

# The Billboard



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FEBRUARY 16, 1957 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

## Ops Fight Drooping Dollars With Disks

One Out of Three Juke Box Firms Buy More Records in Battle to Hike Net

By NICK BIRO

CHICAGO — Juke box operators are buying more records than they did last year in their battle for more dollars.

One out of three operating companies are buying more disks than last year, and plan to continue buying more thruout 1957.

Equally significant is that one out of two operators plan to buy more extended play records this year than last.

These figures are brought out in a survey of 80 top music operating companies representing all parts of the country completed by The Billboard last week.

Most importantly, operators are buying more records not because they have more money to spend, but because they want to earn more.

### Paradox

This fact may seem paradoxical, but it's actually just good hard-headed business sense. Here's why: Operators pin their hopes on increasing net income largely on two methods: Increasing their grosses thru dime-a-tune play and thru more equitable commissions to location owners.

Therefore, in order to convert to dime or get a better commission arrangement or both, operators reason they must provide better service and better equipment.

That's where newer juke boxes better programmed come in. In short, their action in increasing record purchases is designed to increase customer play by providing a location owner a better means of increasing it.

Operators buying more records feel that by providing better programming and adding more new records to their machines, or buying more records to program 200-play machines, they will be able to justify not only to the location owner, but to the customer as well.

## More Disks, Less Jukes

CHICAGO — While increased record buying was indicated by most operators as a means of attracting more customer play, they did not go along with the theory on juke box expenditures.

A survey of 80 leading music operating companies showed that operators bought more juke boxes during 1956 than in the previous year. But they won't continue to increase their buying during 1957.

Increasingly pinched net incomes was the cause. While operators' expenses rose to an unprecedented high, increases in gross take lagged behind.

the need for better commissions and dime play.

Extremely tight competition has forced operators to offer much more in order to earn a little more.

Altho a bare majority of operators polled report an increase in their gross income, this has been more than offset by an even higher rise in expenses. As a result, the operator, the man who buys, services and places the machine into a location for usually 50 per cent of the gross take, is finding his own slice of the income pie getting thinner and thinner.

### Expenses Up

A look at some figures is revealing. Fully 67 per cent of the operators interviewed indicated their expenses for the year were higher than in 1955, and 26 per cent more stated they were just as high.

However, when it came to comparing their total gross in 1956 to the previous year, only 49 per cent could show any increase. Fully 31 per cent more stated there was no change, and a substantial 20 per cent noted they were lower.

How this has affected the operator's net income is even more significant. Only 22 per cent could show any improvement in 1956. But more than double this figure, 45 per cent of the operators, said flatly their income for 1956 had dropped from the previous year, with 33 per cent indicating no change.

Reasons for this are legion. *See (Continued on page 84)*

## TV'S ON MUSIC KICK IN DRAMA, STARS' SHOWS

NEW YORK — TV dramatic shows are on a music business kick this spring. Duke Ellington will play his own life story May 18 on CBS-TV's U. S. Steel show, while Gene Austin will be spotlighted in his biography early next month on NBC-TV's "Alcoa Hour."

Record personalities also are hotter than ever with the networks. ABC-TV signed Julius La Rosa this week, thereby giving the network four top singers—Frank Sinatra, Guy Mitchell, Pat Boone and La Rosa—each for his own weekly show, and each signed at fancy six-figure salaries.

ABC-TV is also in the market for a female singer and is auditioning top singers for still another weekly series slot. The network already has two weekly Lawrence Welk shows, one weekly Ray Anthony program, a polka show, Red Foley's "Ozark Jubilee" and the Vaughn Monroe show.

NBC-TV, of course, has the Dinah Shore and Perry Como shows, plus Nat (King) Cole and Tennessee Ernie Ford. Meanwhile, the network is mulling another Cole show, and has penciled in Xavier Cugat for a 7:30-7:45 p.m. slot, with Frankie Carle and Jaye P. Morgan in the running for the same time on another night.

CBS-TV is reading Patti Page's "Big Record" for next fall, while Vincent Lopez's local TV show here went on *(Continued on page 24)*

## Radio Disk Jockeys Bar Doors to Stem Record Artist Flood

Industry Reappraises Promotion Trips With So Many on the Road

By JUNE BUNDY

NEW YORK—With more and more recording artists—both major and minor—making the disk promotional circuit these days, record companies, music publishers, record exploitation men, distributors and the disk jockeys themselves are beginning to reappraise the real value of such trips.

In cities recognized as "hit kick-off" points (e.g. Cleveland, Detroit, Pittsburgh, etc.) the situation often gets out of hand, with as many as 25 artists sometimes showing up in one city at the same time. As a result, many disk jockeys are starting to tighten up on visitor permits and are setting up strict policies of "no air interviews without advance notice."

### Rough Trips

The situation is also something of a headache for distributors in these cities, since it is becoming increasingly more difficult for them to set up interviews, particularly when the artist and/or labels involved lack name value. The situation is even tougher on the minor league artists, who sometime spend plenty of their own cash on such trips only to be brushed off by many of the key disk jockeys.

On the other hand, the top disk jockeys have a real traffic problem, since they not only have to cope with visiting artists and distribu-

tors, but are also hounded by pluggers and managers both in person and via long distance phone. However, the spinners' first duty, of course, is to their turntables; so the trade can hardly blame them for sluffing off an occasional artist if they think his or her name is lacking in audience appeal.

### Big Month

The disk jockey circuit was really loaded this month, with the following artists visiting disk jockeys in one or more of the key plug cities: Johnnie Ray, the Four Lads, Tony Bennett, Johnny Mathis, Eileen Rogers, the Four Voices, Don Cherry, Terry Gilkyson, Guy Mitchell, Jill Corey, Jerry Vale—all representing Columbia; Vince Martin, Don Rondo, Cathy Carr, the Tarriers, Robbin Hood, Sonny James, Tab Hunter, Johnny Burnett, Dorothy Collins, Ziggy Lane, Georgie Kaye, Joy Lane, George Hamilton IV, Tommy Sands, Joe Bushkin, Tommy Mara, Steve Clayton, Rusty Draper, Betty Madigan, Fay Morley, Toni Arden, Tommy Gumina, Al Martino, Eydie Gorme, Joe Valino, Georgie Shaw, Dick Jacobs, the Chordettes, Andy Williams, Bernadine Read, Jerry Lewis, the Dreamweavers and many others.

### RCA Trippers

RCA Victor, which had a flock of artists out on its recent March of Dimes Train tour, has Dinah Shore, Eddy Arnold and George Melachro out this month. Arnold kicked off a three-week trip thru 13 key cities Monday (11), and Melachro, who came all the way from England to make the trek, started a three-week swing around the disk jockey circuit here last week.

The recent trend toward more and more programming of LP sets *(Continued on page 28)*

## Tape Ya Now, Erase It Later

NEW YORK—A key Midwestern disk jockey has worked out an effective — albeit a trifle underhanded — method of coping with unwanted guest artists.

Rather than give them a flat turndown on air interviews, he glibly explains that his show is all lined up for the day, but he'd like to tape an interview with them and play it the following day. Thus the artist leaves town that night happily oblivious of the fact that the tape was erased before he left the studio.

## NEWS OF THE WEEK

NBC Seeks to Lure "Rin Tin Tin," Welk, "Ranger" From ABC . . . NBC-TV is trying to lure away three ABC-TV successes for next fall, Lawrence Welk, "Lone Ranger" and "Rin Tin Tin." *Page 2*

New Payment Ideas Would Meet High Cost of Movies for TV . . . Feature film distributors are coming up with new payment gimmicks to reduce the financial load on stations as the price of the pictures go up. Associated Artists Productions has a "Program Profit Plan." *Page 15*

Remington Records Unveils Low Price LP With Big Promotion . . . Remington Records unveils a new, low price LP label, Masterseal, and an ambitious rack-jobbing operation in major grocery chains in Chicago and Detroit, with other cities to be invaded in upcoming months. Opening promotion on the \$1.49 label is exceedingly heavy on the disk jockey level and in the consumer press. *Page 22*

Cleffers, Writers Mull Collection Of Film Performance Rights Fees . . . Song writer and publisher executives consider the advisability of collecting film performance royalties thru their own writer and publisher

organizations. Traditionally administered by the American Society of Composers, Authors and Publishers, it is felt in some quarters that a switch in the administration of these rights is advisable in view of difficulties posed by the Leibell decision years ago. *Page 22*

Vending Trade Faces Boost In Wholesale Price on Cigs . . .

Vending machine operators are expecting a general increase in wholesale cigarette prices within the next two months. Result would probably be a 1-cent-a-pack hike in retail store prices, and would create headaches for operators who have been on a flat 25-cent vending rate. *Page 80*

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## NBC Seeks to Lure ABC's Welk, 'Rin-Tin-Tin,' 'Ranger'

### Makes Attractive Pitches to Dodge, National Biscuit and General Mills

By LEON MORSE

NEW YORK — NBC-TV last week reportedly was on the move to lure three key properties away from ABC-TV. They are Lawrence Welk, "Rin Tin Tin" and "Lone Ranger."

Led by Robert E. Kintner, former ABC president, who last week was named executive vice-president for TV network programs and sales at NBC, the web is contacting the respective owners of these properties—Dodge, the National Biscuit Company and General Mills — and putting all its weight into the effort.

The NBC intention is said to be to program Welk in the Saturday night 9-10 spot, where he would replace Sid Caesar, who seems destined to be shifted next season. Welk, the occupant of the Saturday 9-10 spot on ABC, is the one who has given Caesar the most trouble this season and is responsible for the comedian's rating problem.

Welk's newest show, the Monday 9:30-10:30 presentation, has also been received very well this season, and a spot would also be made for it on NBC. Since Welk is one of ABC's most important properties, his loss would be of incalculable damage to that web.

Among the inducements NBC may be able to offer is a strong line-up of stations, and a slot which follows the high-rated Perry Como show. Como is leading the Saturday night rating parade. Welk, consequently, would be in a better position to benefit from audience inheritance.

NBC is said to be offering

## Kemper Buys Half Of CB-TV Tilts

NEW YORK — Kemper Insurance has bought half of the CBS-TV basketball package for Saturday afternoon telecasts March 16, 23 and 30. The games are the East-West All-Star and National Invitation Tournament opening and finals.

Kemper, a division of Lumberman's Mutual, has never been a TV advertiser before.

General Mills Tuesdays and Thursdays, 5-5:30, for "Lone Ranger," which means NBC will be ready to fold its "Comedy Time" rerun series now in that slot at the end of this season. ABC currently dominates the 5-6 p.m. strip with "Mickey Mouse Club." The show goes 5:30-6 next season, however, and NBC feels it can profit from its shortening. General Mills currently programs "Ranger" in the Thursday evening 7:30-8 p.m. slot, and the 1-1:30 p.m. Saturday slot on CBS-TV.

### Rate Advantage

General Mills, if it should accept the offer, would not be paying Class A rates as it does at ABC, and it would be moving into time periods which traditionally attract a large kid audience.

The bait for National Biscuit and its high-rated "Rin Tin Tin" would probably be a key spot in the new NBC line-up of all-family shows which is expected to move into 7:30-8 across the board. Nabisco could, of course, pick its day in the half-hour strip.

It is expected, of course, that ABC will move with all its force to counter the NBC punch thrown in its direction. The outcome, however, is still anybody's guess.

## ABC, DISNEY TEST

# 'Zorro' to Try Out Cliff-Hanger Idea

NEW YORK — The first cliff-hanger produced for TV will be testing an ABC-TV proposition that adventure serials can build larger permanent audiences than current episodic shows, when the web unveils "Zorro" next fall.

The Disney-produced series, based on "The Mark of Zorro," will have a running plot and continuing characters, with a tense climax each week designed to carry over home TV viewers with maximum suspense to the next week's episode.

It is Walt Disney and ABC's belief that the result will be a smaller percentage of transient audience and a much bigger percentage of permanent viewers, as was true in the heyday of movie theater serials. "It hasn't been done in TV, except for soap operas, plus a few low-budget kids' movies transplanted in the early days of television," says a Disney spokesman. "But we are convinced this can revolutionize the pattern and formats of mystery, adventure,

dramatic and Western series and even situation comedy."

Disney was encouraged toward this decision by voluminous adult mail praising the current serials on "Mickey Mouse Club" and asking for counterparts for adults or family viewing during evening hours.

"Zorro" will be filmed on location this spring and summer in Mexico, with an unknown actor being sought to recreate the Douglas Fairbanks Sr. and Tyrone Power starring role of gentleman bandit.

# CBS-TV's Daytime Strongest to Date

NEW YORK — CBS-TV has scored two sales goals in the past couple of weeks. It sold four daytime half hours, putting it SRO on its four half-hour strips and giving it its strongest daytime position to date. And it sold out its evening news show for the first time since it moved it back to 7:15 p.m.

Its daylight goal was reached by sales to two soap sponsors already heavy in the network's daytime line-up. Procter & Gamble, which already owned three days of "As the World Turns," 1:30-2 p.m., bought the other two days. Then, Colgate-Palmolive, which already owned three days of "The Big Pay-off," 3-3:30 p.m., bought the other two days of the audience participation show.

P&G already sponsored the full strip of another half-hour soap

## KID STUFF

# Fairy Tales Mark Trend For the Specs

NEW YORK — TV's first programming trend in spectaculars is obviously fairy tales. NBC-TV has already assigned one of its top production talents, Fred Coe, to develop a series of children stories for showcasing next season, probably on Fridays.

CBS-TV is going for broke with "Cinderella" on March 31 with a score by Rodgers and Hammerstein. This week it signed S. J. Perelman to write the book and lyrics to "Aladdin," with no date of presentation set.

Coe is scanning some of the more important stories in Aesop's Fables and Grimm's Fairy Tales, to select some vehicles. It may be expected that such properties as "Hansel and Gretel," "The Snow Maiden" and others will get plenty of consideration. The show that started it all was "Jack and the Beanstalk," which was presented on "Producers' Showcase" this season and received top ratings.

