interpretation of the State admission tax laws — accomplished primarily thru efforts of the association—meant a great deal for many fairs.

The ruling eliminated a State tax on all outside gate admissions as well as grandstand and inside admissions and even effected percentage attraction deals.

Elect Cooley

Some 90 per cent of the fairs in Texas were represented at the meeting and elected Joe Cooley, West Texas Fair, Abilene, as the association president. He succeeds Othel M. Neely, Heart O' Texas Fair, Waco. James H. Stewart, Dallas, was elected vice-president, and Bob Murdoch, Tyler, was again named secretary-treasurer. Directors elected were Rex Baxter, Amarillo; Leslie Kelley, Angleton; Joe Mock, Marshall; J. F. Roberts, Dallas, and outgoing president Neely.

On several occasions the two Dallas show clubs, Lone Star Showmen's Club of Texas and the Texas Showmen's Club, were lauded for their co-operation and hospitality in making the meetings here successful. Each club had a large suite in the hotel where open house was the rule and each club hosted the fair executives at a big party during the week.

The business sessions were fast-moving. President Neely introduced James C. Burge, director of the Oklahoma Semi-Centennial Exposition, who spoke on "Promotion of Spring Shows." Frank Kingman, secretary-treasurer of the International Corporation of Fairs and Expositions, addressed the delegates on "Fair Management," and R. L. Thornton, mayor of Dallas and president of the State Fair of Texas, delivered the welcoming address.

Youth Discussed

The influence of fairs on youth organizations and homemakers was discussed by a panel. Participating were Gerald York, Texas A. & M. College; Kinan Burk, Texas 4-H Club Council; L. I. Samuel, vocational agriculture executive; Fred Huskerson, Texas FFA; Mrs. R. C. Wood, Texas Home Demonstration Association, and Mrs. Oneita Pierce, Home and Family Education; Ann Snider, FHA.

Joseph B. Rucker Jr., manager of sales and special events for the Texas State Fair, spoke on "Improving Commercial Exhibits at Fairs." Others on the program included Murdoch, Neely, Rex Baxter, Don Franklin, Will (Sheriff) Watson, and William Petmecky. Ed Wickhorst, chairman of the National Junior Tractor Operators Contest held annually at the Tulsa State Fair, showed films of the '56 event.

Social events were numerous in addition to those provided by the two show clubs. A Friday noon luncheon was given by the Dallas Chamber of Commerce with the organization's general manager, Ben Critz, serving as toastmaster. Entertainment included Leon McAuliffe and his Cimarron. Boys featuring Wanda Jackson. The fair association's annual banquet was held that evening with Neely presiding. Floorshow included Johnny (Crazy Otto) Maddox, Candy Candido, Charmonaires, George Guest and the Billy Williams ork.

James Stewart, manager of the State Fair of Texas, was the key speaker at the Saturday luncheon which was hosted by the big Dallas fair. He introduced his secretary, Arthur Hale, and Ray Wilson and Joe Rucker, of the big expo's exhibit sales department.

Bob Jones Mgr. Of Ohio State

COLUMBUS, O. — D. Robert Jones, assistant manager of the Ohio State Fair for 10 years, has been named manager of the event by Governor O'Neill. He succeeds Sam Cashman, who resigned last fall.

During his 10 years with the fair, Jones was in charge of youth activities as well as doubling in other departments. He is well known among attraction people as well as among youth-movement executives.

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* **NORMAN Y. CHAMBLISS** *
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* Currently: March 26-30, Home Show, Elyria, Ohio *
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N. J. Games Scene Alters Prell Route

NEW YORK — The question-mark situation in New Jersey has compelled a routing change by Prell's Broadway Shows, which will take the organization into up-State New York for five or more still-date weeks.

This move will bring the motorized show into new but not necessarily unfamiliar territory, since it had played the area several years ago. The show will also route on Long Island in its usual pattern, Joe Prell, general representative, reported.

The New York dates will be completed early to allow for opening of the fair season in July.

Last year's New Jersey concession setback broke just as the Prells were heading into Newark from their Long Island dates. Some time, it is understood, will likely be played in New Jersey this year, and weeks may be added if there is a change in the concession situation.

Four Weeks in Virginia

The show will work its way north slowly. Four weeks have been scheduled for Virginia and other dates will be played in intervening territory to slow the journey north and to take advantage of the likelihood of better weather.

Routing is reported complete as of now, with only a decision on the operation of the Butler (Pa.) Fair awaited. That event is fighting an injunction which labeled it a nuisance when it sought to move to a new location. If the fair is successful in upsetting a prior decision Prell will occupy the midway.

Weather Aids C. A. Stephens At Daytona

SANFORD, Fla.—The C. A. Stephens Shows closed a six-day fair date here Saturday (16) following a successful showing at Daytona Beach for the Colored Elks annual fair. Police Lt. Skipper Holbert, fair manager, and his assistants co-operated with the show to promote a Wednesday kiddie matinee, which more than doubled a similar session last year. Attendance at Daytona Beach built thru the week to an excellent Friday and Saturday turnout, aided by 80-plus daytime temperatures and splendid weather.

Midway was under the supervision of Earl Miller, general manager and general agent, with Owner Stephens back at the Crystal River winter quarters. The six major and three kiddie rides included Roland Page's Merry-Go-Round, Alex DeFloreo, ponies, and Floyd Smith's Roller Coaster; also a Spiffire, swings and Ferris Wheel. The Curley and Winnie Caribbean Show featured exotic, Zorita; Joan Rendelle's Baby Duane show was fronted by Raymond Black, manager. Art Converse had a Side Show unit featuring his Leopard Girl attraction.

Those having concessions included Roland Page, with four Henry Morey, three; Mrs. Morey, palmistry; J. C. Marko, under and over; C. K. Wilt, a slum spindle; Thomas Patten, nickel roll; Mrs. Paul Plummer, fish pond; Ralph S. Elliott, cigarette gallery and jewelry; Joe Permenter, photos; Bill Stephens, cookhouse; Sam Glosky, pin store; Lou Clark, duck pond; Johnny Palmer, glass pitch; the Bush family, popcorn; Chester Collins, jewelry spindle, and the Tom Wells, diggers, with Clyde Phillips as agent. Balance of the stores were office-owned.

PCSA Party Grosses \$400

LOS ANGELES — Approximately \$400 was grossed by the Pacific Coast Showmen's Association and its Ladies' Auxiliary at the annual Hi-Jinks and Going-Away Party held here in the club-rooms Monday night (11), Steve Vaughn, chairman of the PCSA committee, disclosed last week. Sam Dolman was co-chairman.

Box suppers were prepared by auxiliary members and auctioned by Jimmy Lantz, PCSA vice-president, to the nearly 200 present. Prizes were awarded for the most attractive entries, with Leona Cook winning first prize; Dani Crayne, second; Margaret Farmer, third, and Patty Cook, fourth. The judges, in addition to Lantz, were Bob Downie, PCSA president; Edward J. Harris and Orville N. Crafts, both past presidents of the organization.

FLORIDA FAIR MAKES AWARDS TO SHOWMEN

WEST PALM BEACH, Fla. — The Palm Beach County Fair, which operated here January 18-26, came up with a new wrinkle, the awarding of Gold Cups to midway ops who did an outstanding job on their production or conduct during fair week.

Winners were James Deal, operator of the Velare Rotor, for the most spectacular performance; Glenn Porter, producer of the Monkey Speedway, best all-around showman, and William (Cracker) White, operator of a short-range gallery, for best co-operation.

MacAlister Marches, fair concession manager, announced the awards would be forwarded via The Billboard's Letter List.

Ronald Smith Sets Ride Unit

LAWTON, Okla. — Mr. and Mrs. Roland Smith, who left the road five years ago to operate Playland Park here, this year will again take out a road unit in addition to operating the permanent spot.

The unit will include six devices and will go out in June to play celebrations and fairs in Oklahoma.

Groscurth Preps Circus For Still Date Tour

TAMPA — The Blue Grass Shows definitely will go out with a circus on its still dates, C. C. Groscurth, owner-manager, declared during a visit to Florida State Fair here.

"I already have acquired one elephant. The calliope, currently being built at Grand Rapids, Mich., is due for early delivery, and other purchases of animals and equipment needed for the circus attraction will be made in the near future," Groscurth said.

Groscurth expressed satisfaction with business at his first Florida fair, Palmetto, and said that he looked forward to other Florida fairs with considerable optimism.

His show was idle during the run of Florida State Fair, but was scheduled to resume its route at the Sunshine Fair on Monday (11), at Fort Myers. After Fort Myers, it will play in succession the Plant City Strawberry Festival and the fairs at Largo, Deland and Eustis, after which it will return to winter quarters.

It will open its regular season May 2 at Owensboro, Ky., and will go into its fair season the last week in July.

At Palmetto, show opened with its new 12-car Dodgem. A new Funhouse and a new Glass House

Gayland Shows Adds Tractors, Trailers

CHICAGO — Jim Greenway and E. G. Nicholls, owner of the Kelowna, B. C.-based Gayland Shows, announced on a visit here that they had ordered five new 4-ton Ford tractors and four new trailers.

Greenway and Nicholls said that they planned to visit Detroit, Cleveland, Columbus, O., and Toronto before returning to Kelowna and that they expected to purchase some rides or other show equipment on the trip.

WOM Sets Ride Units; Pacts Eagle Midgets

NEW YORK — Nate Eagle's Hollywood Midget Revue will return to the World of Mirth Shows line-up this year, it was reported Friday (8) by Bucky Allen, show concession manager.

Eagle, who tramped his midgets with the James E. Strates Shows last season, says an entirely new frame-up, including a new front, will be used. New costumes and routines are also included in production plans.

Other added features scheduled include a Helicopter and Rodeo ride, both on order from the Allan Herschell Company and slated for delivery by July 1, and a German Merry-Go-Round and Junior Hot Rods.

Plan Water Show

Show attractions will include a new water show, Allen said.

Owner Frank Bergen and Bud Sollenberger, treasurer, were with Allen to head up the World of Mirth contingent attending the Florida State Fair, Tampa.

Allen, on return from the Dominican Republic, reported business on the upgrade for his mid-

way activities at the World's Fair there. Early winter activity at the Ciudad Trujillo event had been somewhat less than expectations. Allen will return there before preparing his units for the regular season's tour.

Homestead, Fla., Gives Winnings To Vivona Show

HOMESTEAD, Fla. — Aided by ideal weather which brought out whopping attendance, Amusements of America chalked up a winning stand at the South Florida State Fair, which wound up its 10-day run here Sunday (10).

The grandstand show, which was well received, was produced by Edmondo Zacchini and featured Miss Victory, the human cannonball.

Plans for 1958 were announced. Dates will be changed in order to avoid conflict with Tampa and Winter Haven fairs. The midway and exhibit area will be enlarged. Line-up for the fair this year included 34 rides, 16 shows and 91 concessions. Plans for next year call for six more rides and a total of 20 back-end units.

The Vivonas announced a new Tilt-a-Whirl will be delivered to the show in April. Tony Massiello, chief mechanic, has added neon to the light towers. Morris Vivona, general agent, reported the Batavia, N. Y., fair had been signed for a total of 15 annuals. Harry E. Wilson, Vivona staffer who has been ill, visited the show here accompanied by Mrs. Wilson.

Krekos Inks 5-Day Stand At Army Post

SAN FRANCISCO — Mike Krekos' West Coast Shows will play what may be the forerunner of a series of dates under Army sponsorship at the Presidio here May 29-June 2, Bobby Cohn, show's general representative, announced here last week.

The show will be spotted on the post parade grounds and revenue from the date will go to the On-Post Youth Activity Fund. During the engagement, the Presidio will be open to the general public. Advertising and exploitation will be handled in the main by the post's public information officer. Campaigns are planned for radio, television and newspapers.

Cohn said that the Saturday and Sunday matinees will feature a pony giveaway, with 150,000 free tickets to be distributed by a local beverage firm.

The show will operate 14 rides, 4 shows and 60 concessions.

Cohn represented the show in the signing of the contract, with Major Walter L. Carppi acting in behalf of the Deputy Post Commander for the Army.

Tampa Club Installs Allen

TAMPA — Bernard (Bucky) Allen, the World of Mirth Shows, was installed as president of the Greater Tampa Showmen's Association at appropriate rites here last week. He succeeds Sam Gordon in the club's top position.

Phil Cook served as installing officer. Bernie Mendelson escorted the new president to the platform. Other officers and their escorts were C. C. (Specks) Groscurth, first vice-president, O. J. (Whitey) Weiss, Earl Maddox, second vice-president, C. J. Sedlmayr Jr.; Dick Gilsdorf, third vice-president, Jack Duffield; Vernon Korhn, secretary, Lloyd Serfass, and Harry Julius, treasurer, Sam J. Levy Sr.

Phoenix Club Sets Board, '57 Committees

PHOENIX, Ariz. — Harry Lucas, new president of the Arizona Showmen's Association, last week announced the members of the board of directors and appointed committees to operate the club during 1957.

Directors are Peter H. Siebrand, chairman; Hiko Siebrand, Don Hanna, Louie Wald, Louie Block, Lloyd Wilson, Marguerite Stone, P. W. Siebrand, Ralph Horstman, Earl Salters, William H. Saunders, Charles Cooper, Millard Freeman, Charles Denny, Sammy Steffens, Rose Merrow, Art Frazier, W. R. Siebrand, Harry Lucas, Byron Collins, Shorty Brown and Paul Pesicka. Harry L. Gordon was named to head the publicity committee, and Dallas McArthur was appointed sergeant at arms. Paul Pesicka and George Redwood make up the membership group.

Other committees, with chairmen named first, are as follows: Finance: P. W. Siebrand, Louie Block, Marguerite Stone, Paul Pesicka, Peter H. Siebrand, Margaret Hanna, William H. Saunders, Jack Poster, George Redwood, Leo Ritter, Louise Brown, Chick Landsdowney, Ralph Horstman, Ruby Freeman, Ann Horstman. Cemetery: Don Hanna, Marguerite Stone, Harry Lucas, Harry L. Gordon, Nora Lucas, Inga Siebrand. (Continued on page 98)

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 1 SIX CAR BUG RIDE, delivered within 1,000 miles of New York... \$3,500.00
 12 WOODEN FERRIS WHEEL SEATS... 600.00
 1 PINTO KIDDIE FERRIS WHEEL, cage type, complete overhaul & painted 1,800.00
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MIDWAY CONFAB

Visiting American Midway Shows at a recent Kingsville, Tex., date were Bud Palmer, Lucky Wippler; Ginger Santoro, who is vacationing in the lower Rio Grande Valley; Kitty Kelly, Arthur Moss, Ginger and Sandra Patterson, Eula and Don Brashear, Jerome Wiley, Larry Nolan, Curley Clark and Bruce Williams, reports Walter L. Whitmer.

M. E. W. Burr, Billy Bren, William Jacques, Frenchy Doucett, Jack Langill, Justin Edgerton, John Legasse and Slim Dea, all of Playtime Amusement Company, are wintering in Tampa. Playtime is slated to open in late April in Manchester, N. H.

John Gallagan, veteran concessionaire, is reported on the mend at Baptist Hospital, Knoxville, where he has been confined for several weeks following surgery. Mrs. Gallagan reports that while his condition had been serious, he's over the hump and expects to be released from the hospital next week.

Detroit. Notes: Bob Morrison, Marvin Keys, Oscar Margolis and Pete Norman have left for Miami. . . Fred Silver has left his novelty supply business and, accompanied by Mrs. Silver, is on a Caribbean cruise. . . Bill Green, who is currently out of the Grace Hospital here after many weeks' confinement there, is due to return late in February for further surgery. During his first siege, he received blood from Roland Douglas, Earl Day and Paul Pitzer.

Bobby Cohn, West Coast Shows' general representative, has been promoted to lieutenant colonel in the Air Force Reserves.

Earl Ingalls, ride operator, recently took delivery on a new Allen Herschell Roadway Ride at his Coldwater, Mich., base. . . Rides at the upcoming New Orleans Mardi Gras will be operated by Frank W. Peppers, Johnny Denton and Gem City Shows. Bobbie Cooper has leased a lot, and Russ Cooper will break in a new location.

Jeff Harris, who has been doctoring a torn cartilage in his right knee, left for a Florida vacation. . . Mrs. Earl Miller, of C. A. Stephens Shows, was visited by her aunt, Mrs. Annie Norton, at Jacksonville, Fla. . . Lou Clark, concessionaire on the Stephens front end, recently became engaged to Maxine Morey.

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 CONCESSIONAIRE AND ENTERTAINERS FOR ST. PATRICK'S DAY CELEBRATION, SHAMROCK, TEXAS, MARCH 16.
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 WANT FOR PINELLAS COUNTY FAIR AND HORSE SHOW, LARGO, FLA., FEB. 25 TO MARCH 2; FOLLOWED BY FLORIDA FAIRS AT DE LAND AND EUSTIS.
 HELP: Foremen and Second Men on all Major Rides. Carpenter with own hand tools for immediate placement for season's work.
 CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds, Age & Scales, Basketball, Hi-Striker, Photo Gallery, Direct Sales, etc.
All wire C. C. Groscurth, Blue Grass Shows
 PLANT CITY, FLA., ALL THIS WEEK. PHONE: TAMPA, FLA., 749362.
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 Want Bingo, Custard, Ball Games, High Striker, Cork Gallery, Penny Pitch, Hoop-La, Fish Pond, Duck Pond, Six Cats, Age and Scales, Photos, Pitch-Till-You-Win, Basketball.
 Want Side Show, Monkey Show, Snake Show, Girl Show.
 General Ride Help, Agents for office Hanky Panks will open in May. All replies:
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 OPENING APRIL 1 — ARMY PAYDAY
 Booking Concessions and Shows that do not conflict.
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 CONCESSIONS: Age & Scales, Photo, Novelties, Long & Short Range Gallery, Glass Pitch, Bear Pitch, Lamp Pitch. Will sell "ex" on two high-class Palmistry Hanky Panks and high-class Merchandise Concessions.
 RIDES: Will book Scrambler, Round-Up, Twister, Rocket, Octopus, two more Kiddie Rides not conflicting, Live Pony Ride. Floyd Brink, get in touch.
 SHOWS: Want feature Girl Show with or without equipment, Snake Shows, Unborn Show, Wildlife, Crime Show and Grind Show.
 HELP: Want Scenic Artist and Painter, Mechanic, Carpenter, Foremen and Second Men on all Rides, Canvas Man, Want Man to take care of Towers and Searchlights. ALL HELP WHO WORKED FOR US BEFORE GET IN TOUCH.
All answer PRELL'S BROADWAY SHOWS
 c/o Miami Showmen's Association, 1799 N. W. 28th Street, Miami, Florida
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ANNOUNCES—FAIRS! FAIRS! FAIRS! AND CELEBRATIONS!
 Starting at Miles City, Mont., in June, followed by Cando, N. D.; Rugby, N. D.; Rolla, N. D.; Boffineau, N. D.; Flaxton, N. D.; Crosby, N. D.; Perham, Minn.; Duluth, Minn.; Glenwood, Minn.; Wadena, Minn.; North Dakota State Fair, Fargo; Hutchinson, Minn. Eastern New Mexico State Fair, Roswell; several more pending.
FAIRS FROM THIRD WEEK IN JUNE TO OCTOBER 15
 CONCESSIONS: Want Hanky Panks of all kinds, no exclusive. SHOWS: Want Fun House, Snake Show, Geek Show, Wildlife.
 HELP: Want Foremen for the following Rides: Rock-a-Plane, Tilt-a-Whirl, Flying Scooter, Dodgem, Second Men for Roll-a-Plane, Merry-Go-Round, Twin Ferris Wheels, Octopus. Also 8 Men for Kiddie Rides and Light Towers.
 Show opens in Carlsbad, N. M., last week in March. Followed by Roswell, N. M., big Air Base payday first week in April. Finest Spring Route in the West, with 2 Air and Army Base paydays.
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 LOOPER, SKY FIGHTER, LITTLE DIPPER, BOAT RIDE, ROADMASTER, BIG ENGINE TRAIN.
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SAY YOU SAW IT IN THE BILLBOARD!**DALLAS FEMS:****Ladies' Gowns Sparkle
At Texas Club Ball****DALLAS**—The Peacock Terrace of the Baker Hotel here was the scene of the annual dance of the Texas Showmen's Club Thursday night, February 7.

It was the fourth annual dance given by the club, who's officers are E. B. (Blackie) Fain, president; Archie Hensley, first vice-president; Hattie Longchart, second vice-president; Jack Stewart, third vice-president; Jackie Huffhines, secretary; Louise Hickman, treasurer, and Bernice Fain, chaplain. Helen Schafer is sunshine chairman.

The beautiful gowns of the ladies helped make the evening a success. Helen Schafer wore a gown of black net with rows of tiny ruffles adorning the skirt and was outshone only by her three charming daughters, Jean in bouffant pink nylon net, Jeanette in pale blue nylon net and Janice in white net. Hattie Mae McFarland was charming in a Carnegie gown of ice-blue crepe with solid sequin bodice; Mrs. Don Franklin in grey pure silk sheath, and Virginia Mac-Gillivray in a cocktail gown of French grey.

Bernice Fain wore an imported gown of Mexican cloth with sequin trim; Jackie Huffhines chose a Mexican import also of multi-colors with beaded and sequin trim; Hattie Longchart appeared in a dinner gown of chiffon and net with huge puff sleeves.

Sparkling in an ice-blue lame cocktail-length gown was Madeline Chambers, and Cassie Elders chose a Renoir gown of pure black silk. Mary Leugers was charming in a brown print cocktail dress with matching accessories. Jean Ryan chose a multi-colored brocaded velvet gown by Schiaparelli.

Representing the Lone Star Showmen's Club were Martha Moss in an Eisenberg gown of black satin with decolette-V neckline and draped skirt with rhinestone accessories; Margaret Pugh in a winter white faille ballerina length with gold trim; Grace Tindler in a grey and pink cocktail suit with grey accessories; Pearl Vaught in a charming dinner gown of green and pink silk; Inez Carroll in a Jean Patou gown of slipper satin in soft beige with iridescent accessories; Lois Crangle in a beige lace cocktail gown, sheath type, with interesting bodice detail; Katie Little came in a navy blue lace cocktail dress with matching jacket set off by a white orchid; June Reynolds chose black taffeta with sequin trim and an iridescent sequin cocktail hat; Betty Harris wore a pale-blue gown of taffeta with full skirt and draped bodice.

Jule Conner chose a Nettie Rosenstein gown of black crepe, very svelte cocktail length; Millie Hudspeth was chic in a pure silk gown by Howard Greer; Mable Welshman chose a black cocktail gown of crepe with rhinestone trim; Ida Smith wore a gown by Rosenberg of black faille with full skirt; Ruth Young chose black chiffon with lace bodice and draped skirt. Francis Palmer came in an iridescent nylon gown, and her two daughters, Dade and Claudia, were identical in brown and beige, full-skirted party dresses. Mrs. Roy Gray chose a brown crepe cocktail dress with rhinestone accessories.

Wears Black Lace

Gracing some of the other tables were Ruth Hale in black lace and crepe with square neckline, Ruth Stewart in taupe lace with nylon full skirt, Margaret Sandell in beautiful blue brocade, cocktail length; Elizabeth Van de Putte in a black moire cocktail suit with velvet trim, Evelyn Herald in a gorgeous flame-colored gown, Francis Hudnall in a navy Basanti, Maude Butler in black silk faille, Doris Foster in a charming blue cocktail suit by Renoir; Joanne Raglund in a Nettie Rosenstein gown of beige crepe, Norma Jean Talkington wore black crepe with rhinestone and black sequin jacket; Nancy Stahlings, iridescent green and nylon taffeta.

A cocktail party was given in the club's 16th floor suite Friday afternoon and featured a buffet with a centerpiece of carved ice in which were frozen flowers. Jackie Huffhines presided at the table. A drawing was held for two door prizes, an electric skillet, won by Callie Banno, and a case of Magnolia oil, won by Marie Emola.

**20th Century
Sets Staff,
Fair Route****DALLAS**—Fair route and personnel of 20th Century Shows has been almost completed, E. D. McCrary, co-owner, announced here at the Texas fair meeting last week. McCrary was accompanied here by Mrs. McCrary and Mrs. Jack Ray Lindsey, co-owner of the show.

Mrs. Lindsey, widow of the late partner in the organization, will retain her partnership and will travel with it as much as her family requirements will permit. McCrary will be general manager and Dean Jorgenson, formerly with Jack Roy Lindsey Concessions, will be assistant manager. Frank Gaskins is general agent; Brownie Miller, business manager; Al Helmski, lot superintendent, and Mrs. Velma McCrary, office secretary.

Show opens its season April 27 at Buccaneer Days, Corpus Christi, Tex. It will play the 24-day Oklahoma Semi-Centennial Celebration at Oklahoma City, June 14-July 7. Fairs on the route include those at Detroit Lakes, Minn.; Grand Forks, N. D.; Fairmount, Minn.; Mason City, Ia.; Owatonna, Minn.; Monticello, Ia.; Marshfield, Wis.; Pine Bluff, Ark.; Texarkana, Tex.; Fort Smith, Ark., and Waco, Tex.

**Lindle Inks
8 Ill. Dates****BEARDSTOWN, Ill.**—Lindle Shows, a new organization owned and managed by Jack Lindle, signed three Illinois celebrations and five fairs at the recent State convention in Springfield.

Lindle reported signing with fairs at Odel, Petersburg, Pana, Beardstown and Flora. Also centennials at Ashland and Greenview and the July 4 event at Mount Vernon. Fairs in Iowa and Indiana will also be played by the show.

WANTED**GIRLS**● Dancers ● Waitresses
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Phone: CYPress 6-9147 after 9 P.M.**McKENNA****RIDES****NOW BOOKING FOR STRONG ROUTE
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Concessions, Stock Concessions, "X" on
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WANTED**FOR SOUTHERN STATES SHOWS****TO JOIN AT ONCE FOR LONG SEASON
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Useful Ride Men in all departments;
those who drive semis and have valid
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FOR SALE: M.T. Streamline Train, in
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THANK YOU**W. F. (Bill) McMinn**Grab & Mug Operator, for your Chev-
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Searchlights, still crated, located Albany,
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complete spare parts box, \$400. Brand-
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used equipment.**J. PILE**825 Becker Road Glenview, Ill.
Glenview 4-1240 or Mulberry 5-3510**GIRL SHOW FOR SALE**54-ft. panel front on 26-ft. van, PA sets,
almost new 20x40 top, seats, stakes;
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Tractor, in good shape, \$2,200. Show
stored in Fort Worth, Texas. Also 50-ft.
Grind Show Front, \$50. Details on
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WANTCarpenter and Builder with hand tools
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Painter to join now. Want first-class
Mechanic with tools to join now for all
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For lease this season—Herschell Blue
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FOR SALEBeautiful Parker 36-foot Merry-Go-
Round, metal horses, fluorescent light-
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Midway, Show Reps Converge at Texas Meet

DALLAS — Representatives of carnivals, grandstand attractions and fair supply firms turned out in what might well be called record numbers at the annual meeting of the Texas Association of Fairs and Expositions here last week.

In attendance were E. O. Stacey, Music Corporation of America; George B. Flint, Billy Senior, Barnes-Carruthers Theatrical Enterprises; Ernie Young, GAC-Hamid; Aut Swenson, Swenson Thrillcade; Ben Truex, Harry Peebles, Truex-Peebles Enterprises; Jimmy Hetzer, Hetzer Theatrical Enterprises; Fred Herrin Jr., Gen Durham, Paramount Fireworks Co.; Norman V. Burnett, Burnett Fireworks Co.; N. Barney Harris, Harris Booking Agency; Bernie Cohen, B. Palmer Sales Co.; Roy Childress, Childress Canvas Co.; Ernie Campbell, Campbell Tent & Awning Co.; Mr. and Mrs. Ed Mahaffey, Mahaffey Bros. Tent & Awning Co.; Mr. and Mrs. Don Franklin, Don Franklin Shows.

Mr. and Mrs. Bob Hammond, Bob Hammond Shows; Mr. and Mrs. E. D. McCrary, Mrs. Jack Ray Lindsey, Mr. and Mrs. Frank Gaskins, Mr. and Mrs. Brownie Miller, Claude Bentley, 20th Century Shows; Henry Van de Putte, National Decorators; Mr. and Mrs. W. B. Harbin, Harbin Decorating Co.; Gil Gray, Gil Gray Circus; Bill Atterbury, Atterbury-Hornbeck Enterprises; Bill O'Dell, Continental Supply Co.; C. A. (Curley) Vernon, United Exposition Shows.

Fred C. Bogle, F. C. Bogle Shows; Frank Hames, Bill Hames Shows; Jack Ruback, Albert Wright, Alamo Exposition Shows; Jack Perry, Galveston Pleasure Pier Co.; Simmy and Inez Carroll, Siebrand Bros. Circus and Carnival;

Frank Sharp, John J. Wills, Regalia Manufacturing Co.; E. Paul Jones, Dallas Gift Show Exposition Co.; Harold Braucht, Robert (Bob) Curran, Colorcraft Poster Co.; Ted Webb, Webb's Concessions; Sam Solomon, Solomon Showmen's Insurance Agency; W. Ralph Wilkerson, Haas - Wohlberg - Wilkerson Insurance Co.; Mr. and Mrs. W. A. Schafer, Jeanie, Janie and Jeanette Schafer, Jess Wrigley, Archie Hensley, Ralph Schafer's Just for Fun Shows; Mr. and Mrs. Joe Murphy, Mr. and Mrs. Jack Lindsey, Mrs. Margaret Pugh, John Oblock, Murphy - Pugh - Lindsey Rides and Concessions; Mr. and Mrs. Charles (Chuck) Moss, Mr. and Mrs. Robert (Bob) Harris, Moss Concessions; Mr. and Mrs. L. C. Reynolds, Reynolds Enterprises; Floyd Vincent, Vincent Mobile Homes Co.; William G. and Cecil Catlett, Catlett Greater Shows; Miles Bennett, Bennett News Agency; H. M. (Boots) Booth, B. & B. Combined Shows; Mr. and Mrs. Tobe McFarland, Stewart & Stevenson Co.; Sheriff Will W. Watson, Hardin-Simmons Cowboy Band; Arizona Dave, Arizona Dave & Comanche Sun Attraction; Roy Jones, Pepsi-Cola Co.; C. S. (Buster) Thompson, Thompson Concessions; Jesse V. Seay, Five-Star Concession Co.; Toby Young, Young Concessions; Paul Ward, Paul Ward Concessions; Sam Knox, Knox Concessions Co.; Ben (Lefty) Block and Maxine Friedman, B-F Concessions.

Mr. and Mrs. Tommie Tidwell, T. J. Tidwell Modern Midway; Roland Smith, Smith Amusement Co.; Mr. and Mrs. Charles Ragland, Uncle Charlie's Rides; Mrs. Hattie Longchart, Mr. and Mrs. Elton J. Rasure, Longchart Rides and Concessions; Mr. and Mrs. E. B. (Blackie) Fain, Bernie's Food Concessions; Pat Templeton, Templeton Mfg. & Dist. Co.; Mr. and Mrs. J. L. (Tex) Chambers, Chambers Concessions; C. W. (Chick) Franklin, Art Harris, Mr. and Mrs. Harold English, Mr. and Mrs. Jack Lane, Mrs. Katie Little, Mrs. Mable Welshman, Mr. and Mrs. Riley Hickman, Charlie and Katherine Elder, Herman and Francis Palmer, Mrs. Pearl Vaught, Grace Tinder, Ida Smith, John Poole, Herb Moore, Ethel Miller, Al Helmski, J. S. Panther, Ed Schofield, George L. Smith, Mrs. Bess Gray, Mrs. Ruth Gray Young, Mrs. Buddy Ryan, C. C. Jett, Marvin Jordan, Dora Aderholt, Charles G. Osteen, G. E. Moon Jr.; Walter and Mary Lengers, Jim Dowling, Earl Malone, Fred W. Green.

Agnes Green, Bill and Bobby McLaugh, Herb and Lois Crangle, Jewel Connors, Mr. and Mrs. R. Gamble, Mr. and Mrs. Lee Yardell, Art Baker, Floyd Wheeler, Ben Gross, Lillian Schofield, Mrs. J. O. and Jeannine Tipton, Marie Carter, Mr. and Mrs. Fred W. Hudspeth, Dorothy George, Lera Ludwick, Fred Cottmire, M. J. Dillon, Ligon Smith, Emma Francois, Bonnie Chamberlain, Jack Wilson, Peggy Iles, Hattie Moore, Mr. and Mrs. Fred Clark, L. W. Ray, C. L. Pearson, Ethel Miller, Tommy and Ann Lane, Thomas Melody, Leta Hughes, Marie Adkins, W. H. Mulvoy, A. Hirsch, Paul E. Rollins, Willie Wendt, Gladys Riddle, Clara Thompsan, Virginia MacGillway, Charles Halbrook, Clenie Clennen, Fay Kirkwood, Dalton Wattner, Jimmie Swindle, Carl Malone, Ben Ritterskamp, Louis Jackson, Nelson McElroy, J. G. Phillips Jr.; Jack Morris, Jimmy Smith, Dee Dee Palmer, Bennie C. Dopson, Tina Dopson, Alfred Crocker, George T. Camp, Lee Moss, Tom and Judy Briggs, Edna Hacker, Mary Ellen Lieberman, Mr. and Mrs. Art Frazier, Mabel McWorter, Lucille Delaporte, Norma Talkington, Erin Cochen and Aleyne Morency.

Wolfe Sets Va., S.C., Fairs

LANDRUM, S. C.—With five fairs signed in South Carolina and three in Virginia, Wolfe Amusement Company has completed its basic route of annuals for 1957, Ben Wolfe, owner, announced. Fairs inked in Virginia are at Martinsville, Weirwood and Tasley. Those in South Carolina are at Florence, Dillon, Pageland, Kingstree and Easley.

Major early date to be played is the Bassett (Va.) Spring Celebration. Show will open early in April with 8 rides, 5 shows and close to 30 concessions. Work in quarters is going along at a good pace, altho outdoor work has been held up by the weather. Rides and trucks are being overhauled and several new show fronts are being constructed. Two tractors have been added to the fleet.

Mike and Mary Ann Lucas, cook-house ops, are wintering in Miami. C. Y. Clifford, floss, is resting in Ohio. Jimmy Shipman has built a new kid ride at his Royston, Ga., home.