# 'Perry Mason' Interests P&G

NEW YORK — CBS-TV's "Perry Mason" show is reported to have aroused considerable interest from Procter & Gamble, and a sale for a fall start is expected imminently.

No time slot has been decided upon yet, but it is understood that both P&G and the network are interested in planting the hour-long film series in Saturday, 10-11 p.m., or a half hour earlier.

# 'Hit Parade' Shops For New Talents

NEW YORK — "Hit Parade" is shopping for new vocal talent to be used next season. The show will lose Gisele MacKenzie and Snooky Lanson and may also lose some of its other vocalists.

Also said to be under consideration is a shake-up in its production staff. "Hit Parade" is in the 10:30-11 slot Saturday nights on NBC-TV.

# 'Whirly' Hits 1/2-Hr. Rating Top for Indies

NEW YORK — "Whirlybirds" established a new rating high for half-hour shows on independent stations, when it scored 12.7, according to American Research Bureau figures, in its premiere over WPIX here February 7.

A tremendous promotion campaign, including an unusual amount of newspaper advertising, helped boost the show to a figure 40 per cent above the previous leader, "I Led Three Lives." The Desilu production, distributed by CBS film Sales, is seen in New York Thursdays, 7:30-8 p.m.

# Cornerstones On Kintner

NEW YORK — Color, sales and programming, described as the three cornerstones of NBC-TV's 1957 planning, have been united under Robert E. Kintner, newly appointed executive vice-president of network programs and sales. Thomas McAvity, who held that post, has been named executive vice-president in charge of staff, reporting to President Robert Sarnoff.

Kintner, who joined NBC January 1 as color co-ordinator, will continue to direct all color activities, with the aid of Emanuel (Manie) Sacks, programming vice-president. McAvity will concentrate on development of new talent and programs.

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The Amusement Industry's Leading Newsweekly

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Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5.

# Networks Woo La MacKenzie

NEW YORK — Gisele MacKenzie is currently being wooed by all three networks—NBC-TV, ABC-TV and CBS-TV. The singer, who leaves "The Hit Parade" at the end of this season, is wanted by NBC for her own program, which would be paired with Dinah Shore's.

The other networks, too, think that Miss MacKenzie's talents rate star showcasing. Among the other parties interested in her future is Young & Rubicam, which presumably has a client, said to be General Foods, standing in the wings and ready to feed her.

# ABC Close to 'Exclusive!'

NEW YORK — ABC-TV is reportedly buying "Exclusive!" from ABC Film Syndication as a fall entry. Negotiations followed on the heels of the web's purchase last week of ABC Film's "Snowfire" series, another October debut.

The first film of the "Exclusive!" series arrived from England last week and was screened for the press February 11. The dramatic show features adaptations of news stories by members of the Overseas Press Club.

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## Screen Gems Adds Three to Pilot Schedule

NEW YORK — Screen Gems added three properties to its pilot production schedule last week. Briskin Productions, headed by Irving Briskin, will make two historical shows for Screen Gems. They are "The Man from Texas," based on the life of Sam Houston, and "Daniel Boone." In past years a couple of other firms have announced pilot films on Boone, but none ever came to fruition. Screen Gems has signed a deal with Crusade for Freedom for a suspense series based on its records. S-C also pacted Scott Brady to play the lead role in "Johnny Nighthawk," a series about a free lance pilot.

## Revue to Film 'Six Shooter'

HOLLYWOOD — "Six Shooter," former radio program starring James Stewart, will be filmed for TV by Revue Productions with John Payne in the lead role. The first episode goes before the cameras on February 8.

In other pilot activity, Phil Rapp, producer of "Hiram Holliday," has scheduled a historical comedy, "Merlin the Magician," in which Bert Lahr will probably play the lead part.

Albert C. Gannaway is combining forces with Pinky Lee for a venture titled "The Perils of Pinky." Gannaway is financing, with Ray and Jim Allen scripting the first segment.

"Champions of Sports," initial half hour of which tells the story of the Los Angeles Rams, is being turned out by James Ellsworth Productions, recently organized for making TV and feature pix.

New cartoon serial, "The Adventures of Nip and Tuck," featuring two friendly leprechauns, is being shot by Hal Adelquist, independent producer at Academy Pictures. The pilot has been completed.

## NBC & ABC Affiliations Shared by Texas Outlets

DALLAS - FORT WORTH — The who's-got-what situation involving NBC, ABC and their joint affiliates, WBAP-TV and WFAA-TV, in the Dallas-Fort Worth area continues into its eighth year in the most unique network-station relationship existing in TV today.

Both stations share both affiliations and divide time between them, switching back and forth from ABC to NBC. In Class A time WFAA-TV carries NBC Sunday, Monday, Wednesday and Friday, and ABC Tuesday, Thursday and Saturday evenings, WBAP-TV's sked being vice-versa. Some nights, however, an NBC show will slip into an ABC sked ("Big Surprise," Tuesday; "Lux Video Theater," Thursday; "People Are Funny," Saturday) due to program conflicts on the other station.

During daytime, WBAP-TV carries NBC in the morning except for "Today," which goes to WFAA-TV. Afternoons WFAA-TV carries NBC, with KBAP-TV taking the ABC net sked when it comes on at 5 p.m.

Execs at both stations agree that the jumbled network identity has hurt both channels in their competition with KRLD-TV, the CBS outlet. The result is that Pulse gives CBS 14 of the 15 top once-a-week

## Weighs 'Price' As 'Hiram' Sub

NEW YORK — NBC-TV is considering "The Price Is Right" for its Wednesday, 8-8:30 p.m. slot, replacing "Hiram Holliday." The Goodson-Todman audience participation show will continue to play daytime, 11-11:30 a.m. across the board. The Wednesday evening slotting is planned only for the remainder of this season. NBC-TV is planning to put an hour-long show in Wednesday, 7:30-8:30 p.m. next season.

"Price," which is emceed by Bill Cullen, has made quite an impression in its daytime run over the past six weeks. It is now understood to be pulling over 1,000,000 pieces of mail a week.

Two sponsors are reported to be interested in the evening booking, one for a 13-week deal and the other for 26 weeks. One of them is understood to be Sunbeam, which took the daytime version briefly just before Christmas.

## M-G-M to Produce Beer Commercial

NEW YORK — Jacob Ruppert has been signed by MGM-TV as the first account for its newly activated film commercial division.

M-G-M will produce 10 one-minute films for Knickerbocker Beer, in which the Father Knick trademark will become an animated character for the first time.

## FALL PROGRAMMING

### ABC Moves Up on 'Gettin' Better' Plan

NEW YORK — The signing of Julius LaRosa and of new sponsors for its boxing show and some switching of time periods marked the latest week of ABC-TV's

shows in Dallas, and 9 of the top 15 in Fort Worth

The situation is a carryover from radio days, and early radio days at that. It dates back to 1922, when WBAP and WFAA shared the only station in the market. When another station, a 5,000-watt, was added to the 50,000-watt outlet, they shared this also, switching call letters from one to the other at different hours during the day, altho the frequencies remained the same. The NBC and ABC affiliations which they had at that time, and still have, were also shared and switched.

With the advent of TV neither network wanted to offend either station, and so the situation was continued, the stations themselves working out which would carry what programs when. It's been an amiable relationship, even if a somewhat confused one.

With ABC gaining in strength (neither channel had wanted to become the exclusive ABC affiliate before) there now appears to be some possibility that a division of networks will be effected.

The primary problems for both stations have been those of program promotion, and of realigning their own skeds whenever a change in the net sked occurred, especially in the switchover from and to Daylight Saving Time.

## AFTER 'WIRE SERVICE'

# Nets' Hour Programming at 7:30 Due for Several Evenings in Fall

NEW YORK — Next season is expected to see hour programming at 7:30 become the key to audience dominance on several evenings. ABC-TV's reslotting of "Wire Service," 7:30-8 on Mondays, a shift from the Thursday 9-10 slot where it started the season, gives just a hint of what may be cooking for next year.

NBC, which will reprogram its music and news 7:30-8 strip with all-family presentations is, of course, getting ready several hour shows to see whether it can get the jump on the opposition. One of the evenings on which it is expected to use for an hour program at 7:30 is Wednesday, where "Disneyland" dominates for ABC. What NBC wants here is an even start against the audience power

of "Disneyland," since it is equally embattled at 8 p.m. when CBS-TV's Arthur Godfrey gets substantial viewing attention.

CBS is also said to be toying with the idea of starting a strong show at 7:30 Saturday nights. This would enable it to move out ahead of Perry Como, who currently wins the rating battle at 8 p.m. for NBC. The show that may be ticketed for the 7:30 time period on CBS next season is "The Big Record," a music and variety stanza that stars Patti Page. The 7:30-8 CBS slot is currently occupied by "The Buccaneer," sponsored by Sylvania, but it is not considered likely it will be renewed.

ABC Pioneers  
ABC has pioneered with the

7:30 hour concept, and its reward has been dominance of the hour on Tuesdays with "Cheyenne" and Wednesdays with "Disneyland." The principle has a great deal to recommend it when a solid program is being offered.

If any of the webs, however, gets caught with a clinker at 7:30, it would be in double jeopardy, since the program would lose audiences for the entire hour, thus forfeiting the 60 minutes to the rival networks.

It should be interesting to see how well "Wire Service" does in its new Monday time period, since it is up against the powerful "Robin Hood" on CBS. ABC, however, felt it didn't have too much to lose, since the show was taking a pounding in its Thursday time period.

## CBS to Boost Rates For Half of Affils

NEW YORK — Rumors to the effect that CBS-TV was considering instituting an "AA" rate for some of its nighttime slots have been proved incorrect, at least for the present. The issuance of the new network rate card, which will

appear shortly, puts the rumor to rest.

Instead, the network will adjust the rates of fewer than 50 per cent of its affiliates an estimated 5 to 10 per cent upwards based on the new Nielsen circulation figures. The move has been long pending, but was waiting on new Nielsen statistics. Such station rate increases on the networks are continually being made, with NBC having raised rates on three-fourths of its affiliates within the last year.

CBS-TV points out as justification for the rate adjustments that its stations in cities such as Chicago, Baltimore, Cincinnati, Dallas, Denver, Houston and Kansas City, Mo., are priced below that of NBC outlets.

It furthermore also points out that the Nielsen average cost-per-thousand figures for November-December show it with a cost-per-thousand \$1.20 below that of its nearest competitor. Some of the CBS affiliates haven't raised their rates in three years.

## 'Wyatt Earp' Beats '64G'

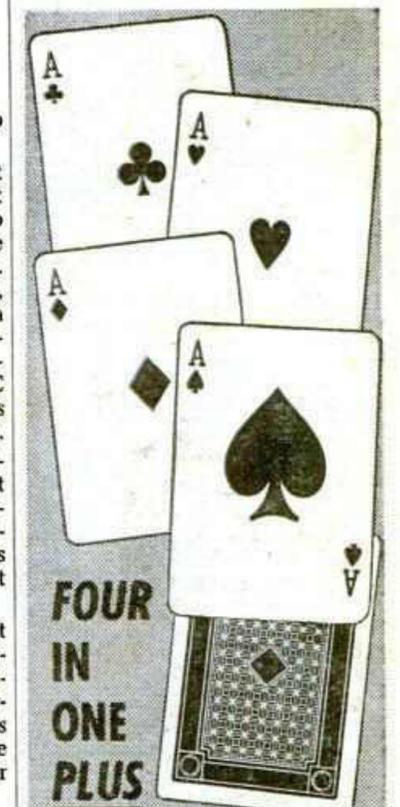
NEW YORK — For the first time in over a year of regular telecasting, "The \$64,000 Question" lost the No. 1 rating spot in the Tuesday battle last week. "Wyatt Earp," 8:30-9 p.m. time over ABC-TV, beat the CBS-TV quiz, 30.7 to 27.3, according to Trendex.

The Western's direct competition, "Noah's Ark" and "The Brothers," scored 12.1 and 13.0 in the Trendex figures. Long the Tuesday leader, "64G" is off the top 10 lists in the January reports for the first time since September, 1955.

## 'Racket Squad' Racks Up Six

NEW YORK — Six sales and two renewals were racked up by "Racket Squad" for ABC Film Syndication last week, to put the mystery series in 100 markets. Renewals came from KTVR, Denver, and KIEM, Eureka, Calif., for Italian Swiss Colony.

New sales include Japan, Cuba, Australia and WNAO, Raleigh, N. C.; KGO, San Francisco, and KSTP, Minneapolis.



FOUR IN ONE PLUS

This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3 1/2 million people
- \$3 1/2 billion retail sales
- \$5 1/2 billion annual income

## WGAL-TV

LANCASTER, PENNA.  
NBC AND CBS

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION  
CLAIR McCOLLOUGH, Pres.

Representative  
the MEEKER company, inc.  
New York Chicago Los Angeles San Francisco

UP

AT

NBC





## AUDIENCES ARE UP, UP, UP!

In comedy, variety, mystery, quiz shows, spectaculars—virtually every type of program, nighttime and daytime—NBC is building bigger and bigger audiences. Here are some representative examples of the dramatic audience increases being registered at NBC:

### % gain over last year for same time period

- The Steve Allen Show... UP 53%
- Twenty-One... UP 38%
- Perry Como Show... UP 33%
- Bob Hope Show... UP 30%
- Dragnet... UP 83%
- People Are Funny... UP 51%
- Noon to 6 pm (Mon.-Fri.)... UP 41%
- Spectaculars and "out-of-schedule" shows... UP 25%

DAYTIME OR EVENING, MORE PEOPLE VIEW THE  
**NBC TELEVISION NETWORK**  
 THAN ANY OTHER NETWORK\*



# 289 Post-'48 Movies In Columbia's Vaults

The following list contains 289 feature films released to theaters between 1949 and 1954 by Columbia Pictures. It will probably be several years before any of these get into TV. Screen Gems, Columbia's TV subsidiary, is putting its pre-1949 backlog into TV piecemeal. Last year it released 156 pictures to TV, and it is expected to release another package shortly. It still has a long way to go with its pre-1949 stock pile.

## COLUMBIA

- ACROSS THE BADLANDS—1950  
Charles Starrett, Smiley Burnette
- AFFAIR IN TRINIDAD—1952  
Rita Hayworth, Glenn Ford
- AIR HOSTESS—1949  
Gloria Henry, Ross Ford
- AL JENNINGS OF OKLAHOMA—1951  
Dan Duryea, Gail Storm
- ALL ASHORE—1953  
Mickey Rooney, Dick Haymes
- ALL THE KING'S MEN—1950  
Broderick Crawford, Joanne Dru
- AVIRUSH AT TOMAHAWK GAP—1953  
John Hodiak, John Derek
- AND BABY MAKES THREE—1949  
Robt. Young, Barbara Hale
- ANNA LUCASTA—1949  
Paulette Goddard, Oscar Homolka
- APACHE COUNTRY—1952  
Gene Autry
- ASSIGNMENT-PARIS—1952  
Dana Andrews, Maria Toren
- BAD FOR EACH OTHER—1954  
Charleton Heston, Elizabeth Scott
- BAIT—1954  
Hugo Haas, Cleo Moore
- BANDITS OF EL DORADO—1949  
Charles Starrett, Smiley Burnette
- BARBARY PIRATE—1949  
Donald Woods, Trudy Marshall
- BARBED WIRE—1952  
Gene Autry
- THE BAREFOOT MAILMAN—1951  
Robert Cummings, Terry Moore
- BATTLE OF ROGUE RIVER—1954  
George Montgomery, Richard Denning
- BEAUTY ON PARADE—1950  
Robert Hutton, Lola Albright
- BETWEEN MIDNIGHT AND DAWN—1950  
Mark Stevens, Edmund O'Brien
- BEWARE OF BLONDIE—1950  
Penny Singleton, Arthur Lake
- BEYOND THE PURPLE HILLS—1950  
Gene Autry
- THE BIG GUSHER—1951  
Preston Foster, Wayne Morris
- THE BIG HEAT—1953  
Glenn Ford, Gloria Grahame
- THE BIG SOMBRERO—1949  
Gene Autry
- BLACK EAGLE—1948  
William Bishop, Virginia Patton
- BLAZING SUN—1950  
Gene Autry
- THE BLAZING TRAIL—1949  
Charles Starrett, Smiley Burnette
- BLONDIE HITS THE JACK POT—1949  
Penny Singleton, Arthur Lake
- BLONDIE'S BIG DEAL—1949  
Penny Singleton, Arthur Lake
- BLONDIE'S HERO—1950  
Penny Singleton, Arthur Lake
- BLONDIE'S REWARD—1949  
Penny Singleton, Arthur Lake
- BLONDIE'S SECRET—1948  
Penny Singleton, Arthur Lake
- BLUE CANADIAN ROCKIES—1952  
Gene Autry
- BODY HOLD—1950  
Willard Parker, Lola Albright
- BONANZA TOWN—1951  
Charles Starrett, Smiley Burnette
- BOOTS MALONE—1952  
William Holden, Johnny Stewart
- BORN YESTERDAY—1951  
Judy Holliday, Broderick Crawford, Trudy Marshall
- BOSTON BLACKIE'S CHINESE VENTURE—1949  
Chester Morris
- THE BRAVE BULLS—1951  
Mel Ferrar, Miroslava
- BRAVE WARRIOR—1952  
Jon Hall, Christine Larsen
- THE BRIGAND—1952  
Anthony Dexter
- CALIFORNIA CONQUEST—1952  
Cornel Wilde, Teresa Wright
- CAPTAIN PIRATE—1952  
Louis Hayward, Patricia Medina
- CAPTIVE GIRL—1950  
Johnny Weismuller, Buster Crabbe
- CARGO TO CAPE TOWN—1950  
Broderick Crawford, John Ireland, Ellen Dru
- CHAIN GANG—1950  
Douglas Kennedy, Marjorie Lord
- CHAIN OF CIRCUMSTANCE—1951  
Richard Grayson
- CHALLENGE OF THE RANGE—1949  
Charles Starrett, Smiley Burnette
- CHARGE OF THE LANCERS—1954  
John Pierre Aumont, Paulette Goddard
- CHINA CORSAIRE—1951  
Jon Hall, Lisa Ferraday
- CHINA VENTURE—1953  
Edmund O'Brien, Barry Sullivan
- CHINATOWN AT MIDNIGHT—1950  
Hurd Hatfield
- CONQUEST OF COCHISE—1951  
John Hodiak, Robert Stack
- CONVICTED—1950  
Glenn Ford, Robert Crawford
- CORKY OF GASOLINE—1951  
Jimmy Lydon

- COUNTERSPY MEETS SCOTLAND YARD—1951  
Howard St. John, Amanda Blake
- THE COWBOY AND THE INDIANS—1951  
Gene Autry
- COW TOWN—1950  
Gene Autry, Gail Davis
- THE CRIME DOCTOR'S DIARY—1949  
Warner Baxter, Stephen Dunne
- CRIMINAL LAWYER—1951  
Pat O'Brien, Jane Wyatt
- CRIPPLE CREEK—1952  
George Montgomery
- CRUISIN' DOWN THE RIVER—1953  
Dick Haymes, Audrey Totter
- CUSTOMS AGENT—1950  
William Eythe, Marjorie Reynolds
- CYCLONE FURY—1951  
Charles Starrett, Smiley Burnette
- THE DARK PAST—1949  
William Holden, Lee J. Cobb
- DAVID HARDING, COUNTERSPY—1950  
Willard Parker, Audrey Long
- DEATH OF A SALESMAN—1952  
Frederic March, Mildred Dunnock

- THE DEVIL'S HENCHMEN—1949  
Warner Baxter, Mary Beth Hughes
- THE DOOLINS OF OKLAHOMA—1949  
Randolph Scott
- DRIVE A CROOKED ROAD—1954  
Mickey Rooney, Diane Foster
- DRUMS OF TAHITI—1954 3 D  
Dennis O'Keefe, Patricia Medina
- EIGHT IRON MEN—1952  
Bonar Colleano, Arthur Franz
- EL ALAMEIN—1954  
Scott Brady, Rita Moreno
- EL DORADO PASS—1948  
Charles Starrett, Smiley Burnette
- EMERGENCY WEDDING—1950  
Larry Parks, Barbara Hale
- THE FAMILY SECRET—1951  
John Derek, Lee J. Cobb
- FATHER IS A BACHELOR—1950  
William Holden, Coleen Gray
- FEUDIN' RHYTHM—1949  
Eddy Arnold, Gloria Henry
- THE FIRST TIME—1952  
Robert Cummings, Barbara Hale
- FIVE—1951  
William Phipps, Susan Douglas
- THE 5,000 FINGERS OF DR. T—1953  
Peter Lind Hayes, Mary Healy
- FLAME OF CALCUTTA—1953  
Denise Darcel, Patrick Knowles
- FLAME OF STAMBOUL—1951  
Richard Denning, Lisa Ferraday
- THE FLYING MISSILE—1951  
Glenn Ford, Viveca Lindfors
- FORT SAVAGE RAIDERS—1951  
Charles Starrett, Smiley Burnette

- FORT TI—1953  
George Montgomery, Joan Vohs
- FORTUNES OF CAPTAIN BLOOD—1950  
Louis Hayward, Patricia Medina
- THE 49TH MAN—1953  
John Ireland, Richard Denning
- THE FOUR POSTER—1953  
Rex Harrison, Lili Palmer
- FROM HERE TO ETERNITY—1953  
Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
- FRONTIER OUTPOST—1950  
Charles Starrett, Smiley Burnette
- THE FULLER BRUSH GIRL—1950  
Lucille Ball, Eddie Albert
- FURY OF THE CONGO—1951  
Johnny Weismuller
- THE GALLANT BLADE—1948  
Larry Parks, Marguerite Chapman
- GASOLINE ALLEY—1951  
Scotty Beckett, Jimmy Lydon
- GENE AUTRY & THE MOUNTIES—1951  
Gene Autry
- GIRLS' SCHOOL—1950  
Joyce Reynolds, Ross Ford
- THE GLASS WALL—1953  
Victorio Gassman, Gloria Grahame
- THE GOLDEN HAWK—1952  
Sterling Hayden, Rhonda Fleming
- GOLDTOWN GHOST RIDERS—1953  
Gene Autry, Smiley Burnette
- GOOD HUMOR MAN—1950  
Jack Carson, Lola Albright
- GUN FURY—1953 (3 D)  
Rock Hudson, Donna Reed

- HANGMAN'S KNOT—1952  
Randolph Scott, Donna Reed
- THE HAPPY TIME—1952  
Charles Boyer, Louis Jordan
- THE HAREM GIRL—1952  
Joan Davis, Paul Marion
- THE HARLEM GLOBETROTTERS—1951  
Thomas Gomez
- HARRIET CRAIG—1950  
Joan Crawford, Wendell Corey
- THE HAWK OF WILD RIVER—1953  
Charles Starrett, Smiley Burnette
- HER FIRST ROMANCE—1951  
Margaret O'Brien
- HE'S A COCKEYED WONDER—1950  
Mickey Rooney, Terry Moore
- HILLS OF UTAH  
Gene Autry
- HOEDOWN—1950  
Eddie Arnold, Jeff Donnell
- HOLIDAY IN HAVANA—1949  
Desi Arnaz
- HOME IN SAN ANTONIO—1949  
Roy Acuff
- HORSEMEN OF THE SIERRAS—1949  
Charles Starrett, Smiley Burnette
- HURRICANE ISLAND—1951  
Jon Hall, Marie Windsor
- I SURRENDER DEAR—1948  
Gloria Jean
- IN A LONELY PLACE—1950  
Humphrey Bogart, Gloria Grahame
- INDIAN TERRITORY—1950  
Gene Autry
- INDIAN UPRISING—1952  
George Montgomery, Audrey Long



## BY PROGRAM TYPE FOR DECEMBER

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.

### News, Comment & Sports Shows

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
  1. PERSON TO PERSON (Time, CBS).....\$2.35
  2. MEET THE PRESS (Pan American, NBC)..... 3.32
  3. AIR POWER (Prudential, CBS)..... 3.46
  4. DOUG EDWARDS NEWS (American Home, CBS).. 3.50
  5. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) ..... 3.73
  6. NBC NEWS (Studebaker-Packard, Time, Remington Shaver, Miles, NBC)..... 3.82
  7. CAVALCADE OF SPORTS (Gillette, NBC)..... 4.33
  8. JOHN DALY NEWS (Miles, ABC)..... 6.00
  9. SEE IT NOW (Shulton, Pan American, CBS)..... 6.43
  10. NATIONAL BOWLING (General Cigar, NBC)..... 7.20
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
  1. PERSON TO PERSON (Time, CBS).....\$3.05
  2. MEET THE PRESS (Pan American, NBC)..... 3.10
  3. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) ..... 3.21
  4. AIR POWER (Prudential, CBS)..... 3.38
  5. CAVALCADE OF SPORTS (Gillette, NBC)..... 3.81
  6. DOUG EDWARDS NEWS (American Home, CBS).. 4.10
  7. SEE IT NOW (Shulton, Pan American, CBS)..... 4.18
  8. NBC NEWS (Studebaker-Packard, Time Remington Shaver, Miles, NBC)..... 4.76
  9. RED BARBER'S CORNER (State Farm, NBC)..... 7.31
  10. NATIONAL BOWLING (General Cigar, NBC)..... 7.66
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
  1. PERSON TO PERSON (Time, CBS).....\$2.17
  2. SEE IT NOW (Shulton, Pan American, CBS)..... 2.64
  3. MEET THE PRESS (Pan American, NBC)..... 3.03
  4. DOUG EDWARDS NEWS (American Home, CBS).. 3.44
  5. NBC NEWS (Studebaker-Packard, Time, Remington Shaver, Miles, NBC)..... 3.64
  6. AIR POWER (Prudential, CBS)..... 3.90
  7. CAVALCADE OF SPORTS (Gillette, NBC)..... 5.55
  8. JOHN DALY NEWS (Miles, ABC)..... 6.24
  9. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) ..... 6.42
  10. NATIONAL BOWLING (General Cigar, NBC)..... 7.50
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
  1. AIR POWER (Prudential, CBS).....\$ 4.43
  2. SEE IT NOW (Shulton, Pan American, CBS)..... 5.26
  3. JOHN DALY NEWS (Miles, ABC)..... 8.90
  4. PERSON TO PERSON (Time, CBS)..... 10.26
  5. MEET THE PRESS (Pan American, NBC)..... 10.27
  6. DOUG EDWARDS NEWS (American Home, CBS). 16.86
  7. NBC NEWS (Studebaker-Packard, Miles, Remington Shaver, Time, NBC)..... 18.55
  8. WEDNESDAY NIGHT FIGHTS (Mennen, Pabst, ABC) ..... 19.25
  9. CAVALCADE OF SPORTS (Gillette, NBC)..... 20.55
  10. RED BARBER'S CORNER (State Farm, NBC).... 38.03

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### Adventure, Mystery & Western Shows