Tivoli Wraps Up Fair Route

JOPLIN, Mo.—Mr. and Mrs. H. V. Petersen, owners of Tivoli Exposition Shows, are back at their winter home here after a booking trip that practically wrapped up its fair route for this year.

Petersen reports that he has added four fairs in Illinois and two additional ones in Louisiana. Show opens March 1 in Louisiana and will also tour Mississippi, Arkansas and Illinois. Frank Spina has been named concession manager. Carl Anstead is general agent and billposter; Bill Schaefer, ride superintendent, and Ralph Sheetz electrician.

Teichner to Frame Heth Minstrel Show; Twister Booked

NORTH BIRMINGHAM, Ala.—Charlie Teichner, who produces the minstrel show on the Olson Shows, will frame a similar unit for the Heth Shows, Al Kunz, manager, announced. S. H. Dudley, former manager of the Silas Green Show, will manage and direct the unit.

Lou Barber, lot man for the Olson Shows last year, will perform the same chores under the Heth banner this year, Kunz said. Barber is already supervising construction of a new Girl Show front in quarters here. Five new light towers are also being built.

The show recently closed with Floyd and Baxter to operate their Twister on the show this season. C. A. Gore, owner of the show bearing his name, recently closed to put five kiddie rides in the Heth line-up. Included will be a Merry-Go-Round, Tubs-of-Fun, Ferris Wheel and Twin Autos. These, along with the show-owned rides, will give the kid spot 10 devices. The moppet area will have its own light towers.

WITH THE LADIES:

Lone Star Ball Marked By Outstanding Gowns

DALLAS—The eyes of Texas were focused on the ladies at the first annual banquet and ball of the Lone Star Showmen's Club, Wednesday evening (6) in the Crystal Ballroom of the Baker Hotel here.

Gracing the dais was President Katie Little in a Jean Patou gown of fuchsia nylon net, with full skirt of tiny ruffles, floor-length and with draped bodice. Chaplain Jule Conner was lovely in a black sheath with square neckline, an unusual draped back, rhinestone accessories and long black evening gloves.

Second Vice-President Betty Harris was in a Renoir gown of salmon colored lace and nylon net, strapless with full-floor length skirt. Corresponding Secretary Bobbie McGough's blond hair was highlighted by a Howard Greer gown of lemon yellow nylon net, full skirted with interesting back ruffle effect.

Margaret Pugh, first president and Club Mother looked lovely in an ice-blue quilted satin, ballerina length gown by Lili Dache. The party chairman, Martha Moss, was her usual attractive self in a Schiaparelli of blue taffeta with full ballerina length skirt and decolette lace bodice with matching accessories.

Regina, Sask., Eases Fee Set-Up

REGINA, Sask.—City council has amended the licensing bylaw to put carnivals in a category separate from circuses, thus reducing the daily tab. The license fee now is \$100 for the first day and \$50 for each successive day.

The matter was raised when the Regina branch of the Canadian Legion petitioned the council for a reduction so that J. P. (Jimmy) Sullivan's World's Finest Shows might play the city this summer.

Sullivan's show bypassed the city last year, mainly because of the license fee, Legion delegates said. The carnival was in the \$200 a day license bracket, and if it had one more car it would be paying \$350 a day, the delegation said. When it played Regina in 1955 the city got \$1,200 in license fees, plus amusement tax. Figures were provided to show that the rates were considerably out of line with other points in Canada.

Petite Inez Carroll came in a Hattie Carnegie original of aqua lace with silver applique, ballerina length with silver and rhinestone accessories. A Patou sheath type gown of beige lame with gold accessories was chosen by Grace Tinder.

Pearl Vaught wore a Howard Greer gown of pink and gray nylon, full skirted with unusual tucked bodice. Another of Greer's unusual originals was worn by Ida Smith, an iridescent fuchsia taffeta with pleated bodice and skirt effect.

Chooses Red, Black

An Eisenberg creation was the choice of Hattie Mae McFarland, the Grecian style gown of black silk jersey complimented by a red satin greatcoat with shawl collar. Ruth Young was attractive in a powder blue lace and taffeta gown by Renoir with interesting tucked skirt.

Mildred Hudspeth was in a (Continued on page 98)

Dallas Club Prez Names Committees

DALLAS — Katie Little, new president of the Lone Star Showmen's Club of Texas, last week announced committees for 1957.

Named to ways and means were Riley Hickman, Mickey Doolan, Herb Crangle, W. A. Schafer, Pat Templeton, Henry Watson, Gene Ladel, Chuck Moss and Roy Jones. Banquet: Lois Crangle, Betty Harris, Martha Moss, Erma Meek, Pat Gregg, Beth Anderson, Addie Jo Lott, Marie Obluck, Louise Hickman and Millie Cepak. Entertainment: Neil Fletcher, Herb Crangle, Rel-Kearns, Bobbie Peck McGough, Max Fredman, Robbie Ponton, Ida Smith, Harold English, Peggy Alexander and Millie Hudspeth.

Membership: Paul Jublin, Denny Moore, Lillian Schofield and Hattie Mae McFarland. Finance: Jack Lindsey, Joe Murphy, Chuck Moss, Fred McFalls and Ed Meek. Sunshine: Grace Tinder, Margaret Pugh and Robbie Ponton. Program Book: Herb Crangle, Chuck Moss, Inez Carroll and Fred Hudspeth. Cemetery: Riley Hickman, Margaret Pugh, Katie Little, Mabel Welchman, Ed Meeks, Johnnie Anderson and Pearl Vaught. Publicity: Martha Moss and Archie Hensley.

FOR SALE
1956 Allan Herschell Roller Coaster, used only 5 weeks, like new. Allan Herschell 10-car Auto Ride, streamlined aluminum cars. Streamliner G-12 Train, complete. Tilt Drive Assembly, complete.
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FOR SALE
1955 G. M. C. TRACTORS
Not used until 1956. Fully equipped. Good tires. Extra good care has been taken of this equipment. Full price \$1,595.00.
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Custard, Gadget Workers, Coil Demonstrators and Needle Workers.
25th Annual Florida Tomato Festival
MARCH 7-8-9
W. R. (Bill) Stophel, Mgr.
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WANT
Three or four good Rides for Deluxe Drive-In Theatre, located near large Army post. Operate day and night—seven days a week. Season starts about April 1, ending October or November. Plenty space for trailers. Operators must be sober and reliable.
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Mr. Concessionaire, get our new round 8-side P.C. Blocks. They will make you big money. Made with colors or numbers. Pocket size with Nos. only \$5.00 a pair. We also make a 14-side round Block. Send today for folder and prices of larger Blocks and other games.
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WANTED AT ONCE
Sober Truck and Ride Mechanic with own tools, Siftaw Electrician. Show opens Friday, March 29. For Sale—Spittire and transportation.
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NAVY

WANT FOR
Highlands Co. Fair, Sebring, Fla., Feb. 25-March 2; Pasco Co. Fair, Dade City, Fla., March 4 to 9, and then the Big Pahoee, Fla., Bean Festival, March 11-16
Want good Show to feature and any Grind Show With own equipment. Concessions of all kinds that can give prize every time.
All answers to
JERRY SADDLEMIRE, GLADES AMUSE. CO.
Fort Pierce, Florida, Fair, this week

WANTED WANTED WANTED
TOP GRADE CARNIVAL, THRILL ACT, HILLBILLY OR WESTERN BAND AND HAMMOND ELECTRIC ORGAN WITH ACCOMPANIST
For West Virginia's largest and the nation's best 4th of July Celebration held each year in Ripley, W. Va. Last year we had a crowd of 25,000, and we hope it will be bigger and better this year.
DON FLESHER, Managing Director Box 6, Ripley, West Virginia

TENNESSEE VALLEY AMUSEMENTS
Opening Yazoo City, Miss., March 9, two Saturdays. Army Air Base payday at Greenville, Miss., to follow. BOOK CONCESSIONS—Few more Hanky Panks, especially Jewelry, Glass Pitch, Long or Short Range Gallery, Slum Spindles, Swinger, Pan Game, Hit & Miss, Ball Game, etc. Good route for Diggers. Will book two Mitt Camps, some P.C. open with Concessions. BOOK—Fun House, Glass House, Penny Arcade, any Shows. Book—Octopus or Tilt-a-Whirl. HELP—Foreman and Second Men on Wheel, Merry-Go-Round, Comet, Roll-o-Plane, Chairplane, all must drive and have license. Man for Dark Room in flashy Photo Studio, also Man to up and down Front Gate. WINTER QUARTERS open, Write, Wire, Phone 2-9555, no collect, or come on. LOCATION—Johnny Cleveland Trailer Town, Highway 49 South, Route 6, Box 295, Jackson, Miss. THEODORE MEADOWS, Mgr.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—Main topic at the Thursday (14) meeting was the February 26 dedication of the clubhouse. President Al Sweeney was back in the chair after returning from Tampa. Also on the platform were George Johnson, secretary; Homer Briant, executive secretary, and two past presidents, Fred H. Kressmann and Ned Torti.

New members are Alex Irwin, Robert Cawley, Harry Ryan and Elmer Stuart. Cawley attended his first meeting. Back after absences were Sam Ward, Sam Polack, Jack Krutt and Ben Young.

Reported on the sick list were John Gallagan, Harry Ferris and Lou Drillick.

Ladies' Auxiliary

The organization's 39th birthday party was well attended. Those present included Frieda Rosen, president; Dorothy Kennedy, first vice-president; Evelyn Hock, treasurer; Mrs. Robert H. Miller, secretary; Margaret Filograsso, chaplain; Carmelita Horan, Margaret Hock, Viola Parker, Mrs. L. M. Brumleve, Phoebe Carsky, Lynn Carsky, Ida Chase and Delgarian Hoffman, all past presidents; Mary Lou Callbeck, Lillian Lawrence, Lillian Freeman, Hannah G. Forman, Balla Lasar and Geraldine Padden.

Viola Parker, Phoebe Carsky and Dorothy Kennedy donated door awards. President Rosen cut the birthday cake.

Sick list included Bess Hamid, Alice Hill and Mae Taylor. Phoebe and Lynn Carsky left for Miami. Evelyn and Margaret Hock were scheduled to leave for Hot Springs. Correspondence was read from Nan Rankine, Marguerite Close, Clara Zeiger, Myrtle Hutt Morris and Bess Hamid.

National Showmen's Association

NEW YORK—Al McKee presided over the Wednesday (13) meeting in the absence of Morris Batsky. Joe Prell, third vice-president, attended, as did Phil Isser, past president, who has been in Miami.

The first \$50 payment toward the new plaque was received from Mrs. Albena Hynes.

New members, all proposed by Morris Brown, are Martin B. Rabkin, Rocky Loscalzo, Max R. Wilner and Max Cohen. Brown's total for 1957 so far is 12 members.

Ruben Lipman was named by Charley Davenport as co-chairman of entertainment, following the withdrawal of Joe Gilbert.

Heart of America Showmen's Club

KANSAS CITY, Mo.—President George Gordon called the regular meeting to order with all officers present.

Additions to the sick list included Cecil Catlett Sr., Joe McKinley, J. W. Mahaffey, J. A. Goodrich and H. C. Swisher.

The banquet and ball committee, headed by F. W. (Boxie) Warfield, announced the event would be held at the Hotel Pickwick. President Gordon reported the '57 membership drive will have 100 new members as its goal.

New quarters were discussed upon the expiration of the present lease.

Greater Tampa Showmen's Association

TAMPA—President Sam Gordon was in the chair his last meeting in the top position. Also present were Bucky Allen and C. C. (Specks) Groscurth, vice-presidents; Vernon Korhn, secretary, and Harry Julius, treasurer.

John Gallagan was confined to a Knoxville hospital and Babe Alverel in a local hospital.

C. J. Sedlmayr Jr. asked for blood donors and 12 members volunteered. Blood bank was reported at 471 pints.

Lloyd Serfass reported that \$3,500 had been raised at a Royal American Shows jamboree during the Florida State Fair. Acts for the event were furnished by Sam J. Levy and Leon Claxton.

The clubhouse came in for a publicity break recently when a crew from Station WTVT did a film feature on the building and featured it on their evening news programs.

Brief talks were made by Levy, Bernie Mendelson and Jack Duffield.

Hot Springs Showmen's Association

Ladies' Auxiliary

The Thursday (7) meeting was presided over by June Reynolds, first vice-president, in the absence of President Virginia Gamble. On the rostrum with her were Third Vice-President Betty Dyer, Secretary Bonnie Wheatley and Treasurer Rose Marie Stein. Maxine Dillon, and Molly Spitz, a visitor from the National Showmen's Association, New York, were welcomed.

The venison dinner, hosted by Charles Weaver, was a big success. Following dinner there was entertainment and dancing to the music of the Johnstone Trio.

The membership application of Mrs. Eugenia Miller was read and posted. Club year books made up by Billie Owens and Ollie Glosser, with names, addresses and birthdays of members, are ready. June Reynolds, entertainment committee chairman, announced plans for the Saturday (16) tacky dance. Art Miller, of Kelly-Miller Circus, attended his first meeting of the season. Door prize was won by Ollie Sheldford. Alice and Harry Hennies have returned from a visit to Mexico.

Miami Showmen's Association

MIAMI—Next year's annual banquet will be in the Pompeii Room of the Eden Roc Hotel, Bill Moore reported at the Monday (4) meeting.

Presiding was Mel Dodson, in the absence of Ross Manning, president, who was attending fair meetings. Also on the dais were Art Lewis, Bill Moore, Joe Harris, Tommy Carson, Harry Schreiber, Bill Jones, Syd Daniels and Bill Bryant. About 20 names are needed to go on the bronze plaque to be installed in the foyer of the clubrooms.

Chris Dundee, who stages the fights at Miami Beach Auditorium, will promote one on February 19 for the club's benefit.

Aaron Weinkle is out of the hospital. Ben Weiss, first vice-president, was released from a Reading (Pa.) hospital. J. C. Weer and William J. Tucker are confined at home. In Veterans' Hospital, Coral Gables, are Lou Augustino, Whitey Hurzon and Jack Rose. Al Baysinger is improving. It was announced that member Arthur Touhey, age 59, has died in Memorial Hospital, Hollywood, Fla., and was buried February 6 in Showmen's Rest.

Pacific Coast Showmen's Association

LOS ANGELES — Joe (Red) Dauer was named chairman of the give-away program and the members were again advised of "Showmen's Day," to be held March 19 at the National Orange Show.

Bob Downie, president, conducted the regular Monday (4) meeting. On the rostrum with Downie were Matthew (Jimmy) Lantz, vice-president; Al Weber, treasurer; H. D. (Bob) Matthews, secretary, and Edward J. Harris, junior past president.

Dauer will be aided by members of the ways and means committee in the drive for funds this year.

O. N. Crafts will be host to the members at the San Bernardino Orange Show.

Fred Donnelly was reported in the hospital for light surgery, and Harry Baron recuperating at a hospital in Santa Monica, Calif. Others ill are Meyer Schlom and M. M. Buckley, the latter in a rest home in Phoenix, Ariz.

Downie welcomed members who had not attended the past several meetings. He called upon Bob Vaughn, Loren Owen, Harry Fink, Mario De Silva, Bob Banard, Curtis Prosser, Joe Blumenthal, Abe Grant and Levine Rosenstandt. Rosenstandt recently returned from a trip to Denmark.

Ladies' Auxiliary

President Berta Harris called the regular meeting to order. A moment of silence was observed in memory of Estelle Wampler, who died here recently.

Emily Bailey reported the sick list included Phyllis Dillon, Clara Zeiger, Vera McFarland, Maree Rhodes, Peggy Steinberg and Patty Cook.

Door prizes, donated by Clara Little, Edith Hargrave, Eva De Mars, Eliza Matthews, Blanche Henderson, Sally Flint, Mary V. Taylor and Elsie Kennedy, were awarded President Harris, Nina Levine, Trudi di Santi, Eliza Matthews, Peggy Forstall, Emily Bailey and Mary V. Taylor.

Fay Prosser announced she will leave soon for Japan.

A lunch, prepared by President Harris, was served and movies were shown by Harry Hargrave.

Caravans, Inc.

CHICAGO—President Agnes Barnes called the meeting to order.

Correspondence was read from Bess Hamid, who is in Battle Creek (Mich.) Sanitarium for a check-up; Isabell Brantman and Claire Sopenar, who are in Florida, and thank-you cards from Frank Davis, Pauline Gray and Jeannette Wall.

Members were saddened by the death of Bert Clinton. Helen Hoffmeyer's husband, August, is convalescing at home following heart attack.

A vote of thanks was given President Barnes, Eva LeRoy, Wanda Derpa and Helen Wettour for their successful social.

Annual spring party is set for April 26 at 8 p.m.

Cedar Point

• Continued from page 89

cost the State upward of \$7 million.

Officials of the State Department of Natural Resources told the committee last summer that should the State buy Cedar Point, the Parks Division would eliminate the amusement park and hotel, making

WITH THE LADIES:

Lone Star Ball Marked By Outstanding Gowns

• Continued from page 97

powder blue lace over pink satin gown from the Nieman-Marcus formal gown shop. Bess Gray was charming in a black crepe dinner gown with ice blue satin and rhinestone trim by Ruell.

Lois Crangles' creation by Nettie Rosenstein of aqua lame, sheath style with silver accessories was highlighted by a corsage of tiny pink roses. Francis Palmer chose an iridescent peach taffeta with bouffant floor length skirt with unusual tucked detail on both skirt and bodice.

Lillian Schofield's Eisenberg gown of taupe lace with floor-length, straight-lined skirt was complimented by pearl accessories and an orchid. Cassie Elder's gown of powder blue satin with gold thread applique detail and blue rhinestone accessories was surpassed only by her charming daughter, Mary, who wore a gown of beige taffeta, ballerina length with net bodice.

Louise Hickman chose an original by Oleg Cassini and featured a gold quilted skirt with black wool bodice. Mable Welshman was attractive in a Renoir of navy blue with rhinestone accessories. Barbara Helmski's choice of a Rosenberg original of lemon gold taffeta was highlighted by an orchid. Nettie Rosenstein designed Helen Schaffer's gown of beige nylon net with gold sequin bodice and three-flounce full skirt. Hattie Longchart chose a Carnegie gray net over pink with silver and gray sequin trim. Bernice Fain wore an imported gown of gray and black with full skirt studded with sequins. Another Oleg Cassini creation was worn by Jean Ryan, a sapphire blue solid sequin, sheath type.

Sequins Featured

Jackie Huffhines' gown of brocade with pastel sequin bodice was from the gown shop of Nieman-Marcus. Norma Jean Talkington's Ruell gown of black crepe

Dorney Buys Rides

• Continued from page 89

son. A year-round man works on this phase of the business. Duck spreads and oxen roasts continue in popularity at the spot's three big charcoal pits, at which whole steers are prepared and served as steaks and patties to turnouts as large as 10,000.

No Nickel Days

Dorney is continuing its price policy of resisting any movement toward nickel days. Ride fees are constant thruout the season, except for special group rates and deals with merchants. The latter distribute discount tickets, but redemption yields the park office its full ride price.

Also resisted are sell-out offers, Plarr reasoning that after 52 years at the park it would be awkward to expose patrons to the news that the establishment is not available on any given day.

Economic outlook coupled with picnic bookings has created estimates of a lousy season ahead, Plarr reported.

a bathing and picnic park of the facilities.

Sen. Delbert Latta, a member of the committee, refused to sign the report because it was "unclear." He said, "It is my personal feeling that if the State ever acquires Cedar Point, the operation of the hotel should be continued as well as the amusement facilities, and that this could be done on a leasing basis."

and lace was cocktail length and Ione Gregg's black taffeta sheath was embossed in velvet with black accessories.

Velma McCrary wore an Eisenberg original of brown and beige pure silk. Lucille Delaporte's black pure silk cocktail suit by Rosenberg was charming. Gold and green paisley print with full skirt and gold accessories was chosen by Marie Yandell, and Mona Gamble's unusual original cocktail suit of Chinese Red with embroidery trim was attractive.

Iridescent blue taffeta with bouffant skirt and net bodice was the choice of Barbara Sittin and Agnes Green's lemon yellow net over taffeta was equally attractive.

Mary Leugers looked charming in a navy blue lace over taffeta with tucked bodice. Marie Corter wore a gray and brown and pink combination print dinner dress.

Nettie Rosenstein created a brown and black cocktail gown for charming Marie Gaskins. Dorothy George wore a brown and black satin and crepe cocktail dress with matching hat. Lera Ludwick's gown of powder blue with applique also had a matching cocktail hat.

Renoir designed a beautiful gown for Ione Ragland of black and white print with black velvet bow and white stole. Loyce Vincent looked lovely in an eggshell faille cocktail dress with rhinestone trim. Sue Parish chose a beige print faille with scalloped neckline.

Rosenstein's original of black crepe with outstanding lines was worn by Lottie Ponton. Erin Cochen's sapphire blue cocktail suit with a metallic thread was quite attractive. Alice Hogg chose a black velvet scoopline cocktail dress and Claudia Fisher's red cocktail suit from Loren of Los Angeles was lovely. Connie Young's black cocktail suit with matching hat was from the gown shop of Nieman-Marcus.

Alyene Morency chose pink in a svelte form-fitting gown by Patou. Mable McWorter chose a red pan velvet ballerina length gown by Renoir. June Reynolds, banquet reporter, wore an eggshell and pink faille ballerina gown with pink sequin trim.

Phoenix Club

• Continued from page 94

Margaret Hanna, Betty Wilson, Sick and Relief: Rose Merrow, Ruby Freeman, Inga Siebrand, Harry L. Gordon, Betty Pesicka, Genelle Siebrand.

Building: Hiko Siebrand, Joe Steinberg, Frank Scerba, Harry Berko, William Jones, Steve Lucas, Duncan Poe, Daisy M. Binder, Lillian E. Freeman, Harry Clark, Matty Clark, June Curry, Art Frazier, Jack Terrell, Billy Galimore. House: Millard Freeman, W. J. Siebrand, Dolores Gordon, Ruby Freeman, Ann Horstman, Margaret Hanna, Rose Merrow, Jimmy Rittenhouse, Genelle Siebrand, Curtis Hayes, Dallas McArthur, Paul Pesicka, Peter H. Siebrand. Entertainment: Ann Horstman, Mary Collins, Paulina Landsdowney, Margaret Hanna, Betty Wilson, Harry Lucas, Inga Siebrand, Dolly Frazier, Betty Pesicka, Margaret Farmer.

Ways and Means: Sammy Stefens, W. R. Siebrand, Rose Merrow, Dolores Gordon, Millard Freeman, George Redwood, W. J. Siebrand, Byron Collins, Jim Harris, Shorty Brown, Jack Poster, Louie Wald, Jimmy Lantz, Cora Ritter, Ralph Horstman, Hunter Farmer, Margaret Farmer.

WANTED

Carnival and Concessions for our ANNUAL FIREMEN'S & LEGION HOMECOMING to be held July 24-28. GIBSONBURG VOL. FIRE DEPT. AL SCHLEA, Chairman Gibsonburg, Ohio

MERCHANDISE TOPICS

There has been some confusion about two firms with the same name that have been advertising in the Merchandise section. One is National Distributing Company, 1751 West Flagler Street, Miami. B. L. Berkey and Lou Gill are associated with this firm. The other National Distributing Company has a P. O. Box 261, Ocean Drive Beach, S. C., address and is owned by Gene Golden. These are in no way related. Inquiries directed to one firm about merchandise purchased from the other should therefore be avoided. When reordering, be sure that the correct location is given.

Pinnacle Insecticide & Industrial Chemical Company, 608 Pinnacle Road, Pittsford, N. Y., is appealing to pitchmen, concessionaires, agents and dealers with its rust remover-cleaner polish. This is a chrome, stainless steel, copper and silverware product which removes rust and dirt and polishes in one operation. You wipe it on and off and no scrubbing is necessary, says the firm, making it excellent for demonstration purposes. The company claims that the product will sell in farmer's markets, to service stations, car dealers and wherever stainless steels are used. It is also good for many household uses. Send \$1 for a trial package and complete details.

A shamrock charm bracelet is being introduced by Mastercraft Jewelry Manufacturing Company, 96 High Street, Pawtucket, R. I. This bracelet may also be used as a necklace and has a blarney stone encased in a clear lucite ball. The blarney stone may also be had in pins and earrings at \$5.75 a

dozen. All items are carded and come with free counter card. A 20 per cent deposit and balance c.o.d. is requested.

One of the fastest selling products continues to score records for Sherry's, Ltd., 2126 Boyer, Seattle. It's the lavender sachet baskets at \$79 per thousand. They are made of tightly woven bleached rattan holding dried lavender flowers. Each comes with colorful plastic stopper. The novel shape of the basket appeals to women and the strong mark-up makes the item attractive to operators.

Alabe Crafts, Inc., Fifth at Central, Cincinnati 2, is showing the Happy Fanny Fortune Teller. This is a beautifully colored novelty item which answers questions by means of a patented opening in the bottom. Start your customers on this item and watch for other fortune tellers soon to appear in the pages of the Merchandise section.

Introducing a brand new idea in home baking equipment, a fascinating doll cake mold set is announced by Jane Scott Products, 696 Crescent Court, Glen Ellyn, Ill., which should produce strong sales. The set consists of aluminum cake mold, 8½ by 4 inches, which simulates a flowing skirt. Included is a china doll bust 3¾ inches in height with hair and bodice in colors. When the cake has cooled, the doll bust is inserted in the top of the cake and the cake becomes a billowing skirt. A variety of decorations are possible, making for a cake completely different. Retail for \$2.25 postpaid. Write for trade prices.

PIPES FOR PITCHMEN

By BILL BAKER

Five Years Ago In Pitchdom . . .

Doc T. C. Jacobs was in Sarasota, Fla., and when not campaigning against the finny tribe was making preparations for a March opening with his med show. . . . Curly Miller was in Jacksonville, Fla., planning an early opening with an enlarged show. . . . George Bishop, a cerebral hemorrhage victim, was on the road to recovery. . . . Philip Cullivan was doling out Aunt Mary's Homemade Fudge in Newberry's, Cincinnati five and dime store.

Dutch Duefrene was recovering from an illness in Clearwater, Fla., and reported plans to remain there until late March. . . . Among those reported working a parade to welcome Captain Karlsen, skipper of the ill-fated S. S. Enterprise, were Jim and Mary Stutz, Jersey Ed, Buffalo Bradley, Jim Brown and Gyp Downey. . . . Frank Curry, who had put in a summer with King Bros.' Circus as its promotion manager and later worked Georgia with Chief Thunder Cloud with an herb pitch, was wintering in Kinston, N. C.

Marty Cohen and Joe Fowler pitched silver cream at the Boston Sportsmen's Show to big returns. . . . Arthur Gorvin was seriously ill in Drew Field Hospital, Tampa. . . . Paperman Tex Dabney and his wife, Bertha, were wintering in Tampa. . . . The Morgans, Charlie and Cherie, were touring Cuba with Jack Murphy. . . . Mae and Lew Kennedy were pushing rad and shampoo to excellent returns in Milwaukee. . . . A (Red) Hutchinson was at his Main Street headquarters in Lenoir, N. C., preparing a new pitch item for the new season.

Bob Posey was doing okay at the sales barns in the Guthrie,

Okla., area. . . . Mr. and Mrs. Al Stoffel were working North Carolina towns to good business. . . . Arlene Sidenberg, daughter of the late Sid Sidenberg, ace whitestone worker, was employed in a civil service post in St. Louis. . . . Emil Seibold, former pitchman, was operating the Jack and Jill Fun Shop in Boston.

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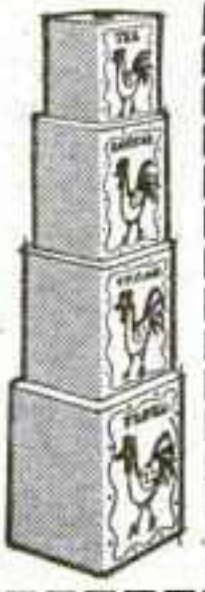
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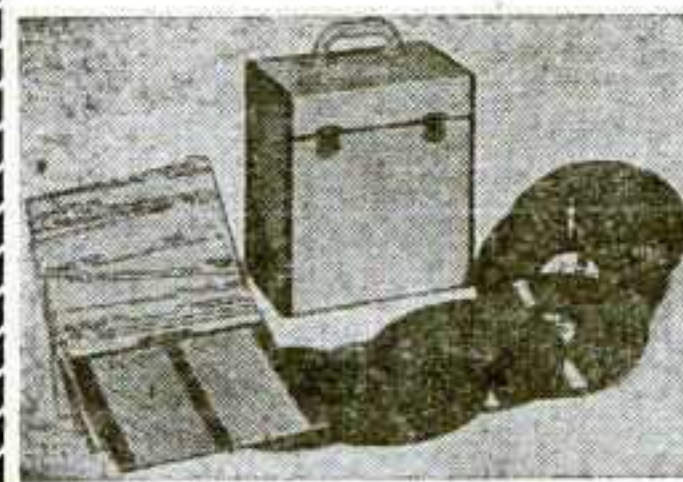
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AGENTS & DISTRIBUTORS

AGENTS—BIG PROFITS STAMPING KEY Protectors. Social Security Plates. Send 50¢ each sample with name, address, social security number. Catalog free. General Products, 188 State St., Dept. BB-2, Albany, New York.

ATTENTION—HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. mh16

CIGARETTE LIGHTERS WHOLESAL—27 styles, fine imported. 10 samples including musical (7.50 retail), \$10 postpaid. Sorry, no C.O.D. Contact: Service, Suite #1127, 790 Broad St., Newark 2, N. J.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile initials and Sign Letters. Free samples, "Raico," XL, Boston 10, Massachusetts. ch-np

EARRINGS—ASSORTED STONED AND tailored, \$8 per gross plus postage, c.o.d. Great lots only. New England Jewelry, Dept. B. 124 Empire St., Providence, R. I. fe23

ELVIS PRESLEY NEW UNADVERTISED Novelty Items \$1 provides exclusive list of authorized Producers of this merchandise. Share in this fabulous bonanza. Florents, 1785 Prospect, New York City.

FAMOUS MFR. CLOSEOUTS
Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklace, boxed, 3.00 dz.
Children's Jewelry, boxed, asst. 2.25 dz.
Ass. Tie Slides, carded 1.00 dz.
Rosaries Imported 1.95 dz.
Cameo Sets, boxed 7.20 dz.
Tie Slide Sets, asst., boxed 4.00 dz.
4 Pc. Rhinestone Sets, boxed 18.00 dz.
Summer Earrings, asst. 7.00 dz.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 9.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

JAPAN DIRECTORY—JAPANESE MANUFACTURING exporters, plus Japan trade journal information and opportunity, mail \$1 today. Nippon Annal, 920 3rd Ave. Seattle 4, Wash. fe23

JOBBERS & DISTRIBUTORS—BEAUTIFUL hand-tooled Mexican Ladies' Leather Handbags. (Large size) \$50 per dozen; sample, \$5. Satisfaction or refund. Other items. Ray Daum, 3002 Santa Ursula Ave., Laredo, Tex. mh9

JOKERS FUN SHOP—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. fe23

MEN'S WALLET—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. fe23

NEW BETTER CLOSEOUTS
Charm Brace. Asst. \$ 2.50 dz.
Spring Floral Ear., asst. 2.75 dz.
New Spring Colored Ropes 3.00 dz.
Colored Enamel Pins & C/L 2.50 dz.
Tailored Earrings, asst. styles 1.50 dz.
Gen. Cultured Pearl Pins & Neck. 3.50 dz.
Pierced Earrings on display 1.75 dz.
4 Pc. Pearl Set, boxed 13.50 dz.
3 Pc. Rhinestone Set, boxed 13.50 dz.
3 Pc. Boxed Sets, asst. styles 4.50 dz.
Crystal Beaded Necklaces 5.00 dz.

NEW FREE DESCRIPTIVE LITERATURE ON HUNDREDS OF TERRIFIC VALUES 20% deposit with order, balance c.o.d.

KAREN ORIGINALS
45 N. Main St., Dept. 4 Bristol Conn.

NEW FLASHY 7x11" SIGNS: LIGHT reflecting illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sell-ers, \$5 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. fe23

PERFUME IMPORTED FROM HAVANA. 1/2-oz. bottle, charges included. L. Froman, 5096 Fulton Rd., Canton, O. ch

RETRACTABLE BALL PENS, 5 FOR \$1; 100 for \$13; refills, \$1 dozen. Guarantee money refunded. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. mh9

TICKETS TO HEAVEN, HOTTEST Novelty in 10,000 years; everyone wants one, 12 samples, \$1 postpaid. Goldenwest Specialty, Wilder, Idaho.

YOUR OWN BUSINESS—SUITS, \$1.50!
Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢.
Enormous profits, catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

ANIMALS, BIRDS, PETS

CHEETAHS, ONE PAIR, EXCELLENT condition, tame, one year old, \$1,600 pr.; Spotted Indian Leopard, one year old, male, tame, \$600; Indian elephants, 2 females, 5-6 inches high, \$3,000 each, easily led; full grown double wattled violet necked Cassowaries, excellent for side show, \$400 each; one Llama, male, two years old, \$350. Trefflich, 228 Fulton St., New York.

CHIMPANZES—FULL GROWN FEMALES, \$500 each; young Chimps, males and females, \$600 each up. Monkey Sale! Pigtails, male, \$85; Mandrills, \$100 each; Baboons, \$65 each; Black Spider Monkeys, \$45 each; Squirrel Monkeys, \$21.50 each; one Three Toed Sloth, fully acclimated, two years old, one year in captivity, good feeder, special price, \$200. Write for complete animal list. Trefflich, 228 Fulton St., New York.

FOR SALE—PERFORMING DOG, FOX TERRIER, stage, TV act; eight tricks. Pama-haskas Studio, 3504 Nth 8th St., Philadelphia 40, Pa. SA 2-5536.

FOUR RETICULATED PYTHON, 18 TO 20 ft., \$350 to \$400 respectively; fat healthy bodies, clean mouths, excellent feeders. F.O.B. Sailor Katzy, Route 2, Box 568, Tampa, Fla.

HAVE YOUNG SOMERSAULT DOGS—Others trained to order, rope jumping, slack rope and etc. State your wants. Johnnie Pringle, Nelsonville, O.