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
  1. LASSIE (Campbell, CBS).....\$2.26
  2. WYATT EARP (General Mills, ABC)..... 2.33
  3. ROBIN HOOD (Johnson & Johnson, CBS)..... 2.40
  4. LONE RANGER (Swift, ABC)..... 2.47
  5. LINE-UP (Procter & Gamble, CBS)..... 2.63
  6. GUNSMOKE (Remington Rand, CBS)..... 2.85
  7. DRAGNET (Liggett & Myers, NBC)..... 2.98
  8. RIN TIN TIN (National Biscuit, ABC)..... 3.01
  9. BROKEN ARROW (General Electric, ABC)..... 3.04
  10. ZANE GREY (General Foods, CBS)..... 3.40
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
  1. WYATT EARP (General Mills, ABC).....\$2.72
  2. GUNSMOKE (Remington-Rand, CBS)..... 2.96
  3. LASSIE (Campbell, CBS)..... 2.97
  4. LINE-UP (Procter & Gamble, CBS)..... 3.26
  5. DRAGNET (Liggett & Myers, NBC)..... 3.48
  6. ROBIN HOOD (Johnson & Johnson, CBS)..... 3.59
  7. BROKEN ARROW (General Electric, ABC)..... 3.61
  8. CRUSADER (R. J. Reynolds, CBS)..... 4.15
  9. NAVY LOG (American Tobacco, ABC)..... 4.20
  10. ZANE GREY (General Foods, CBS)..... 4.22
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
  1. LASSIE (Campbell, CBS).....\$2.40
  2. LINE-UP (Procter & Gamble, CBS)..... 2.63
  3. WYATT EARP (General Mills, ABC)..... 2.63
  4. GUNSMOKE (Remington-Rand, CBS)..... 2.81
  5. DRAGNET (Liggett & Myers, NBC)..... 2.89
  6. ROBIN HOOD (Johnson & Johnson, CBS)..... 3.20
  7. BROKEN ARROW (General Electric, ABC)..... 3.40
  8. ZANE GREY (General Foods, CBS)..... 3.53
  10. LONE RANGER (Swift, ABC)..... 4.19
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
  1. LASSIE (Campbell, CBS).....\$1.69
  2. LONE RANGER (Swift, ABC)..... 1.75
  3. ROBIN HOOD (Johnson & Johnson, CBS)..... 1.91
  4. RIN TIN TIN (National Biscuit, ABC)..... 1.94
  5. WYATT EARP (General Mills, ABC)..... 2.48
  6. ROY ROGERS (General Foods, NBC)..... 2.51
  7. CIRCUS BOY (Reynolds Metals, NBC)..... 2.57
  8. ADVENTURES OF JIM BOWIE (Chesebrough-Ponds, ABC)..... 2.75
  9. MY FRIEND FLICKA (Colgate, CBS)..... 3.23
  10. BUCCANEERS (Sylvania, CBS)..... 3.24

**INVASION U. S. A.—1953**  
Gerald Mohr, Peggie Castle

**THE IRON GLOVE—1954**  
Robert Stack, Ursula Thiel

**IT SHOULD HAPPEN TO YOU—1954**  
Judy Holiday, Peter Lawford, Jack Lemmon

**JACK McCALL, DESPERADO—1953**  
George Montgomery, Angela Stevens

**JESSE JAMES VERSUS THE DALTONS—1954 (3 D)**  
Brett King, Barbara Lawrence

**JOHNNY ALLEGRO—1949**  
George Raft, Nina Foch

**JOLSON SINGS AGAIN—1950**  
Larry Parks, Barbara Hale

**THE JUGGLER—1953**  
Kirk Douglas, Millie Vitale

**JUNCTION CITY—1952**  
Charles Starrett, Smiley Burnette

**JUNGLE JIM—1948**  
Johnny Weismuller, Virginia Grey

**JUNGLE JIM IN THE FORBIDDEN LAND—1952**  
Johnny Weismuller

**JUNGLE MANHUNT—1951**  
Johnny Weismuller, Sheila Ryan

**KAZAN—1949**  
Stephen Dunne, Lois Maxwell

**THE KID FROM AMARILLO—1951**  
Charles Starrett, Smiley Burnette

**THE KID FROM BROKEN GUN—1952**  
Charles Starrett

**KILL THE UMPIRE—1950**  
William Bendis

**THE KILLER APE—1953**  
Johnny Weismuller

**THE KILLER THAT STALKED NEW YORK—1950**  
Evelyn Keyes, Charles Korvin

**KNOCK ON ANY DOOR—1949**  
Humphrey Bogart, John Derek

**THE LADY AND THE BANDIT—1951**  
Louis Hayward, Patricia Medina

**LARAMIE MOUNTAINS—1952**  
Charles Starrett, Smiley Burnette

**LAST OF THE BUCCANEERS—1950**  
Paul Henreid, Jack Oakie

**LAST OF THE COMANCHES—1953**  
Broderick Crawford, Barbara Hale

**LAST OF THE PONY RIDERS—1953**  
Gene Autry, Smiley Burnette

**THE LAST POSSE—1953**  
Broderick Crawford, John Derek, Wanda Hendrix

**LAST TRAIN FROM BOMBAY—1953**  
Jon Hall, Lisa Ferraday

**LAW OF THE BARBARY COAST—1949**  
Gloria Henry, Stephen Dunne

**LEATHER GLOVES—1948**  
Cameron Mitchell, Virginia Grey

**LET'S DO IT AGAIN—1953**  
Jane Wyman, Ray Milland

**LIGHTNING GUNS—1950**  
Charles Starrett, Smiley Burnette

**LOADED PISTOLS—1949**  
Gene Autry, Barbara Britton

**LONE WOLF AND HIS LADY—1949**  
Ron Randall, June Vincent

**LORNA DOONE—1951**  
Barbara Hale, Richard Greene

**THE LOVES OF CARMEN—1948**  
Rita Hayworth, Glenn Ford

**LUST FOR GOLD—1949**  
Ida Lupino, Glenn Ford

**M—1951**  
David Wayne, Howard De Silva

**MAGIC CARPET—1951**  
Lucille Ball, John Agar

**THE MAGIC FACE—1951**  
Luther Adler, Patricia Knight

**THE MAN FROM COLORADO—1948**  
Glenn Ford, William Holden

**MAN IN THE DARK—1953 (3 D)**  
Edmond O'Brien, Audrey Totter

**MAN IN THE SADDLE—1951**  
Randolph Scott, Joan Leslie

**MANHATTAN ANGEL—1949**  
Gloria Jean, Ross Ford

**MARK OF THE GORILLA—1950**  
Johnny Weismuller, Trudy Marshall

**THE MARRYING KIND—1952**  
Judy Holiday, Aldo Ray

**MARY RYAN, DETECTIVE—1950**  
Marsha Hunt

**MASK OF THE AVENGER—1951**  
John Derek, Jody Lawrence

**MEMBER OF THE WEDDING—1953**  
Julie Harris, Ethel Waters

**MILITARY ACADEMY—1950**  
Stanley Clements, Myron Welton

**MISS GRANT TAKES RICHMOND—1949**  
Lucille Ball, William Holden

**TRENDEX OK, BUT—**

**'Mayerling's' 620G Is Just Too Much Hay**

NEW YORK—Chances are that TV will never see as costly an hour and a half live spectacular as "Mayerling" again. NBC-TV, while known to be pleased over the average 24.2 Trendex achieved by the drama in its 8-9:30 slot Monday (4), has taken a dim view of the estimated \$500,000 spent on the program. Time costs are said to have been an additional \$120,000.

The unusually high budget of the drama is said to be the doing of Anatol Litvak, the producer, who is accustomed to spending huge sums in the production of features. The program started out, of course, with a big budget when

it hired Audrey Hepburn and Mel Ferrer as the starring couple, but the production also offered sets, costuming and other accouterments the likes of which have seldom been seen on the medium.

The trade, however, has come to the conclusion that even on spectacles there comes a point of diminishing returns, a point beyond which sponsorship becomes uneconomic, unless ratings reach extraordinary levels. This, of course, is even more true of dramatic shows which do not generate the kind of interest that musical comedy or comedy alone might.

And so "Mayerling" will probably be the first and last of its kind in the hour-and-a-half class.

(Continued on page 18)



**BY SPONSOR GROUPS FOR DECEMBER**

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

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**Toiletries & Toilet Goods Sponsors**

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  1. REVLON (\$64,000 Question, CBS).....\$1.79
  2. J. MONTENIER (What's My Line? CBS)..... 1.99
  3. HAZEL BISHOP (Beat the Clock, CBS)..... 2.10
  4. REVLON (\$64,000 Challenge, CBS)..... 2.20
  5. TONI (People Are Funny, NBC)..... 2.26
  6. JOHNSON & JOHNSON (Robin Hood, CBS)..... 2.40
  7. KLEENEX (Perry Como, NBC)..... 2.50
  8. COLGATE (The Millionaire, CBS)..... 2.53
  9. JERGENS (Steve Allen, NBC)..... 2.79
  10. REMINGTON-RAND (Gunsmoke, CBS)..... 2.85
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  1. REVLON (\$64,000 Question, CBS).....\$2.15
  2. J. MONTENIER (What's My Line? CBS)..... 2.24
  3. HAZEL BISHOP (Beat the Clock, CBS)..... 2.49
  4. TONI (People Are Funny, NBC)..... 2.54
  5. JERGENS (Steve Allen, NBC)..... 2.72
  6. KLEENEX (Perry Como, NBC)..... 2.72
  7. REMINGTON-RAND (Gunsmoke, CBS)..... 2.96
  8. MENNEN (Wednesday Night Fights, ABC)..... 3.21
  9. REVLON (\$64,000 Challenge, CBS)..... 3.27
  10. WARNER-LAMBERT (Your Hit Parade, NBC)..... 3.37
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  1. J. MONTENIER (What's My Line? CBS).....\$1.35
  2. REVLON (\$64,000 Question, CBS)..... 1.56
  3. REVLON (\$64,000 Challenge, CBS)..... 1.89
  4. TONI (People Are Funny, NBC)..... 1.92
  5. HAZEL BISHOP (Beat the Clock, CBS)..... 2.02
  6. KLEENEX (Perry Como, NBC)..... 2.03
  7. COLGATE (The Millionaire, CBS)..... 2.28
  8. JERGENS (Steve Allen, NBC)..... 2.43
  9. SHULTON (See It Now, CBS)..... 2.64
  10. WARNER-LAMBERT (Your Hit Parade, NBC)..... 2.75
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  1. JOHNSON & JOHNSON (Robin Hood, CBS).....\$1.91
  2. HAZEL BISHOP (Beat the Clock, CBS)..... 2.26
  3. CHESEBROUGH-PONDS (Adventures of Jim Bowie, ABC)..... 2.75
  4. TONI (People Are Funny, NBC)..... 2.82
  5. JERGENS (Steve Allen, NBC)..... 2.99
  6. COLGATE (My Friend Flicka, CBS)..... 3.23
  7. KLEENEX (Perry Como, NBC)..... 3.35
  8. LEVER BROS. (Sir Lancelot, NBC)..... 4.08
  9. REMINGTON-RAND (Gunsmoke, CBS)..... 4.23
  10. SHULTON (See It Now, CBS)..... 5.26

**Household Cleanser & Polish Sponsors**

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  1. GOLD SEAL (Perry Como, NBC).....\$2.50
  2. PROCTER & GAMBLE (Line-Up, CBS)..... 2.63
  3. S. C. JOHNSON (Red Skelton, CBS)..... 2.81
  4. PROCTER & GAMBLE (Jane Wyman, NBC)..... 3.27
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  1. GOLD SEAL (Perry Como, NBC).....\$2.72
  2. PROCTER & GAMBLE (Line-Up, CBS)..... 3.26
  3. S. C. JOHNSON (Red Skelton, CBS)..... 3.34
  4. PROCTER & GAMBLE (Jane Wyman, NBC)..... 5.04
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  1. GOLD SEAL (Perry Como, NBC).....\$2.03
  2. PROCTER & GAMBLE (Line-Up, CBS)..... 2.63
  3. S. C. JOHNSON (Red Skelton, CBS)..... 2.63
  4. PROCTER & GAMBLE (Jane Wyman, NBC)..... 3.08
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  1. GOLD SEAL (Perry Como, NBC).....\$3.35
  2. KIMBERLY-CLARK (Danny Thomas, ABC)..... 5.97
  3. PROCTER & GAMBLE (Line-Up, CBS)..... 6.24
  4. PROCTER & GAMBLE (Jane Wyman, NBC)..... 7.20

**Drug & Remedy Sponsors**

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE**
  1. BRISTOL-MYERS (Alfred Hitchcock, CBS).....\$2.10
  2. WHITEHALL (Name That Tune, CBS)..... 2.59
  3. AMERICAN HOME (Doug Edwards News, CBS)..... 3.50
  4. MILES LABORATORIES (NBC News, NBC)..... 3.82
- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE**
  1. BRISTOL-MYERS (Alfred Hitchcock, CBS).....\$2.37
  2. WHITEHALL (Name That Tune, CBS)..... 3.22
  3. AMERICAN HOME (Doug Edwards News, CBS)..... 4.10
  4. SERUTAN (Amateur Hour, ABC)..... 4.33
- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE**
  1. WHITEHALL (Name That Tune, CBS).....\$2.17
  2. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 2.43
  3. SERUTAN (Amateur Hour, ABC)..... 3.27
  4. AMERICAN HOME (Doug Edwards News, CBS)..... 3.44
- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE**
  1. WHITEHALL (Name That Tune, CBS).....\$4.34
  2. SERUTAN (Amateur Hour, ABC)..... 6.68
  3. BRISTOL MYERS (Alfred Hitchcock, CBS)..... 6.76
  4. MILES LABORATORIES (John Daly News)..... 8.90

**Antitrust's Not Within FCC's Power-Celler**

WASHINGTON—The Federal Communications Commission has not and can not actually "sanction" network practices, although some courts appear to think so. This is the conclusion of a Celler House Subcommittee staff report released last Monday (4) on the subject of the FCC versus Department of Justice jurisdiction over antitrust matters.

In a foreshadowing of future antitrust moves, the report warns that the FCC was specifically enjoined by the Communications Act from "primary jurisdiction" in broadcast matters that have antitrust aspects. This was a strong point at Celler hearings held last fall on network monopoly. The FCC does have primary jurisdiction over common carrier mergers like the American Telephone & Telegraph, that would otherwise be subject to antitrust prosecution.

The report, in effect, warns that if courts infer the FCC has power to grant antitrust exemptions, they might take the next logical step and hold that "antitrust issues should be referred to that agency for primary adjudication," in broadcast areas. This would be contrary to the expressed intent of the Communications Act, say the Celler staffers.

**RESTLESS PEOPLE**

By CHARLOTTE SUMMERS

Polly Bergen has been signed by CBS-TV to a long-term exclusive contract for variety and dramatic programs. Currently, she is a regular panel member of CBS-TV's "To Tell the Truth." . . . William Kobin has left his post at Du Mont Broadcasting to join CBS News and Public Affairs in Washington as general assignment producer. . . . Don Taffner has been promoted to head the TV and theatrical film department at the William Morris Agency.

William Sackheim, Screen Gems' producer, has been named head of the newly formed program development department at the Columbia Pictures subsidiary. . . . Edgar C. Shelton Jr., formerly director of the U. S. National Security Training Commission, has joined ABC as assistant to Robert H. Hinckley, in charge of the Washington office.

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THE BILLBOARD'S

**5th ANNUAL TV FILM SERVICE AWARDS**

For outstanding service in TV film programming and sales during 1956

ZIV, MCA, SG, OFFICIAL

**Over-All Winners Up Again; Library Sales Group Upset**

Voting in The Billboard's Fifth Annual TV Film Service Awards resulted in re-elections in five of the seven syndication categories.

Ziv-TV was again voted tops for over-all product quality. MCA-TV and Screen Gems again came in second and third. MCA-TV was again voted the outstanding sales staff, with Ziv and Official Films again coming in second and third

**MINN'S BOYS**

**Breecher and Corwin Best Pix Salesmen**

The real winner of the poll on best salesmen in The Billboard's Fifth Annual TV Film Service Awards is the friendly city of Minneapolis. The top salesmen in the feature film and the syndicated film categories are both headquartered in the Twin Cities, Art Breecher for Official Films and Gerald Corwin for National Telefilm Associates.

This is the first time in three years that the voting on salesmen has been separated between syndicated film and feature film. The last time this division was made, in the 1953 poll, Lou Friedland was voted the winner on the syndication side and Fred Yardley on the feature film side.

Friedland, MCA vice-president in charge of station sales, came out second in the syndication voting for 1956. Yardley, who also won first place in the over-all voting in the 1954 poll, was then with Motion Pictures for Television and its successor, MPTV Films, a division of Guild Films. Yardley only a couple of weeks ago joined C&C Television, distributor of the RKO library.

**Smaller Firms**

In last year's poll, the top 15 list in the over-all salesman category was dominated by big firms and their Western and Midwestern-based salesman. Splitting the salesmen's category has certainly spread the laurels more, with a few more smaller distributors represented among the top 15 and a few more Easterners. Examples of these are Larry Stern, third in the feature poll, who covers the East for M. & A. Alexander; John Leo, eighth in the feature poll, who heads United Artists TV sales out of New York, and Leo Orgel, who

(Continued on page 10)

in that category. Ziv again won the top awards for assistance to stations in selling programs and for assistance to sponsors in clearing time. And Ziv's was again voted the best technical operation in syndication.

The only category in which there was a significant turnabout was in station library sales.

MCA-TV, which is generally credited with pioneering this type of sale, moved to the top again, reflecting a resurgence in half-hour bulk sales last year after the feature film situation became clarified.

**Official Films**

Official Films, which was the winner last year on the strength of the "My Little Margie" stripping boom, settled into second place this year. Screen Gems, which in 1956 bundled all its half-hour dramas into a 278-film group titled "Top Plays of 1957," moved up from sixth to third place. Guild Films, which expanded its library sales in 1956 with its acquisition of six series from Motion Pictures for Television, moved up from fifth to fourth place.

MCA's victory in over-all sales

service is further reflected in the voting for individual salesmen. MCA has three salesmen among the top 15, the only distributor to have so many. The only other distributor with more than one salesman on the winning list is Official Films, which ranked third in over-all sales service.

**Sponsor Aid**

In specific sales assistance to stations and sponsors, Ziv-TV, the winner in these categories as long as these awards have existed, was winner again. The extent of Ziv's sales assistance to stations that buy its programs was revealed in a Billboard story only last month. In 1956, it stated, Ziv participated in \$3,260,000 worth of time and program sales for programs that stations already had under contract. Its skill in helping a sponsor clear time is exemplified in Ballantine's 92 per cent Class A clearance for "Highway Patrol."

MCA's alibity on this score is indicated in Falstaff Beer's 91 per cent Class A clearance for "State Trooper." MCA came in second in the clearance question.

**AS INDUSTRY CHANGES**

**5th Annual Service Awards Adds Five New Categories**

In recognition of the new status feature films attained in 1956, The Billboard's Fifth Annual TV Film Service Awards added five new categories that were not part of this poll the past two years. Four of these new categories concerned the service given by the feature film distributors. The other concerned stations' use of features, as distinct from syndicated film programs. In last year's ballot each of the questions was directed at all kinds of film programming, regardless of type or length.

A sixth new category was added in recognition of another new phenomenon in TV film programming in 1956. That was the resurgence of cartoons and short subjects brought into TV midst the influx of major studio feature films and often obscured by the excitement over the big movies. A question was accordingly installed asking the trade to pick the outstanding collection of shorts.

**Industry Vote**

These annual awards are designed to give due recognition to the film distributors and TV stations that have given exemplary service to their customers and to the trade in general in their handling of TV film. As usual, the

winners were selected by an industry-wide democratic ballot.

Ballots were distributed as widely as possible thruout the trade. So that the largest companies cannot weight the results their own way, only one ballot was sent to each organization.

Each voter was given space for a first, second and third choice in each category, and the votes were tabulated on a point system.

The returns were slightly larger than in previous years. A total of 472 eligible ballots were tabulated. These returns broke down as follows: 156 from TV stations and networks, 120 from advertising agencies, 92 from sponsors, 58 from producers and 46 from TV film distributors.

**Blurb Poll**

The Billboard's poll for the outstanding TV commercials was separated further this year from the Service Awards. Last year they were part of the same ballot, but the results were published separately. This year a separate ballot will be distributed for the trade's selections of the best commercials and commercial producers.

The Commercial Awards will be announced in the issue of March 30.

**Winning Syndicated Film Distributors**

● WHICH SYNDICATED FILM DISTRIBUTOR EXCELLED FOR OVER-ALL QUALITY OF ITS PRODUCT?

Place	Company	Points
1.....	Ziv TV Programs .....	278
2.....	MCA-TV .....	233
3.....	Screen Gems .....	188
4.	Official Films .....	152
5.	CBS-TV Film Sales .....	128
6.	Television Programs of America .....	112
7.	ABC Film Syndication .....	89
7.	National Telefilm Associates .....	89
9.	NBC Television Films .....	77
10.	Guild Films .....	69

● WHICH DISTRIBUTOR OFFERED THE BEST LIBRARY PLAN?

Place	Company	Points
1.....	MCA-TV .....	205
2.....	Official Films .....	181
3.....	Screen Gems .....	145
4.	Guild Films .....	133
5.	National Telefilm Associates .....	119
6.	Storling Television .....	101
7.	Ziv TV Programs (and Economex) .....	91
8.	Television Programs of America .....	80
9.	NBC Television Films .....	73
10.	CBS-TV Film Sales .....	66

● WHICH SYNDICATED FILM DISTRIBUTOR'S SALES STAFF DID THE MOST OUTSTANDING JOB, REGARDLESS OF THE QUALITY OF ITS PRODUCT?

Place	Company	Points
1.....	MCA-TV .....	238
2.....	Ziv TV Programs .....	222
3.....	Official Films .....	182
4.	Screen Gems .....	145
5.	CBS-TV Film Sales .....	126
6.	Guild Films .....	109
7.	ABC Film Syndication .....	94
8.	Television Programs of America .....	86
8.	National Telefilm Associates .....	86
10.	NBC Television Films .....	73

● WHICH INDIVIDUAL SYNDICATED FILM SALESMAN GAVE THE BEST SERVICE?

Place	Salesman	Company	Points
1.....	Art Breecher,	Official Films .....	97
2.....	Lou Friedland,	MCA-TV .....	88
3.....	Richard Dinsmore,	Screen Gems .....	81
4.	Jerry Lee,	Official .....	75
5.	Jim Necessary,	MCA-TV .....	72
6.	Al LeVine,	Sportsvision .....	70
7.	Leo Orgel,	Storling .....	61
8.	Bar Shoels,	CBS-TV Film Sales .....	57
9.	Paul Miles,	Ziv-TV .....	51
10.	Hank Curth,	MCA-TV .....	48
11.	Jack Tobin,	NBC Films .....	42
12.	Bill Pomeroy,	Guild Films .....	41
13.	Bob Newgard,	Interstate TV .....	35
14.	Sphe Colburn,	TPA .....	26
15.	Don Joannes,	ABC Film .....	22

● WHICH DISTRIBUTOR DID MOST TO HELP TV STATIONS OR AGENCIES PLACE FILM SERIES WITH ADVERTISERS?

Place	Company	Points
1.....	Ziv TV Programs .....	266
2.....	MCA-TV .....	207
3.....	Screen Gems .....	131
4.	Official Films .....	126
5.	NBC Television Films .....	102
6.	Television Programs of America .....	96
7.	CBS-TV Film Sales .....	87
7.	ABC Film Syndication .....	87
9.	National Telefilm Associates .....	71
10.	Guild Films .....	58

● WHICH DISTRIBUTOR GAVE ADVERTISERS THE MOST ASSISTANCE IN CLEARING TIME ON TV STATIONS?

Place	Company	Points
1.....	Ziv TV Programs .....	195
2.....	MCA-TV .....	159
3.....	National Telefilm Associates .....	132
4.	Official Films .....	105
5.	CBS-TV Film Sales .....	99
6.	Screen Gems .....	91
7.	NBC Television Films .....	82
8.	Guild Films .....	76
9.	Television Programs of America .....	69
10.	ABC Film Syndication .....	62

● WHICH SYNDICATED FILM DISTRIBUTOR PROVIDED THE BEST TECHNICAL SERVICE (i.e., DISTRIBUTED PRINTS IN THE BEST CONDITION, WITH THE BEST LABELING AND LEADERS AND WITH THE MOST PROMPT AND DEPENDABLE SHIPPING)?

Place	Company	Points
1.....	Ziv TV Programs .....	220
2.....	MCA-TV .....	189
3.....	Official Films .....	156
4.	Screen Gems .....	140
5.	CBS-TV Film Sales .....	120
6.	ABC Film Syndication .....	93
7.	National Telefilm Associates .....	84
8.	Guild Films .....	78
9.	NBC Television Films .....	75
10.	Television Programs of America .....	74

### Winning Feature Film Distributors

● WHICH DISTRIBUTOR OFFERED THE BEST OVER-ALL PACKAGE OF FEATURE FILMS?

Place	Company	Points
1.	MGM-TV	286
2.	National Telefilm Associates	206
3.	Associated Artists Productions	187
4.	Screen Gems	142
5.	C&C Television	108
6.	United Artists	94
7.	RKO-TV	83
8.	Hygo Television Films	71
9.	Hollywood TV Service	66
10.	M&A Alexander	62

● WHICH DISTRIBUTOR OFFERED THE BEST OVER-ALL PACKAGE OF SHORT SUBJECTS?

Place	Company	Points
1.	Associated Artists Productions	246
2.	National Telefilm Associates	191
3.	Sterling Television	157
4.	Guild Films	122
5.	CBS-TV Film Sales	105

● WHICH FEATURE FILM DISTRIBUTOR'S SALES STAFF DID THE MOST OUTSTANDING JOB, REGARDLESS OF THE QUALITY OF THE PACKAGES SOLD?

Place	Company	Points
1.	National Telefilm Associates	213
2.	Screen Gems	167
3.	Associated Artists Productions	141
4.	MGM-TV	133
5.	C&C Television	116
6.	M&A Alexander	91
7.	RKO-TV	84
7.	Hollywood TV Service	84
9.	Hygo Television Films	79
10.	Guild Films-MPTV Films	64

● WHICH INDIVIDUAL FEATURE FILM SALESMAN GAVE THE BEST SERVICE?

Place	Salesman	Company	Points
1.	Gerald Corwin	NTA	83
2.	Henry Gillespie	Screen Gems	78
3.	Larry Stern	M&A Alexander	71
4.	Leo Turfiedove	Tele-Pictures	66
5.	Frank O'Driscoll	C&C	63
6.	Norman (Buck) Long	AAP	59
7.	Jonny Graff	NTA	52
8.	John Leo	UA	44
9.	Herman Katz	AAP	43
10.	Stan Dudelson	Hygo	41
11.	Skip Steloff	C&C	36
12.	Jerry Hyams	Hygo	34
13.	Pete Jaeger	MGM	30
14.	Nick Russo	NTA	28
15.	Dick Finer	C&C	24

● WHICH FEATURE FILM DISTRIBUTOR PROVIDED THE BEST TECHNICAL SERVICE (i.e., DISTRIBUTED PRINTS IN THE BEST CONDITION, WITH THE BEST LABELING AND LEADERS AND WITH THE MOST PROMPT AND DEPENDABLE SHIPPING?)

Place	Company	Points
1.	National Telefilm Associates	211
2.	Screen Gems	154
3.	Hollywood TV Service	143
4.	Associated Artists Productions	124
5.	RKO-TV	118
6.	MGM-TV	103
7.	C&C Television	96
8.	Hygo Television Films	84
9.	M&A Alexander	83
10.	Guild Films-MPTV Films	76

### Winning Stations

● WHICH TV STATION PROGRAMMED ITS HALF-HOUR FILM SERIES MOST EFFECTIVELY AND IMAGINATIVELY?

Place	Station	Points
1.	KTTV, Los Angeles	198
2.	WPIX, New York	171
3.	WBNS, Columbus, O.	141
4.	WXYZ, Detroit	126
5.	WABC, New York	119
6.	WSB, Atlanta	103
7.	WFDM, Indianapolis	89
8.	KCMO, Kansas City, Mo.	77
9.	KRCA, Los Angeles	65
9.	WABD, New York	65

● WHICH TV STATION PROGRAMMED ITS FEATURE FILMS MOST EFFECTIVELY AND IMAGINATIVELY?