LAST OFFER REINDEER THIS SEASON, either sex, females pregnant, \$650 each. Ex guarantee New York only; immediate orders accepted. Rare Bird Farm, Kendall, Florida.

QUALITY STOCK, PROMPT SHIPMENTS—Plenty Snakes, Armadillos, Alligators, Badgers, Coati-mundis, Hawks, Guinea Pigs, Blue Peafowl, Emus, Pumas, African Lion Cubs, Wild Cats, White Dogs, Prairie Dogs, many others. Otto Martin Locks, New Braunfels, Tex. Phone: MA 5-4523. mh16

SEA ELEPHANTS, CALIFORNIA SEALS, llons, Seals. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. mh23

SPECIAL BABY ELEPHANTS DROMEDARY CAMELS
Immediately available, excellent health. Phone: Whitehall 3-4073.

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
50 Broad St. New York

SURPLUS FLORIDA REPTILES FOR SALE. Visit Ross Allen's Reptile Institute, Silver Springs, Fla. mh16

Tell Your Selling Story to **BETTER ADVANTAGE**
Use Display Type and White Space
Rate: only \$14 per inch
This 1 1/2-inch space costs only \$21

WANTED—ADULT MANGABEY MONKEYS, Rhesus Monkeys, large Chimpanzees. Phone: Bryantville, Cypress 3-9387. Chase Wild Animal Farm, Plymouth St., Halifax, Massachusetts.

BUSINESS OPPORTUNITIES

ADVERTISE YOUR PRODUCTS ON FINE, cheap, rubber balloons; get minimum ten gross, \$7. Rubber toys, samples \$2. Dvarkadas, Thrd Bhoiwada, 38BB, Bombay 2, India.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theon Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ap20

MORE BUYERS

Will Stop and Read **YOUR AD** if you use a **DISPLAY CLASSIFIED AD**
RATE ONLY \$14 per Inch

PORTABLE ROLLER RINK, 40'x80', Complete; new tent, maple sectional floor, 100 pairs Chicago skates, counter, sound system, wiring, etc., \$3,750. Bertram Orr, 224 Kings Highway, Murfreesboro, Tenn.

PORTABLE SKATING RINK, GOOD CONDITION, 40'x100' Tent and Floor; 100 pr. Boot Skates, 25 pr. Clamp Skates; Record Player and Speaker, Drink Box. Everything for \$8,500. W. W. Wainwright, General Delivery, Fairhope, Ala.

SKATING RINKS—91'x149' BLDG. WITH 65'x140' Skating Floor, complete with all equipment. Now operating, doing good business. Will give terms to responsible party. 40'x95' Portable Rink, Truck and Trailer, \$4,500. 40'x100' Portable Rink, 3 months old and equipment, Truck and Trailer, \$8,000. Lee Grimes, 1906 E. New Orleans, Tampa, Fla. Ph. 37-6131.

SPECIALTY BROKERS—NO FOOD BROKERS. Guaranteed product. High commission. Carocide Co., Box 1262, Savannah, Ga.

Want to book Major and Kiddie Rides for new park in tri-city area with a population of over 500,000. Will work with individual who owns and operates equipment and is looking for a good location with a future. No competition. Alton Durfee, Albany Carman Rd., Schenectady 3, N. Y.

60" SEARCHLIGHTS AND PARTS, SPERRY and G.E.; unused Lights and Generators; complete line of Parts; Operating and Parts Manuals. Write for free parts and price list. Immediate shipment anywhere. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif.

GRASS SEED

Free of Crabgrass—"A blend of laboratory tested Seed." High Germinating.
5 lb. Clear, heavy plastic bag. . . . **\$1.10 per bag**

25% dep. with order, bal. C.O.D., F.O.B. Chicago

C & G Sales 1180 Milwaukee Ave. Chicago 22, Illinois

THE KNIFE ALONE IS WORTH THE PRICE OF THE SET!

Now you can get this terrific 3-Pc. Pen-Scout Knife set for the price of the Scout Knife alone.



WE OFFER YOU THIS TERRIFIC VALUE FOR ONLY \$8.40 doz.

YOU GET A 4-BLADE SCOUT KNIFE & 2 TOP QUALITY BALL PENS.

A Sure Fire Hit Every Time—Don't Miss This Terrific Value!

DOVAL SALES CO.
140 West 23rd St., New York 11, N. Y.

NOVELTY TIES

At a casual glance these handsome rayon ties are embroidered with a beautiful design. Closer inspection will get a laugh, as each proves to be something different. Four different "designs" available: "Nuts to you," "Kiss Me Babe," "Nosey" and "What'll You Have?" Assorted colors. Each tie in window display box.

Per dozen \$12.00

25% deposit on all COD orders. Include postage with order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

Direct from FACTORY

Fast selling BABY "PAPOOSE" MOCS: Indian styled Baby Moccasins, hand laced and hand beaded by our factory in OLD MEXICO. They come carded 12 to a card display. Packed in transparent and durable plastic bags. Excellent gift item for babies. Soft leather. Colors are assorted. Sizes—0, 1, 2, 3. Sizes are marked on bottom of soles and visible. Ladies', girls and children's soft sole mocs. Hand laced, hand beaded in attractive colors. Packed in transparent plastic bags. Soft leather.

Women's sizes, 4-9 Girls', 10-3 Children's, 4-9

All sizes are readily seen as they are marked on bottom of sole and are visible through the bags.

Pouch Bags, Indian style, hand laced and beaded. Assorted colors in soft leather. Write FOR FREE CATALOGUE. ATTENTION, JOBBERS, WHOLESALERS—WE HAVE A SPECIAL SET-UP FOR YOU. IMMEDIATE RESPONSE GIVEN FOR REQUEST OF CATALOGUE AND PRICE LIST.

NAVAJO MFG. CO., INC.
P. O. Box 7035 El Paso, Texas

Quick Photo Invention!

PDQ CAMERA

Makes finished photos in 3 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

PDQ CAMERA CO.
1544 W. Cortez Chicago 22, Ill.

LAVENDER SACHET BASKETS

Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper.

\$79.00 PER 1,000
\$45.00 per 500 Imported dried lavender flowers, 10 lbs., \$8.50.

SHERFY'S, LTD.
2126 Boyer Seattle, Washington

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name

Address

City..... State.....

COSTUMES, UNIFORMS

THEATRICAL AND PIN-UP ACCESSORIES. Strip Pants, Bras, Elastic Hose, Tights, other items. Free folder. Mail Orders only. N. Koretsky, Suite 904, 1472 Broadway, New York, N. Y.

ATTENTION! ORCHESTRA COATS, TUXE-DO Trousers, \$2; beautiful Curtain, gold color (10x35), \$75; blue corduroy velvet Curtain (9x35), \$40; big Flash Clown Suits, \$10. Wallace, 2453 N. Halsted, Chicago.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh9

FOR SALE—SECONDHAND SHOW PROPERTY

A.B.T. RIFLE RANGE AND SEEBURG Bear Gun, cheap for cash. No shipping. Jaxon's, 16 E. Main St., Galesburg, Ill.

CLEAN 7x12 WHITE CONCESSION TRAILER, windowed, screened and equipped for year-round business. \$1,700. 3325 Prospect, Peoria, Ill. fe23

FOR SALE COMPLETE PENNY ARCADE

34-ft. Lowboy Trailer and Tractor, 28x58 Top and nice Front. 75 Machines, A-No-1 condition. \$7,000 cash.

"HAPPY" HOOPER

Rt. 1, Box 226 Lutz, Fla.

FOR SALE—FROZEN CUSTARD TRAILER, 8x14 tandem axle, with Eze Freeze machine. Ready to go, excellent condition, first \$1,500. Andy's Trading Post, Route 2, Mattoon, Ill.

LITTLE ATOM World's Smallest Pistol. COMPLETE WITH BARROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS. Dealer's Cost... \$12.00. List... \$1.95 ea. Actually shoots caps with terrific report... sells on sight with a bang! DISPLAY CARD MOVES 'EM FAST. J. & S. Mfg. Co. NASHVILLE, TENNESSEE

You Can't Beat BRODY for Merchandise. We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways. 84-PAGE CATALOG AVAILABLE FREE. SEND FOR Your Copy Today. M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOndroe 6-9520 In Business in Chicago for 37 Years

Will You Wear A Pair Of Comfortable New Sandals To \$150 IN A WEEK. Step into big extra money wearing FLEXICLOGS! Patented flex-with-your-foot FLEXICLOGS are latest fashion rage. When friends see this smart new footwear on your feet they'll order. Make up to \$10.00 a sale on amazing TRIPLE PROFIT PLAN! Styles for women and men. Write for complete money-making selling outfit, including full-size FLEXICLOGS sample, FREE! FLEXICLOGS, Dept. 8-B New Holstein, Wisc. Name... Full Address...

BINGO EQUIPMENT AND ELECTRIC DART BOARDS. ELECTRIC PORTABLE BINGO BLOWERS. "Carries like a PULLMAN SUITCASE." Only \$49.50. ELECTRIC BINGO FLASH-BOARD. Three-piece unit, easy to carry. Only \$185.00. SENSATIONAL NEW ELECTRIC DART BOARD. "Your hits light up." Only \$9.50. Send for circular. Exclusive territory available. LIPKA MFG. CO. 617 East 11th St. New York 9, N. Y. Phone: Canal 8-3318

FOR SALE—1 1/2-TON CAB OVER ENGINE. Frozen Custard, hot and cold water, flashing neon, \$2,500. Banquer's Trailer Park (Pole 13), 273 Barataria Blvd., Marrero, La. FOR SALE—20X60 THREE-PIECE TOP. Used three weeks; set of Animal Banners can be seen Fairground, Laurel, Miss. John Willander, Box 421. MERRY-GO-ROUNDS—1957 JUMPING CAROUSELS in 3 standard sizes—kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also Kiddie Rides, Ferris Wheels, Airplane Ride, Water Boat Ride. Theel Mfg. Co., Leavenworth, Kan. MINIATURE TRAIN, FERRIS WHEEL, Merry-Go-Round, Airplane Swing and Kiddie Car Ride; all in good condition; priced for quick sale. Pequot Nurseries, Brainerd, Minnesota. PARKER FERRIS WHEEL, 35 FT., 8 SEAT, condition good, or will trade for Chair-plane. Also need Ground Cable and Walk Thru Show; what have you? Harold W. Winner, Sharpsville, Pa.

PRICED TO SELL FOR CASH Tent Show, complete or any part, ready to go. All newly painted. 850 Wooden Folding Chairs, \$850.00. 40x120 Tent, Poles, Stakes, Wall, 900.00. 20x15 Marquee, Poles, Stakes, 50.00. 3 K.W. 110 Onan Light Plant, 300.00. 10 K.W. 110-220 Lerol Light Plant, 450.00. 4 Lengths 10 high Blues, 100.00. 4 Lengths flat Jump Seats, 75.00. Lights, complete for show, 75.00. 2 P.A. Systems, 150.00. Stage Ticket Boxes, Masking, miscellaneous, 100.00. 1949 Chev. Tractor, 350.00. 1948 Chev. Tractor, 2 speed axle, 400.00. 24 ft. Ell Trailer, Drop Frame, 400.00. 24 ft. Fruehauf Trailer, Drop Frame, 550.00. 1951 GMC Panel, Trailer Hitch, 4 speed, 350.00. 1953 30-ft. Alma House Trailer, 2,000.00. Popcorn, Snow, Apples, Floss, Misc. all complete for show, \$7,500.00. Plenty Spare Tires: Showmen, save this ad, you may come this way. It is the first and last one. All equipment first class and free of lien. CHARLIE E. WEBB, 2735 So. Wagner Rd., Ann Arbor, Mich. Phone: Normandy 2-8950-Nights.

STEAM TRAIN, BY OTTAWAY, WITH three coaches: serviced at factory and in new condition, \$2,500. R. H. Chance, 1119 Geo. Wash. Ave., Wichita 16, Kan. mh9 TRACK—SACRIFICE. 3,000 FT. 22" GAUGE 12 lb. rail, metal cross ties welded. TMP, 6301 Florida Ave., Tampa, Fla. mh9 TRAINS—ALL SIZES. GAUGES. TYPES: new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. mh9 TWO REMINGTON MODEL #241 AUTOMATIC gallery Rifles with shell defectors. Used, very good condition, \$65 each. Box 33, Long Beach, N. Y. 4 BULL PEN BASEBALL GAMES, USED two seasons, very reasonable. M. Plesien, 147 Fourth Ave., New York City, N. Y. 12 ELL WHEEL SEATS, GOOD CONDITION, upholstered 1956, \$250. We bought steel seats. Phone Idlewood 28946, Biloxi-Gulfport Amusement Park, Biloxi, Miss. 14 FT. TANDEM TRAILER COOKHOUSE, Magic Chef Range, utensils, some dishes. Ed Murphy, 806 St. Louis Ave., East St. Louis, Ill. (Phone: BRidge 1-5312). mh9

INSTRUCTIONS BOOKS & CARTOONS LEARN WHILE ASLEEP! REVOLUTIONARY new method. Details free. Sleep Learning Research Association, P. O. Box 610-C, Omaha 1, Neb. mh9

MAGICAL APPARATUS BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109, N. Dearborn, Chicago 2, nd NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature, radiohone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. mh2 TANGLEY CALLOPE, HAND PLAYED, Briggs & Stratton engine, Roots-Acme blower, mounted on Ford truck, \$1,500; less truck, \$1,200. W. C. McMaisters, 648 Mulberry Ave., Clarksburg, W. Va.

MISCELLANEOUS AGA LEVITATION—WILL PURCHASER of Aga bought from Musselman, Louisville, in January, please contact Joseph W. Robertson, 297 South High St., Columbus 15, Ohio. mh2 THE GRIT—AMERICA'S GREATEST FAMILY weekly newspaper; latest news, pictures, comics, sports. Sample copy 10¢, trial subscription, 6 months, \$1.75. Spencer A. Stine, P. O. Box 5353, Seat Pleasant, Md.

PARTNERS WANTED WANT WOMAN PARTNER, EXPERIENCED, no investment required. New, modern Grab on Wheels. Banquer's Trailer Park (Pole 13) 273 Barataria Blvd., Marrero, La.

PHOTO SUPPLIES DEVELOPING—PRINTING PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn WALLETS (2 1/2 X 3 1/2)—ACTUAL PHOTOS from your favorite negative. 26 only \$1 postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, New York.

PRINTING ALWAYS SPEEDIEST SERVICE, QUALITY Window Cards, three colors, 14x22 size, \$8 hundred; larger 17x28 size, \$12.50. Cards for all amusement occasions, many illustrated Also Bumper Cards, Bumper Stickers. Tribune Press, Dept. W-57, Earl Park, Indiana. ma30 NEW NOVELTY BUSINESS CARDS, ILLUSTRATED, 2 color. Get yours at little or no cost. Hughes Services, Shillington, Pa. (Agents wanted.)

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mailto Press, 767-B Leith St., Flint 5, Mich. mh2 1,000 EMBOSSED BUSINESS CARDS, \$3.75 postpaid. Request free 24-page printing price list. John Pepper, Box 822, Chattanooga 1, Tenn.

YOU'LL LOVE OUR GRAND POSTERS done in 3 and 4 bright colors that sparkle. Bumper Signs, 100 cards 14x22, \$8; 100 17x26, \$12.45; 100 22x28, \$15; any purpose. Give us a quick trial. Also 1 sheets, 3 sheets and 24 sheet billboards. Rapid Poster Service, 131 N. Schell St., Philadelphia 7, Pa.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-143, Chicago 32, Ill. fe23

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-1fn

TATTOOING SUPPLIES

NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Catalog free. Milt Zeis, 728 Lesley, Rockford, Ill. Jy13

A-1 TATTOOING MACHINES—WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. fe23

WANTED TO BUY

CONCESSION STANDS WANTED—STATE the price, size and condition in first letter. Peter Roscoe, 2271 McMyler St., Warren, Ohio.

GROTESQUE MARDI GRAS HEADS AND Figures for parade use. Send full description and lowest price for cash. Box C-145, c/o Billboard, Cincinnati 22, O.

OLD-TIME ELECTRIC PIANO AND PLAY-er Piano; must be in excellent condition. Anything else for old-time saloon. Mayan Ranch, Bandera, Tex.

WANTED—ANIMATED FIGURES, Clowns, Animals or scenes of any kind. Send photos and full particulars. Circus Town, 7961 S. W. 18th Terrace, Miami, Fla.

WANTED—U DRIVE 'EM MOTORBOATS. New or used in good condition. Box C-141, c/o Billboard, Cincinnati 22, O.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

A-1 BASS MAN WHO SINGS FOR SMART, modern trio. No drunks nor characters. Don't misrepresent. Locate south. Write Leader, Box C-140, c/o Billboard, Cincinnati 22, Ohio.

CALYPSO TRIO THAT CAN DOUBLE ON Latin music. Also attractive Girl Singer-Pianist. Indefinite engagement. M. (Tiny) La Vine, Stark Club, 613 Monmouth St., Newport, Ky. Phone: HEMlock 1-9861.

LARGE AGENCY BAND DEPARTMENT has opening for traveling dance bands. Consistent bookings for qualified band leader. Also new Girl Piano or Organ Singles for location engagements. Send photos and details to: Box C-143, c/o Billboard, Cincinnati 22, O. mh2

MUSICIANS WANTED—ALL CHAIRS. Need Commercial Drummer with a beat. Sharpest transportation available. Guaranteed salary, 50 weeks a year. Little John Beecher; 1611 City National Bank Bldg., Omaha, Neb. fe23

RECORD BUYER Large leading Midwest record, appliance, television retail chain. All company benefits. Our employees know of this opportunity. Reply held confidential. BOX #881, The Billboard Chicago, Illinois 188 W. Randolph

TALL MAN—OVER 7 FT. TO DISTRIBUTE literature, trade show, Chicago, April 8-11. Write only, give height, enclose pic if possible. Hiram Ashe, 244 Madison Ave., New York 16, ch

TENOR SAX, GOOD CLARINET, CUT OR no notice. Buddy Blair, 716 Bona Allen Bldg., Atlanta, Ga. mh2

WANTED—QUALIFIED ORGAN GRINDER or Monkey Trainer to train year old White Face Capuchin Monkey. Monkey must learn to shake hands, collect coins from children, play cards in his pocket, then tip his hat. We will ship this monkey to qualified person for training. Write full particulars to Santa's Workshop, North Pole, Colo.

WANTED—FLAG HANGERS, STATE SALARY, experience, firms worked for, first letter. Duval Decorators, 4219 Magazine St., New Orleans, La.

WANTED—TRAPEZE PERFORMER, SINGLE or balancing traps. Man or woman. Iron jaw holding slack wire by teeth. Grafins and Raymond, c/o Bennett Court, 2810 Clark St., Tampa, Fla.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS

EXPERIENCED CIRCUS—INDOOR, OUT-DOOR Attractions coast to coast. Sober, reliable; car, join immediately. Box C-144, c/o Billboard, Cincinnati 22, O.

CIRCUS & CARNIVAL

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Learn at home in one evening. This is the most fantastic way of "selling" you ever heard of because you never have to make a "sales pitch"—anytime or anywhere.

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But we're not worried about being "hanged" for our crime. Instead we'll be thanked because we're making it possible for YOU to make fabulous profits!

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Here's what we mean by LOW prices! Others charge you as much as 40¢, sometimes more, for FIVE towels in a plastic bag, or even without a plastic bag! You're supposed to sell these five towels for \$1.00—and you do, BUT think how many more towels you can sell... how much MORE money you can make... if you sell TEN TOWELS for only \$1.00! You'll make more than 300% profit! That's what you'll make when you buy these wonderful quality, new genuine unopened cotton and rayon towels from us in lots of only 5,000! Or, if you buy in smaller quantities, as little as 500 towels for only \$20.00, you DOUBLE your money! We work on the principle that the public will gobble up bargains... and today, more than ever, it WILL! That's why we're passing on tremendous savings to you so you, too, can MURDER Towel prices in your territory. Look at the prices below. Then get on the band-

LOW AS
3¢
Each

wagon FAST! Send your money with order today, or send a deposit of 25% of your purchase and we'll ship C.O.D. Get in on the killing. You'll be glad you did!

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500 Towels	20.00
1,000 Towels	35.00
2,000 Towels	65.00
5,000 Towels	150.00

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Letter List

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2160 Patterson St. Cincinnati 22, O.

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| Alexander, Ralph | Garvin, Tony |
| Allen, Chas. W. | Gasca, Mike |
| Allen, Roy | Gattis, Glen |
| Allen, Mrs. Wangetta | Geisner, Tony |
| Alvitt, Larry | George, Herman |
| Ames, Edw. | Gile, Mrs. Ruth |
| Anderson, Luke | Gleason, James |
| Annin, Ralph J. | Glimp, Joe |
| Anthony, Jos. | Goodwin, Frank H. |
| Archer, Elvin | Grauneci, James J. |
| Armstrong, Elmer | Gray, Walter C. |
| Avery, Lawrence T. | Greer, Earl (Irish) |
| Bain, Gene | Grimm, Richard E. |
| Baker, Fred | Gregory, Robt. |
| Baker, Walter | Gunn, Red & Mrs. |
| Balsewiec, Peter (Buddy) | Hales, Robt. Lee |
| Barlow, Wm. | Haley, Peggy |
| Barry, Mr. & Mrs. | Hall, Sue |
| (Dept. of Army) | Hall, W. N. |
| Barth, Josephine | Hamilton, David |
| Baron, The Great | Hamilton, John |
| Haz | Howard & Mrs. |
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| Bell, Leroy F. | Hanson, Betty |
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| Bernard, Bill | Harrison, Loyd |
| Berrigan, Carl | Harrison, Frank |
| Bess, James R. | Hatch, T. |
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| Bills, Ronald H. | Hawk, Jay |
| Bire, Joe | Hawkins, Mrs. Bernie |
| Black, Paul (J. or Y.) | Hayward Rides & V. |
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| Blaine, Vernon | Heidi, Miss Floyd & |
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| Blanton, Jesse | Hendricks, Cecil |
| Bly, Edw. | Henry, Clifford P. |
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| Bolton, Sam | Herbert, Roy J. |
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| Boucher, Harvey | Hickman, Elaine |
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| Brenner, Jr., John | Hong, Anna Mae |
| Broeffle, Harry J. | Hoob, Fred |
| Brown, Carl L. | Hooper, Bob |
| (Magazine) | Hornsby, Jos. M. |
| Brown, Ray | Hosey, Clarence Lee |
| Bruno, Jack | Houghton, Rose |
| Buck, Rodney | Howard, Jerry |
| Buck, Jay | Humphrey, Wm. |
| Bulling, James B. | Hunt, Al (Whitey) |
| Bunch, Francis | Hunt, Arthur E. |
| Buoy, Travis | Hunter, Mike |
| Burchett, Shirley | Hunter, Sally Mae |
| Burke, Jack | Hutchins, Harold |
| (O. C. Buck) | Hutchins, Gladys |
| Butler, Bill | Ingrams, Albert |
| Campbell, Charlie | Jackson, Andrew |
| Campbell, Charlie | (Bert) |
| (Marie O'Day's | Jackson, Curtis |
| Palace Car) | Jenkins, Chas. North |
| Cardwell, R. D. | Jenkins, Chas. North |
| Carlton, Kenneth | Jochim, Andrew |
| Carroll, Curley D. | Johnson, Chas. |
| Carroll, Mrs. James | (Bouding) |
| Romeo | Johnson, Mrs. Johnny |
| Carter, Wm. Henry | Johnson, Leonard L. |
| & Mrs. | Jones, Jennifer |
| Cavanaugh, Geo. & Mrs. | Johnson, Johnny |
| Mrs. | (From Carl |
| Chase, Albert G. | Johnson, Patricia |
| Cheminant, Lee R. | Johnson, Roy (From |
| Childers, Chas. | Johnson, Gench Show) |
| Chidester, Wm. J. | Jullano, Jos. |
| (Survivors of) | Jones, W. S. |
| Chrisman, Dale | Jordan, Ernest |
| Church, Robt. Lee | Keenan, Vivian |
| Clark, James M. | Keller, Donna |
| Cliff, Lillian | Kelly, Grace |
| Colclaiser, C. | Kelly, Jack Morrison |
| (Sweden) & Mrs. | Kelly, Pat |
| Combs, Joe | Kelly, Pete |
| Cook, Andre Alan | Kester, William J. |
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| Cook, Reno M. | Kirk, Frances Ellen |
| Cooper, Jack & Neke | Kling, Marie |
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| Crowe, Chas. H. | La Doux, Marie |
| Cross, John | Lamarre, Albert |
| Curtis, Harold | Lameau, George |
| Curtis, Jos. | Lamm, Charles |
| Cuthbert, Chas. | (Band Leader) |
| Daemke, Curt Paul | Land, Warren J. |
| Daniels, Raymond | Lane Jr., Jake |
| DeHanna, David | (of Temple, Tex.) |
| DeLano, Buddie J. | Langley, Maynard |
| Deip, Bob | Law, Floyd E. |
| Denham, Captain | Lawrence, Roy |
| Dick, Norman E. | Lee, James F. |
| Doherty, J. Frank | Leonard, Mrs. Harry |
| (Rigger) | Levy, Martin |
| Donald, John Henry | Licht, Gladys |
| Dove, Michael | Lindeman, Clarence |
| Driggers, W. W. | Lisinski, Leo |
| Dubois, Henry J. | Littler, Ray or Roy? |
| Dufour, Ty | Liton, Joseph R. |
| Duncan, Leonard | Lloyd, William Edgar |
| Dunn, Lonnie | Lotridge, Harry |
| Dunn, Robt. | Louisa, Joseph |
| Duncan, Florence E. | Lumpkin, Herman & |
| Durand, Bobby | William |
| Duval, Jos. F. | Lunsford, C. T. |
| Earle, Jack B. J. | Lunsford, George S. |
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| Epperly, Dallas V. | Mad, Jada |
| Estes, Buford Thos. | McBride, Arthur |
| Evans, Bert Mitchell | (Varlon) |
| Fagan, Chas W. | McBride, Bartow T. |
| Ferguson, Donald | McCain, Ross |
| Ferrie, Jeannie | McDonald, Skippy |
| Ferrie, Kelly | McGarry, Kirby C. |
| Ferrone, Mike & Chris | McGill, Carlisle W. |
| Fisher, Geo. | McKay, James V. |
| Fitzgerald, Dannie | McLean, Albert |
| Flannagan, James T. | McMasters, William |
| Flake, Mrs. James | McNeill, Lloyd |
| Forbus, Jos. | Mack, LeRoy E. |
| (Llewelyn) | Madd, Eddie |
| Fox, Roy | Mahon, Dick |
| Francois, Mrs. Frank | Mann, Bob |
| Franz, Otto | Marshall, Thurman |
| Fraser, Harold L. | Martin, Phyllis J. |
| Freeman, Frank | Martin, Richard & |
| (Man With Radar | Marsva, Fred |
| Eyes) | Mathes, Jerry |
| Fremont, Richard | Mertz, Ray H. |
| (Derk) | Metcalf Jr., William |
| French, Perry E. | |
| Fruman, Earnest E. | |
| Fuller, Mrs. Cynthia | |
| Fuller, Margarette | |

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| Miller, Mrs. Nelson | Shaw, Johnnie |
| Miller, Danny | Shelton, Julius |
| Miller, Louis | Shemer (or Sherner) |
| Miller, Michael A. | Shimer, Mrs. Caesar |
| Miller, William | Shimmus, Steve & |
| Edward | Mrs. |
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| Mitchell, Lewis J. | Shoop, Harold |
| Monahan, V. | Simmons, Steve & |
| Moody, Alexander | Mrs. |
| Moore, Alfred H. | Sims, Bob |
| Moran, Chas. (Sailor) | Sims, Edward Leroy |
| Moran, James E. | Skolchewich, John |
| Moran, Joseph L. | Slayton, White |
| Morris, Everett | Smiga, Joe |
| Morrison, E. R. | Smith, Frank |
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| Mrs. | Spencer, Marvin |
| Newbrey, Mrs. Jerry | Stafford, Ed |
| Lyvonne | Stark, Carl |
| Newgame, Jake | Stark, Perry |
| Nichols, A. L. | Starr, Johnny |
| Northcutt, James | Stearat, James H. |
| Northup, Van Ray | Stephens, Gene J. |
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| Norwalk, John or | Stieckroth, Richard |
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| Osinski, Anthony | Strickland, Myrtle |
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| Daniel | Taylor, Mrs. Kathleen (Kitty) |
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| Perrault, Lionel | Thomas, George |
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| Perrone, John Paul | Kitty |
| Perry, Jim | Thompson, Jerry |
| Peterson, Frank | Thompson, Sylvia |
| Pierce, Chas. Chee | Thompson, Billy |
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| Plante, Melvin | Triska (highway |
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| Rhodes, D. E. | Walker, Louise W. |
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| Richardson, Jaz-Lips | Ward, Charles R. |
| Richardson, Leroy | Warren, Marcia P. |
| Richardson, Sam | Watson, Neva |
| Ashbury | Weaver, Mrs. Lillian |
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| Rieman, Desmond | Eddie |
| Roberts, Lucille & | Webb, Lloyd |
| Eddie | Welch, William |
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| Rochman, A. | Wexler, Samuel P. |
| Rogers, Howard | White, Mozelle |
| Robert, Homer E. | White, Bill |
| Rohlander, C. F. & | Williams, Bill (Oscar) |
| L. T. | Williams, Ferris |
| Romas, Esq., Roy | Wilson, Clarence |
| Rose, Donald | Wilson, Herbert |
| (Valentine) | Wineberg, Donald |
| Rose, Jack (Tattoo | Wineberg, Eugene |
| Man) | Wold, Ronald |
| RoseNau, Kenneth | Wolfe, Verne L. |
| Russell, William H. | Woll, Carl |
| Russo, Frank A. | Woodward, Henry T. |
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| Sanders, Alfred J. | Yates, Elmer |
| Sands, James R. | Yeatts, Irvine T. |
| Saunders, Dudley | Young, C. A. |
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| Scheible Jr., George | |
| Schultheis, Ray | |
| Schweppe, Luise | |
| Sciortino, Joe | |

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| Blair, Marion | Reid, John |
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| Gargotta, Tony N. | Rendaci, Tony |
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| Konive, Eugene | Summers, J. |
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|---------------------|--------------------|
| Allen, Robert | Evans, Claude |
| Barry, A. J. | Ferranti, Richard |
| Beilon, L. E. | Forris, Carl |
| Bly, Fred | Furbaum, James |
| Bitzer, Marilyn Mae | Freeland, Raymond |
| Black, Mickey | Glinae, Morris |
| Boaz, Howard | Griever, Robert |
| Burgess, David E. | Hampton, Dudley |
| Cantpe, Walter | Harris, A. J. |
| Carl, Robert | Harris, Frank |
| Carpenter, Clifford | Hansen, James |
| R. | Harold |
| Case, Mr. & Mrs. | Henson, William |
| Chambers, Louise | Hughes, Joe S. |
| Cheney, Herman M. | Hull, Frank |
| Cogle, Shorty | Hunter, James |
| Collins, Bob & Dale | Jackson, Gypsy Red |
| Connors, Jack | Jackson, John B. |
| Cook, James | Julian, V. |
| Cox, Ralph | Kelly, Catherine |
| Craig, Allen Carl | Kernes, Jim |
| Crow, Jesse | King, Larry |
| Dunn, D. B. | Koch, William J. |
| Edson, B. J. | Lewis, Mrs. Oscar |
| | LaDaucer, Marie |

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|----------------------|-----------------------|
| Lewis, Sammy | Shermehorn, Frank |
| Lutz, Fritz | Silva, Caryl I. |
| McDermott, J. E. | Silva, Bill |
| McDonner, Mack | Smith, Stella (D. D.) |
| McHenry, M. F. | Stout, Laffey James |
| McLendon, Leon | Sudduth, William F. |
| McMillan, R. J. | Taylor, Arletta |
| Mahan, Mike | Taylor, Robert |
| Malone, James Jr. | Timberlake, Billie |
| Maudery, Hal J. | Timmerman |
| Mann, Mrs. Bob | Clarence M. |
| McIby, Viggo | Walker, Mr. & Mrs. |
| Morris, Mr. & Mrs. | James |
| Pete | Wallace, Max |
| O'Malley, Pat | Wallace, Rocky C. |
| O'Reilly, Jerry | Wallace, Vernon Max |
| Palt, Fred | Warren, Russell E. |
| Pitre, Allen | Wells, Mrs. Verna |
| Rawlings, Wm. & Lula | Whitson, L. W. |
| Reeves, William S. | Willie, Thomas Jr. |
| Regan, Mrs. E. | Wilson, E. T. |
| Rice, W. B. | (Tennessee) |
| Roberts, Max | Winn, C. L. |
| (Curley) | Winn, James & |
| Roberts, Tex | Lucille |
| Rosener, William | Zimmer, H. E. |
| Scott, Columbus | |
| Scott, H. L. | |

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Sample \$2.95 ea. postpaid.

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- BOTTLE OPENER
- CAN OPENER
- SCREW DRIVER
- LEATHER PUNCH
- CORKSCREW
- SCALER
- SAW
- FILE
- FORK



\$2.00 EACH

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14 piece matched set of triple thick, gleaming, spun virgin aluminum. A utensil for every cooking need, including a huge 11" covered chicken fryer. Beautifully illustrated recipe book in full color and written factory guarantee with each set. A product of the Buckeye Aluminum Co., makers of quality aluminum cookware since 1902.

\$49.95 List Price (printed on each carton.)

Sample **\$10.50** 3 or more **\$9.75**

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

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A REAL SPECIAL JEWELLED MOVEMENT BURTON WATCH

A real money maker—14K Gold Plate Case. Non-Magnetic movement Accurate time-keeper. Gold-plated expansion band. 1-year written guarantee with each watch. Excellent Time Keeper.



\$3.95 each in lots of 6 or more

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Buy direct from Costume Jewelry Manufacturer

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THIS WEEK'S SPECIAL! Necklace and Earring Sets in Gift Boxes. Beautiful lasting Gold Finish and set with finest quality Rhinestones. Assorted Styles—\$6.50 per doz.

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NEW SPRING STYLES FAST SELLERS!

Selective Assortment = **\$6.75** per doz.