Place	Station	Points
1.	WCBS, New York	189
2.	WOR, New York	179
3.	KTTV, Los Angeles	168
4.	WGN, Chicago	161
5.	WATV, New York	142
6.	WXYZ, Detroit	117
7.	KXET, Los Angeles	106
8.	KHJ, Los Angeles	96
9.	WCPO, Cincinnati	84
10.	WABD, New York	77

● WHICH TV STATION DID THE MOST OUTSTANDING JOB OF SELLING NATIONAL AND REGIONAL ADVERTISERS ON USE OF ITS TV FILM PROGRAMMING?

Place	Station	Points
1.	KTTV, Los Angeles	216
2.	WPIX, New York	183
3.	WCBS, New York	153
4.	WBNS, Columbus, O.	146
5.	WXYZ, Detroit	135
6.	WABC, New York	109
7.	WSB, Atlanta	103
7.	WFDM, Indianapolis	103
9.	WABD, New York	91
10.	KCMO, Kansas City, Mo.	79

### FEATURE FILM WINNERS

# M-G-M Pkg. Voted Tops; NTA Best in Sales, Service

Separate categories for feature film distributors were installed in The Billboard's Annual TV Film Service Awards for the first time since the 1953 poll. The revolutions that churned up this side of the TV business in the interim have brought new faces to the top of the Service Awards lists. In the 1953 poll, top honors for feature film distribution were split between Unity Television and Motion Pictures for Television. While these two giants of the past are hardly to be found among the current winners, the firms that did claim victories in the Fifth Annual Awards were mostly not in the field in 1953.

The industry's selection of the

best groups of movies in TV in 1956 reads like a standard list of motion pictures majors. As indicated by the standing of the distributors (see chart), the electorate's choices of top packages, in order, are M-G-M, 20th Century-Fox, Warner Bros., Columbia, RKO and United Artists.

#### M-G-M Length

The relative quality of the Metro library was indicated in a study released by MGM-TV a couple of weeks ago. According to its tabulation, the M-G-M library in TV (723 pictures) included 333 pictures with running time over 90 minutes, almost twice as many long-running pictures as the Warner library and more than twice as many as the RKO library con-

tains. In over-all size all three libraries are about the same size.

Contributing to National Telefilm Associate's second place win in the quality category were undoubtedly the David O. Selznick pictures, which it released in its TNT package in the beginning of 1956.

The voting for the outstanding sales staff was almost directly proportional to the sales spread on the major packages. NTA, the winner, has moved its first 20th Century-Fox package and its TNT package into 140 markets each. Screen Gems, in second place, has sold its "Hollywood Movie Parade" into 105 markets. Associated Artists Productions is understood to have sold Warner Bros. packages in about 60 markets. The M-G-M library has been sold in about 30 markets.

Three distributors have three salesmen each among the top 15, NTA, AAP and C&C Television. If the two Hygo salesmen among the top 15 are counted with Screen Gems, for whom they have been working since the absorption, then Screen Gems also has three winning staffers.

### STATION WINNERS

# KTTV 1st in Sales And Programming

KTTV did it again. For the third consecutive year the Los Angeles independent was voted tops for programming and tops for sales in The Billboard's annual TV Film Service Awards.

For this poll, covering 1956, a new question was added about feature film programming specifically. This resulted in a tight race, won by WCBS-TV, New York, which is currently playing M-G-M, Warner Bros. and Columbia pictures on its "Late Show" and "Early Show."

WOR-TV, New York, which is in its third year with its 16-repeat "Million-Dollar Movie," ran a close second. KTTV, which launched into a strong first-run feature policy only this past year, came in third.

WGN-TV, Chicago, always a strong movie programmer (it probably sells more full sponsorship of feature film programs than any other station in the country) came in a close fourth. WATV, New York, makes its first appearance in a Service Awards winner list in this category, as fifth for effective programming of features. WATV only this season began a top first-run policy with its 16-repeat "Famous

All-Star Movie" using the 20th Century-Fox pictures.

#### Last Year

As in last year's poll, the categories on half-hour programming and on sales resulted in a one-two finish for KTTV and WPIX, New York.

KTTV's story of how it got into a profitable position in a tough market by aggressively programming syndicated programs is now legend. In 1956 KTTV turned with the feature film tide, and has been doing all right there, too. Its right-off-the-bat sale of a top M-G-M feature, prime time Fridays, to Colgate-Palmolive — another industry milestone — undoubtedly was a big factor in getting it first place in the station sales category of this Fifth Annual Service Awards.

WPIX over the past couple of years has gradually developed its prime time schedule into a solid block of syndicated shows. It programs a total of 65 syndicated series per week, of which 51 are sold to full or alternate-week sponsors. The other 14 are sold on a participating basis and generally run over 80 per cent sold out.

# Winners Show Consistency In Service Award's History

While The Billboard's Service Awards have undergone gradual changes over the years in the wording of the questions and in the categorizations, a certain consistency is evident in the record of the winners.

Ziv-TV has won on the question of over-all product quality since the awards began. In the 1953 poll it was trailed by the NBC Film Division. Since 1954, second place in the quality category has been taken by MCA-TV.

Ziv has also been consistent winner in the category on sales assistance to stations. In 1953 and 1954, the NBC Film Division was second in that category. MCA-TV was second in 1955 and again in the current poll, for 1956.

The sales staff question has brought out somewhat more lively competition over the years. Back in 1953, the NBC Film Division was voted the outfit that did the best job of marketing its product, and Ziv-TV ran second. In 1954, Ziv moved up to first place, and

MCA-TV moved into second. The next year MCA overtook Ziv on the question of which distributor's sales staff did the most outstanding job. And in 1956 it was MCA first and Ziv second again.

The voting on library sales has been even more frantic. In 1953 Sterling Television was the winner, with Motion Pictures for Television second. The next year MPTV was winner and MCA-TV second. In 1955, Official Films was first, National Telefilm Associates second and MCA-TV third.

The winning salesmen over the years were as follows: 1953, Lou Friedland for syndication and Fred Yardley for feature films. In 1954, Fred Yardley over-all; 1955, Jerry Lee over-all.

The last time the Service Awards included separate categories for feature film distributors was for 1953. At that time the distributor that was voted tops for the way it sold its product was Unity Television, and second was Motion Pictures for Television.

### IN SHORTS

# Popeye, Bugs Bunny Shove AAP in First

With Popeye's punch and Bugs Bunny's speed, Associated Artists Productions smashed thru to victory in the shorts category of The Billboard's Fifth Annual TV Film Service Awards. The 234 "Popeye" subjects and the 337 Warner Bros. cartoons constitute the product with which AAP has been making its smash in the shorts field. The massive library of Warner live-action shorts, which AAP also owns, has still not been put into distribution.

AAP's cartoons, especially the Popeyes, are one of the big sleepers of the season. Aside from their strong competitive ratings (both the Popeyes and Looney Tunes, playing independent stations in New York, dominate their time periods across the board), they have been blazing trails in the technique of pre-selling spot participations.

Flav-R-Straws has committed about \$60,000 weekly for participations on station programs using these cartoons. This young advertiser uses TV exclusively, and in the past year it has grown into one of the major successes using the medium. Other advertisers, such as American Character Doll, used the AAP cartoons for special Christmas promotions.

#### NTA's Second

National Telefilm Associates won second place in this category for its library of Paramount shorts, which it has packaged under the over-all title of "Panorama of Entertaining Programming." NTA bought this library from UM&M last year. Sterling Television's third place is for its large, versatile and constantly growing collection of shorts.

Guild Films, in fourth place, has the original group of Looney Tunes to enter TV and now has taken over the Walter Lantz cartoons. CBS-TV Film Sales, in fifth place, brought a package of Terrytoon cartoons into TV in 1956.

# Profiles on First-Place Winners

The Billboard's Fifth Annual TV Film Service Awards

## ZIV TELEVISION PROGRAMS



**FREDERIC W. ZIV**  
Chairman of the Board

In all five of The Billboard's annual TV Film Service Awards, Ziv-TV has won first place for over-all quality of its catalog in syndication. All four of Ziv's first-place awards in this Fifth Annual poll were also won by Ziv in the Fourth Annual poll.

Attesting to Ziv's reputation for quality in syndication is the fact that in 1956 it put two series into second-year production, "Science Fiction Theater" and "Highway Patrol." In 1956 Ziv also put two new properties into syndication, "Dr. Christian" and Men of Annapolis," and it put a show on network, "West Point."

In 1957 Ziv is expected to put three new shows into syndication and may even, for the first time, put a fourth show on the market.

Operating head of Ziv-TV is John Sinn, president. In charge of the sales force is M. J. (Bud) Rifkin. Ziv's production chief is Maurice (Babe) Unger.

## MCA-TV



**DAVID SUTTON**  
Vice-President

In the Fifth Annual TV Film Service Awards the MCA-TV Film Syndication division improved its standing still further. Where last year it won first place in one category, this year it was tops in two, repeating its victory for the outstanding sales staff and moving into first for half-hour library sales. In every other syndication category of the awards MCA-TV was second.

In 1956 MCA-TV struck off mammoth multi-market sales on three of its syndicated shows. The Rosemary Clooney show was launched with a 50-market sale to Foremost Dairies and then caught such regionals as Clairol and Blatz in sell-off markets. The second year of "Dr. Hudson's Secret Journal" was sold to Wilson Meat Packing

for about 30 markets. And "State Trooper" was sold to Falstaff Beer for about 70 markets.

In 1956 MCA-TV added 78 films to its "Famous Playhouse" dramatic collection. And in the fall its station library business picked up new steam when, with the uncertainty over feature films soothed by experience, it set up half-hour strips for numerous stations that were going strong with features.

Heading MCA's syndication sales force is Wynn Nathan, vice-president. In charge of its library sales is Lou Friendland, vice-president, who was personally voted second favorite salesman in the Fifth Annual Awards.

## MGM-TV



**CHARLES C. BARRY**  
Vice-President

In its brief seven months, MGM-TV has been moving at a furious pace. Since Charles (Bud) Barry was appointed MGM-TV topper on June 1, the firm has racked up a shade under \$32,000,000 in sales to 29 important stations throuth the country.

It has also picked up large equities in such stations at KTTV, Los Angeles; KTVR, Denver, and KMGM, Minneapolis, as a direct consequence of the impressive library of features it has placed on the TV market. Barry, a veteran broadcasting executive, has racked up these impressive achievements with a minimum of personnel.

MGM-TV is now getting ready to move into a different area of TV—program production. Work has already commenced on a number of series, with the trade eagerly awaiting the results.

## ASSOCIATED ARTISTS PRODUCTIONS



**ELIOT HYMAN**  
President

Associated Artists Productions is known these days as the outfit that distributes the Warner Bros. pictures in TV. Those big movies

sometimes overshadow the fact that AAP also distributes Popeye and Bugs Bunny. AAP's first-place award in the 1956 Service Awards for the best package of short subjects is a striking reminder of this side of its business.

These cartoons are remarkable not only for the extent of their distribution and the size of their ratings, but also for their sales scheme. It is an unusual example of a film distributor's bringing spot advertisers and studios together on a grand scale.

AAP has set up extensive participating schedules on its cartoons for Post Cereals, Flay-B-Straws, American Character Doll and other national advertisers.

AAP's future in short subject distribution is still promising. It has yet to put the many Warner Bros. live-action shorts on the market, and it is understood to be acquiring the M-G-M short library.

AAP's sales chief is Bob Rich. In charge of station sales and national sales is Don Klauber. The man responsible for selling the participating sponsors is National Sales Director Paul Kwartin.

## OFFICIAL FILMS



**ART BREECHER**

Art Breecher, who takes honors as best syndicated film salesman, has headed the Minneapolis office of Official Films, Inc., since 1954. Early in his career he formed Breecher Film Productions in a sales agreement with Hal Roach Studios. In 1952 he joined WDTV, Pittsburgh, leaving its film department to become office manager of the Chicago branch of Motion Pictures for Television. In 1953 Breecher opened the Detroit office of MPTV as sales and management head.

## NATIONAL TELEFILM ASSOCIATES



**ELY LANDAU**  
President

National Telefilm Associates scored the best average in the feature film department of the 1956

Service Awards, having won first place in three of the categories and second in the other two.

Altogether 1956 was a historic year for NTA. It drove off in four directions at once and amazed everybody by reaching all four destinations.

It brought into TV some of the best pictures of two great movie makers, David O. Selznick and 20th Century-Fox, and sold these packages in 140 markets each. It organized the first film network, got it on the air, and, a few weeks ago, got it a sponsor. It got into first-run syndication, too, and sold "The Sheriff of Cochise" to half a dozen regional sponsors. And it acquired for TV distribution Paramount's massive library of cartoons and short subjects, which NTA is marketing as the "Panorama of Entertaining Programming."

Responsible for acquiring this product for NTA distribution is Oliver Unger, executive vice-president. Head of the sales staff is Harold Goldman, vice-president.

## KTTV, LOS ANGELES



**RICHARD A. MOORE**  
President

For the third successive year The Los Angeles Times station has won top honors in The Billboard's Service Awards for its programming and sales of TV film. Its success story is well known. An indie in a seven-station market, it bought the best syndicated shows it could get to buck the network competition. Its continued success on this basis is confirmed by the fact that the nine top syndicated shows in Los Angeles in December were all on KTTV.

In 1956 the station also got into step with the feature film craze in a big way, first with the 104-picture Columbia package and then with the 725-picture M-G-M library. It was the first station to get an M-G-M deal. Its skill in handling its features, with its 10:15 p.m. stripped "Million Viewer Theater" and its Friday 8 p.m. "Colgate Theater," was impressive enough to win it third place in the feature programming category of the Service Awards.

John Vrba is KTTV's sales vice-president. Bob Breckner is programming vice-president. And Dick Woollen is the film director.

## Breecher, Corwin

Continued from page 8

manages Western sales for Sterling Television.

The top six men in the syndication voting were also front runners in previous editions of these awards. Breecher was tied for ninth in the 1954 poll. Friedland, as stated, is a former winner. Dick Dinsmore, Western area manager for Screen Gems, was second in 1954 and 12th in 1955. Jerry Lee, Official Films' Western manager, was last year's top winner. Jim Necessary, a Midwestern man for MCA, was sixth last year. Al Levine, Chicago independent, was eighth last year.