708 Sanson, Phila., Pa. 609 Spring Garden St., Phila., Pa.

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WATCH SPECIALISTS

Copy of \$975 Diamond Bracelet Watch \$9.50 Natl. Adv. 10 Piece Watch Sets \$5.95 In quantity can make sets to your price with your own name Catalog 17J & 7J Very Thin Men's, Women's Watches & Original Watch Sets

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EARRINGS CLOSEOUTS Regular \$6.75 per dozen and over for \$3.75 per dozen. Semi-tailored clip, drop, and pierced. Beautiful merchandise, not one dog.

ALSO Scatter Pins, Necklaces and bracelets, better grade, \$3.75 per dozen. 30% with order, balance C.O.D.

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8 CARTONS WALTHAM DOUBLE EDGE PRECISION HONED RAZOR BLADES

Each carton contains twenty 25c packages of 5 each totaling 800 Waltham Razor Blades with retail value of \$40.00.



WITH EVERY ORDER FOR 8 CARTONS YOU GET FREE

Geneva Men's Watch with Expansion Band exactly as shown in beautiful modern package—pre-ticketed \$39.50. Regularly priced to trade at \$8.95.

Your cost for both the 8 cartons Waltham Razor blades & the Geneva Watch **\$9.50**

Send cash with order or 25% deposit, balance C.O.D.

Specials listing sent on request.

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32" PLUSH BEAR COTTON FILLED

\$20.00 per dozen

30" ALL PLUSH BEAR Standing Cotton Filled **\$16.75** dz.

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PLASTIC SANDWICHES MAKE \$18.00 an HOUR with the new PLASTIC SANDWICH MACHINE

This new, remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$39.50 up. Rush name for FREE sample and illustrated literature.

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\$139.50 VALUE ONLY \$44.95

6 Asst. Men's WATCHES With Expansion Band Ladies' with Cord Band **GRUEN—WALTHAM BENRUS—BULOVA—ELGIN** Sample Watch \$9.95. Sample Band 50c. Reconditioned, guaranteed like new. **DISPLAY GIFT BOXES, 50c** 7 Watches for the price of 6 if you visit our showrooms. Wholesale only—25% with order, balance C.O.D. 3-Day Money-Back Guarantee. Send money order or certified check. Write for FREE 1957 Catalog "B" Enclose 50c for postage and handling. Deducted on first order.

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5 SPECIAL BARGAINS

BALL POINT PENS. Paper Mate type. A big seller (long 4-inch refills, \$6.48 gross). 10 gross pens complete, \$120.00. **GROSS PENS COMPLETE. \$14.40**

3-COLOR FLASHLIGHTS Red, green, white. Never have you seen such value. Gross \$51.00. **DOZ. \$4.50**

AUCTIONEERS AND ALERT OPERATORS. Job lots, close-out deals. (Specify kind of goods preferred.) **DEAL \$100.00**

WATCH SETS. 7-piece boxed ensemble. Retail \$29.95. It's terrific. Dozen lots, set \$4.75. **EACH COMPLETE SET \$5.75**

RONSON-TYPE CIGARETTE LIGHTERS. A \$3.00 value to sell fast at \$1.00. Dozen \$3.95. **GROSS... \$45.00**

New 1957-1958 catalog just off press. Sent with order only.

Deposit or payment F.O.B., New York.

MILLS SALES CO

Cut Rate WHOLESALEERS Since 1914 26 West 23rd St., New York 10, N. Y.

PRE-SEASON SPECIAL FOR BALLOON MEN

JUMBO AIRSHIP Stretched in asst'd colors (seconds) **\$4.50** Gro.

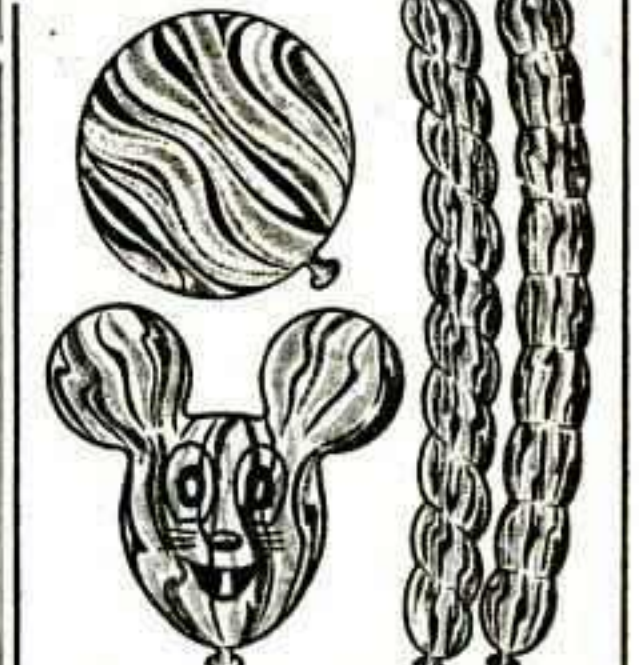
JUMBO PADDLES Stretched in asst'd colors (seconds) **\$4.50** Gro.

BALLOON STICKS, Special. Gr. .75c 25% deposit with order, balance C.O.D., F.O.B. Chicago. Open Sundays Until 3 P.M.

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FOR KIDDIE LANDS, PARKS, SHOP'N CENTERS & DRIVE-INS



NO. 26—ROUND BARR FLASH! Beautiful mottled colors . . . inflates to Giant Size!

NO. 560—GIANT BARR FLASH! Assorted Knobbies and Spirals. Inflation up to 6"x60" . . . in brilliant mottled colors . . . stretched out BIG!

NO. 12H—BARR FLASH LARGE MOUSE HEAD! Inflates to 15" . . . new in design for no Larrys.

NO. 11—BARR FLASH ALLOVER STAR IMPRINT Red, white and blue for top patriotic holiday sales!

SEE YOUR LOCAL JOBBER

The BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO, U.S.A. NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10

ELGIN, BULOVA, BENRUS, GRUEN

600 WITH BAND AMERICA'S LOWEST PRICE DEALER OF Reconditioned Watches

Call us for information (or write). We deduct price of call from first order.

SAM AGRAN 108 S. 8th St. Philadelphia 7, Penna. Phone: LO 3-3988

GIVE TO DAMON RUNYON CANCER FUND

COMBINATION POCKET SAVER and SECRETARY

Complete with 6 retractable ball point pens in assorted colors. Also memo pad and extra pocket for currency or cards.

\$9.00 per doz. No Less Sold.

Sorry, No Catalog Available. 25% dep., bal. C.O.D., F.O.B. Chicago.

ALLIANCE SALES CO. 4222 W. Roosevelt Road Chicago 24, Illinois Phone: NEVADA 2-1535

Dime Strong in Ark., Catching on in Wis.

LITTLE ROCK, Ark. — Most of Arkansas has converted to dime play with the help of a crusading phonograph distributor from Memphis.

All of Eastern Arkansas has completed the switch comprising about one-third of the State.

Other recent change-overs have been accomplished in Little Rock, which is almost 100 per cent, Hot Springs, 100 per cent, and Pine Bluff, 100 per cent.

Smaller cities which have also joined the bandwagon are: Camden, El Dorado, Hope, Jonesboro, Blytheville, Marianna, and others. All have been accomplished within the past few months.

George Sammons, president of Sammons - Pennington Company, Memphis, is credited by many Arkansas operators in leading the move for the conversions.

Sammons spoke to groups of Arkansas operators in every city the conversion has been made in during the past few months. He pointed out that operators were the tail-end of all businesses in making adjust-

(Continued on page 110)

GREEN BAY, Wis. — Green Bay music operators held a lunch meeting at the Beaumont Hotel, Tuesday afternoon, February 5th to discuss plans for a stepped-up dime music campaign in the area.

Dime play, according to operators on hand, has been taking a slow but certain hold in the entire Fox River Valley territory. Field reports at the meeting varied from "fair" to "excellent" returns experienced when locations changed from nickel to dime play.

Among the operators present, were: Cliff and Roger Bookmeier,

(Continued on page 107)

MONOPOLY ON NIGERIAN JUKES

BEACON, N. Y. — There is probably only one nation in the world where one man owns all the juke boxes in the land. This intelligence was volunteered by Jack Wilson, local music and game operator, who returned from a business trip in Nigeria, Africa, last week.

According to Wilson, there are only two juke boxes in the nation, and they are both AMI's. Both units are owned by the same man, the head of state. One unit is in the government mansion and the other is in an embassy building. Neither machine is in operating condition.

Mass. Juke Ops Near Unionization

BOSTON — Unionization, discussed for many months by members of the Music Operators' Association of Massachusetts, appears to be imminent at this time.

David J. Baker, president of MOAM, has taken initial steps with officials of the Teamsters' Union (AFL-CIO), in an attempt to gain some sort of favorable contract for members of the group.

This plan was deemed more advisable than allowing the union to bargain with operating firms individually. The feeling of MOAM is that it is only a matter of time before the music industry workers are in a union and the group feels

that the Teamsters are probably in a better position to handle the industry than other unions.

As early as August, 1955, representatives of the National Union of Automatic Equipment & Coin Machine Operators' Service and Repairmen had been calling operators in the metropolitan area and in parts of New Hampshire. Nothing came of this move, but meanwhile, the Teamsters have been attempting to organize workers, chiefly around the Hub.

Union Views

Subsequently at an operator meeting, the union was asked to present their views, as well as give facts and figures on what the union would do and how much it would cost.

Operators voiced the view that there were some definite advantages to unionization, inasmuch as it would very likely offer a measure of security on locations and discourage the use of juke boxes from non-union operators by the locations.

Baker pointed out to members that the union had seemed to work out well in the New York area and that if some similar agreement could be reached for this area, it was not unlikely that it would be acceptable to Massachusetts operators.

TOTEM POLE PHILOSOPHY

Put Top Tunes in Top Rows, Op's Tip for Programming Success

DETROIT — "Keep the top tunes in the top 10 rows of your machine. The customers get to watch for that." That's the programming secret of Chester Moros, music operator for Brilliant Music Company, Detroit.

Since he has made this a consistent practice, Moros finds that business has built up for his route, which covers the West Side and adjoining suburban down-river areas along the fringe of the factory area. This practice is followed not only on his 120-selection machines but on his 200 and 50-selection units as well.

Another important factor in keeping customers' interest, Moros points out, "is to change your listings once a week in your better locations and every two weeks in your less than mediocre spots."

"This is especially important in locations where rock 'n' roll numbers are the favorite choice. Teenagers can be your best customers, but they are right on top, with knowing the latest rock 'n' roll numbers and expect you to be an expert, too."

Keeps Tabs

Moros' system on his 120-selection machines is to take his new numbers, which average five in total, and place these right up in the first listings of the 1 to 40 row. Then he moves the vacated numbers right down the line in succession of best played as shown on their "checking tabs."

He keeps the folk, polka and country and western numbers grouped in one row, where fans will come to know just where to look for their favorite selections. The ever-popular favorites are usually held back to the last row of listings, giving the customer the habit of scanning thru the other rows while getting down to the favorites.

Eventually the upper rows of listings are moved down and the older listings are removed altogether.

200's

The 200's receive the same type of programming except for extended plays. These remain in one grouping continuously, with no constant change as with the others. Should a really hot EP release come to his attention, Moros will generally add it on to the EP listings, rather than do a shuffling and discard.

While he maintains a certain number of current late releases in the EP's, Moros finds it better to keep to the all-time favorites where the tune will not die as quickly and become a non-profitable item

forcing the removal of the entire record.

On the 50's, which generally feature the top 20 tunes, Moros admits it becomes difficult to shuffle. He sticks to the policy of moving in the current three top records or the three latest releases each week.

Change Selections

Moros added that only the very slow spots are given a two-week wait on changes, and conversely, a week sometimes doesn't seem too soon in locations where rock 'n' roll is the favorite selection. Not only do these customers have a faster turnover of top favorites, but they request a larger variety of numbers. Sometimes they ask for tunes he not only never heard of, but is hard put to finding and supplying before that very number is forgotten.

Promotion

To help a poor location improve machine play, he urges the location owner to make a practice of reminding the customers that they can always find the very latest releases among the top row of the listings.

Moros also makes a special point of sizing up the age ranges of the customers frequenting his locations. He notes when a bar or tavern caters to the younger people, and in these machines he programs not only a selection of pops and classics, but a variety of the top current rock 'n' roll numbers.

This is especially important to an operator with a route like Moros handles. His route extends down-river as far as Ecorse and Wyandotte, centering heavily where new home developments have sprung up since World War II, and the younger age groups are very much in evidence, with the very young married couples predominating.

"That is another reason why the main thing is to always put the newest three releases first on the list of the machine," Moros explained.

"Young people on their way home from work or shopping who stop in at a location for refreshment just don't have the time to sit and browse over the selections on a 120 or 200 to find the latest releases. They like to know where

(Continued on page 110)

3-WAY CHECK

Ops Publish Local Listing Of Top Hits

MONTGOMERY, Ala. — A weekly list of top tunes tailored to the Montgomery area has become an effective promotional item for Cohen Amusement Company, juke box operators here.

A three-way survey produces a stimulating list based strictly on the local scene, as opposed to national popularity.

Cohen operates a record shop as well as phonograph routes, and these two different types of music outlets furnish an accurate barometer to tune appeal. The bulletin is published on a printed letterhead form with mimeographed listings, in cooperation with a local independent radio station, WMGY, which supplies the third check in tabulating the requests which have come from radio listeners.

Published early each week after a tabulation of record sales at the retail shop, play on the routes, and a conference with the radio station, the bulletin is distributed at every juke box location.

Displayed atop a juke box or taped to the machines, it stimulates play inasmuch as phonograph followers check the bulletin for its listings, recognize their favorites

(Continued on page 110)

News Bulletin By W. Va. Ops

CHARLESTON, W. Va. — The West Virginia Music Operators' Association have started their own monthly publication, which will be distributed to members of the group.

Booklet is named Monthly News, with the first issue coming out in February.

The publication contains local news of interest to operators as well as association information, and listing of events. Distributor advertising has also been obtained.

The first issue consists of 12 pages, and is on a standard magazine format, measuring nine inches by six inches, with gloss paper stock.

\$60,000 Goal Set for Coin Mach. UJA Drive

NEW YORK — The executive committee of the United Jewish Appeal's Coin Machine Division met at the Henry Hudson Hotel here Wednesday night to discuss

150-Piece Route Sold by Ark. Op

CAMDEN, Ark. — Sale of Camden Novelty Company by C. O. Temple to Bill Smead, former Ouachita County sheriff, was reported last week.

Sale price was reported at \$80,000 and included about 150 pieces of phonographs and game equipment.

Temple, veteran coin machine man who has been in the operating business for 30 years, also owns Hope Novelty Company in nearby Hope, Ark.

Three employees with Camden Novelty Company remain with Smead as part of the sale contract. They are Howard Mills, route foreman, Dutch Johnson, service manager, and Sonny Adams, route man.

plans for the annual banquet, scheduled for May 13 at the Sheraton-Astor Hotel. Meyer Parkoff, Atlantic-New York, will be guest of honor this year, with Lou Boorstein, Leslie Distributors, general chairman.

The Coin Machine Division's goal this year will be \$60,000, double what it was a year ago. Instead of taking pledges, the policy this year will be to get checks. Tickets for the annual dinner are \$12.50 each.

Speaker at the Wednesday session was Eli Kalm, of the Jewish Agency. Kalm was a passenger on the ship Exodus, which in 1947 was seized off the Mediterranean coast. He was interned in Lebanon.

Members Present

Attending the meeting were Lou Boorstein, Bernie Boorstein, Joe Connor, Meyer Parkoff, Irving Kaye, Sidney Levine, Mike Munves, Max Klein, Carl Paveis, Bob Krause, Bob Austin, Jack Gordon, Joe Orleck, Irv Holzman, Hal Kaufman and Ted Blatt.

The next meeting of the group is scheduled for Thursday (23).

AMI Appoints Mencuri to Coast Sales

GRAND RAPIDS, Mich. — E. R. Ratajack announced the appointment last week of Frank J. Mencuri as district sales representative for the West Coast area.

Mencuri announced his resignation as director of sales for Exhibit Supply Company, Chicago, February 8. (The Billboard, February 16.)

Mencuri will take over the AMI post recently vacated by Tom Sam's move to the Grand Rapids plant.

"I have known Frank for many years," Ratajack said. "I am sure that he will do an outstanding job in the area. Our distributors all know him and he is looking forward to renewing old acquaintances."

Grand Jury Hits 2 Minnesota Ops

MINNEAPOLIS — Max Berenson and Martin Kantar, former partners in Harmony Music Company here, were indicted by a Federal Grand Jury in St. Paul late Thursday (14) on charges of conspiring to evade payment of income taxes and of income tax fraud.

Action is the outgrowth of a raid on Harmony two years ago by federal agents, when it was alleged that the firm kept two sets of books. A long series of court battles followed. Indictments came after half a dozen owners of locations where Harmony juke boxes and pin games were installed testified before the Grand Jury.

Another witness was Mildred Roberta Varando, 30, one-time bookkeeper for Harmony, who was dismissed by the firm. Her subsequent complaint to federal off-bookmeier Novelty Company; Al Durand, Durand Sales; Norman cials reportedly set off the raid and other action against pinball operations in Minnesota.

Kantar withdrew from active *(Continued on page 107)*

AMI "G-200"

This juke box earns
more for you because
it does more for you...

No other juke box gives operators
all these advantages for more profits

Gets you into more of the top locations with its sleek, smart, uncluttered, *modern* styling . . . Gives you the widest choice of color cabinetry in the industry to satisfy every decorative need . . .

Gives you instant, eye-level visibility of all 200 titles—*all the time*—for more selections by more people in less time . . . no title "books or drums" to browse through—wasting time and preventing other patrons from playing . . .

Gives you a selection system patrons quickly understand—with pushbuttons positioned to the right of title banks in the *natural* position to speed eye and hand movements . . .

Gives you a price-per-play light . . . wait-and-select light . . . silhouetted coin entry chute—all combine to get the right coins on the way to your cash box faster—for *modern* music merchandising . . .

Gives you the fastest record changer of them all—eliminating deadhead scanning—time for which nobody pays . . .

Gives you exclusive, multi-horn high fidelity—truly live-sounding musical entertainment to please patrons and please locations . . .

Gives you 200 selections with single or single and EP record

programming to cater to every music taste—get more coins from more people . . .

Gives you extra-price play for the two-tune EP discs—compensating you for the extra playing time . . .

Gives you variety in the price of play—set for 10c play and two nickels, or three plays for a quarter—plus two for 15c play combinations if you wish. Whatever pricing suits you best—you have . . .

Gives you complete accessibility. No other juke box is so easily serviced—and none needs so little service . . .

Gives you security of investment now—and for many years to come. Here's 200 to 120 play convertibility that lets you quickly depreciate your investment in the top spots—then switch easily to a lesser number of selections when the "G" is rotated to secondary locations. You extend the earning life of the juke box—and reduce record stocking costs as well . . .

Gives you security in the knowledge that AMI for nearly half a century has been the operator's source of dependable, rugged, trouble-free music systems . . .

Operate the "G" and have *complete* juke box earning power.

Model "G"—200, 120 and 80
selections for more plays
in less time.



AMI

... music that makes more money for you

1500 Union Avenue, S. E./Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927 . . . ahead then, ahead now

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 at for the four-week 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 eight-week period ending with issue of February 16, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$100.00	\$ 80.00	\$100.00
Model B (48) 40 sel., 78 RPM.....	125.00	75.00	125.00
Model C-40.....	150.00	100.00	150.00
Model C (50) 40 sel., 78 RPM.....	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	150.00	295.00
Model E-40 (53) 40 sel., 78 RPM.....	425.00	225.00	345.00
Model E-80 (53) 80 sel., 45 RPM.....	450.00	325.00	410.00
Model E-120 (53) 120 sel., 45 RPM.....	450.00	375.00	439.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	695.00	569.00	675.00
ROCK-OLA			
1428 (48) 20 sel., 78 RPM.....	\$ 95.00	\$ 89.00	\$ 89.00
1434 (50-51) 50 sel., 78 RPM.....	225.00	124.50	219.00
1434 Fireball.....	195.00	175.00	195.00
1436 A-(53) 120 sel., 45 RPM.....	295.00	179.50	220.00
1438 (54) 120 sel., 45 RPM.....	450.00	395.00	450.00
1446 Hi-Fi 120 sel., 45 RPM.....	725.00	625.00	695.00
SEEBURG			
148 ML (48) Remote 20 sel., 78 RPM.....	\$ 95.00	\$ 89.00	\$ 89.00
HM-100-A Hideaway.....	275.00	189.00	245.00
M-100-A (49) 100 sel., 45 RPM.....	250.00	200.00	225.00
M-100-B (51) 100 sel., 45 RPM.....	495.00	395.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	575.00	495.00	545.00
M100G (54) 100 sel., 45 RPM.....	695.00	625.00	669.00
M-100-R.....	775.00	695.00	769.00
M-100-W.....	795.00	649.00	775.00
HF-100-G.....	775.00	645.00	735.00
WURLITZER			
1100 (47) 24 sel., 78 RPM.....	\$ 125.00	\$ 89.00	\$ 89.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM.....	125.00	119.00	119.00
1250 (50) 48 sel., 45 or 78 RPM.....	165.00	69.00	143.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	174.50
1500 (52) 104 sel., 45-78 RPM Mix.....	395.00	195.00	249.50
1650 (53) 48 sel., 45 RPM.....	325.00	249.50	275.00
1700 (54) 104 sel., 45 RPM.....	675.00	395.00	539.00
1800 (2/55).....	840.00	395.00	539.00
PINBALL GAMES			
BALLY			
Atlantic City (5/52).....	\$ 49.50	\$ 49.50	\$ 49.50
Beach Beauty (1/55).....	345.00	335.00	345.00
Beach Club (2/53).....	75.00	25.00	60.00
Beauty (11/52).....	75.00	35.00	60.00
Big Time (1/55).....	250.00	200.00	235.00
Bright Lights (5/51).....	49.50	35.00	49.50
Bright Spot (11/51).....	60.00	49.50	60.00
Broadway (12/55).....	395.00	375.00	375.00
Dude Ranch (9/51).....	60.00	60.00	60.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	195.00	100.00	110.00
Gaytime (6/55).....	210.00	160.00	195.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ica Frolics (1/54).....	75.00	50.00	65.00
Miami Beach (9/55).....	225.00	195.00	225.00
Nite Club (3/56).....	450.00	425.00	435.00
Palm Beach (7/52).....	105.00	35.00	65.00
Palm Springs (11/52).....	65.00	40.00	60.00
Surf Club (3/54).....	65.00	65.00	65.00
Variety (9/54).....	135.00	100.00	125.00
Yacht Club (6/53).....	65.00	30.00	50.00
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$195.00	\$145.00	\$145.00
Home Run.....	125.00	125.00	125.00

	High	Low	Mean Avg.
Saddle & Turf Club Model (10/53).....	\$275.00	\$175.00	\$225.00
GENCO			
Invader (3/54).....	\$145.00	\$145.00	\$145.00
GOTTLIEB			
Arabian Knights (11/53).....	\$135.00	\$110.00	\$125.00
Chinatown (10/52).....	75.00	50.00	75.00
Crossroads (5/52).....	75.00	45.00	60.00
Cyclone (4/51).....	75.00	50.00	64.50
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	230.00	215.00	225.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	195.00	149.50	189.50
Duette (3/55).....	225.00	195.00	225.00
Flying High (2/53).....	85.00	65.00	85.00
Four Belles (10/54).....	165.00	165.00	165.00
Four Stars (6/52).....	75.00	50.00	75.00
Frontiersman (11/55).....	200.00	175.00	185.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	95.00	95.00	95.00
Green Pastures (1/54).....	125.00	124.50	125.00
Guys & Dolls (5/53).....	95.00	49.50	95.00
Gypsy Queen (2/55).....	185.00	145.00	175.00
Happy Days (7/52).....	95.00	95.00	95.00
Harbor Lites (2/56).....	225.00	175.00	205.00
Hawaiian Beauty (5/54).....	145.00	99.50	135.00
Hawaiian Beauty (5/54).....	175.00	125.00	145.00
Jockey Club (4/54).....	165.00	100.00	134.50
Jubilee (5/55).....	375.00	325.00	375.00
Lady Luck (9/54).....	190.00	134.50	155.00
Marathon (10/55).....	295.00	265.00	265.00
Marble Queen (6/53).....	110.00	89.50	100.00
Mystic Marvel (3/54).....	165.00	110.00	135.00
Pin Wheel (10/53).....	120.00	110.00	110.00
Poker Face (8/53).....	100.00	100.00	100.00
Queen of Hearts (12/52).....	110.00	110.00	110.00
Quinette (3/53).....	99.00	50.00	95.00
Score-Board (3/56).....	315.00	250.00	305.00
Shindig (9/53).....	115.00	115.00	115.00
Skill Pool (8/52).....	75.00	50.00	75.00
Sluggin' Champ (4/55).....	195.00	185.00	195.00
Southern Belle (6/55).....	200.00	155.00	175.00
Spot Bowler (10/50).....	59.00	59.00	59.00
Stage Coach (11/54).....	175.00	149.50	149.50
Toreador (6/56).....	325.00	295.00	315.00
Tournament (8/55).....	300.00	245.00	275.00
Twin Bill (1/55).....	185.00	175.00	175.00
Wild West (8/51).....	325.00	225.00	295.00
Wishing Well (9/55).....	195.00	165.00	165.00
UNITED			
ABC (2/52).....	\$425.00	\$365.00	\$425.00
Cabana (3/53).....	85.00	25.00	45.00
Caravan (1/56).....	375.00	310.00	325.00
Circus (8/52).....	50.00	50.00	50.00
Havana (2/54).....	39.50	35.00	39.50
Hawaii (6/54).....	75.00	39.50	39.50
Leader (10/51).....	110.00	50.00	85.00
Manhattan (4/55).....	345.00	110.00	249.50
Pixie (9/55).....	195.00	195.00	195.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	275.00	250.00	275.00
Stars (6/52).....	45.00	45.00	45.00
Tahiti (8/53).....	49.50	39.50	39.50
Triple Play (8/55).....	495.00	190.00	315.00
Tropics (7/55).....	65.00	49.50	65.00
Zingo (10/51).....	65.00	65.00	65.00
WILLIAMS			
Army & Navy (10/55).....	\$ 75.00	\$ 45.00	\$ 75.00
Big Ben (9/54).....	145.00	135.00	135.00
C. O. D. (9/53).....	175.00	75.00	115.00
Colors (11/54).....	129.50	110.00	125.00
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	135.00	85.00	135.00
Disk Jockey (11/52).....	85.00	39.00	85.00
Dreamy (2/50).....	90.00	59.50	90.00
Grand Champion (8/53).....	95.00	45.00	95.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	25.00	75.00
Jalopy (8/51).....	90.00	90.00	90.00
Jolly Joker (10/55).....	160.00	95.00	95.00
King of Swat (10/55).....	285.00	225.00	265.00
Lazy Q (2/54).....	110.00	45.00	110.00
Lu Lu (12/54).....	175.00	125.00	149.50
Major League (W) (2/54).....	150.00	145.00	150.00
Nine Sisters (1/54).....	110.00	50.00	110.00
Palisade (7/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	225.00	134.50	175.00
Quarterback (10/49).....	295.00	215.00	275.00
Race the Clock (1/55).....	235.00	225.00	225.00
Rainbow 5 Ball (11/48).....	110.00	110.00	110.00
Regatta (10/55).....	165.00	139.50	145.00
Scream (4/54).....	110.00	75.00	110.00

	High	Low	Mean Avg.
Sea Jockeys (11/51).....	\$ 75.00	\$ 75.00	\$ 75.00
Sky Way (9/54).....	140.00	70.00	140.00
Star Pool (10/54).....	149.50	99.50	125.00
Times Square (4/53).....	85.00	85.00	85.00
Twenty Grand (12/52).....	85.00	35.00	85.00
Wonderland (5/55).....	180.00	125.00	180.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50).....	\$165.00	\$145.00	\$150.00
Advance Bowler (CC) (5/53).....	100.00	95.00	75.00
Arrow (CC).....	275.00	225.00	260.00
Banner (U) (8/54).....	175.00	135.00	150.00
Bikini (K) (6/54).....	135.00	125.00	135.00
Bonus Bowler (K) (3/54).....	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55).....	275.00	195.00	245.00
Capitol (B) (6/55).....	275.00	225.00	255.00
Carnival (K) (5/53).....	75.00	50.00	55.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Champion (B) (5/54).....	300.00	125.00	210.00
Chief (U) (11/53).....	250.00	65.00	140.00
Classic (U) (6/53).....	140.00	50.00	89.50
Clipper (U) (5/55).....	275.00	215.00	235.00
Clipper Deluxe (U) (5/55).....	425.00	225.00	325.00
Clover Shuffle (U) (1/53).....	125.00	39.50	75.00
Criss-Cross (CC) (11/53).....	150.00	85.00	125.00
Criss-Cross Targette Deluxe (CC) (1/55).....	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55).....	125.00	125.00	125.00
Crown (CC) (4/53).....	110.00	75.00	110.00
Diamond (K) (5/53).....	165.00	155.00	165.00
Domino (K) (5/53).....	75.00	60.00	65.00
Double Score (CC) (3/53).....	75.00	65.00	70.00
Feature (CC) (7/54).....	145.00	115.00	125.00
Fifth Inning Deluxe (U) (6/55).....	385.00	225.00	295.00
Fireball (CC) (11/54).....	225.00	195.00	195.00
Flash (CC) (9/54).....	195.00	185.00	195.00
Gold Cup (CC) (7/53).....	150.00	110.00	115.00
Gold Medal (B) (3/55).....	275.00	225.00	245.00
Hi Speed Triple Score (CC) (8/53).....	85.00	85.00	85.00
Holiday Match Bowler (CC) (9/53).....	230.00	195.00	175.00
Hollywood (CC) (5/55).....	215.00	185.00	270.00
Imperial (U) (9/53).....	95.00	65.00	95.00
Jet Bowler (B) (8/54).....	350.00	175.00	200.00
League Bowler (U) (1/54).....	125.00	89.00	125.00
Lightning (U) (2/55).....	210.00	195.0	

ARCADE EQUIPMENT

Code: AF—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sb—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
ABT Challenger (5/46)...	\$ 30.00	\$ 25.00	\$ 25.00
Across the Board.....	325.00	250.00	325.00
Air Football.....	225.00	195.00	225.00
Air Raider (K) ('48)....	150.00	125.00	150.00
All Star Baseball (W)....	175.00	135.00	175.00
Anti Aircraft.....	99.50	95.00	99.50
Atomic Bombers (M)....	125.00	125.00	125.00
Auto Photo (AP).....	1495.00	1495.00	1495.00
Balloonamat (Capitol P) (1/55).....	345.00	345.00	345.00
Baseball (Sc).....	79.50	79.50	79.50
Baseball, 2 Player (G)....	175.00	125.00	145.00
Basketball (G).....	195.00	185.00	195.00
Basketball (CC).....	195.00	155.00	195.00
Bat-A-Score (Ev) (8/48)...	179.50	100.00	175.00
Bat-A-Score Sr. (Ev) (8/48).....	145.00	105.00	105.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51).....	395.00	249.50	350.00
Big Inning (B) (47).....	125.00	85.00	95.00
Big League Baseball (W) (2/54).....	195.00	135.00	175.00
Big Top (G) (6/54).....	325.00	295.00	295.00
Bingo Roll.....	150.00	125.00	150.00
Bonus Deluxe (U).....	275.00	275.00	275.00
Bonus Gun (U) (1/55)....	350.00	250.00	275.00
Broncho Horse (Ex) (10/47).....	375.00	375.00	375.00
Card Vendor (Ex).....	50.00	50.00	50.00
Carnival Deluxe (U).....	210.00	185.00	210.00
Carnival Gun (U) (10/54)...	205.00	195.00	195.00
Champion Baseball (G)....	295.00	225.00	285.00
Champion Hockey ('46)....	125.00	125.00	125.00
Coon Hunt (S) (2/54)....	175.00	85.00	150.00
Dale Gun (Ex).....	55.00	50.00	55.00
Defender (B) ('40).....	125.00	125.00	125.00
Derby, 4 Player (CC) (3/52).....	150.00	99.50	145.00
500-Shooting Galley (Ex) (3/55).....	275.00	250.00	250.00
Flash Hockey (Coinex) (9/46).....	225.00	225.00	225.00
Flying Saucer (M) (6/50)...	110.00	99.50	99.50

	High	Low	Mean Avg.
Football (M).....	\$275.00	\$ 85.00	\$275.00
Coalee (CC) (1/46)....	99.50	95.00	95.00
Gun Patrol (Ex) (5/51)...	150.00	62.00	95.00
Harvard Metal Typer....	125.00	125.00	125.00
Hi-Ball (Ex) (2/38)....	95.00	95.00	95.00
Hockey (CC).....	385.00	275.00	310.00
Jet Fighter (W) (10/54)...	225.00	225.00	225.00
Jet Gun (Ex) (12/51)....	145.00	65.00	125.00
Jungle Gun (U) (7/54)...	195.00	135.00	135.00
Kicker & Catchers.....	25.00	18.00	20.00
K O Fighter.....	355.00	325.00	345.00
Lite League (W) (2/54)...	75.00	75.00	75.00
Mausier Pistol (Ex)....	89.50	89.50	89.50
Midget Movies (CC)....	145.00	125.00	135.00
Midget Skee-ball (CC)....	175.00	145.00	145.00
Moon Rides (B) (5/54)...	250.00	225.00	250.00
Panoram (Mills).....	325.00	275.00	325.00
Pennant Baseball (W)....	175.00	125.00	150.00
Photomatic (M) (1/50)...	350.00	295.00	350.00
Photomatic Deluxe (M) (2/36).....	365.00	350.00	365.00
Pistol Pete (CC).....	99.50	45.00	75.00
Pitch'm & Bat'm (S)....	175.00	175.00	175.00
Pop Up.....	25.00	14.50	20.00
Ranger (K).....	325.00	245.00	245.00
Rifle Gallery (G) (6/54)...	195.00	175.00	175.00
Safari (W) (2/54).....	365.00	225.00	313.00
Set Shot Basketball (Munves) (6/52).....	275.00	195.00	275.00
Shoe Brush Up.....	95.00	95.00	95.00
Shoot the Bear (S).....	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54).....	175.00	110.00	120.00
Sidewalk Engineer (W) (5/55).....	175.00	150.00	165.00
Silver Bullets (Ex) (11/49)...	125.00	125.00	125.00
Silver Gloves (M).....	225.00	145.00	225.00
Six Shooter (Ex).....	125.00	50.00	95.00
Sky Fighter (M) (9/53)...	130.00	99.50	99.50
Sky Gunner (G) (9/53)...	150.00	75.00	125.00
Sky Gunner (CC).....	145.00	95.00	95.00
Sky Rocket (G) (5/55)...	295.00	275.00	295.00
Space Gun (Ex).....	110.00	90.00	95.00
Space Ranger (Deco)....	295.00	295.00	295.00
Space Ship.....	350.00	200.00	325.00
Sportland (Ex) (11/51)...	225.00	155.00	175.00
Sportsman (K) (11/54)...	195.00	175.00	195.00
Standard Metal Typer....	325.00	199.00	275.00
Star Series (W) (4/49)...	89.50	79.50	89.50
Submarine (K) (1/42)....	125.00	125.00	125.00
Super Home Run (CC) (3/54).....	250.00	125.00	225.00

	High	Low	Mean Avg.
Super Jet (CC) (4/53)....	\$295.00	\$224.00	\$225.00
Super Slugger (U) (7/55)...	295.00	295.00	295.00
Telequiz (T) (1/49)....	95.00	90.00	95.00
Treasure Cove (Ex) (6/55)...	325.00	295.00	295.00
Undersea Raider (2/46)...	125.00	120.00	125.00
Voice-O-Graph (M) (4/46).....	375.00	375.00	375.00
Zingo (U) (1/51).....	325.00	199.00	275.00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn, 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 10.00
Advance Ball Gum.....	6.50	6.50	6.50
Du Grenier (7 Col.).....	50.00	45.00	45.00
Du Grenier (9 Col.).....	65.00	65.00	65.00
Du Grenier Tab Gum (4 Col.).....	10.95	10.95	10.95
Du Grenier Tab Gum (6 Col.).....	14.50	14.50	14.50
Du Grenier Model W (9 Col.).....	85.00	45.00	85.00
Eastern Electric C-8.....	100.00	100.00	100.00
Electro (8 Col.).....	95.00	95.00	95.00
Keeney Electric (9 Col.)...	135.00	135.00	135.00
Master 1c & 5c Bulk.....	8.50	8.50	8.50
Mills Candy (5 Col.)....	65.00	65.00	65.00
Mills Tab Gum (6 Col.)...	17.50	17.50	17.50
National 930.....	95.00	95.00	95.00
National 950.....	110.00	110.00	110.00
Northwestern 39, 1c.....	7.95	7.50	7.50
Northwestern 33 Ball Gum...	7.50	6.50	7.50
Northwestern 49, 1c.....	12.50	12.00	12.50
Northwestern Deluxe 1c & 5c.....	12.50	12.00	12.00
Northwestern Jet 5c.....	10.00	7.50	10.00
Northwestern (10 Col.) Tab Gum.....	19.50	19.50	19.50
P X (8 Col.).....	90.00	75.00	85.00
P X Electric.....	90.00	75.00	75.00
Rowe Candy (8 Col.)....	60.00	60.00	60.00
Rowe Crusader (8 Col.)...	100.00	100.00	100.00
Rowe Diplomat Electric (8 Col.).....	105.00	95.00	95.00
Rowe President (8 Col.)...	90.00	90.00	90.00
Silver King 1c.....	8.50	7.45	8.50
Silver King 1c Ball Gum...	8.50	7.45	7.45
Silver King 5c.....	8.50	8.50	8.50
Stoner Candy (6 Col.)....	125.00	80.00	80.00
Stoner Candy (8 Col.)....	185.00	110.00	165.00
Uneda Cigarette (6 Col.)...	65.00	45.00	45.00
Uneda Candy (6 Col.)....	65.00	45.00	65.00

Grand Jury Hits

Continued from page 104
participation in Harmony some months ago, with Berenson continuing as sole owner. The two last summer served 30-day workhouse terms in Minneapolis for Police Court convictions of operating their pin games as "gambling machines" by permitting pay-offs to winners.

50 120 200
SELECTION MODELS
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ROCK-OLA
FOR
EVERY LOCATION

The Oldest
ONE-STOP
Record Service
All Labels
All Speeds
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No C.O.D. Send check with order, including postage.
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SEEBURG DISTRIBUTORS
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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.

February 20—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

February 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.

February 26—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

March 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, ballroom floor, Detroit.

March 5—Washington Music Merchants' Association, monthly meeting, Seattle.

March 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

March 6—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

March 6—Summit County Music Operators' Association, monthly meeting, Akron.

March 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

March 7—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

March 12—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

March 12—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

March 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Co., Massillon, O.

March 13—New York State Operators' Guild, monthly meeting, Palatine Hotel, Newburgh, N. Y.

March 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

March 17—Iowa Music Operators' Association, State-Wide meet, Des Moines.

March 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

March 26—Music Operators of New York, quarterly meeting, 258 West 57th St., New York.

April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

Green Bay Dime
Continued from page 104
Bookmeier Novelty Company; Al Durand, Durand Sales; Norman Boettcher, Badger Sales, and Harry Daul, Union Sales.
Consensus of opinion at the meeting was that the switch to dime play was in line with trend proving successful all over the nation, and a necessary requirement for coinmen hoping to stay in business at a profitable level.
No particular standards were decided upon, since some operators were reporting good results with both three for a quarter and five for a quarter arrangements.

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before you buy any make phonograph . . . check our price on the new **ROCK-OLA**
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MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to: Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

TIGHTEN BELTS

Op Income Pie Thins; Costs Up, Takes Lag

- Gross receipts up, but fail to keep pace with even higher rise in expenses.
- Many report pinch despite dime play. Other answers needed to make ends meet.

This is the first of a four-part Forum dealing with operators' profits, and how they plan to improve them.

With another year of business under their belts, operators are checking their tax returns and profit and loss statements only to find their share of the income pie getting thinner and thinner.

While most are able to report higher gross takes from their machines, they also must face up to the fact that this has been more than outstripped by an even higher rise in operating expenses.

The result is that Mr. Average Music Operator finds his net income for the previous year even lower than he had in 1955.

Let's just take a look at some figures. In comparing their operating expenses during 1956, with the previous year, fully 67 per cent of the operators answering the Forum indicated that they were higher, with 26 per cent more answering about the same. Only scant 7 per cent were able to point to any decrease.

However, when it came to analyzing their gross takes for the year, the number of operators who could say they were higher, dropped to only 49 per cent. Those with no change climbed slightly to 31 per cent. But the significant factor is that those who reported lower gross takes now comprised a substantial 20 per cent. This is practically three times the number that indicated lower expenses.

That net income would drop is thus almost a foregone conclusion. But Forum replies go even farther in bearing it out.

Only 22 per cent of the operators answering the Forum could point to a higher net for

Inflationary effects of our spiraling economy have hit the juke box business even harder than most. For while most business firms have met rising costs by increasing their own prices, the juke box operator's efforts at this have been anything but encouraging.

Dime Play

Where he used to get a nickel for a tune, he finds in many places he can do little better today. And where he has been able to sell locations on dime play, he has found this not to be the complete answer.

Frank Collis of Sewell, N. J., voiced the sentiments of many operators when he said, "10-cent play has helped raise our collections. But our actual profit has not increased because of higher operating expenses."

Commission splits with locations have likewise failed to provide the operator with the income needed to function in today's era of the declining dollar. The majority of operators are still shouldered with the outdated 50-50 split, and find tradition and competition too formidable an obstacle to overcome this problem.

An interesting sidelight is that much of what was just said for juke boxes, also holds true for amusement game interests that most operators have in conjunction with their music routes.

Amusement Games

Fully 87 per cent of the music operators answering the Forum indicated that they operated amusement games along with their juke boxes. But the profit picture here, if anything, was even darker than what held true for music.

A solid 39 per cent reported lower grosses for 1956 as compared with the previous year,

What Operators Say:

The Question:

Some operators like the 200-selection juke box because they say it has helped them convert to a dime or make more money or check competition. Others say they don't like it. Yet most operators in a recent Forum said they would buy more 200's this year than all other models combined. What do you think of 200's? Do you plan to buy more of them than all other types combined during 1957?

The Answers:

Yes . . .

Ralph Scribner, Binghamton, N. Y.: "We have to buy 200's because we can't go backwards." . . . R. L. Holt, Salt Lake City, Utah: "We will be buying nothing but 200's in the future. You cannot hold top spots with anything else." . . . Ralph Elefanto, Brooklyn, N. Y.: "Yes, I'll buy more 200-machines because it is the only way to convert to dime play. In fact, that's all I'm going to buy. You have to keep up with the times."

Carl W. Fisher, Los Angeles, Calif.: "It's the only machine for modern operating. Customers have a better chance of finding a tune they can play with a 200. Everybody is happier with 200's, and I will buy them." . . . E. Greenfield, St. Albans, Vt.: "We expect to buy only 200's. We will place these machines in our better locations and pass along our 100's to some of our other locations."

George R. Rhodes, Uniontown, Pa.: "I intend to buy nothing else but 200's. Anything smaller leaves the location wide open to a 200-operator, and I might easily end up buying a 200 anyway and getting stuck with a smaller box. Don't forget . . . the location's name is Smith . . . and he wants to keep up with the Jones'." . . . Isadore Resnick, W. Hartford, Conn.: "Buying anything else than 200's is going backward. Secondary spots can get present 200's when new ones are purchased."

Otto Gage, Fayetteville, Ark.: "The 200-phonograph meets all competition. We are going to buy more 200's than other models." . . . S & D Amuse., Hoxie, Ark.: "Competition and converting to dime play will call for more 200 selections. So we will buy them accordingly."

No . . .

M. B. Morris, Somerville, Tenn.: "Business here is not that brisk. Cost of even a 100-selection machine is prohibitive when you add all other expenses even if figured on a 24-month basis to pay time payment notes." . . . A Florida operator who asked his name be withheld: "We have been successful in converting to dime play with the 100-selection phonographs and those with fewer selections. Hence, we don't feel that we need 200-selections as we feel that the 100 will take in as much money."

Ted Salverson, Huron, S. D.: "We do not plan on buying more 200's than before. We really don't believe 200 selections are necessary." . . . An Illinois operator who asked his name be withheld: "We have not had any increase in take with the 200's. The only advantage that we find at all with the 200's is to meet competition. I believe that the average small location would take in just as much or perhaps more, with about 50 selections."

L. A. Wilson, Whiteville, N. C.: "I do not think that 200-selection phonographs will increase take in the least. At least that is my experience during 1956." . . . Harry M. Manning, Chattanooga, Tenn.: "I like 200's, but I don't plan to buy any in 1957 unless forced to. I plan to enlarge my small route by buying used 100's."

Forum Votes

1. How did your operating expense during 1956 compare with 1955?
7% Lower 26% About the same 49% Higher
2. How did the total gross take from your juke box route during 1956 compare with 1955?
20% Lower 31% About the same 49% Higher
3. If you operate amusement games as well as juke boxes please specify:
87% . . . Yes 13% . . . No
If yes, was your 1956 gross collections from games lower, about the same, or higher than for 1955?
39% Lower 46% About the same 15% Higher
4. How did your net income during 1956 compare with 1955?
45% Lower 33% About the same 22% Higher

1956 than in 1955. Even more, 33 per cent indicated no change, but the number with lower incomes had now climbed to a fat 45 per cent.

While actual quantitative figures were not available, indications are that the above figures, if anything, understated the pinch that most operators now find themselves in.

For the few who did show higher net incomes stated that they were but a shade over the previous year's take-home share. But those with lower nets, indicated that the decrease was a rather substantial one.

Thus in actual dollars and cents, it would seem that the operators' loss in the music business was even greater. For while the 45 per cent with lower incomes are but double, percentage wise, the 22 per cent with higher nets, the dollar amount of loss appears to be many times this figure.

Reasons for this while almost obvious, are nevertheless not too comforting.

with 46 per cent more showing "no change." Only a bare 15 per cent said their grosses were higher.

The pattern thus is set for the coming year. Operators realize that they have to take certain measures to improve their incomes, or slowly be lost in the economic shuffle.

What single factor do operators think most important for improving their profits during 1957? Besides this, what other measures do they plan to take?

Effects

How will this affect their juke box buying? And how about records, more particularly, EP's?

Many operators feel they have the answer. Some of the operators' comments on the 200-selection juke box as one approach to this problem appear on this page. More of the replies, as well as other approaches to this question, will be presented in next week's Forum.

Examine the U. S. Department of Commerce Figures for the First 10 Months of 1956. Then

ASK YOURSELF:

Am I Sharing in This Ever-Growing Export Market of Coin-Operated Equipment Which Is Projected to Exceed \$30 Million in 1956?

Facts About JUKE BOX SALES
Totals are for the 1st 10 months of 1956
DOLLAR VOLUME... \$11,300,998

Facts About PHONO RECORD SALES
Totals are for the 1st 10 months of 1956
DOLLAR VOLUME... \$7,851,394

Facts About AMUSEMENT GAME & VENDING MACHINE SALES
Totals are for the 1st 10 months of 1956
DOLLAR VOLUME... \$4,941,694

GRAND TOTAL FOR ABOVE CLASSIFICATIONS

Table with 2 columns: Category and Dollar Volume. Includes Juke Boxes, Phono Records, Amusement Games & Vending Machines, and a TOTAL of \$24,094,086.

Projected Estimate for U. S. Coin Machine Exports in 1956 \$30,000,000

FACTS ABOUT BILLBOARD INTERNATIONAL

a bimonthly magazine designed to further world trade in coin-operated machines and records.

- DATE OF FIRST ISSUE: Distributed last week in February. SORRY, advertising deadline is past for February issue.
NEXT ISSUE: April.
ADVERTISING DEADLINE: March 15.
PRINTED IN 4 LANGUAGES: English, French, German and Spanish.
GUARANTEED CIRCULATION: 5,000 copies into more than 100 foreign countries.
WHO GETS BILLBOARD INTERNATIONAL: Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.
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NEW YORK 1564 Broadway Plaza 7-2800
HOLLYWOOD 6000 Sunset Blvd. HOLLYWOOD 9-5831

COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

Rudy Schkeryantz, routeman for Ray's Amusement Company, is hospitalized at the Veterans' Administration Hospital, Wood, Wis., with a slipped disk. . . . Walter J. Harloff, of Mequon, Wis., operator of the Love Amusement Company, passed away last week. He had been ill for some time. He was 65.

Stanley Stacy, of the Cavalla Tobacco Company and Stacy Vending, has been named to the panel of speakers at the forthcoming Silver

Anniversary Convention of the National Association of Tobacco Dealers in Chicago during March.

Newest addition to the song-writing ranks is one-stopper Barney Kuehn, of the Music Mart. Collaborating with cleffer Joe Di Cimeter, he has a fast moving item out on the Old-Time Jamboree label, called "Dixie Land Polka." . . . Joseph G. Ritt, president of Badger Candy Club, was named to the executive board of Western Confectionery Salesmen's Club. Elected to the board of directors of the organization were: Mel Catlin, Hershey Chocolate Corporation; Al Cliff, Farley Manufacturing Company; Forrest Thibeau, Sperry

Harbin Expands Juke, Game Route

MEMPHIS — Isiah Jernigan has sold his Atlas Music Company route to Robert L. Harbin for a reported \$30,000.

The sale included about 40 pieces of equipment, including phonographs, games and shuffles. The addition brings Harbin's route to about 200 pieces of equipment.

Harbin is owner of Harbin Amusement Company. His two sons, Bobby and Billy, have been helping him operate his business for some years and will operate the enlarged route, located in Memphis and Shelby County.

Harbin is a veteran coin machine operator who began on a small scale in 1939. His operations were highly successful and he slowly added to his route over the years.

Little Rock Dime

Continued from page 104

ments for a fair return on their investment.

Key point of his talks were that since 1939 costs have more than doubled for operators but that they were still getting the same nickel per play.

He instructed operators on how to approach location owners and cited the successful experience of one Memphis operator, who made the conversion in May, 1954, with no public or location owner resistance.

Sammons travels the Arkansas territory every week or two calling on operators. He said he and various Arkansas leaders in the field are working on Texarkana and hope soon to accomplish conversion there. Sammons is expected to speak to a meeting there with some Little Rock operators and distributors.

Texarkana is the largest city left in the state not yet on dime play. It is expected to convert shortly.

3-Way Check

Continued from page 104

and are thus likely to play more numbers.

Juke box servicemen cover the entire route with the bulletins, giving a handful to location owners as well as putting one on each machine.

More are distributed by WMGY, and still more thru the record shop. Because bulletins are accurately keyed to Montgomery preference, they have become extremely popular.

Top Tunes' Spot

Continued from page 104

they can put their finger on any of the top releases immediately.

"This system also cuts the operator's servicing time quite a bit," he added. "Knowing the latest releases are the first selections on the top row eliminates the time usually required to shuffle thru the lists to find the numbers to be replaced."

COIN MARKET PLACE
CLASSIFIED ADVERTISING
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

Business Opportunities

ATTENTION, OPERATORS OF SANITARY VENDORS

Are you tired of finding your machines empty and no money in cash box? Our new "Shorty" 600 coin chute will solve your problems. Write today for full details.

HEATH SALES CO.

P. O. Box 1445 Macon, Ga.

SELF-SERVICE TUBE TESTER ROUTES

Newest way for vending machine operators to make money! Get started today, buy direct from factory at big savings. Same quality E-Z Tube Tester successfully in use coast-to-coast. Tests over 350 different radio and TV tubes. Ideal for supermarkets, drug stores, hardware stores, etc. Send 25¢ for complete Sales Plan and Operating Manual. Tells all you have to know to start and build a successful Tube Tester business, including all forms. Catalog sheet free on request. Dept. BC-2, Caltex Manufacturing Co., 3815 Martin Court, Seaford, L. I., N. Y. Tel.: Castle 1-9777.

Parts, Supplies & Services

FREE LITERATURE FOR BULK VENDING. "How to Make More Money." Everett, P. O. Box 416, Oswego, Ill.

MOVIES:

ARCADE OPERATORS: New sensational films; fresh young talents; excellent professional photography; reference satisfied clients; 400+ continuous Pin-Up and Arts.

ACME

7046 Hollywood Blvd. Hollywood Tel.: HO 7-5128. Ask for Fred.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-fe23

Special Introductory Offer

HAMPTON HOUSE INSTANT COFFEE

Perfect for vending. Write for details to: Hampton House Vending Coffee 190-10 Brinkerhoff Ave. Jamaica 33, N. Y.

Positions Wanted

13 YEARS' EXPERIENCE COIN MACHINE business as follows: 7 years routeman-mechanic; 4 years arcade mechanic-manager; 2 years distributors sales-service. Available March 15. Reasons, political. No habits, family, reference. Write: 1011 College St., Georgetown, Tex.

Used Coin-Operated Equipment

CIGARETTE-CANDY-COFFEE-CIGAROMAT -FACTORY DISTRIBUTORS-

U-Select-It Candy & Coffee, Cigaromat Gum & Cigar Machine, Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Comb Machines. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

FOR SALE-DAHLBERG COIN RADIOS, 10¢ per hour; under-pillow Speakers for hospitals; used. Box M-185, c/o Billboard, Cincinnati 22, O.

FOR SALE-HF100G (54), 100 SELECTION, 45 rpm. Seeburg Juke Box like new, \$585; Genco's Wild West Gun, \$225; United's Fifth Inning, \$165; all in excellent working condition and very clean. Pleas Novelty Co., 1226 Chestnut St., Harrisburg, Pa.

SHIPMAN DUPLEX STAMP MACHINES. \$10 each; Triplex, \$29.50 each. Like new. U.S.P., Waterbury 8, Conn. Folders direct factory prices. mh2

VENDING MACHINES-PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies: 1 Hershey's, 250 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe23

Wanted to Buy

A USED DOWNEY-JOHNSON COIN Counter Model 20-PH desired or any make that isn't too old. Write and give information. Monroe Brant, 829 E. Market St., York, Pa.

USED VENDING MACHINES WANTED - We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. fe23

USED VENDING MACHINES WANTED - 49's, Acorn, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-tfn

WANT GUNS, DRIVEMOBILE, GRANDMA, Horses, Lord's Prayer on Penny, Metal Typewriter, other arcade equipment. Music Machine Co., Brunswick, Ga.

WANTED-GUNS AND OTHER ARCADE pieces, 1¢ and 5¢ Gum Machines and Candy Bar Machines, Beard Cigarette Service, Brunswick, Ga.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Parts, Supplies or Services.

Teamsters Move to Organize Bay State

BOSTON — Union affiliation, up to now only a strong potential in the Bay State area, appears to have become a factor in the vending industry. With union recognition the main issue, the Teamsters

Grocery Units Make Debut in Portland, Ore.

PORTLAND, Ore. — Supermarket vending made its West Coast debut here recently with the installation of two Vari-Vend units at the Food King supermarket. The market itself opened January 29.

Currently, the Grand Union battery in East Paterson, N. J., is the only other outdoor supermarket vending installation in the nation. A similar installation was tested by A.&P. at Levittown, N. Y., but the test was discontinued.

The Oregon store reports favorable public reaction to the automatic merchandisers and plans to add a third unit soon. Prices charged in the machine are the same as inside the store.

Items vended include pork and beans, peas, tomato juice, coffee, corn, instant coffee, orange juice, packaged meats, canned milk, pancake mix, tuna fish, soup, salad dressing, cheese, eggs, half gallons of milk, bread cake and sugar.

2d Vendomart Unit Opens at Burlington, N. J.

BRISTOL, Pa. — Frank Ver, owner of a 17-machine outdoor vending installation here, has opened a second unit in Burlington, N. J., and plans to open a third location by early spring. In addition, he has received a permit to add to the 60-foot concrete base of the Bristol unit.

Ver's Vendomat embodies a unique concept of vending. Unlike most operators who seek to place equipment on location, Ver builds the location and looks for the operator.

The Bristol unit, on U. S. Highway 13, halfway between Philadelphia and Trenton, N. J., has bread, pastry, milk and egg machines for the local take-home

(Continued on page 114)

Iowa May OK Cig Venders

DES MOINES — A bill to legalize cigarettes vending machines in Iowa was introduced in the Iowa Senate by a group of five senators.

The bill, SF126, would permit the use of cigarette machines so long as they are under the supervision of a responsible person of legal age to see that minors are not permitted to use the machines.

Iowa is the only State that does not permit the use of cigarette vending machines.

N. Y. Bulk Ops Discuss New Constitution

NEW YORK — The New York Bulk Vendors' Association discussed a proposed new constitution and bylaws at its regular monthly meeting at the Central Plaza Hall Annex here Wednesday night (13).

Guest speaker was Aaron Sternfield, of The Billboard editorial staff, who discussed trade associations and the needs for improved relations between the vending industry and the general public.

Sternfield advised the operators to take an active part in community life, to keep their local newspapers informed of their activities, and always to identify themselves as vending operators.

Trade Myths
He pointed out that public misconceptions about the industry has been, to a large degree, responsible for restrictive legislation and unfair law enforcement.

Sternfield added that, in the long run, it is better to prevent unfair legislation and law enforcement by taking active roles in civic and municipal life than to win expensive and time-consuming court cases.

Guest speaker was Aaron Sternfield and Leo Leary, of H. K. Hart Confections, and Ron Carpenter and Murray Dorf, of Vend magazine.

Propose 3c Pack Cig. Tax in Calif.

Cigarette Vendors' Institute Urges Ops to Join Assessment Fight

PASADENA, Calif. — A three-cent-per-pack tax on cigarettes has been proposed along with a beer levy in the California Legislature as part of the California Teachers Association program to raise \$74 million to increase teachers' salaries and other educational costs.

With Governor Goodwin Knight indicating that he will sign the proposal if passed by the Legislature when it convenes in Sacramento on March 4, members of the Cigarette Vendors' Institute of California, Inc., are asking operators to join in an all-out fight against the assessment.

Arch Riddell, CVI secretary here has made mailings to cigarette operators urging them to contact their assemblymen and senators for support in defeating the bill. In 1955, an attempt to levy a cigarette tax was defeated.

The bill to assess cigarette and beer was introduced by Assemblyman Ernest R. Geddes of Claremont, Los Angeles County.

Riddell has asked operators in the mailings he has made to them

to advise his office of the reactions of the legislators contacted. He also advised operators not knowing their representatives to advise him, giving residential address so that he may supply the needed information.

Riddell has expressed concern over the passage of the tax, pointing out that the Governor has seemingly switched his stand against no new taxes during this legislative session.

Oregon, Riddell pointed out, has defeated a proposed cigarette tax at the polls on four occasions, the last being in November, 1956. In that State registered voters downed the proposal by more than 100,000 majority.

Cigarettes are selling thru machines in California for 25 and 30 cents per package. The added tax would require costly adjustments, Riddell emphasized, to be made by the operators.

Patrey Named Head of NATD Operations Div.

NEW YORK — Harry B. Patrey has been named director of the National Association of Tobacco Distributors' newly organized operations analysis division.

The division will provide management and operations advice to member firms at no cost other than expenses incurred by travel. Generally, it provides the same service as does a management engineering firm.

Patrey has been in the tobacco industry for 25 years and has recently written, with the collaboration of Joseph Kolodny, NATD managing director, a 700-page volume called "Successful Methods of Wholesale Tobacco Distribution."

Among the services to be provided by the new divisions are general management and administration, sales management and promotion, territory coverage and zoning, office management, buying and inventory control, warehouse planning and operation, receiving, order assembly, checking, packing, loading and delivery.

Wis. Bill to Curb Smokes For Minors

MADISON, Wis. — Wisconsin State Cigarette Operators' Association has gone on record as favoring the proposed Fricker bill which would prohibit sale of cigarettes to persons under 18 years of age.

Legislative hearing on the bill January 31 was attended by a trio of active members of the cigarette vendors' trade group. On hand were Herb Geiger, Milwaukee; C. S. Pierce, Brodhead, and E. Z. Gregory, Madison.

According to the committee members, the bill as written does not hold the vending machine operator liable if anyone under 18 is charged with securing cigarettes from the equipment. The owner

(Continued on page 114)

Union (AFL-CIO) has been successful in effecting a strike of workers in one cigarette vending firm.

The union had secured cards from workers in the Enterprise Cigarette Service of Revere, and when management refused to recognize it, pulled the workers out on a strike which lasted three days.

Personnel is now back at work and it is reported that negotiations are in progress to establish the union in the plant.

Test Case
Particularly significant is the fact that the strike was looked upon by many operating companies as a test case of the union's power.

The Teamsters' Union, while active in these parts for some time, has heretofore been unsuccessful in establishing any sizable membership among employees in the vending industry.

The current strike was the first active action taken by the union as an indication of their in-road to the industry.

Other segments of the vending industry in the Metropolitan area have been approached by the union, but so far, management has not acceded to the demands.

Vended Breakfast to Be Feature Of NATD Show; Vending Panel Set

NEW YORK — Automatic merchandising will dominate the March 28 morning session of the 25th annual convention of the National Association of Tobacco Distributors, to be held at the Conrad Hilton Hotel, Chicago, March 24-28.

Tobacco wholesalers will be served—or rather serve themselves—breakfast from batteries of venders in the Williford Room. Units dispensing fruit juices, coffee, milk, pastries and even packaged breakfast foods will line the walls of the room.

As the conventioners enter the room they will be handed coins and asked to serve themselves. Equipment of the following manufacturers will be used: Du Grenier, Eastern Electric, Lehigh, National Vendors, Rowe and Stoner.

Committee
Committee in charge of arranging the breakfast consisted of Charles H. Brinkman, vice-president in charge of sales, Rowe; Richard E. Gibbs, sales manager, Du Grenier, and Melville B. Rapp, executive vice-president, Apco.

Following the breakfast, Harry Kolodny, Le Peko Company, Jersey City, N. J., will speak on "Can the Wholesale Tobacco Distributor Capitalize on the Expanding Vending Machine Market?"

New Bert Mills Sales Plan: Plant Reps Only

ST. CHARLES, Ill. — A new sales policy, featuring all sales thru direct factory representatives, was announced by Bert Mills Corporation last week. The program was instituted February 8.

Simultaneously with the plan, Bert Mills announced the establishment of a new service and parts depot to serve the West Coast area. The new facilities, under Tony Capers, are located at 3167 Eastman, Oakland, Calif.

Prior to the new sales policy, Bert Mills products were sold thru

several distributors, as well as representatives of the Rowe Manufacturing Company.

Frank Q. Doyle, sales manager, indicated that the new sales program came "after a thoro analysis of the operators' problem."

"We have found," he added, "that a direct factory representative, dependent on and specializing in a single line of equipment with which he is completely familiar, is more desirable and satisfactory to all concerned."

Fedam Intros Financing Program, New Vender

CHICAGO — Announcement of a new national financing program for operators purchasing the hot food vendor manufactured by Fedam Company, was made by Don Conley, president.

Simultaneously, it was announced the firm is making deliveries on its new model VS-3 hot food vender. The new model offers one to 10 selections and has a 50-can capacity.

The firm's operator financing program is with the First Acceptance Corporation of Minneapolis,

and is available to operators purchasing five or more hot food venders. The plan calls for an initial down payment of 25 per cent with the balance to be paid off over a period of one year in monthly installments.

New Unit
Describing the new VS-3 model, Conley stated the entire front appearance of the unit has been changed. The large front opening has been eliminated and the cans now are ejected into a small opening in the lower section of the vender.

The electrical system has been simplified and the vending section of the new unit has been combined with the storage stand. The vender is finished in a silver gray hammer-tone baked enamel finish.

The trap door at the bottom of the 10 columns has been eliminated, replaced by an actuating continuous hinge that operates on a single switch. The previous model had 10 control switches.

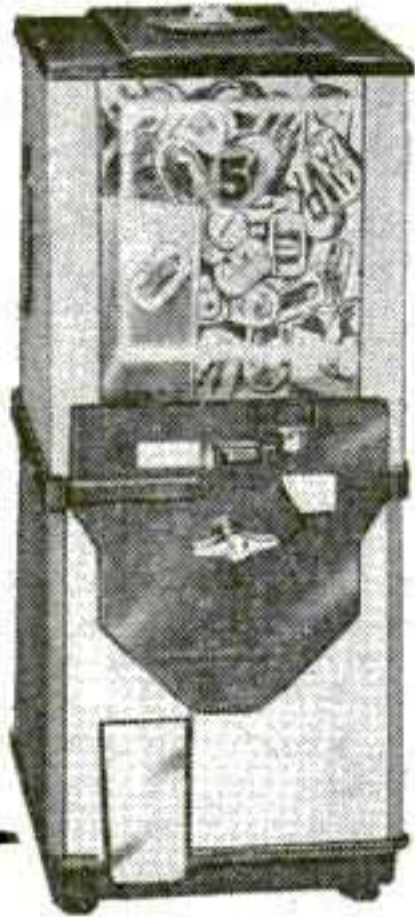
The new unit is available with a 15 or 25-cent straight-vend coin mechanism; a nickel and dime slug rejector and totalizer for one-price vend, and with a nickel-dime-quarter slug rejector and totalizer for one price vend.

The vender is 56 inches high, 29½ inches long and 16 inches deep.

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 Machines, Parts, Globes
 Charms, Merchandise Supplies
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 PHONE or WRITE FOR PRICES

Elvis Charms Ready
 NEW YORK—Samuel Eppy & Company, local charm manufacturer, has come out with an Elvis Presley line. The series consists of 14 miniature records, with the name of a Presley bestseller on one side and a quote from the side-burned artist on the other.

J. SCHOENBACH
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VICTOR'S
SUPERMART
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 All-Capsule Vendor . . .
 5¢ or 10¢ play . . . with
 that sensational LOOK-SEE
 VIEWER that really gets the
 BIG REPEAT PLAY.
 Capacity: 460 Capsules with Viewer
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 See Your Nearest VICTOR
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Victor Vending Corp.
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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
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 AND NAME OF NEAREST
 DISTRIBUTOR

NAMA Plans Series of 7 Sectional Meets

CHICAGO—Plans are being readied for seven sectional meetings to be presented this spring by the National Automatic Merchandising Association in centrally located cities all over the United States, according to Regional Meeting Chairman Tom Hungerford, of National Vendors, Inc., St. Louis.
 A preliminary announcement indicates that the meetings will be built around a "How to Increase Your Profits" theme, and a panel of prominent vending operators will appear at each meeting to present ideas to help operators increase profits.

The 1957 meetings will be open to all vending operators and their employees, and to member machine manufacturers and product suppliers.
 The following policies have been adopted by the regional meeting committee: No exhibit of machines or vendible products is authorized in headquarters hotels, and the sampling of vendible products will not be permitted in the hotel at any time during the meetings, with the exception of a cocktail reception sponsor who may be permitted to offer samples at the specific function which he sponsors.

NAC to Hold Coast Meet

CHICAGO—"How to Increase Your Profits in '57" will be the conference theme for the second annual regional conference of the National Association of Concessionaires (formerly Popcorn and Concessions Association), February 27-March 1, at Sands Hotel, Las Vegas, Nev.
 Featured speakers will be NAC board chairman Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, whose subject will be "What to Look for in a Good Concession Operation in a Drive-In," and NAC President Lee Koken, RKO Theaters, New York, who will discuss "Concession Stand Management Techniques for Conventional Theaters."

Fees
 The following fees have been established for non-member operators (not including cost of meals): \$10 for each additional person from the same company.
 These fees will be waived if the operator presents a completed application (with a check for one year's dues); the fees will also be accepted as down payment on the first year's dues if the remainder is paid within 30 days.
 Each meeting will be for one day, with the call to order at 10 a.m., and adjournment at 4:30 p.m. A group luncheon and a cocktail reception at 4:45 p.m. will be featured.
Cities
 The following cities and dates have been chosen: Chicago, March 23; Buffalo, April 4; Boston, April 13; Atlanta, April 27; Atlantic City, May 11; Dallas, May 25, and Los Angeles, June 8.

Also scheduled to address the group will be William E. Smith, The Popcorn Institute, Chicago, and NAC Executive Vice-President Thomas J. Sullivan, describing "Effective Popcorn Merchandising With Promotional Aids."
 One day of the two-day conference will be devoted to seminar tables where particular topics relating to popcorn promotion and concession operation will be discussed in detail led by a table moderator. There will also be an equipment clinic, conducted by manufacturers of the latest equipment for concession operation.
 Coca-Cola Company will sponsor the conference luncheon February 28, and the Pepsi-Cola Company will host a cocktail party February 1. All members of the theater and concession industries are invited to attend. Advance registrations are being accepted by Mr. Chesler at his office, Theater Candy Distributing Company, P. O. Box 2023, Salt Lake City.