There are fewer veteran Service Award winners on the feature film

## WCBS-TV, NEW YORK



**SAM COOK DIGGES**  
General Manager

A leader in the programming of feature films for many years, WCBS-TV, New York, continues to excite audience interest with its presentation of product from M-G-M, Columbia and Warner Bros. First under the leadership of Craig Lawrence, and now under the guidance of Sam Cook Digges, the station has made its movies into one of the most successful local programming ventures in the country. In 1956 WCBS-TV's participation billings increased by 30 per cent.

WCBS presents an "Early Show" five days weekly and a "Late Show" and "Late Late Show" seven nights weekly. Saturdays it has a "Breakfast Show" and "Late Matinee," and on the seventh day of the week it has "Picture for a Sunday Afternoon." By programming such a large number of feature shows at different hours, WCBS accomplishes two things. One, it gets maximum use of its expensive product. Two, it reaches all different kinds of audiences.

The station's film-buying department headed by Bill Lacey keeps on top of the fast-breaking feature film product situation.

## NATIONAL TELEFILM ASSOCIATES

### GERALD CORWIN

Gerald Corwin, named best feature film salesman, has been representing National Telefilm Associates for three years in eight Midwestern States. Looking backward from 1953, his varied experience includes assisting the general manager of KVVU, Cheyenne, Wyo.; merchandising, promotion and publicity for WISN, Milwaukee; the reorganization of WDCY, Minneapolis; general manager of a broadcasting firm, news and special events direction for WLJL, Minneapolis, and newswriting for KSTP, Minneapolis-St. Paul. He has also been an account executive for Bozell & Jacobs and public relations and special services officer for the Air Force during World War II. Corwin, a Minnesota boy, has been doubling as creator and producer of TV shows in that area.

side. But Larry Stern, in third place, is one of the oldest winners of all. Stern was tied for ninth in 1954 and third in 1953. Also, Jerry Hyams, now syndication director of Screen Gems, who is 12th in the feature film column this year, was third in the over-all voting last year when he headed Hygo Television Films.

Henry Gillespie, who is second in the feature film column of these Fifth Annual Service Awards, is Midwest area manager for Screen Gems, which makes Screen Gems the only distributor with salesmen among the top 15 in both the syndication and feature film voting, and, moreover, among the top three in each category.

# DOING BUSINESS WITH EASTERLINGS

**E**xperts say the word sterling comes from Easterling, once the popular name of Hanseatic traders in England.

They lived at a time when it was necessary to measure, weigh, test the money paid you . . . for it might be clipped, short-weighted, faked in one way or another. From long years of doing business with Easterlings, people found that their money was always of purest, sterling quality . . . could be accepted at face value.

That's the kind of reputation-building ABP businesspapers have been doing for the past fifty years. Associated Business Publications—now celebrating its 50th Anniversary—has worked through the years to improve businesspaper standards and performance . . .

emphasizing the importance of **delivering full editorial weight.**

In fact, as you can see from the ABP Credo shown below, ABP members are bound to **consider first the interests of the subscriber.**

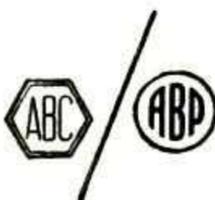
We at BILLBOARD subscribe to this Credo—in fact, we've been at it a full 62 years ourselves! And for a very simple reason: we believe the better informed our industry is, the better off we all are—readers, advertisers, us!

In short, our purpose is to help all the people in the industry grow and prosper. We believe we are doing that job best by earning—with impartial, thorough reporting and constructive thinking—the kind of sterling reputation that gets our editorial content, and our advertisers' messages, accepted at face value.

## The Code of Ethics

*The publisher of a businesspaper should dedicate his best efforts to the cause of business and social service, and to this end each member of the Associated Business Publications pledges himself:*

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To endeavor to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To encourage all constructive efforts to improve the standards and quality of advertising.
5. To avoid unfair competition.
6. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.



# The Billboard



# SCREEN GEMS

presents

# GREATEST

THE MOST COLOSSAL VARIETY

## 466

## FEATURE FILMS

DRAMAS • MYSTERIES • COMEDIES

MUSICALS • ADVENTURES

## 679 EPISODES of 53

## SERIALS

FOR

NEW YORK  
711 Fifth Ave.  
Plaza 1-4432

DETROIT  
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Woodward 1-3979

CHICAGO  
230 N. Michigan Ave.  
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TELEVISION  
SUBSIDIARY OF

# COLUMBIA PICTURES

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# SHOW ON EARTH!

*OF STUPENDOUS QUALITY FILM ENTERTAINMENT!*

## 369 HALF HOUR SYNDICATION PROGRAMS

- ALL STAR THEATRE
- CELEBRITY PLAYHOUSE
- JUNGLE JIM
- TALES OF THE TEXAS RANGERS
- TOP PLAYS
- DAMON RUNYON THEATRE
- JET JACKSON

## 130 QUARTER HOUR PROGRAMS

- PATTI PAGE SHOW
- THE BIG PLAYBACK

# 334 CARTOONS

# 135 WESTERN FEATURE FILMS

### INFORMATION

### CONTACT

**HOLLYWOOD**  
1334 N. Beechwood Dr.  
Hollywood 2-3111

**NEW ORLEANS**  
1632 Royal St.  
Express 3913

**TORONTO**  
102-108 Peter St.  
Empire 3-4096

# The Billboard's 19th Annual Promotion Competition

IS NOW OPEN FOR ENTRIES FROM  
TV STATIONS AND TV FILM DISTRIBUTORS

To reserve a place for your entry, please fill in and mail coupon below immediately.

## COMPLETE RULES:

**I. PURPOSE:** To give recognition to the best AUDIENCE promotion—designed to stimulate viewing by the public during the calendar year of 1956. Audience promotion shall be defined as any means of promotion, publicity, merchandising or exploitation designed to be directed specifically at potential viewers to induce them to view the entrant's programs.

## II. DIVISIONS OF ENTRANTS:

A. TV Stations will compete against other stations in these divisions:

1. One-channel markets
2. Two-channel markets
3. Three-channel markets
4. Markets of four or more channels

B. TV Film Distributors

## III. AWARDS:

A. TV stations in each of the above divisions are eligible to compete in any or all of the following award categories. **ONLY ONE ENTRY IS PERMITTED FOR EACH CATEGORY.** A separate entry is required for each category entered.

1. Audience promotion of a network program
2. Audience promotion of a syndicated film series
3. Audience promotion of a feature film program
4. Audience promotion of a local live program
5. General audience promotion other than for a specific program

B. TV Film Distributors may enter one or both of the following award categories. **ONLY ONE ENTRY IS PERMITTED FOR EACH CATEGORY.** A separate entry is required for each category entered.

1. Audience promotion for a single TV film program series
2. Audience promotion for a single feature film package or library

## IV. FORM OF ENTRIES:

Only one entry is permitted for each award category entered, with a separate entry required for each category. Entries will take the form of presentations explaining (a) objective of campaign, (b) methods used, and (c) results achieved, and may include samples of promotions. Quality of work in achieving the objective will be the determining factor; size and elaborateness of presentations do not enter into judging.

Intention to enter must be declared by sending in coupon below. Each entry must be plainly marked as to entrant's name and address, and the division and category entered. Entries will be returned if so requested and if accompanied by self-addressed mailing labels.

## V. JUDGES:

A panel of judges made up of leading advertiser and agency executives again will select the winners. The decision of the judges is final.

## VI. DEADLINE FOR ENTRIES:

All entries must be received by The Billboard on or before Monday, April 8, 1957. To enter, fill out and mail reservation coupon NOW. When entry is ready, send to:

TV Promotion Competition  
The Billboard  
1564 Broadway  
New York 36, N. Y.

## VII. ANNOUNCEMENT OF WINNERS:

Winners will be announced in The Billboard issue dated May 11, 1957.

## RESERVATION COUPON FOR ENTRANTS IN THE BILLBOARD'S 19TH ANNUAL PROMOTION COMPETITION

(Please fill in and mail NOW if you plan to submit entries)

We plan to enter The Billboard's 19th Annual Promotion Competition in the following division and with entries in the following categories:

### I. FOR TV STATIONS

A. Division (check one only)

- One-channel market  
 Two-channel market  
 Three-channel market  
 Market of four or more channels

B. Categories (only ONE entry permitted in any or all of these. Separate entries required for each category).

- Promotion of a network program  
 Promotion of a syndicated film series  
 Promotion of a feature film program  
 Promotion of a local live program  
 General audience promotion

### II. FOR TV FILM DISTRIBUTORS

A. Categories (only ONE entry permitted in either or both of these. If both entered, separate entries are required).

- Promotion of a single film program series  
 Promotion of a single feature film package or library

### FOR ALL ENTRANTS

Company or Call Letters \_\_\_\_\_

Street address \_\_\_\_\_

City and State \_\_\_\_\_

Name of General Manager \_\_\_\_\_

Name of Promotion Manager \_\_\_\_\_

Entry will arrive on or about (date) \_\_\_\_\_

Check here if entry is to be returned to entrant

## Four Star to Start Work on 2 New Series

HOLLYWOOD—Production on two new Four Star series will get under way within the next two weeks. Several other pilots are in the preparatory stage, with some probably being aired on existing Four Star series to obtain audience reaction.

Definitely set is "Battleflag," based on Civil War stories to be furnished by historian Bruce Catton. Everard W. Meade is executive producer, with John Forsythe starring in the first episode.

Other show is "Richard Diamond, Private Detective," which will replace "December Bride" for General Foods during the summer hiatus. David Janssen stars in the program which Dick Carr will produce.

## Ziv Salesmen Pushing 'Kane'

NEW YORK—Ziv-TV's national sales department last week began pushing "The New Adventures of Martin Kane," it was reliably reported here. The presentation Ziv is making to agencies, it's said, reviews the run of this property on NBC-TV several years ago, when it was a live production titled "Martin Kane, Private Eye" and sponsored by U. S. Tobacco.

Ziv, it is understood, is seeking regional business to get this show into syndication in time for a spring debut.

The new "Kane" show is to be filmed in England, the first series Ziv will have made there since the start of "Favorite Story." William Gargan again plays the title role.

## Production on ABC's 'UF-61' Pilot Starts

NEW YORK — The ABC-financed pilot of "UF-61," title standing for designation of police complaints, goes into production this week, with Marc Daniels directing and Stanley Niss and Norman Frank producing. The series on Manhattan detective exploits is the only web project for New York production, while 18 ABC shows for fall viewing are going into production in Hollywood this spring.

"UF-61" was prepared by the Ashley-Steiner Agency, which this week also delivers a new show, "Blue Angels," to NBC-TV for West Coast filming. "Angels" is the story of a famous Navy combat flying team.

## Guild Changes Sales Line-Up

NEW YORK—Over the past couple of months Guild Films has gradually effected a complete reshuffle of its sales staff. The latest move was to bring in Stretch Adler as national sales manager. Guild expects to have two properties for national sales next season. Adler was formerly with Screen Gems and before that with the William Morris agency.

In addition, Guild now has a new roster of territorial managers. Jerry Liddiard is now Eastern sales supervisor, Irving Feld is Western sales supervisor and Lou Dickey is Midwest supervisor.

They all report to John Cole, sales vice-president.

## 'Sheena' Pulls Good Ratings

NEW YORK—"Sheena, Queen of the Jungle" is outpointing top-rated network competition in a dozen cities, according to statistics released this week by ABC Film Syndication. In Roanoke, Va., American Research Bureau ratings gave the adventure series a 40.4, beating the highest-scoring network show, Phil Silvers.

With 3.8 viewers per set in Honolulu, a 72.3 per cent share of audience in Fort Wayne, Ind., a 63.1 per cent share in Cleveland and domination of its time period in nine-tenths of its markets, "Sheena" racked up stronger figures in the November and December ARB reports than ARB's top 10 listed national shows in these additional markets: San Diego, Calif.; Dallas-Fort Worth, Columbus, O.; Atlanta, Toledo and the Lower Rio Grande Valley in Texas.

## World Video Preps Series

HOLLYWOOD — New tele-series based on sunken treasure is being prepped by World Video Productions. Show, which is being aimed for syndication, is scheduled to be ready for viewing in early March.

Hal Davis, associate producer on the recently completed "High Road to Danger" series, will act as producer on the new program. Bruce Bradford is to host, with production getting under way on location this week.

## WABD Claims Best Indie for Audiences

NEW YORK — WABD, here, claims to have the largest audience of any independent station in the country. The station points to the fact that Nielsen figures for January show it's reaching 9.2 per cent of the viewers in this area from 6 a.m. to 12 p.m. during the week and month. The next independent station here reached 7.8 per cent of the viewers during the same time.

The outlet has devised a sales presentation which calls attention to its progress. It stresses five points — programming, audiences,

operations, sales plans and advertisers. WABD's programming and audiences, of course, are tied together.

Ted Cott, general manager of WABD, here, and WFTG, Washington, points out that the station's aim is to counterpoint the mass audience programming presented by the networks. In line with its theory, which also takes into consideration the fact that a station needs diversification of programming if it is to reach all kinds of audiences, WABD presents all

(Continued on page 16)

## More Late-Niters Staying Up To Watch Feature Pix in Chi

CHICAGO — A programmer who committed his faith to feature films a few years ahead of the current enthusiasm for them, J. E. Faraghan, program director of WGN-TV, last week suggested an answer to one of the basic new questions in the field.

The question: Do late-night first-run pictures just provide new ways to compete for an old audience or do they create a new audience for competitors to divide into bigger slices?

The answer: According to comparative ARB statistics for Chicago, where three stations are locked in a feature film imbroglio, the late

night audience is fattening into a sponsor's dream. More people are staying up later than ever before as a result of the film war.