Nat'l Shows Candy Vender

MEMPHIS—From 25 to 30 Memphis operators attended a showing of the new National Vendors, Inc., eight-column candy vending machine, held by Chester Roe, Southern district sales manager.
 The unit is similar to National's 13-column cigarette vender and has a capacity of 200 bars of candy or gum. Delivery is expected to be in mid-April.
 Among vending operators attending were Drew Canale, owner of Canale Amusement; Parker Henderson, general manager of Southern Amusement; Douglas Partee and Charles E. Pugh, owners of Southern Cigarette Service and Quality Vending Service; William G. Wesche, vice-president and manager of Memphis Canteen Company; H. L. Todd, manager of Commodities, Inc.; John D. H. Meyer, owner of Meyer Sales; Russ Thomas, manager of Vendor Distributing; John Hornsby, Hornsby Cigarette Service, and Ernest Wessler, Bluff City Cigarette Service.

NEW YORK — The Ameropa Trading & Shipping Corporation, export agent for several vending machine manufacturers and suppliers, has opened a London office, with John W. Toole, veteran British vending executive, in charge.
 Arnold Cortell, Ameropa president, announced that the firm is now European agent for the United States Vending Machine Corporation, manufacturer of hot dog vendors.

OPERATORS!—MAKE MONEY!
 with Route of "FUN SHOPS"
 Earn STEADY PROFITS supplying stores with our FAST-SELLING Jokes, Tricks and Puzzles on self-service display racks. Popular priced, all-year-round sellers! \$250 investment required to start. Write or wire TODAY for complete details.
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Perc. B.G.	7.95
N.W. #33 1¢ Perc. B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mds.	7.45
ABT Guns	30.00
Acorn, 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5.75
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Sheik	.53
Cashew Whole	.64
Cashew Butts	.41
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
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 Bio Ball Gum, 40 ct. . . . \$.28
 Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.30
 Rain Bio Ball Gum, 100 ct.37
 200 lb. minimum, prepaid on all Rain Bio Ball Gum.
 Adams Gum, all flavors, 100 ct. . . .45
 Wrigley's Gum, all flavors, 100 ct. . .45
 Beech-Nut, 100 ct.45
 Hershey's Chocolate, 200 ct. . . .1.40
 Minimum Order, 25 Boxes Assorted.
 Complete line of Paris, 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
NUTS
 GET YOUR SHARE WITH
Northwestern
49 NUT VENDER
 Interchangeable SANI-CARRY globe for faster servicing.
 Displays merchandise to best advantage.
 Also available in Hot Nut.



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 An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.
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EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



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HUNDREDS OF MONEY-MAKING VENDING IDEAS
 MONTHLY FEATURES
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ELVIS PRESLEY
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\$62.50
 per carton of 5,000, F.O.B. factory.
 Cash with order.
TERRIFIC DEAL!

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New Name and Hdq. for Fla. Operating Co.

JACKSONVILLE, Fla.—Southern Sales, a major diversified vending operation here, has been renamed the Shafton Vending Company, giving the firm the same name of its owner, Harris T. Shafton.

The move marks the culmination of a series of changes in the company's field of operation, and lays the groundwork for a planned expansion including the acquisition or purchase of new headquarters.

Shafton established the Southern Sales Company as a ball-gum route in June of 1952, covering southern Georgia thru central Florida.

About two years ago Shafton spread his Southern Sales operation into powdered coffee vending and soft drinks, and subsequently into candy bar and milk vending. The company also operates vendors serving hot chocolate, soups, ice cream, cookies and crackers.

In order to concentrate upon the general vending service, Shafton sold his ball-gum operation in the South a few months ago, and is currently planning to move his headquarters to a new location as soon as a site can be found. His present building on Kings Avenue, which is on U. S. 1, is to be razed for construction of a new expressway.

Shafton has two full-time servicemen, in addition to himself. His wife assists in the operation by handling the books.

"Vending in Florida is different," he notes. "The biggest problem is a weather condition of high humidity. It is primarily to service Florida locations, that manufacturers of powdered coffee, soup and similar vendors install a heater which may be used optionally. Here they are a necessity."

Shafton, formerly in the wholesale grocery field in Stevens Point, Wis., entered the vending industry a number of years ago as owner of Automatic Gum Sales, operating a bubble-gum route in Akron.

This operation was subsequently moved to Lexington, Ky., and operated concurrently with his Southern Sales operation. Shafton sold his interest in Automatic Gum Sales three months ago.

Supplies in Brief

Peanut Supply Heavy

Peanut supply at the end of November, 1956, totaled 1,017 million pounds of equivalent uncleaned, unshelled peanuts, according to Agriculture Department. Roasting stocks—principally Virginia type—were down from last year, but peanuts held in the form of shelled edibles are up about 7 per cent over November, 1955. Shelled raw peanuts reported used in making candy, salted peanuts, peanut butter and miscellaneous products totaled 169 million pounds thru November, 1956—a 6 per cent increase over the amount used in 1955.

Glass Containers Down

Factory shipments of machine-made glass containers during November, 1956, totaled 10,264 thousand gross. Returnable beverage containers accounted for 457 thousand gross of the total—a decrease of 428 thousand gross from the amount shipped a month earlier, according to Commerce Department. Nonreturnable beverage containers accounted for 53 thousand gross of the total—a decrease of 55 thousand gross from October, 1956.

COINMEN YOU KNOW

Continued from page 110

Sr., United, Inc., officer, left for his annual vacation to Florida, expecting to stay several months. He made the trip with former music operator Len Casper.

Operators stopping at Barney Kuehn's Music Mart included John Jesinski, Sheboygan; Otto Hadrian, Harry Gromacki and Harold Sommerfield, of Southern Novelty Company, Milwaukee.

Carl Hubbell, Oconomowoc, is one of the newcomers here in the music operating field. Hubbell married a girl from this area and moved here from Massachusetts where he formerly ran a string of music machines.

Washington

By DELORES NEWCOMB

James Bowen, manager of Kwik Kafe of Washington, says business is picking up, despite the Capital's changeable weather. Bowen has several hot food machines out on an experimental basis, but he's disappointed with the results. He says that people who buy the hot foods are pleased with the quality and buy again, but not enough people are buying... The Game Room at Washington's National Airport is doing well, according to owner Michael Bushdid. He plans to expand his background music operation this year.

Two of Bushdid's numerous corporations were recently
(Continued on page 114)

MARBLES

The season will soon be here! Order now before the rush.

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
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Shipments made at once F.O.B. factory Freight or truck.

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5% discount on marble orders received in February.

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6 designs

\$62.50

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GOLDEN HEART

with
BIG DIAMOND

(Fold Vacuum-Plated, with Big Rhinestone)

5,000 & Up..... \$ 8.75 per 1,000
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Big FLASH, SPRINGTIME (Love) Appeal. Low PRICE

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Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

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\$159.00

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OPERATORS!

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A MONTH PER LOCATION

SMALL INVESTMENT...
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BestTest lets customers test their own TV & radio tubes... saves them service fees... you sell the tubes.

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FABULOUS \$350,000,000 BUSINESS

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ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cots. We can also "King Size" your old Rowe machines.

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ROWE CRUSADER - 8 Cols., 340 cap., 25c and 30c Vend. King and Regular. Fully Modernized—Cut Stand.

Sensational Special Offer — Only \$99.95

All Equipment Unconditionally Guaranteed
COMPLETELY RECONDITIONED AND REFINISHED
We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.
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"LOVE ME TENDER" Jewelled Heart



With handsome rhinestone inset. Assorted Colors. An all-time favorite. \$12.50 per M

Rock 'n' Roll

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Great new charm. Finely detailed—two-tone combinations. Versatility assured with loop for attaching charm.

Two-tone plastic.....\$6.50 per M
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Stickers available at your dist. or

Paul A. Price Co. Inc.

55 Leonard St., N.Y. 13, N.Y. QOrtland 7-5142-8

COINMEN YOU KNOW

Continued from page 113

awarded contracts to place photo and Lord's Prayer machines in G. C. Murphy variety stores in Florida. Bushdid is heading for Florida in a few days. He and the family are looking forward to a long-awaited vacation.

G. B. Macke Corporation has in-

stalled two more automatic snack bars in the area—one in the Acacia Insurance Building, and one at the Chestnut Farms Dairy. Meyer Gelfand, Macke spokesman, said the firm will concentrate more heavily (Continued on page 119)

NAC Plans S.W. Meet

CHICAGO—The fifth annual Southwestern conference of the National Association of Concessionaires (formerly Popcorn and Concession Association) will be held Wednesday, February 27, at the Adolphus Hotel, Dallas.

A program keyed to popcorn merchandising and concession stand management has been announced by NAC conference chairman A. J. Schmitt, Houston Popcorn & Supply Company, and program moderator Charles E. Darden, Charles E. Darden Company, Dallas.

Two top officers of NAC, board chairman Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, and NAC President Lee Koken, RKO Theaters, New York, will headline the program. Nathan will discuss "What to Look for in a Good Concession Operation in a Drive-In" and Koken, "Concession Stand Management Techniques."

William E. Smith, of the Popcorn Institute, Chicago, and NAC Executive Vice-President Thomas J. Sullivan will present "Popcorn Merchandising and Promotional Aids." Another panelist will be Steve Bakarich, Lone Star and Bordertown Theaters, Dallas, whose subject will be "Newest Ideas in Signs and Point-of-Sale Displays." Open forum discussion will follow the individual presentations, moderated by Darden.

2d Vendomart

Continued from page 111

trade, and hot dogs, pizzas, coffee, ice cream, candy and cold drink units for the transient trade.

Outside Operators

A fiberglass roof covers the machines which are set on a concrete platform. While Ver operates some of the units, cigarette, ice cream and cigars are operated by M. & W. Sales; Kwik-Kafe, of Trenton, has the coffee, and Eastern Sales, of Philadelphia, has the candy.

The Burlington installation will be operated entirely by outside firms, with Ver taking a commission on the gross.

Wisconsin Bill

Continued from page 111

of the premises is charged with the responsibility of keeping minors from making purchases.

"We have never had a serious problem in this State because of minors making use of cigarette venders," claims Herb Geiger. "Our committee has informed the bill's sponsors that we see nothing wrong with the bill, but feel that in order to be realistic about the problem, the age limit should be lowered to 16. We doubt whether that would be done, however."

J. SCHOENBACH

Distributor For oak Manufacturing Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE or WRITE FOR PRICES

B-Tichener Bows New Bottle Vender

NEW MILFORD, Pa.—A new eight-selection bottle drink vender with 136 bottles in vending position and another 136 in the pre-cool section is currently being manufactured by the Brewer-Tichener Corporation here.

The 10-cent coin mechanism is standard. Penny refunders, two-coin mechanisms and coin changers are available at extra cost. Dimensions are 49 1/2 inches long, 27 1/2 inches high and 37 inches wide.

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
- DUGRENIER "W" CIGARETTE, 9-column, king-size... 65.00
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- UNEEDA 6-COLUMN CIGARETTE, king-size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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Charm Operators ATTENTION!

METAL LICENSE PLATES OF ALL STATES

Encased in chrome frame.

Exact duplicate of "Disabled-Vet's" plates! Vends in all kinds of machines.

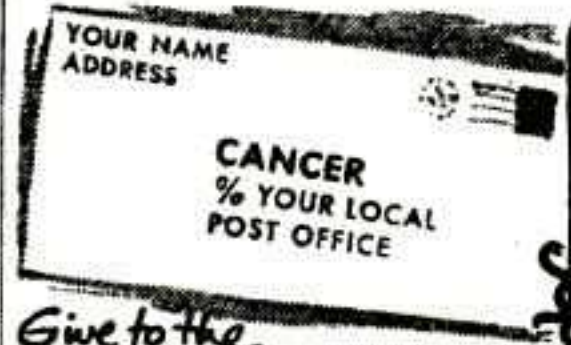
Special Prices

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- 100 thousand or more.. 5.75 per M

IMMEDIATE SHIPMENTS SAME DAY ORDER RECEIVED.

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Ball and VENDING GUMS

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- Chloro-Vend Ball Gum 40¢ lb.
- Chloro-Vend Chicks, 320 ct. 40¢ lb.
- Chicle Chicks, 320 & 520 ct. 36¢ lb.
- Bubble Chicks, 320 & 520 ct. 27¢ lb.
- Tab (short stick), 100 ct. 38¢ box
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THE BILLBOARD

115

Gottlieb Ships Ace High Pin; Has 25c Chute

CHICAGO—A new single-player five-ball pin game, Ace High, was shipped to D. Gottlieb & Company distributors last week. The game is the first with optional National slug rejector 25-cent coin chute, in combination with a nickel or dime chute. Games can be set for 3, 4 or 5-for-quarter play.

One of two separate cash boxes takes quarters, the other takes dimes or nickels. This accommodates sorting of coins after collections.

Ace High, living up to its name, has a scoring system based on card symbols. When a ball hits a bull's-eye target, a card lights up. Three kings, three queens, or one ace lights up ball holes for free games.

Balls hitting spade, heart, diamond and club roll-overs light up the "out" hole for a free game. Each roll-over corresponds to a ball bumper of like suit, which lights up for high scores.

High scores are also made by hitting outer edges of bull's-eye targets. Targets are hit when players shoot balls by activating button-operated flipper buttons at the sides of the cabinet.

Valley Ships New 6-Pocket Coin Pool Unit

BAY CITY, Mich. — Valley Manufacturing Company begins shipment this week of a new coin pool game, Valley Six-Pocket Pool.

The game is the six-pocket, 15-ball variety. Size is 74 inches long, 42 inches wide, 33½ inches high. In addition to the 15 regular 2½-inch balls, a larger 2¼-inch cue ball is used, which remains on top of the table thruout the game.

Any type of game can be played which is played on regulation-type pool tables.

Playfield is without bumpers and game is manually operated, requiring no electrical hook-up. Valley Six-Pocket Pool will be sold exclusively on the commercial market, according to Earl Feddick, president.

Memphis License Collector's Move Irks Game Ops

MEMPHIS—Sloan O. Craig, collector of licenses and privileges for the city, confirmed last week that he mailed a letter to all game operators threatening to disconnect their machines and turn them to the wall if 1957 license stamps were not on them by February 1.

Craig said he mailed the letter January 1. He said, however, he had conferred with Police Chief James Macdonald and decided to extend the deadline to February 9.

Macdonald's police officers are supposed to make the check on the machines, Craig said. Craig's letter was known to have irked some operators who felt that the threat and such tactics were not necessary. If a machine is overlooked by the operator, they point out, Craig and his men should have the courtesy to call them and

KEENEY TO BOW 1st BIG BOWLER

CHICAGO—J. H. Keeney & Company is readying for production its first long-alley bowling game, True Score. The game will be a 14-foot model with realistic type ball gutters. Shipment date is not yet set.

Keeney is the fourth local manufacturer to begin work on a long-alley. United Manufacturing Company and Bally Manufacturing Company already have long-alley games in the field. Chicago Coin Machine Company has one in production but as of last week had not made any regular shipments.

Appeals Court Rules Ohio City Pin Code Valid

TOLEDO—Judge Lehr Fess, Appellate Court, here has ruled that ordinances of Columbus, O., which outlaw all pinball games are valid under the State constitution.

The ruling goes a step further than a State Supreme Court ruling last summer that pinballs which offer free plays are illegal. Operators are expected to appeal the new ruling to the State high court.

The appellate opinion said: "It is not for the courts to determine the wisdom of the legislation, but its constitutional validity . . . a court will not substitute its judgment for the discretion of municipal authorities, who are presumed

(Continued on page 121)

Indiana, Calif. Bills Hit At Pinballs, Free Plays

INDIANAPOLIS — Indiana reform elements scored their first victory in the current session of the Indiana General Assembly Thursday (14) when a committee of the House of Representatives voted to outlaw free replays on pinball machines.

Not wholly unexpected, that action was taken by the Public Policy Committee in connection with a bill to amend the State's 1955 anti-gambling law by removing the section which brought legal sanction to free plays.

Earlier expectations were that the bill, introduced by Representa-

(Continued on page 121)

New Bowl Games Pace Fresh 1957 Coin Amusement Market

Long-Alleys Off to Slow But Solid Start; Target-Bowlers Fill Gaps

By KEN KNAUF

This is the second of a two-part series on the effect of the new long-alley games and target-bowling games on operations thruout the country. This article includes reports from Detroit, Salt Lake City, Memphis and Miami. Last week's article covered Chicago, Los Angeles and Denver.

CHICAGO—The new long-alley bowling games and their smaller counterparts, the target-bowlers, are already strong novelty attractions, but have a long way to go toward becoming standard location pieces. In this respect they are

still very much "games of the future" in the industry.

Most operators around the country have only a small number or none at all of these games out on location to date. However, the fact that operators who have spotted such games report good grosses almost without exception, indicates a great potential market in the months to come.

The new bowling games, played with balls instead of pucks, have been on locations since their introduction late in 1956. Here's how the 1957 market shapes up, pro and con:

1. In most spots they are filling

the demand for "a new type of location game," a demand that has been felt since the drop in coin-pool game popularity. Operators say that the new long-alley games more than match the play appeal of any other type of game available, with the exception of pinballs in certain areas. In other areas the new games are replacing pinballs, where these games have met with legal blocks.

2. Locations have begun to request that long-alley games be placed. This, in the past, has been a good indication of rising success.

3. Only a very small part of the potential market has been filled to date. While this reflects the problems of expense and size in respect to the long-alleys, it also indicates a long-term market, as opposed to one which might be quickly flooded with new models and which might lose its novelty appeal in a short time.

Important Drawbacks

The bugaboos in the market are formidable ones, but seem to be greatly outweighed by the initial success the games have met:

1. The long-alleys are relatively

(Continued on page 116)

Nov. Exports Climb 19%; Hit \$1,853,705

Games Show Biggest Gain; Juke, Vending Machine Shipments Ahead

CHICAGO—U. S. coin machine exports rose 19 per cent in November over the same month of 1955, winding their way toward a 1956 record year. Total November volume was \$1,853,705.

Amusement game exports made the biggest gains, increasing from a \$237,450 November, 1955, volume to nearly twice that amount, \$454,573.

Juke box exports similarly increased from a \$1,186,459 volume to \$1,218,920, and vending machine exports jumped from \$130,312 to \$180,212.

Canada led the markets for coin exports in November, taking a volume total of \$356,573. Topping the \$100,000 level were four other countries: Belgium, Venezuela, Mexico and West Germany.

Leading the juke box markets was Belgium, with a \$183,024 volume, followed closely by Venezuela, Mexico, West Germany and Canada, in that order.

The heavier-than-usual amusement game exports were more widely distributed, Canada being top buyer with a mild \$87,829 volume. Belgium, Italy, France, Hong Kong and Mexico were principal markets in November.

The vending machine shipments went mostly to Canada, which did a \$131,173 volume. Next in line was Venezuela with a meager \$24,225 total. Sweden ranked third with \$11,848.

November, 1956, exports showed a slight drop from the October level, when a \$1,940,465 total was shipped. Average value per machine shipped was down from the November, 1955, level, when just 5,551 units were exported compared to the November, 1956, total of 7,473.

Milwaukee Ops Skeptical of New Bowlers

MILWAUKEE—Beer City operators are viewing the new long-alley and target-bowler games with wary eyes. A survey by The Billboard reveals that the local coinmen are cautiously sampling the recent output of these new game models. Purchases to date, according to reports from operators and distributors, have been light.

Most of the big coin firms have bought one or two units on a try-out basis. Small and medium-size route operators thus far have displayed attitudes ranging from "wait and see" to out-and-out denial of the need and practicability of the units.

Drawbacks of the new games, say most operators, are their size and the high-price tags placed on the equipment. "Only a few of my locations can find room for these

(Continued on page 121)

Coin Machine Exports

November, 1956

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	326	\$ 137,571	509	\$ 87,829	1,345	\$131,173	2,180	\$ 356,573
Belgium	391	183,024	1,679	70,541	2,070	253,565
Venezuela	207	174,398	34	8,949	85	24,225	326	207,572
Mexico	279	163,163	501	27,628	40	3,960	820	194,751
W. Germany	213	152,484	107	34,893	1	697	321	188,074
Italy	25	21,125	284	64,039	1	615	310	85,779
Switzerland	87	59,332	55	8,213	142	67,545
Colombia	77	59,320	77	59,320
Hong Kong	28	10,249	167	36,572	195	46,821
France	131	38,820	1	802	132	39,622
Netherlands	92	37,816	3	850	95	38,666
Guatemala	47	36,725	47	36,725
Sweden	7	5,842	45	13,756	8	11,848	60	31,446
Peru	41	30,105	41	30,105
Cuba	61	21,563	140	6,008	1	535	202	28,106
Denmark	32	21,870	32	21,870
Other	202	104,333	187	56,475	34	6,357	423	167,165
TOTALS	2,115	\$1,218,920	3,842	\$454,573	1,516	\$180,212	7,473	\$1,853,705

Tenn. House OK's Pin Bill; Up to Senate

NASHVILLE—The House of Representatives passed a bill last week making it a violation for persons under 18 to play pinball machines. Punishment would be a maximum fine of \$50 for each violation.

The bill was sent to the Senate. It was not known how much support or opposition the bill has there, as the Senate was bogged down on important hearings on the teacher pay and retail trading stamp issues.

The bill, introduced by Rep. Allen O'Brien, Springfield, would make the location owner responsible

(Continued on page 121)

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New Bowl Games Pace '57

Continued from page 115

very high-priced. Requiring an investment of over \$1,000, in most cases the games are out-of-reach of the operators' pocketbooks in terms of volume purchases.

2. The long-alleys and many of the target-bowlers are relatively long in size, ranging to 14 feet and over. The fact that they won't fit into many, if not most locations, combined with the expense factor, tends to limit their market.

3. Operators are divided on the question of whether or not these new games are the answer to their present needs. Some regard the new games only as "fillers" until a more all-around location game shows up.

Typical of the reception accorded the new games is seen in the Salt Lake City area, where some operators are doing well with the games, and others are holding back with a "wait and see" attitude.

Replace Pins

Al Nowels, Western State Distributors owner, commented: "The 14-footers are going good and answer a purpose here, where pin-balls are nearly non-existent until a Supreme Court decision is handed down."

Andy Stevenson, owner Liberty Phonograph Company, said: "A number of these machines are on locations, but operators I talked to say that they aren't doing very well. I am not operating any because they are too expensive."

Dan Stewart, owner of Dan Stewart Company, said: "Several operators I sell plan to expand long-alley routes. But the price is exceptionally high and some operators are holding back. However, locations are asking for them, and that is starting a trend. Those who have them report very good grosses, averaging \$100 a week. The size affects purchases, but some locations are even moving booths to make room for them. There isn't anything in the novelty line that will compete with the long-alley bowler now."

Long-alleys are not yet approved for Detroit locations, but target-bowlers here have met success, moving into about 10 per cent of game locations. Detroit games are about 90 per cent shuffleboards.

In up-State Michigan the picture is more varied. A typical spread here is 10 per cent long-alleys, 25 per cent target-bowlers, 25 per cent shuffle bowlers, 20 per cent pool games, 15 per cent pins and 5 per cent gun games and other types.

Buy for Future

Long-alleys are going good up-State, and it is the view of William L. Miller, Miller-Newmark Distributing Company, that operators will increase purchases of both types of new bowlers. "I think they are buying the games with the idea that they are going to last," he said, noting that collections are much better than on older equipment. Mike Benson, Michigan Nickel Company, one of the largest operators in this section, was of similar opinion. "Collections on the new games are the best we have seen in years, since shuffleboard came in about eight years ago."

A disconcerting reaction is reported from up-State, where in some areas the long-alleys have already killed off the play on new target-bowlers. Operators are reported dismayed on this point, since they have just invested in the target-bowlers. Pool games, incidentally, are offering real resistance to the new games in some sections.

"It's a case of operators not having the funds to go too heavy on long-alleys," commented Maurice J. Feldman, Central Coin Machine Exchange. No adverse comment on the effect of length and space requirements on long-alleys

was evident. The Detroit area has adjusted to the even longer dimensions of shuffleboards.

Miami Feels Cost

In the Miami area distributors are optimistic as to eventual acceptance of these new games; operators on the other hand, feel that the games are only a filler. The feeling is voiced that if the price came down substantially operators would be inclined to purchase these games in quantity, but not until then.

Grosses on the new games here are very good, but operators feel that with the short life span of most games, they would be lucky to come out ahead. They feel the one answer to the game business here is a new game at a price that will pay for itself in a reasonably short period of time.

Of the games now on location here about 2 per cent are target-bowlers, and one-half of 1 per cent long-alleys, 35 per cent shuffle bowlers, 25 per cent pool games, 35 per cent pins, and the remainder gun games and other types. The new bowlers are going to only the top locations, where they are well received.

Memphis operators have not yet taken to the long-alleys, but target-bowlers on scattered locations are doing a little better than regular shuffles and pins in grosses. Operators aren't sure the popularity of the new games will last.

Operators here say the long-alleys are too expensive and too big for locations. They fear losing their investment, because "the public is fickle." Some operators here have up to 10 per cent of their machines in target-bowlers, however. Expansion of placement of target-bowlers will depend on how the games do over the next few months.

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Parkoff to Be Honored At UJA Coin Banquet

NEW YORK—Meyer Parkoff, head of the Atlantic-New York Corporation, will be guest of honor at the annual banquet of the Coin Machine Division of the United

Jewish Appeal tentatively set for late May.

The CMD organizing committee met at Henry Hudson Hotel here Wednesday night (30) to map plans for the annual drive. Lou Boorstein, of Leslie Distributors, was named committee chairman by acclamation for the second consecutive year. It was the first time in the history of the group that a chairman had been named for two successive years.

Attending the meeting were Lou Boorstein, George Nemzoff, Max Weiss, Seymour Pollak, Mike Munves, Aaron Sternfield, Bob Krause, Art Silbert, Claire Morano and Barney Sugarman.

Richard Speaks

Guest speaker was Pudah Richards, of the Long Island Zionist Region. Richards discussed the current Mideast situation and the need for aiding refugees from behind the Iron Curtain.

Richards disclosed that the national UJA goal this year will be \$200 million, twice what it was in 1956. He explained that the Mideastern and Hungarian situations account for the increased goal.

Last year the coinmen raised nearly \$30,000 in pledges. The group meets again February 13 to select program and executive committees. All persons in the game, music and vending industries are invited to attend the dinner session in the Henry Hudson.

Parts Catalog Out For Gottlieb Games

CHICAGO—A new catalog of parts for D. Gottlieb & Company pinball games is now available, Alvin Gottlieb announced last week.

Labeled illustrations of ball bumper assembly, step switches, step unit parts, drive levers, plungers, relays, contact kickers, ball hole kickers, ball flippers, plunger, ball lift assembly, bank assembly, bell assembly and other parts are included.

A two-page chart of parts for over 50 Gottlieb pinball games labeled by order number is a special feature of the new catalog. Also included is a chart of wiring diagram symbols, and a table on lubrication for parts requiring such service. All parts listings are indexed in the back of the catalog.

LETTER FROM OPERATOR

Says Penny Coin Games Take Unfair Tax Beating

To the Editor: Now that the government is contemplating a change in federal taxes on pinballs and other games, it is time for someone to come to the rescue of the penny amusement machines and try to save them from extinction, as they have come near to disappearing from the American scene.

When the \$10 federal tax was proposed on coin machines the legislators had in mind juke boxes, pinballs and machines costing at that time from \$300 to \$800, and taking in nickels, dimes and quarters. But this tax applies also to the small penny games priced at a much lower figure. A few of these machines are the penny target guns, grip testers and electric shockers, but there are many others.

It is just as unfair that the penny amusement machines be taxed the same as a juke box and other larger amusement devices, as it would be for the U. S. post offices to charge a flat rate to mail packages, regardless of size.

Another objection to this \$10 tax is that the tax must be purchased in the name of the location owner, rather than the owner of the machine, altho the money for this is usually refunded by the operator from the earnings of the machine. The machine is liable to tax again as soon as it is moved to a new location, and to keep up the earnings on these penny machines it is necessary to move them every month or two. In contrast, juke boxes are often kept in the same spot for more than a year.

The penny machine should be in a tax category by itself. The cost of the machine is less, the size is smaller, and the operation is much different from other coin machines.

The \$10 tax law was passed during the war, as a wartime measure to raise needed money. At that

time operators of coin machines were hampered by gas and tire rationing, and many operators had gone into defense work or into the armed forces. Thus there was not much opposition to the law at that time. It was supposed that the law would end with the close of the war, as did rationing.

This \$10 tax does not apply to the penny weighing scale or peanut vending and ball gum vending machines, as they are not amusement machines; but if it was to include such machines, they too would disappear from the scene, just as have the penny amusement pieces.

A tax of \$1 per year on these penny amusement units in the form of a sticker applied to the machines, and good at any location, would be sufficient and proper, with benefits to all concerned.

Then the operator could bring back all the penny machines that have been stored away all these years. It would result in production of new machines of this type, and thousands of locations thruout the country, including small business places, cafes and filling stations, would benefit from the income of the machines.

The government would also benefit, as it would bring increased revenue with the increased number of such machines on location.

I imagine that many other operators feel as I do. I am merely writing to try to get a little something done about this.

LeRoy Itschner,
Macon, Mo.

Md. House Backs Move to Outlaw Pay-Off Pinballs

WASHINGTON—The move to outlaw pinballs carrying federal gambling stamps is gaining strength in nearby Prince Georges (Maryland) County. Hervey G. Machen, county delegate to Maryland's General Assembly, said last week (12) that delegates are "in 100 per cent agreement" with a plan drawn up by State Senator H. Winship Wheatley which would outlaw all pinballs carrying federal stamps and provide stiff penalties for pay-offs.

Senator Wheatley firmly opposes any liberalization of county gambling laws to permit the placing of slot machines or to legalize pinball pay-offs.

Legislation of that type, he said, "would create a 'little Reno' just beyond the district line," instead of "75 or 80 miles away" at Colonial Beach, Va.

Wants Citizens' Vote

The Inter-Community Council of Southern Maryland, however, wants the County Commissioners to let the residents decide whether or not gambling devices should be legalized. The Council requested that no laws be passed until Prince Georges citizens are allowed a voice in a referendum.

A furor began late in January when Machen and State's Attorney Blair Smith charged that widespread pay-offs were being made, despite a county law making it illegal for machines to pay off in anything but free plays. (The Billboard, February 2).

First action in the county was launched February 7 when police arrested a bartender for giving a dollar pay-off to a customer. The pinball carried the \$250 federal stamp. It was the first arrest of its kind in nearly two years here.

In making the arrest, County Police Chief Panagoulis said his department will arrest all those violating the law in the county.

Canale Buys Large Route

MEMPHIS—Drew Canale, owner of Canale Amusement Company, has purchased the large music and game route of Service Amusement Company.

Sellers were William Marshall, Luther (Curley) Dickens and Charles Marshall, brother of William. Sale price was not disclosed. The sale involved approximately 200 pieces of equipment.

The route was the third largest in the city. The purchase by Canale makes the two routes now operated by him the second largest in the city. Largest is operated by Southern Amusement Company.

C. L. Luckett and Mose Hurbert will remain with Canale as employees. The route will retain its original name and will be operated apart from Canale Amusement Company but under the same roof.

Canale said managers of the new route would be Luckett and Thomas T. Blankenship Sr. and Thomas D. Webster. Blankenship and Webster have been Canale's main route supervisors for several years.

Vending operators report the 10 days of rain in Memphis, while hurting other coin machine operators, boomed business for them in industrial plants and other locations where hot food and drinks sell fast. Keeping busy were William G. Wesche, Memphis Canteen Company; H. L. Todd, Commodities, Inc.; John D. H. Meyer, Meyer Sales Company, and Charles E. Pugh, Quality Vending Service.

SHAFFER SPECIALS

GUARANTEED RECONDITIONED PHONOS

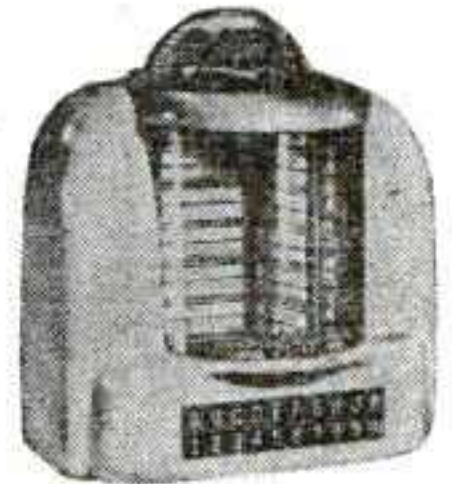
- Mechanisms Completely Overhauled and Tested
- All Worn and Defective Parts Replaced with New Parts
- Amplifiers and Tone Arms Reconditioned or Replaced
- Cabinet Refinished and Plastics, Glass Replaced Where Needed

WURLITZER

Model "2000" (200 Sel.)	\$895.00
1900 (104 Sel.)	795.00
1800 (104 Sel.)	650.00
1500 A	249.50
1400 (45 R.P.M.)	174.50
1100	89.50

ROCK-OLA

1436	\$179.50
1434	124.50
Wall Boxes (120 Sel.)	35.00



SEEBURG 3W1
100 WALL BOX SPECIAL
\$49.50

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

SEEBURG

HF100-R	\$765.00
HF100-G	665.00
M100-C	545.00
M100-B	425.00
M100-A	215.00

AMI

E-120	\$375.00
D-80	295.00
Model "C"	109.50
Model "B"	79.50

Write for Illustrated Catalog

SHAFFER Music Company

In the Coin Machine Business Over 25 Years

Columbus, Ohio
849 N. High St.
AX 4-4614

Cincinnati, Ohio
1200 Walnut St.
MAIN 1-6310

Indianapolis, Ind.
1327 Capital Ave.
MEIrose 4-3571

FOR SALE

About 35 pieces of Arcade Equipment, in good condition. If interested write for list. Must vacate building.

G. M. FORD

721 Central Ave. Hot Springs, Ark.

MECHANIC WANTED

Must be thoroughly experienced in Phonos and all types Coin Machines. No drinkers or drifters. Send photo and references in letter. Steady, good climate, working conditions and salary.

JAX PHONOGRAPH CO.

1432 MAIN ST., JACKSONVILLE, FLA.

FOR SALE

Three Microscope Post-War Photomats purchased 1954 for \$2,000.00 each. Set to make 2 photos for 25¢. Complete with 2 mailing folder vendors. No reasonable offer refused.

ABERDEEN CIGARETTE & AMUSEMENT SERVICE
Route 7 & Access Road, Aberdeen, Md.
Phone 969

SEEBURG

M-100A MH-100A

CONVERSION

to 33 1/3 RPM to 45 RPM

\$24.50 • \$69.50

F.O.B. Los Angeles.

CALCOIN CORP.

11167 West Pico Blvd.
Los Angeles 64, Calif.



TRUE-SCORE

Bowling Game has sensational Skill Feature. Fast Ball Return and Genuine Gutters. Just what all players are looking for.

J. H. KEENEY & CO., INC.

2600 W. 30th ST. • CHICAGO 32, ILL.

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WE ARE THE DISTRIBUTOR FOR UNITED'S NEW 14 FT. BOWLING ALLEY.

IMMEDIATE DELIVERY

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HO 4-3504

JOE ASH says:

We have Seeburg V-200's and Wurlitzer 1800's, 1900's and 2000's And we will TRADE for BALLY BINGOS BIG PARADE BROADWAY DOUBLE HEADER NITE CLUB BIG SHOW BALLS-A-POPPIN' KEY WEST

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in S. Jersey, Del. and E. Penna.

ACTIVE

AMUSEMENT MACHINES CO.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALLWAYS

666 N. Broad St.
Phon. 7-4495 Phila. 30
Write or wire for prices

NOW DELIVERING—UNITED BOWLING ALLEY, GOTTLIEB FLAG SHIP, FISCHER 6 POCKET POOL TABLES

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Bally Blue Ribbon	\$250.00
Ex. Twin Rotation	125.00
C.C. Criss Cross	150.00
C.C. Hi-Speed	85.00
C.C. 10th Fr. Triple	45.00
Leader	110.00
League	125.00
Team Bowler	125.00
10th Frame	75.00
Genco Shuffle Pool	125.00
Un. Select Play	375.00
Un. Shuffle Pool	295.00
Bally A.B.C.	425.00
5th Inping	125.00
Crown Bowler	110.00
Criss Cross Bowler	125.00
Miami	195.00
Un. Regulation	425.00
Vogue	475.00

ARCADE EQUIPMENT

Atomic Bomber	\$125.00	Mute, Card Vendors	550.00
Auto Photo	1,495.00	Mute, Photomat	350.00
Bally Big Innings	85.00	Mute, Lord's	
Bally Defender	125.00	Prayer	Write
Balloonomat, F.S.	348.00	Mute, Voice	
2 Pl. Basketball	195.00	Recorder	375.00
Boomerang	75.00	Oracle of the Sphinx	
Coon Hunt	85.00	with cards	150.00
C.C. Hockey	75.00	Panoram	325.00
Champion Hockey	125.00	Pitch'm & Bat'm	175.00
Chester Pollard		Pop Sez	45.00
Foot Ball	85.00	Quizzer	95.00
C.C. 2-Man Hockey	385.00	Genco Rifle Gallery	175.00
Dale Gun	50.00	Romance Indicators	20.00
Evans Bat-A-Scors	145.00	Silver Bullets	125.00
Flash Hockey	225.00	Shoe Brush Up	95.00
Ex. Hi Ball	95.00	Shoe Shine	150.00
Genco Quarterback	285.00	Ex. Shoot'g Gallery	175.00
Genco Champion		Sidewalk Engineer	175.00
Baseball	275.00	Skill Jump	45.00
Harvard Metal		Silver Gloves	225.00
Typewriter	125.00	Speedway Bombsite	150.00
Hayburners	75.00	Keeney Sportsman	195.00
Wms. Jet Filter	225.00	Telequiz	95.00
Ex. Jungle Gun	195.00	Spear the Dragon	125.00
K.O. Filter, F.S.	325.00	Undersea Raider	125.00
Keeney Air Raider	150.00	Un. Super Slugger	295.00
Keeney Submarine	125.00	Foot Vibrator	150.00
Lite A League	75.00	Genco Wild West	250.00
Liberator	75.00	Wms. Crane	225.00
Knotty Peaks	25.00	Zodiac, new	395.00
Midget Movies	125.00	Zingo	45.00
3-D Movies	110.00	Zodiac Vendors	85.50

WANT To Buy UNITED DERBY ROLLS. Write or phone quantity & price.

RIDES

Big Bronco	\$325.00
Bally Space Ship	275.00
Bally Champion	350.00
Drive Yourself	525.00
Dopey Duck	250.00
Elsie the Cow	225.00
Ex. Small Horse	195.00
Flying Saucer	250.00
Fire Engine	395.00
Lane Miss America	295.00
Lane Carousel	325.00
Locomotive	250.00
Midget Racer	250.00
Palomino Horses	295.00
Round the World	425.00
See Saw	225.00
Space Ship	325.00
Texas Merry-Go-Round	325.00

WURLITZER DISTRIBUTOR



M. S. GISSER
Sales Manager

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

CIGARETTE MACHINES

LEHIGH 12-Col.—NEW
All Coin Combinations \$235.00
ELECTRIC ELEC. TRICS, 12 Col., New \$289.50

Mercury, 9 Col.	\$165.00
National 930, used	95.00
National 950	110.00
P.X. 8 Col.	85.00
Electro, 8 Col.	95.00
Mills 5-Col. Candy	65.00
Keeney 9-Col.	
Electric	135.00
Rowe 8-Col. Elec. Console, 25¢ & 30¢	95.00

MUSIC

A.M.I. A-40	\$100.00
A.M.I. D-80	225.00
A.M.I. D-80	285.00
Seeburg 100-A	225.00
Seeburg A 100-45 R	250.00
Seeburg 200	Write
Wur. 1400	175.00
Wur. 1500	195.00
Wurlitzer	325.00

BINGOS

Beauty	\$ 65.00
Big Show	575.00
Broadway	385.00
Cabana	45.00
Caravan	310.00
Circus	50.00
Double Header	495.00
Gayety	110.00
Hawaii	75.00
Leader	50.00
Miami Beach	225.00
Nite Club	450.00
Pixie	195.00
Saddle & Turf	45.00
Stars	45.00
Surf Clubs	65.00
Spot Life	50.00
Star Dust	275.00
Tropics	45.00
Variety	110.00
Yacht Club	50.00

Export and Domestic Catalog now available. Please write on your letterhead.

TIRES, TOOLS AND TUNES

How Operator Services Large Memphis Route

MEMPHIS — There's nothing unusual about the music operation of Edward H. Newell. Basically, like route work thruout the country, it boils down to hard work, involving tools, tunes and transportation.

It's what lies behind the work that makes one route more successful than another. This is where a real ability at music programming spells the difference.

Newell makes it a must to buy all current hits promptly for his top-gross locations. He gives the public what they want when they want it, including a healthy quantity of the latest rock 'n' roll hits. But he's not at all reluctant to program a promising "unknown" disk when he feels it's "on the way."

"I buy about 1,500 new records a month," said Howell. "We try to get the top hit tunes at all times. But often, in need of new attractions, I buy some that I feel will be top tunes in the months to come."

Hunch Tunes Help

"We have helped make a good record a hit by putting it on our music boxes when it was still unknown. The tune 'Blue Suede Shoes' is an example. We were among the first to buy the disk and start it on its way on our machines. It caught on, spread like wild-fire across the nation, and we kept it programmed for several months."

Newell has three routemen servicing his operation. He has trained them in music programming on their respective routes, and supplies them with current records for each machine when they set out on their rounds each week.

Each routeman uses a car to make his calls. In their tool box they carry only tools for repairs, but light bulbs and fuses. Each is a trained mechanic.

At locations with one machine, it may take the routeman only a few minutes. After putting on the new records, he checks the machine to see if it is in good working order. He then cleans and oils it where oiling is needed.

Owners See Collections

He empties the coin box and in the presence of the location owner or his representative, counts the coins. He gives the location owner half the collection. The routeman rakes the coins into a canvas bag and continues to his next stop.

On a number of locations there are wall boxes, and each must be serviced. Title cards for new records put in the juke box must be

put in each box. Sometimes it takes the routeman 45 minutes to an hour to service a location with wall boxes.

A good example of a Newell-serviced spot is the Parkside Restaurant, across a heavily traveled thrufare in mid-Memphis, away from the downtown area. The restaurant is attractively decorated, quiet and serves excellent food. In each of the dozen booths is a wall box. In one corner is the attractive, new, colorfully lighted phonograph.

On it are the latest pop hits, some excellent old standards, a few semi-classics, some rock 'n' roll hits. Newell has it wired so that the sound does not come from the juke box.

Music for Dining

He has four speakers built into the ceiling, concealed. The music comes softly from the speakers, and it is uniform thruout the large restaurants. Customers play the juke box almost constantly during meal hours. This proves a good point about eating spots: People do like to play phonographs when dining, provided that the music is toned to dinner music level. There's never been a complaint about too loud music where dining atmosphere prevails on Newell's route. Taking a positive approach, he has made them into top locations with good, soft, pleasant music every diner enjoys.

At the night spots this approach is not needed, and Newell programs the music there accordingly. These spots, too, he says, get the same good service and individual attention.



NEWELL

Dave Simon Would Build L. Island Park

NEW YORK—Dave Simon, local distributor for the United Manufacturing Company, plans to build an amusement park on a 40-acre site in South Huntington, L. I., N. Y., about 40 miles east of New York City.

Only possible stumbling block in the venture is a variance from the zoning laws, which must be obtained if the park is to be built. A purchase contract for the property has been entered into, subject to a zoning change. Estimates of the total value of the park range up to \$5,000,000.

Simon is co-owner of Kiddie City, a large park on the Queens-Nassau County line. Designer of the proposed South Huntington park is Russell Paterson, who also designed Storyville Village, near Asbury Park, N. J.

WANTED A-1 MECHANIC FOR BINGO GAMES

- Work in Chicago area
- Salary: \$600.00 per month
- Regular hours
- Bonus
- Vacation
- Must have car

WRITE TO BOX 875

The Billboard
188 W. Randolph Street
Chicago 1, Illinois

WE WILL PAY CASH!

WE WANT TO BUY ANY QUANTITY YOU HAVE

WE HAVE TREMENDOUS ORDERS TO FILL—

Write • Call • Wire
Immediately

GIVE COMPLETE INFORMATION: Name, Quantity, Price

- ★ Gottlieb's 1954, 1955, 1956
- ★ Williams 1956 only
- ★ Bally Bingos
- ★ Guns—Genco, United & Williams
- ★ Music—Seeburg M-100 B
- ★ Wurlitzer 1500, 1550, 1500 A, 1550 A

INTERNATIONAL SCOTT CROSSE COMPANY
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-B21 Lackawanna Ave. Scranton, Pa.

Exclusive dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

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WANT

A.M.I. 80, 120, 200 selection Wall Boxes, Hideaway units, Phonographs. Late 2 Player Pinballs.

Write, stating condition, number and best cash price.

ST. THOMAS COIN SALES, LTD.
St. Thomas, Ont., Canada.
Phone 2648

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

BLUE RIBBON BUYS

WURLITZER MODEL 1700\$649.50
WURLITZER MODEL 1800 795.00

COMMERCIAL MUSIC COMPANY, INC.

1550 Edison Street
Dallas, Texas
Phone: Riverside 1-6381
1415 South Flores Street
San Antonio, Texas
Phone: Capital 5-7291

REX has Shuffle Alleys!

Regulation \$395	Yankee \$ 85
Top Notch 395	Fire Ball 85
Clipper 149	ABC 375
Speedy 125		

Call Today!

SOME DISTRIBUTORSHIPS AVAILABLE!

Consolette

"CONSOLETTES" will replace from 4 to 8 wallboxes at a fraction of the cost.

- USE WITH ANY MAKE MACHINE
- ANYONE CAN INSTALL
- 60" HIGH, 27" WIDE, 18" DEEP
- REMOTE CONTROL WITH VOLUME CONTROL
- WIDE SELECTION OF COLORS
- TOTAL WEIGHT WHEN PACKED FOR SHIPPING, 60 LBS.

All Shuffle Alleys Are Re-conditioned, Shopped and Cleaned, Ready for Location

REX
COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y.
Phone: 2-8255

BUY - METAL TYPER!

VENDING BEAUTIFUL IDENTIFICATION DISC

WHY!

- LIFE-TIME INCOME
- TROUBLE-FREE OPERATION



STANDARD HARVARD METAL TYPER, Inc.

1318 N. WESTERN AVE.
CHICAGO 22, ILL.
EV 4-3120

Better Tone at Less Cost!

NEW CoMco HI-FI SPEAKERS

Hi Fi Corner Model.....\$23.95
Hi Fi Wall Model..... 19.95

CoMco Extended Range SPEAKERS

Wall...\$11.95 • Corner...\$15.95 • Ceiling...\$11.95

SPECIALS!

AMI E-120\$425
AMI C 100
Rock-Ola 1432 ... 75
Seeburg M100A ... 200
Wurl. 1015 - Seeb. 46
& 47 - RO 1426 & 1428
-AMI A. COMPLETE.
Ea.\$39.50

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIK—1/2 Deposit Balance C.O.D.

ATTENTION, MICHIGAN OPERATORS!

WE ARE EXCLUSIVE DISTRIBUTORS
IN MICHIGAN FOR

BALLY BOWLING LANES

Now on Display • Immediate Delivery

Financing arranged with small down payment

King-Pin Equipment Company
826 Mills St., Kalamazoo, Mich.
Phone: Fireside 5-1151

King-Pin Distributing Company
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Phone: UN 3-4770

CASH IN NOW

RACK POOL PLAYERS, BUMPERLESS—IMMEDIATE DELIVERY

Regular Size—22"x48".....\$24.50 King Size—32"x66".....\$34.50

Specify Style

No. 1—Holes away from cushions for rebound play. No. 2—Holes close to rails.
FREE: With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS

Available in 2 or 3 hole at same prices as listed above.

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dz.
Solid mahogany butts; white points with tips. You can't buy better cues.

No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dz.
4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues. Ours will last twice as long.

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS Nos. 1-10 incl., 2 1/4" Per set \$18.50
ARAMITH ROTATION POOL BALL SET Nos. 1-10, incl., 2 1/4" Per set \$19.75

Rule cards and instruction sheets packed with each set.

Deluxe Cue Balls, 2 1/4", Each \$2.50 2 1/4" 10-Ball Racks, Each \$1.50
Regular Cue Balls, 2 1/4", Each \$1.95 Kelly Pool Bottles, Each \$1.50
TALLY BALL SETS (Peas), Nos. 1-10, Incl. Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need.
Write for Our Special Price List for Bumper Pool Supplies.
We are as near to you as your telephone or mail box.

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 6-8855

HELP! HELP! HELP!

WE NEED GAMES!

WILL PAY TOP DOLLAR—CASH OR TRADE
for GOTTIEB'S

GRAND SLAM POKER FACE QUEEN OF HEARTS ARABIAN KNIGHTS GREEN PASTURES LOVELY LUCY MYSTIC MARVEL JOCKEY CLUB HAWAIIAN BEAUTY DRAGONETTE DAISY MAE GOLD STAR LADY LUCK DIAMOND LILL TWIN BILL	GYPSY QUEEN SOUTHERN BELLE SWEET ADD-A-LINE TOURNAMENT WISHING WELL MARATHON FRONTIERMAN EASY ACES GLADIATOR HARBOR LAY DERBY DAY TOREADOR CLASSY BOWLER SEA BELLES AUTO RACES
--	--

Write or Call Collect!

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14

ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

COINMEN YOU KNOW

• Continued from page 114

on automatic snack bars because of the successful operations they've had in the past few months.

Denver
By ROBERT A. LATIMER

An amusing slogan sign on the wall of Draco Sales Company, Wurlitzer distributors here, has been copied by operators throughout the city. With a decided Teutonic cast, the sign indicates, "We get too soon old—and too late schmardt!" It never fails to draw a few laughs, according to Mike Savio, partner... Making one of his rare appearances in the Denver phonograph marts was John Hubbard, veteran phonograph and game operator from Monte Vista, Colorado.

Ed Heller, owner of Heller Music Company in Douglas, Wyo., is hauling in his trade-in juke boxes on buying expeditions. Heller uses an oversize truck to bring in his elderly machines, which save crating, shipping, and a lot of delay.

Howard Hold and Doyle Harrington, ex-partners in Draco Sales Company, here, plan to enter the operating field in the near future. Both have had considerable operating experience with the distributing organization, and with Apollo Music Company... Sam Keyes, of Apollo Music Company, has announced that his brother Dan Keyes, will be associated with the firm on an active basis.

A complete automatic cafeteria will soon be installed at Armour & Company's new meat packing plant. Some 30 types of vending machines will be installed in the large employees' lounge.

Stanley Deriski has announced the purchase of the music and vending machine routes formerly operated by Bernie Coppola, in the Lakewood and Wheatridge suburbs of Denver. The transaction included 15 phonographs and 55 cigarette and candy venders, according to Coppola.

Memphis
By ELTON WHISENHUNT

Edward H. Newell, owner of Ormatt Amusement Company, lost a juke box, shuffleboard and pinball in a fire which swept Clearpool clubhouse last week (8). Newell estimated his loss at \$1,000... Ice and rain in East Arkansas recently hampered George Sammons, president of Sammons-Pennington Company, Seeburg distributors, from calling on operators in the area.

Drew Canale, owner of Canale Amusement Company, is working with a "terrific baritone" and hopes to come up with a good record soon. Drew is using the recording studio of Chesley Sherrod, manager of House of Sound. New talent's name is Sylvo Cavallo. His personal manager is Gene Lucchesi.

Parker Henderson, general manager of Southern Amusement Company, reports his company will hold school on the mechanics and maintenance of AMI juke boxes for Mid-South operators. It will be March 4, 5, 6 and 7 at Holiday Inn, 980 South Third, Memphis. Instructors will be Cliff Bidding, Al Mason and John Hickman, all from the AMI plant at Grand Rapids, Mich. Clarence A. Camp, (Continued on page 120)

BALLY Exclusive Distributor For **ROCK-OLA**

5 BALLS		IN-LINE BINGO GAMES	
Snafu	\$165.00	BALLY	
Blondie	250.00	Key West	Write
Capri	200.00	Big Show	Write
		Atlantic City	\$ 49.50
BOWLING GAMES		Beauty	60.00
BALLY A. B. C. BOWLING LANES		Bright Spot	49.50
14 ft. and 11 ft.		Broadway	395.00
NOW DELIVERING—WRITE		Dude Ranch	60.00
		Gayety	125.00
Chicago Coin DeLuxe Skee Roll	Write	Gaytime	210.00
Genco DeLuxe Skill Ball	Write	Miami Beach	225.00
Thunderbolt	\$225.00	Night Club	450.00
Jet Bowler	170.00	Parade	450.00
Magic	195.00	Variety	135.00
Chicago Coin Blinker Bowler	285.00	Yacht Club	60.00
Keeney Bonus Bowler	95.00	Frolic	60.00
Keeney Carnival	75.00		
		UNITED	
		Singapore	\$ 49.50
		Tahiti	49.50
		Rio	49.50
		Tropics	49.50
		MUSIC MACHINES	
Rock-Ola 1455-D	Write	Seeburg M-100-B	\$425.00
Rock-Ola 1455-S	Write	Seeburg M-100-BL	435.00
Rock-Ola 1454	Write	Seeburg V-200	895.00
Rock-Ola 1438	\$450.00	Wurlitzer 1400, 45 R.P.M.	135.00
Rock-Ola 1436-Hi Fi	575.00		

Calderon Distributing, Inc.

450 Massachusetts Ave.
Indianapolis, Indiana
MEIrose 4-8468

—NOW DELIVERING—

2 SENSATIONAL NEW GAMES

★

CHICAGO COIN'S

"BOWLING LEAGUE"

2 SIZES—14' 8" and 11' 11"

Made in 3 sections for easy handling
Genuine gutters as in real bowling
PLUS other unique features.

Special Finance Deal

★

GOTTIEB'S

"ACE HIGH"

TESTS HAVE SHOWN THIS
IS THE MOST OUTSTANDING
5 BALL OFFERED IN YEARS.

Exclusive Gottlieb, Williams, Seeburg, Genco and
International Mutoscope Distributors.



Remember
IN NEW ENGLAND
IT'S TRIMOUNT

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. BU 7-1212

when answering ads . . .
Say You Saw It in The Billboard

Indiana Pin Bill

Continued from page 115

five S. Paul Clay of Indianapolis, would pass easily. Now, however, time limitation imposed by the State constitution and a State Senate with proved coolness to restrictive legislation are regarded as factors in lessening the probability of its enactment.

The Indiana General Assembly meets every other year for 61 days. To comply with constitutional limitation, it will be compelled to disband March 11.

In the brief span remaining before adjournment, the Clay Bill will have to clear a number of hurdles, all consuming time.

Printing of the bill will require a day. Another 48 hours must elapse before the bill is eligible for second reading, a point at which it could be changed and even killed. Theoretically, at least, should it survive second reading, the measure could be ready for third reading and a vote of the House membership 24 hours later. Adherence to such schedule is rare, however. Over 1,000 bills have been introduced in this session and the pace of action has not been fast.

Even if it passes the House, the bill is expected to encounter stern resistance in the Senate and particularly at the hands of the Public Policy Committee of that body.

An action of that committee on February 1 spelled sudden death for a bill which would have outlawed all pinball machines even when restricted to amusement only.

For that matter, it was an amendment written and approved by this committee, now as then under the chairmanship of Senator Albert W. Wesselman of Evansville, which planted the now controversial legal O.K. to free plays in the 1955 anti-gambling law.

That, in fact, would be the only phase of the statute to be altered if Clay's proposal is sustained. It seeks only to withdraw the concession of 1955 which allowed that "... an immediate and unrecorded right to replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value."

Representative Clay announced that Senator Thomas C. Hasbrook of Indianapolis, long-time crusader for anti-gambling laws, would be the Senate sponsor of his bill.

Hasbrook, who was the author of the 1955 Act and of similar bills since his appearance in the Legislature in 1951, was also the proponent of the measure, repudiated by the Public Policy Committee, to outlaw all pinball machines.

Memphis License

Continued from page 115

notify them so they can get the license.

Craig said he gave the extension because all operators had not yet purchased their licenses. He said it would take them several days to get big blocks of stamps on all their machines and they needed more time.

Games here have had rough sledding because of severe restrictions imposed by authorities in recent years. Added to this, play has been on the decline, and operators have been hard pressed to make a profit from games.

The figures from Craig's office showing the number licensed as at February 1, 1957, compared to times in recent years, show the sharp decline. There were 545 February 1.

At December 31 last year there were 673. At the end of 1950 there were 715. Now most all games licensed are shuffles. There are few pinballs.

Game licenses are higher than any other coin machine. They cost the operator \$56.25 for each ma-

Calif. Pin Bill

Continued from page 115

or grab machine, or any 'horse racing' machine or game, or any device similar thereto, the operation, use or play of which is controlled by placing therein any coin, plate, disk, plug, key, or other device, or by the payment of any fee, or upon the payment or delivery of anything of value, or upon the making of any purchase."

The passage of the act would be an addition to the California Penal Code, and according to Assemblyman Allen, would in effect "ban pin games thruout the State."

Asked for clarification in regard to the use of the word "possession" in the bill, Allen told The Billboard that possession would also mean ownership, sale or use. Allen said, "the bill is similar in nature to the existing ordinance in Los Angeles regarding pin games, and the federal statute regarding slot machines."

Allen reported that a number of city attorney's thruout the State had asked for and supported the bill, and in their opinion the problem of gambling via pinball machines could best be coped with by a State-wide statute. "I don't think there will be much opposition to the bill," Allen declared.

The bill has been referred to the Assembly Committee on Judiciary, and will ostensibly be taken up by that body when the State Legislature reconvenes on March 4.

Ohio Pin Code

Continued from page 115

to be familiar with the local needs and conditions, so long as the provisions do not clearly transcend the limit of reasonableness."

The opinion asserted that a city ordinance cannot be overturned unless the legislation is clearly arbitrary, unreasonable and unrelated to ... morals or welfare of the community.

As the matter now stands, the new ruling is the law and would permit all Ohio cities to ban pinballs providing they properly frame the ordinances. There is a chance, however, that it will be upset upon appeal to the State Supreme Court.

The opinion was concurred in by Judge Clyde L. Deeds, Toledo, and Oscar Hunsicker, Akron, and held that Columbus council had a right to ban all pinballs because: Council declared pinballs (not gambling devices of themselves) are "detrimental to public morals in that they encourage gambling and may readily be converted to gambling purposes."

And further, that council's 1954 ordinance characterizes the operation of pinballs "a nuisance, in that they encourage idling and loitering."

Tenn. House OK's

Continued from page 115

ble to ascertain the age of those playing the machines (The Billboard, February 16.)

It provides that misrepresentation of age would be no defense. The location owner would be held responsible, the same as the beer and liquor law holds the store owner responsible if anyone working for him sells beer or liquor to a minor.

The sweeping bill would cripple much of the amusement game business in the State. Memphis operators already are suffering from such a law passed by the Memphis City Commission last May.

The State law, if passed by the Senate and signed by Gov. Frank C. Clement, would cover the rest of the State, as well as Memphis, the State's largest city.

chine, \$15.25 city tax, \$15.50 State, \$15.50 county and \$10 federal.

Milwaukee Ops

Continued from page 115

long jobs," claims one operator. "They are too long. If we put them in some spots we'll have to remove other equipment."

Question Games' Life

On the price question, the spokesman for one of the area's biggest firms said: "There's little sense in putting so much investment into a piece of new game equipment unless we feel certain that it will bring a lot of business and last for a long while. So far, I can't see them as good investments. There are other games at a fraction of their cost that we can buy that we know will do better volume for us."

The attitude of the operating clan here was summarized by another veteran coinman, who claimed: "We are afraid that a flood of new models will be out before long, and we'll get stuck with the first ones that will soon be outdated and over-priced. We'll wait it out for a while."

According to a check with distributors handling the games, the picture is not entirely a discouraging one. "When reports of successful use of these games start getting around to the trade, the operators will fall in line. But, so far we are still in the sampling stage."

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2-PLAYER
5-BALL NOVELTY
• Double "Number-Match"
• New "Extra Ball"
• BONUS SCORING



FAST ACTION!
HIGH SCORES!



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2 Flippers

Available with Twin Chutes

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BARGAINS! BARGAINS!

NEW EQUIPMENT		MISCELLANEOUS	
Champion Baseball	\$225.00	Muto. Football	\$195.00
Bullseye Baseball	275.00	2-Player Basketball	185.00
Star Slugger	275.00	Crane	Write
Peppy	Write	Sidewalk Engineer	150.00
Wms. Crane	Write	Silver Gloves	145.00
Grandma Horoscope	\$495.00	Coin Recordio	165.00
Genco Quarter Back	215.00		
Hy Fly Baseball	345.00		
USED BASEBALL GAMES			
Deluxe Baseball	\$125.00		
Pennant Baseball	125.00		
Major League Baseball	145.00		
Drive Ur Self	\$475.00		
Telequiz	90.00		

KIDDIE RIDES

Merry-Go-Round	\$375.00
Exhibit Bronco	350.00
Champion Horse	350.00
Thunderbolt Horse	225.00
Range Rider	325.00
Moonride	225.00

SHUFFLE GAMES

United Pool Alley	\$295.00	Mars	\$165.00
Regulation	375.00	Arrow	225.00
"300"	270.00	11th Frame	150.00
Capitol, Match	235.00	Mercury	150.00
Clipper, High Score	215.00	Triple Strike	175.00
Bonus Score	225.00	Holiday	165.00
Thunderbolt	205.00	Magic	150.00
Hollywood	215.00	Mainliner	150.00
Miami Shuffle	175.00	Speedlane	150.00
Gold Medal	275.00	Banner, Mch. Score	150.00
Congress	375.00	Mystic	125.00
Lightning	185.00	Speedy, High Score	150.00
		Crisis Cross Target	125.00

5 BALLS

GOTTLIEB	GOTTLIEB	WILLIAMS	
Gladiator	\$295.00	Happy Days	\$ 95.00
Duette	225.00	Chinatown	75.00
Southern Belle	175.00	Skill Pool	75.00
Sluggin' Champ	195.00		
Twin Bill	175.00		
Mystic Marvel	135.00		
Daisy Mae	150.00		
Hawaiian Beauty	135.00		
Arabian Nights	125.00		
Green Pastures	125.00		
Shindig	115.00		
Queen of Hearts	110.00		
Pinwheel	110.00		
Marble Queen	100.00		
Poker Face	100.00		
Grand Slam	95.00		

NEW POOL GAMES

Genco Regular Size	\$125.00
Genco King Size	125.00
Star Pool	95.00
Roto Pool	95.00
Spanish Pool	95.00
Baseball Pool	95.00
Fro Pool	145.00

Used Pool Games From \$50.00.

GUNS

PIRATE GUN	Write	Coon Hunt	\$175.00
DAVY CROCKETT	Write	Sky Gunner	145.00
State Fair	\$395.00	Nite Fighter	145.00
Treasure Cove	275.00	Bear Gun	145.00
500 Shooting Gallery	250.00	Invader	145.00
Jet Fighter	225.00	Silver Bullet	125.00
Carnival	195.00	Shoot'g Gallery	110.00
Rifle Gallery	175.00	Anti-Aircraft	99.50
Sportland	175.00	Space Gun	95.00
		Mauser Pistol	89.50
		Date Gun	55.00

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SEEBURG	AMI
HF 100 R	D 40
HF 100 G	D 80
M 100 C	E 40
M 100 B	E 40 (45 r.p.m.)
M 100 A	E 80
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It is the only coin-operated Bowling Game with that great, terrific play stimulator—HANDICAP FEATURE! With a handicap recorded right in the scoring reels, any player can compete with any other player! Imagine what that means!



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FOLK TALENT & TUNES

• Continued from page 65

Ray Scott, deejay at WNOP, Newport, Ky., handled the emcee chores.

Jim Reeves, who makes a European tour in April with a c.&w. package being framed by RCA Victor's Steve Sholes, is routed for the next several weeks as follows: Pensacola, Fla., 20; Jacksonville, Fla., 21; Miami, 22; Nashville, 23; Hammond, Ind., 24; Castile, N. Y., 26; Casino Theater, Toronto, 28-March 6; Oshawa, Ont., 8, and Nashville, 9. . . . G. Roy Waltman (Uncle Roy), whose death was listed in last week's issue of The Billboard, for many years operated Sunset Park, popular country music spot at Jennersville, Pa., and in that capacity was one of the leading buyers of c.&w. talent in that State. His widow, Audrey, will continue operation of the park.

The Marksmen, formerly known as the Foggy River Boys, appear as guests on Tennessee Ernie Ford's show over NBC-TV from Hollywood Tuesday (19). . . . Carl Smith and Goldie Hill will guest on Dow Chemical's "Red Foley Show" on ABC radio Saturday (23), with Leroy ("Auctioneer Song") Van Dyke set for that slot March 2. . . . Bill Wimberly's Country Rhythm Boys are in tall cotton these days with a handsome new bus, a Flexible, equipped with beds and kitchen facilities. . . . "Ozark Jubilee's" juvenile star, Brenda Lee, will be a feature of the Kansas City, Mo., Automobile Show, March 2-10, along with Teresa Brewer, Bob Crosby, Bill Lundigan and the Tarriers.

The Sunshine Boys Quartet, comprised of Ed Wallace, Fred Daniel, Ace Richman and Burl Strevel, has returned to WWVA, Wheeling, W. Va. The lads will be heard thrice daily, Monday thru Friday, at 9:15 a.m., 3:30 p.m. and 8:30 p.m., in addition to their appearances on "World's Original WWVA Jamboree." . . . "Country Jamboree" aired each Saturday, 2:30-3:30 p.m., over WCPA, Clearfield, Pa., highlights Bud Moore, Tommy Mayresky, Dale Carson, the Sunset Sweethearts, Kitty Lee and Smiley, plus guest artists. Cowboy Howard Vokes, New Kensington, Pa., was a recent guest on the stanza.

In order to assume new responsibilities in the expanding activities of Crossroads TV Productions and RadiOzark Enterprises, Joe Slattery has resigned as program director of KWTO, Springfield, Mo. He will devote himself to assisting managing vice-presidents John Mahaffey and E. E. (Si) Siman Jr., in addition to announcing Dow Chemical's "Red Foley Show" on ABC radio and announcing and scripting "Ozark Jubilee" on ABC-TV. Slattery's replacement at KWTO is Jim Kendrick, an employee of the station since 1951.

Jimmy Newman (Dot) is back in Nashville after a 10-day jaunt for Curtis Artists Productions, of that city, which carried him thru Louisiana, Florida, Alabama and Texas. Jimmy's newest Dot release is "The Way That You're Living" b.w. "I've Got You on My Mind." Davie Rich has just concluded a tour for the same office thru Georgia, Alabama and Tennessee. His latest on the RCA Victor label is "Lonely Street" b.w. "Didn't Work Out, Did It?" . . . Justin Tubb is working spot dates thru February while sticking close to Nashville to hold down his dad's "Saturday Night Jamboree" from the Ernie Tubb Record Shop while the

latter is on the road.

Bobby Gregory and His Blue

Cats, who recently cut six sides for the Gregorian label, have mailed a full set of the platters to 1,000 deejays spread over the country. Tunes are "Lazy Lizzie," "Don't Mistreat Me, Mama," "Mean Old Blues," "Mighty Blue," "Hobo Blues" and "Hobo Express." American Music, New York, is the publisher. . . . Regulars with "Hill Country Hoedown," new Saturday night show which got under way recently at the Dixie Theater, Ruston, La., are Werley Fairburn and the Delta Boys, Gary Bryant, Buddy Thompson and Tommy Blake and the Rhythm Rebels.

Faron Young and His Country Deputies, along with Jimmy Dickens, launched an 18-day tour for A. V. Bamford at Youngstown, O., February 10. Trek takes them thru the Midwest and the Pacific Northwest. . . . Buddy Shaw, of Snyder, Tex., has just had his first release for Starday, "Just Like a Fool" b.w. "I Belong to You." . . . The gospel-singing Blackwood Brothers wind up the month as follows: Centerville, Ala., February 20; Atmore, Ala., 21; Mobile, Ala., 22; Brewton, Ala., 23; Greenwood, Miss., 26, and Decatur and Sheffield, Ala., 28.

Art Barrett, WSIC, Mount Jackson, Va., reports that Johnny Cash (Sun) is currently the most-requested artist on his "Country Music Album" show. . . . Darrell Haden's nightly "Hillbilly Heaven" disk seg, heard Monday thru Saturday over KWTO, Springfield, Mo., has been extended to two hours. . . . Jack Dunigan, WJTN, Jamestown, N. Y., now deejaying a one-hour show five days a week from a local furniture store.

Shel Horton, WKMC, Roaring Springs, Pa., types: "Recently returned from Nashville, where I spent five days meeting artists, taping interviews, visiting, and attending 'Grand Ole Opry.' I also recently guested on Jimmy Osborne's show in Louisville." . . . Doc Snow has taken over the helm of "Country Carnival," aired daily over WORC, Worcester, Mass.

Eddie Roberts, formerly with WGVM, Greenville, Miss., and WDOB, Canton, Miss., is now twirling the platters two hours each day over KWFR, Warren, Ark. . . . Pete Burrows, KDNT, Denton, Tex., recently had Charline Arthur on his Friday show and introduced her first Coin recording, "Cryin' Alone." . . . A. J. Ball, WHED, Washington, N. C., infos that the station is programming 22 hours of c.&w. music a week. "New artists are invited to send us their records," writes Ball. "We lost most of our library during the hurricanes last year and have had difficulty building it up again." . . . KERC, Eastland, Tex., has added country & western programming to its broadcasting schedule, advises John Slaughter, who says the station is in need of wax. . . . Chuck Goddard, WMGE, Madison, Ga., is on the air from 11-12 a.m. with "Country Music Time" and from 2-3 p.m. with "Hillbilly Hits." . . . Bill Johnson, new member of the deejay staff at KPHO, Phoenix, Ariz., is holding forth each night, 10 p.m. to 1 a.m., Monday thru Saturday, with the "Bill Johnson Show," which remotes from the new restaurant, Big Apple, which Johnson recently opened in Phoenix.

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Star Pool	100.00
Chicago Coin Advance Pool	100.00
Champion Senior	100.00
Genco 3-Hole Star Pool	75.00
Genco 3-Hole Lite-Up	75.00
Olympic Pool, new	100.00
Williams 2-Way Deluxe	75.00
Diamond Pool	100.00
Klick, new	100.00
Diamond Senior	125.00
Champion 3-Hole Regular	100.00
Clover Pool	100.00
Hooligans	75.00
Williams Score Pool	75.00
Automatic Pool	75.00
Exhibit Skill Score	75.00
United Hi Score	75.00
Genco Marklite	145.00
Que Ball	45.00
Williams Recreation Pool	90.00

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Intl. Mutoscope Now in Full Production on Voice-O-Graph

NEW YORK—The International Mutoscope Corporation is now in full production on the new two-speed Voice-O-Graph, with units on location in the Empire State Building Observatory, Idlewild Airport and Pennsylvania Station. According to Mutoscope, the new machines are getting 50 cents a recording, as against 35 cents on the older unit.

The machine offers a choice of 45 or 78 r.p.m., with a 10-second musical introduction optional. Price with the musical introduction is \$1,850. Without the introduction the list is \$1,750.

The customer has a choice of five tunes in the introduction, "Happy Birthday," "Dixie," "Yankee Doodle"; "Hail, Hail, the Gang's All Here," and "Race Track Call."

Six-Inch Disk

After the customer dials his tune selection, the machine plays and records the tune and the customer records his message. The machine then plays back the entire record and delivers a finished six-inch recording. A record mailing envelope is also vended for an additional 5 cents.

The booth, of aluminum, fibre glass, steel and wood, seats two persons and is insulated against outside noise. Cabinet dimensions are 85 inches high, 29 inches wide and 44 inches deep. The sign is 20 inches high, 25 inches wide and 10 inches deep.

Capacity is 300 six-inch records and 125 mailing envelopes. Operating cycle is 70 seconds. The unit can vend at 25 cents, 35 cents or 50 cents.

N. Y. State Ops Hold Meet at Poughkeepsie

POUGHKEEPSIE, N. Y.—The New York State Operators' Association discussed the new bowling games Wednesday night (13) at its monthly meeting.

The following operators were present at the session: Orville Greening, Mac Douglas, Howard Purdy, Nick Nuccidello, Tom Cobel and Mrs. Gertrude Brownne, all of Beacon, and Leo Smith, Jack Wilson, George Shapiro and Larry Herbst, the association attorney, all of Newburgh.

Also Anne Koenig, Dick Wenzel, Collins Troy and John Roeni, all of Kingston; Harry Schlesinger and Joe Lippi, both of Poughkeepsie; Mike Mulqueen, Walden; Gene (Pie) Haley, Middletown, and Tom Greco, Glasco.

Guests were Gordon Howard, Atlantic-New York, Seeburg distributor, and Bob Catlin, manager of the Albany office of the Bilotta Distributing Company, Wurlitzer outlet.

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CLEAN GAMES—READY FOR LOCATION

NITE CLUB	\$435	YACHT CLUB	\$60
BROADWAY	375	PALM SPRINGS	60
MIAMI BEACH	225	DUDE RANCH	60
GAYTIME	195	BEACH CLUB	60
VARIETY	135	BEAUTY	60

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Like New Write-Wire-Call
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Seeburg V-200
AMI G-200
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BALLY JUMBO SHUFFLE	395	LORD'S PRAYER (New)	295
UNITED SUPER-BONUS	345	CAPITAL MIDGET MOVIES	Write
UNITED VENUS TARGETTE	175	CHI. COIN SKI BOWL	Write
UNITED COMET TARGETTE	150	EXHIBIT JUNGLE HUNT	Write

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WITH ALL THESE GENCO EXCLUSIVES!

- Adjustable Ramp for perfect play in any location
- "Show-Case" Front of Transparent, unbreakable Plexiglass
- Single, Double, Triple scoring
- Extra Ball feature on each frame

Featuring Sensational NEW BALL RETURN
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COINMEN YOU KNOW

Continued from page 120

Boston

By CAMERON DEWAR

Seeburg's background music sales manager, Ray Lindgren, received a big reception from local operators at the Somerset Hotel. He came over for the annual get-together and general information session on this type of music. Present from Trimount were Sales Manager Russ Eckel as well as salesmen Art Massara and Joe Leonard.

Ed Ravreby, Associated Amusements, Inc., traveling in the Western part of the State, found a big demand for United's new 14-foot bowling alley as well as the recently premiered Rock-Ola 200.



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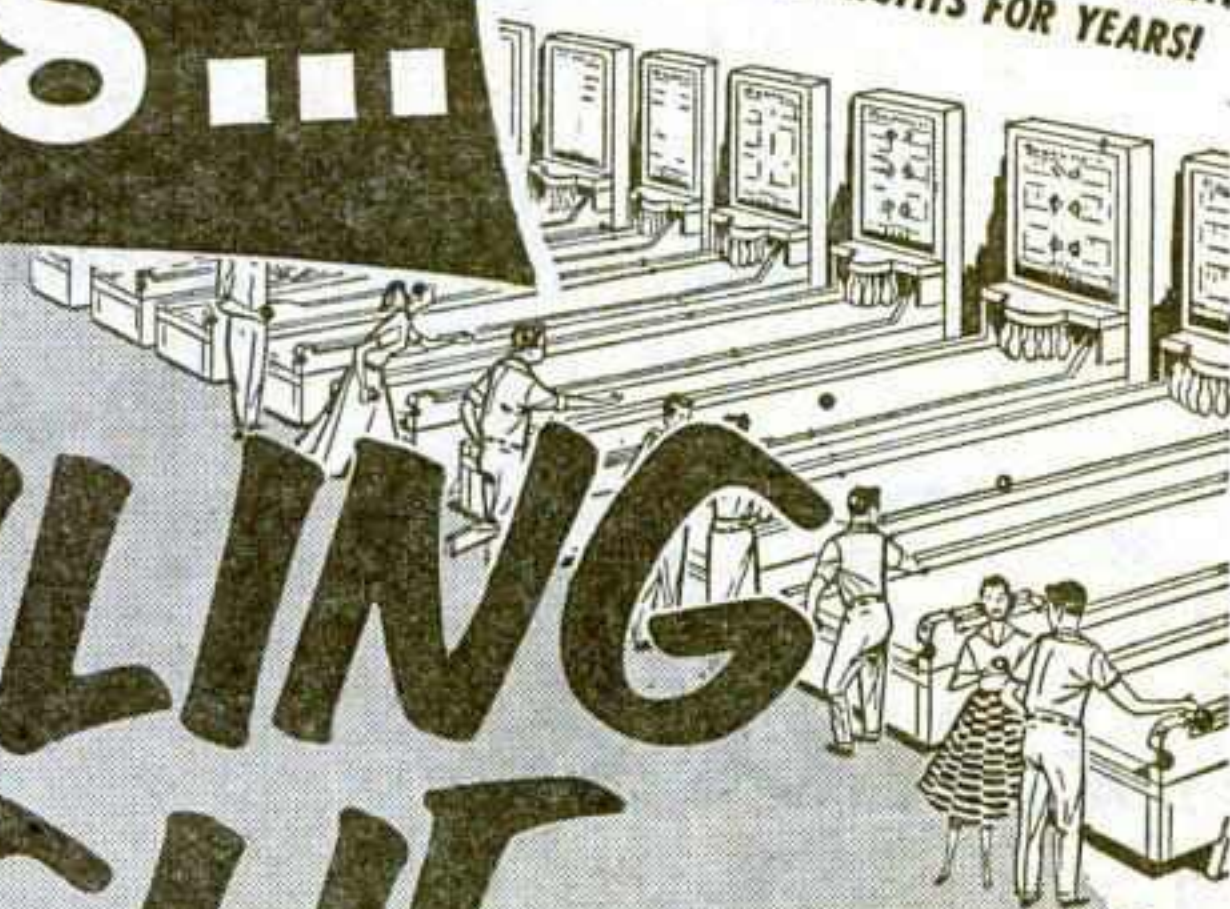
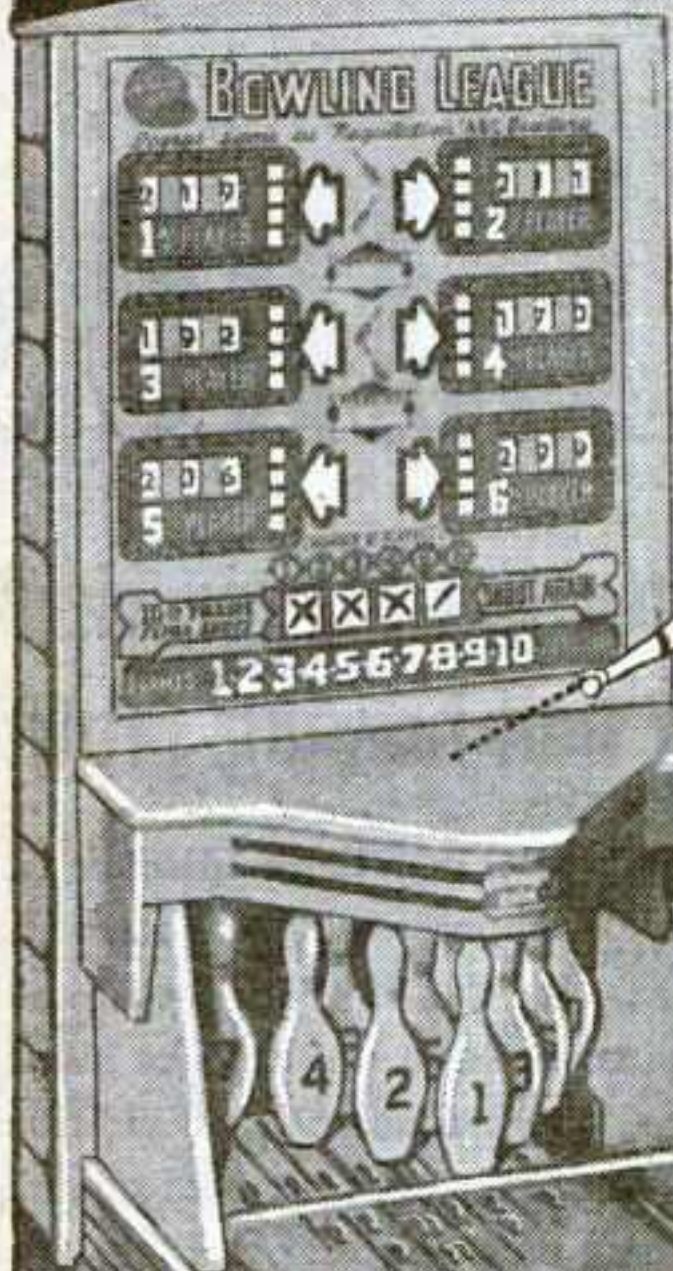
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Strikes ... Spares ... Splits ... Regulation Leaves! Every Shot Gives Player All The Excitement ... All The Thrills Of Real Bowling!

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They Look ... Feel ... Play And Simulate Every Action Of A Real Bowling Ball.

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All Of The Mechanism Is Located And Is Easily Accessible In The Back Rack!

LOOK!

FOR PROVEN PLAYER APPEAL

Your Choice Of 2 Size Cabinets! (3 Sections For Easy Handling)

14'8" LONG
11'11" LONG
29 Inches Wide - 18 Inches High

SCORING HANDICAP CONTROL!

Player Before Shooting The 1st Frame May Handicap His Score Same As In Real League Play!

LOOK! Equipped With National Slug Re-jector!

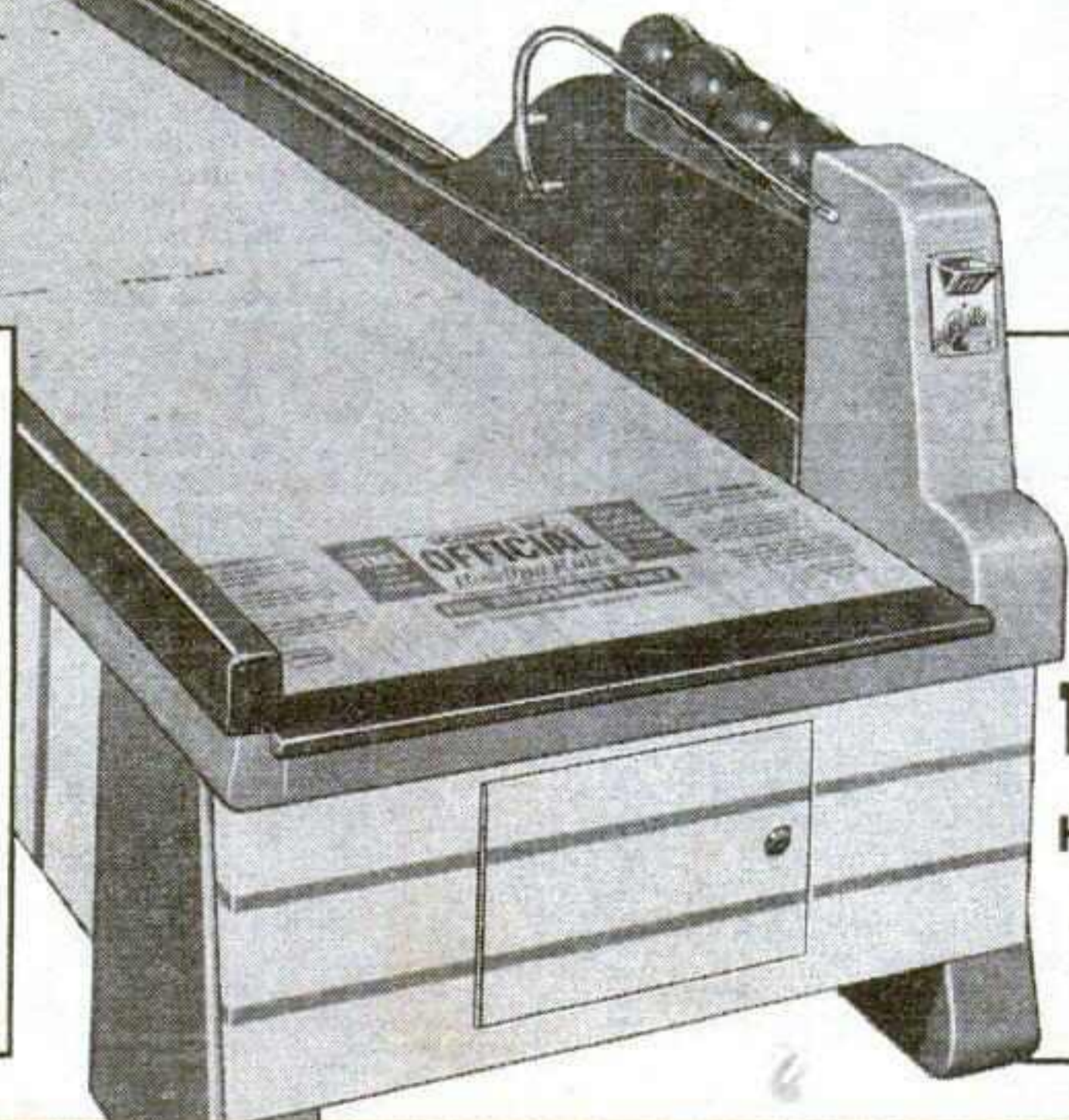
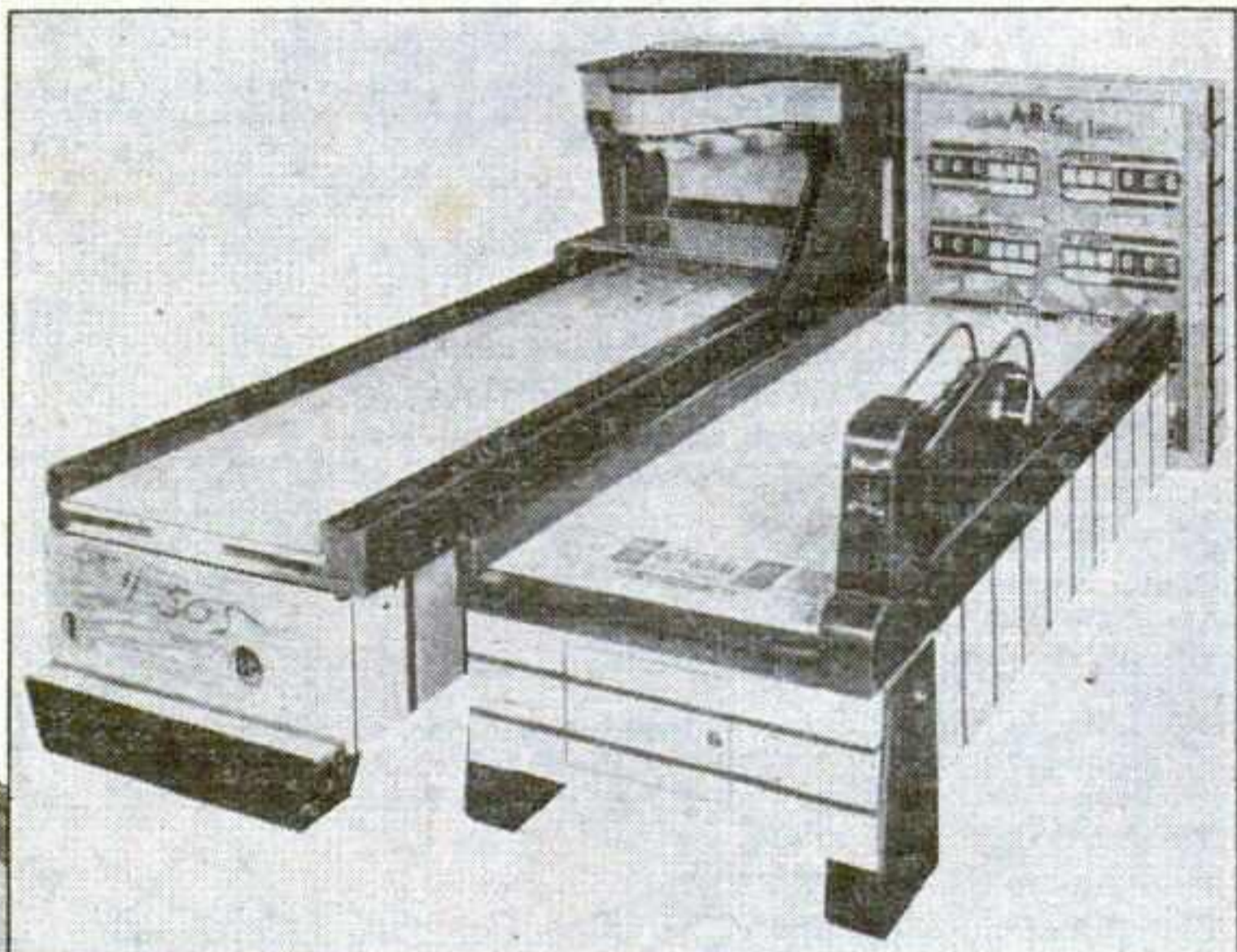
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New **"E-Z-3"** easy-to-handle 3-piece construction

simplifies installation, gets you in more spots with

Bally ABC Bowling Lanes



Now get bigger share of ball-bowling profits

BALLY ABC BOWLING LANES is now a bigger money-making bonanza than ever. New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, opens thousands of additional gold-mine locations to record-smashing earning-power of ball-bowling.

ABC BOWLING LANES is actually easier to move into a spot than an 8 ft. shuffle-bowler. Each piece—front-alley, rear-alley, back-cabinet—is easily loaded on a truck, easily unloaded and moved into location, where the 3 pieces are easily and quickly attached—ready to earn the biggest profits in years.

Get ABC BOWLING LANES working for you now and be set for the biggest profit year you ever enjoyed. Order ABC BOWLING LANES from your Bally Distributor today.

PLAYED WITH 3 IN. BALLS
SPECIAL QUIET-ROLL COMPOSITION

SCORES AUTOMATICALLY TOTALIZED BY
OFFICIAL BOWLING RULES

STRIKES - SPARES - SPLITS
REGULATION LEAVES • 7-10 PICK-UP

PLAYER CAN ROLL ALL REGULATION SHOTS
STRAIGHT BALL • HOOK BALL • BACK-UP BALL

1, 2, 3, 4, 5 or
6 CAN PLAY

2 POPULAR SIZES
14 ft. long - 11 ft. long

HIGH-SPEED LIGHT-UP TOTALIZERS
HIGH-SPEED PIN-SETTER
GIANT PINS

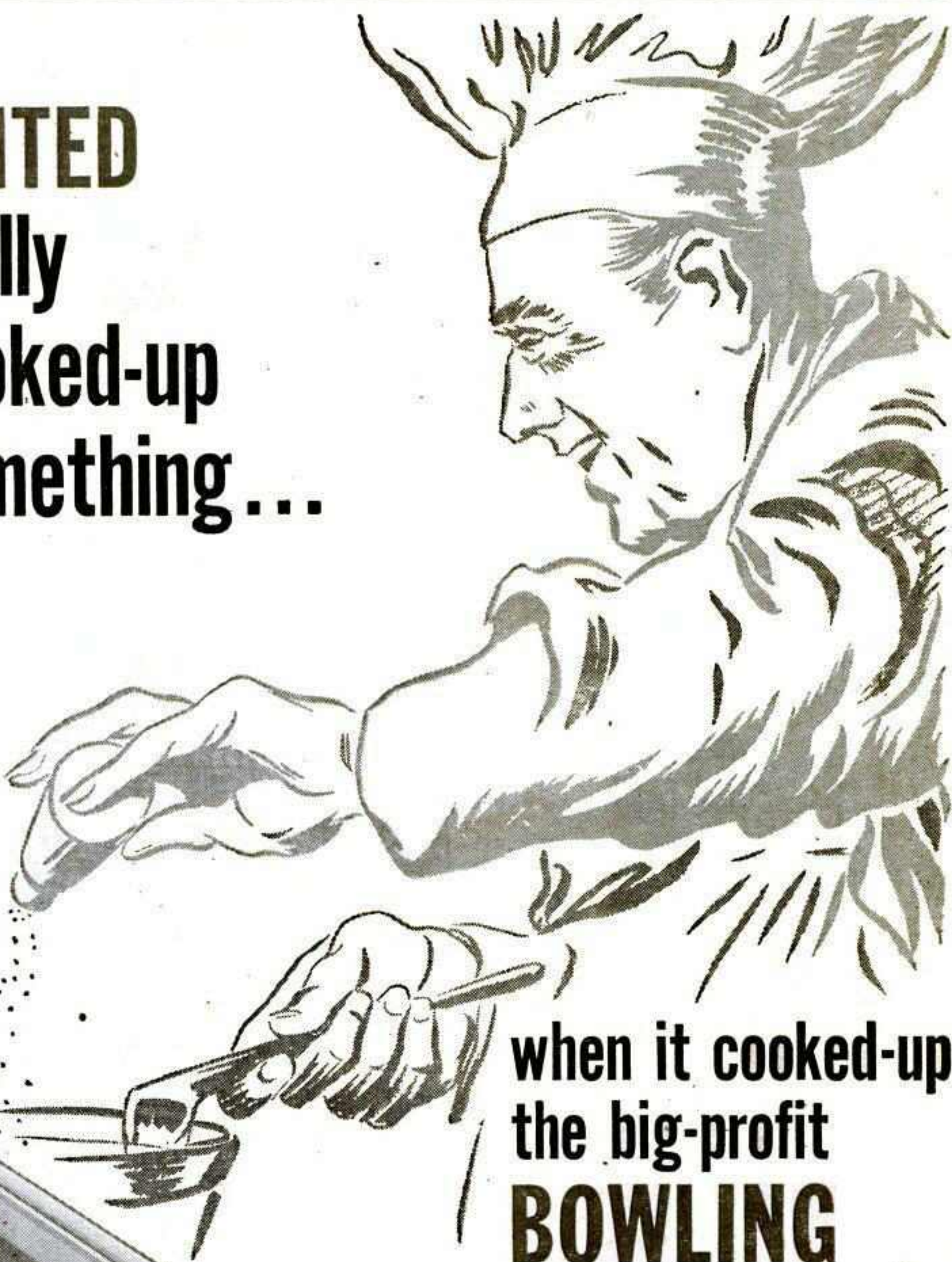
Now at your *Bally* distributor with Key West... Balls-A-Poppin'...
DeLuxe ABC Bowler... DeLuxe Congress Bowler... Pin-Pool... and Famous Bally Kiddie-Rides

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





**UNITED
really
cooked-up
something...**



when it cooked-up
the big-profit
**BOWLING
ALLEY**

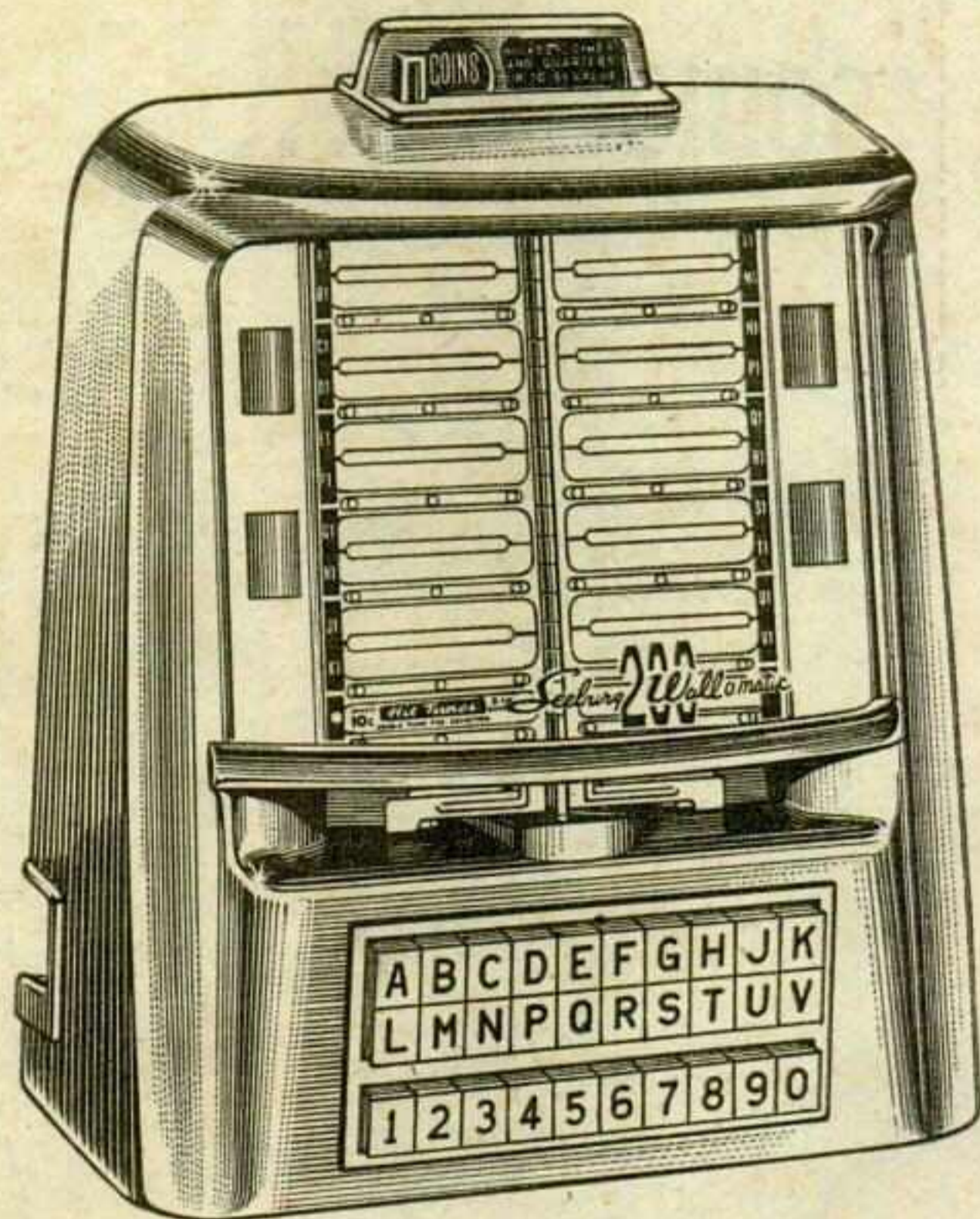


**Cash in Now!
Get
BOWLING ALLEY
from your
United Distributor
Today!**

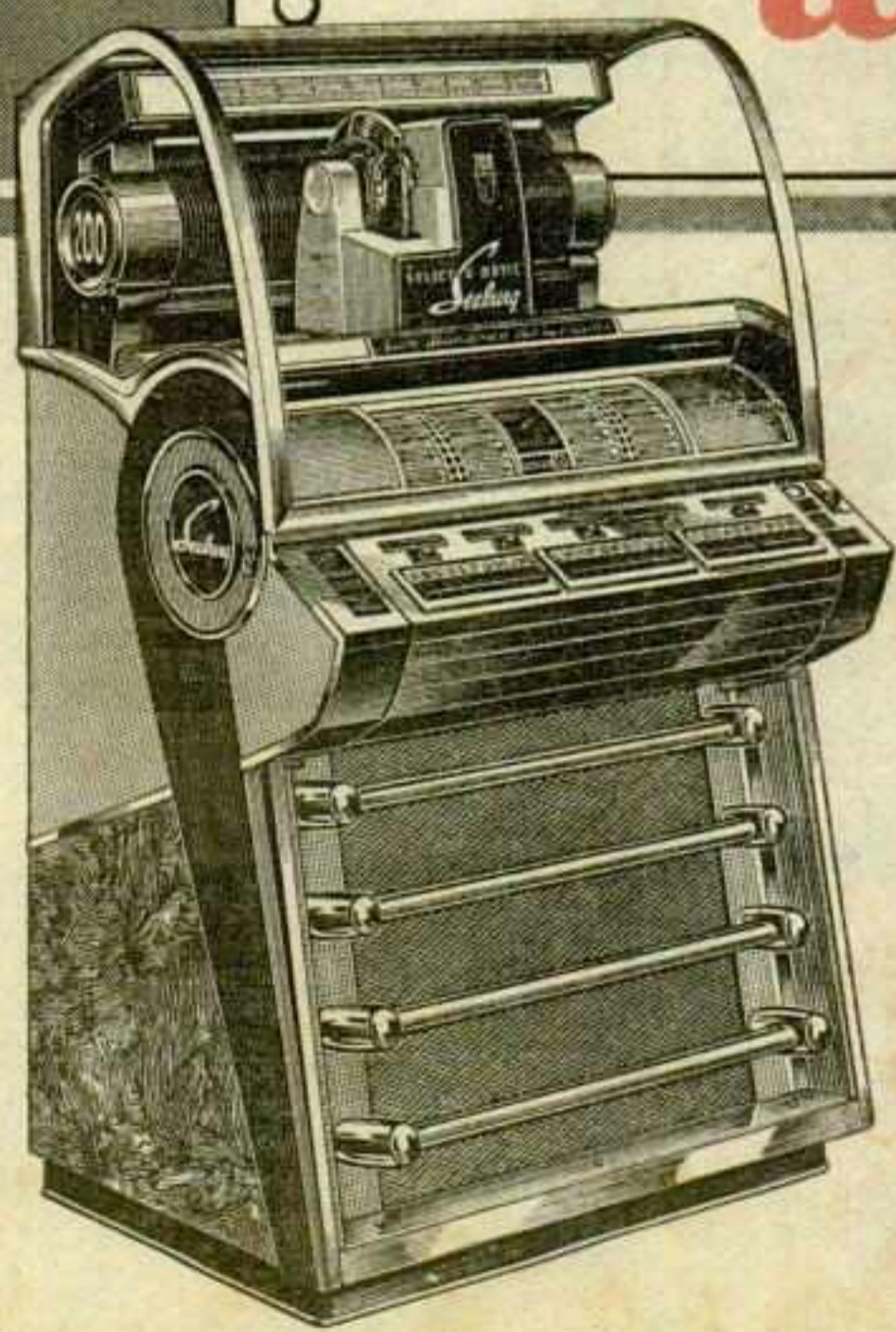
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AVAILABLE IN
14 FT. AND 11 FT. LENGTHS

14 ft. Model can be separated into 8 ft. and 6 ft. sections for easy installation and handling



THE **Wall-o-matic** 200



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