Last October the average set-use rating for the 10 to 11 p.m. period on Saturday night was 49.0. But in January, after the war had opened full blast, the set-in-use total fattened to a robust 66.0. But the more spectacular contrast appears in a comparison of the 11 to midnight time seg. While last October, sets were flicked off to deflate the rating to a 33.5, in January eyes were fixed to sets to total up a 62.7, almost doubling the viewing audience for all stations.

While other nights of the week which precede workdays don't show this spectacular increment of audience, a careful look at film-heavy nights reveals a consistent step-up of five to 10 points in the total ratings. In Chicago a 10-point rating increase represents an addition of about 220,000 homes.

So WGN's hold on first position in film audience, Faraghan points out is not only the biggest cut of the old, limited audience, but bigger cut of an expanded one. In this sense, all three stations engaged in the struggle are helping each other and their respective sponsors.

Faraghan chided the critics of TV film who warn that stations will soon exhaust their first-run supply, then desperately shop around for a substitute gimmick. He insisted the outlook is a mostly healthy one, in terms of both length of life and quality of product. His station, for example, is consuming first-run material at the rate of five features a week. With more than a 1,000 films presently under contract, WGN-TV is well fixed by present contracts alone for at least 200 weeks, or about four years. He estimated that films can be depended upon as a healthy audience attraction for the next five to 10 years. They present, he added, the extra advantage of being reliable, pre-tested and pre-publicized audience builders.

### Pix Dependable

A form of entertainment as basically acceptable as motion pictures, Faraghan said, certainly ought to be as dependable of being maintained as network experiments with new program forms and new personalities in which heavy commitments are made. "How can a network talk about films fizzling out," he asked, "when Milton Berle was as big a network success as any, but they couldn't maintain him either?"

A daring new step will be felt out by WGN in April when the NTA network film series is launched. This will be a bid not for the late audience, but for the big prize during prime time on the strongest network night of the week, Monday. The station steps into the lion's den of competition between "I Love Lucy" and "Twenty-One," in the 8 p.m. slot. Since "Twenty-One" has succeeded in breaking the "Lucy" domination of the audience, it's Faraghan's belief that the competition of strong film fare can succeed in fragmenting the audience even further.

Supporting evidence for the

(Continued on page 16)

## PAYMENT PLANS FOR MOVIE COSTS

### Distributors Devise Methods for Paying High Prices; AAP Offers Stations Two Pacts

NEW YORK—With the rising cost of feature film programming, the distributors have come up with some new payment methods. It is expected in some quarters that in time TV distributors will veer toward the sliding scale payment schemes traditional in the motion picture business.

The high financial commitments that so many stations already have on film will, it is argued, force distributors to come up with plans on future product that will make it still easier for stations to pay. In doing this the distributor in effect

goes into partnership with the station and thus may in the long run make more than it would on conventional flat payment methods.

C&C Television's scheme of having stations pay for the RKO library at least partly in unused spot time was the first major move in this direction. The latest is Associated Artists Productions' "Program Profit Plan."

By taking this plan for Warner Bros. features or cartoons, a station pays at least part of the price out of its sales on the product.

### Two AAP Plans

Actually there are two plans being offered by AAP.

The first has a station pay a flat fee that is said to run about 20 per cent less than the price on a conventional contract. The payment is extended over three years, another element of relief since in its conventional contracts payment was in two years. It's an unlimited play contract.

After the station has recouped all its costs on the films, including the fee, prints and musician repayments, it shares all subsequent income from sponsorship of the films with AAP.

This plan was taken by WGN-TV, Chicago; WABD, New York, and KTLA, Los Angeles.

In the second plan there is also a minimum guarantee running about 20 per cent less than usual. But in this plan the station pays a

(Continued on page 19)

## ADJACENCIES AVAILABLE TO THE GREATEST SPORTS FEATURE ON CHICAGO TV!!

### CHICAGO CUBS AND WHITE SOX EXCLUSIVE BASEBALL



is the hottest feature in town . . . and the adjacencies are going fast.

And why not? Not only does your advertising deliver tens of millions of advertising impressions through the season (April thru September), but you have the most merchandiseable feature on Chicago television.

If the nation's second largest market is important to you—ask your WGN-TV representative for the 1957 baseball audience analysis, availabilities and costs . . . NOW!

# WGN-TV - Channel 9 - CHICAGO

# congratulations,

# Otto



OTTO BRANDT  
KING-TV,  
SEATTLE

**CODE 3** was first in its time period with a 17.3\* rating!  
Sponsor: Signal Oil



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

## RETAIL EXECUTIVE

Presently in merchandising, wishes to learn promotion-booking-entertainment business for future enterprise in large midwestern city. I wish to make contact with firm in above business, and work in learning capacity. Will work for no salary and pay my own expense. Available at once:

Please direct replies to:

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Creative, pace-setting  
TV commercials that sell!

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22 W. HUBBARD STREET CHICAGO 10.  
In Hollywood: REG Pathé Studios, Culver City

when answering ads . . .

Say You Saw It in The Billboard

## WABD Claims

Continued from page 15

kinds of shows—children's, comedy, mystery and sports.

### Programming

The station, consequently, tries to throw syndicated comedy shows against Westerns, sports against drama, mysteries against Westerns, and it throws them in blocks as much as possible. WABD is also responsible for the top local show in the market, "Nightbeat," which has already won Mike Wallace an ABC berth and sponsor and is receiving national attention.

Insofar as operations are concerned, the outlet doubled its power last year to attract a greater number of viewers. It has also attracted a large number of class national advertisers, among whom are virtually all the major cigarette companies, American Home Products, Corn Products, National Biscuit, United States Rubber and the Texas Company.

### Chicle Spots

The sales presentation also shows that an American Chicle buy of live spots at a cost of \$1,000 brought it a 26.9 total weekly Nielsen rating, with a 92 per cent unduplicated audience factor.

The diversification of programming, of course, is responsible for the unusually high unduplicated audience factor. The station has come up with a new sales plan which makes a half-hour show available for four advertisers, two of which receive billboards fore and aft the show, with the other two taking the billboards on the alternate weeks. Bennet H. Korn has recently been appointed manager of the station.

## Chi Late-Niters

Continued from page 15

power of film to compete with heavyweight network output is found in Sunday night programming, when WGN fields a first-run film in the 8 p.m. slot. January ratings (ARB) showed "G. E. Theater" leading the field with a 33.4, but put WGN's film in second with 15.0, beating out "Alcoa's" showing of 10.3 and "Omnibus" 6.3.

Scheduling big-ticket films earlier than 8, however, is out, as far as Faraghan is concerned. His observations have showed that the kid audience is not responsive to features and the kids evidently have a lot to say about television choices around 7 o'clock.

## COMMERCIAL CUES

### NEW OFFICERS FOR EPA

The Film Producers' Association of New York has elected Harold E. Wondsel, 30-year-old president of Sound Masters, Inc., as the fifth president of the organization. Other officers include Nathan Zucker, Dynamic Films, vice-president; Mrs. Elda Hartley, Hartley Productions, secretary; Edward J. Lamm, Pathescope, treasurer. Elected to the board of directors are Mrs. Maxine Cullhane, Shamus Culhane Productions; Robert L. Lawrence, Robert Lawrence Productions; Walter Lowendahl, Transfilm; Peter J. Mooney, Audio Productions, and Henry Strauss, Henry Strauss & Company.

### MORE ROOM FOR UPA

UPA Pictures has expanded its sales wing by opening an office in Chicago to service Midwestern accounts. Other UPA officers are in New York, London and Burbank, Calif. Peter Del Negro will be the general manager of the Chicago office, and Jerry Abbott will serve as sales executive, operating under Negro. Both the New York and Burbank offices will furnish production to the branch.

### ID'S . . .

Super Analyst is now advertising nationally with an annual budget of \$8,000,000, which is a 50 per cent hike, in hopes of increasing its sales by 50 per cent. . . . Production schedules: Cascade Pictures is doing a raft of commercials during the next three weeks—six for I&M Cigarettes and Falstaff Beer, and five for Clairol, Pepsodent, Dial Shampoo, Breast o'Chicken and Good Season Salad Dressing. Guild Films has added Barricini Candy and Stroh Brewery accounts to its list. MPO Television Films has done a series for Best Foods. . . . Alan B. Cullimore, for the past two years director of TV for the McCann-Erickson Agency, is now a vice-president of Cousins Productions, Inc., commercial film producers. . . . Sandra Dee, commercial gal, will star in the Universal picture, "Too Young." . . . Winthrop Rockefeller has commissioned Peter Elgar Productions to do a film documentary on his Winrock farm.

## 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)	Commercial Producer
<b>HOME BUILDING</b>			
<b>Household Soaps, Cleaners, Polishes</b>			
Procter & Gamble, Spic & Span, Young & Rubicam . . . . .	29 (60)	LA	Vidmark
Four Hour Laundry & Cleaning . . . . .	2 (10)	SA	Filmack
Johnee Kleen, Toilet Cleaning Tablet, Ridway Advg. . . . .	1 (10)	SA	Filmack
Magikist, Rug Cleaners, Doris A. Greenwood . . . . .	4 (60), 3 (20)	LA	Fred Niles
Pride, Furniture Polish, Needham, Louis & Brorby . . . . .	1 (60)	LA	Fred Niles
Puhl Co., Little Bo-Peep, Roche, Williams, Cleary . . . . .	4 (60)	LA, FA	Fred Niles
<b>APPAREL</b>			
<b>Apparel, Footwear / accessories</b>			
U S. Rubber, Keds, Fletcher D. Richards (Spectacular-NBC) . . . . .	1 (60)	SA	Paul Fennell
Cameo Leather Goods, Billfolds, National Programming Service . . . . .	3 (10)	SA	Filmack
<b>BUSINESS-FINANCIAL</b>			
<b>Insurance</b>			
Franklin Finance Co. . . . .	1 (10)	FA	Filmack
Bank of Madison, Madison Advg. . . . .	1 (10)	SA	Filmack
Independent Ins. Agents . . . . .	1 (10)	SA	Filmack
Savings & Loan Institute . . . . .	1 (10)	SA	Filmack

(Continued next week)

Channel 2 has always been first in the rich Pittsburgh market! No other station can deliver more viewers in Pittsburgh and the Tri-State Area. For facts on far-and-away the highest tune-in you can buy in this wealthy market, call John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Only KDKA-TV delivers the entire Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC station.

## Bavarian TV Buys Fairbanks, Seeks More Foreign Pix

LONDON — Bavarian Television, the first station in the Federal German Republic to use advertising, is looking abroad for filmed material to fill the daily half-hour section set aside for plugged shows.

The station has just completed a deal for 15 of the "Douglas Fairbanks Presents" series which will also be aired over the West Berlin transmitter. The deal was set in Germany, with Independent Film G.m.b.H. of Munich acting as agents for Dougfair. The German company also handled the dubbing, which was completed at the RIVA sound studios in Munich.

cover **PITTSBURGH**  
... cover the **TRI-STATE AREA**  
with **KDKA-TV**



WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO . . . BOSTON-SPRINGFIELD, WBZ+WBZA . . . PITTSBURGH, KDKA . . . CLEVELAND, KYW . . . FORT WAYNE, WOWO . . . CHICAGO, WIND . . . PORTLAND, ORE., KEX  
TELEVISION . . . BOSTON, WBZ-TV . . . PITTSBURGH, KDKA-TV . . .  
CLEVELAND, KYW-TV . . . SAN FRANCISCO, KPFX

WIND REPRESENTED BY A. M. RADIO SALES • KPFX REPRESENTED BY THE KATZ AGENCY, INC. ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

## TV COMMERCIAL STUDIO

Completely equipped. Terms to responsible purchaser.

**BOX 88**

c/o The Billboard, 1564 Broadway  
New York 36, N. Y.

# ONCE AGAIN...

## WARNER CARTOONS BEAT ALL COMPETITION!

For WCSH In Portland, Maine

December ARB Ratings

("Fun House" 5:30-6 P.M. Mon. thru Fri.)

	WCSH WARNER CARTOONS	WGAN ADVENTURE LAND	WMTW MICKEY MOUSE CLUB
<b>AVERAGE</b>	<b>18.7</b>	<b>14.2</b>	<b>6.2</b>
MON.	15.6	16.1	5.1
TUES.	19.6	13.5	5.9
WED.	18.1	14.6	7.3
THURS.	20.0	14.2	6.1
FRI.	20.0	12.4	6.7

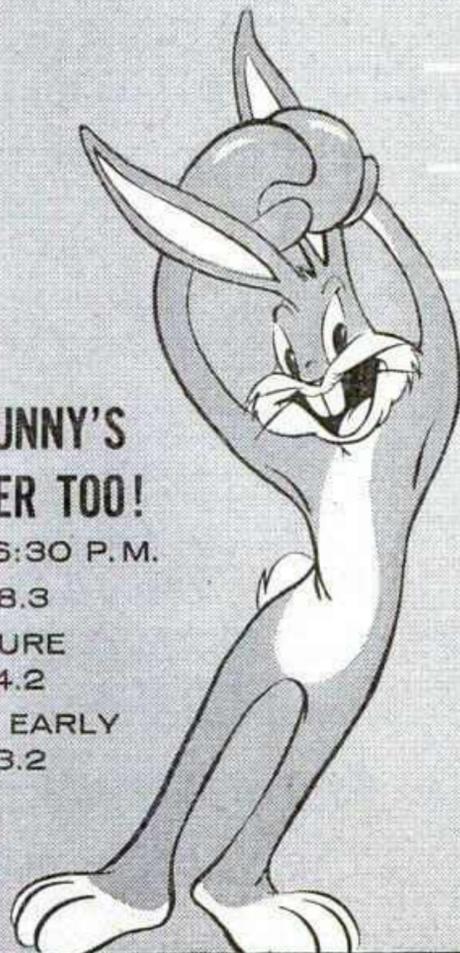
### BUGS BUNNY'S A WINNER TOO!

Wed. 6-6:30 P.M.

BUGS-18.3

ADVENTURE  
LAND-14.2

NEWS & EARLY  
SHOW-3.2



### PUT THESE RATING WINNERS TO WORK FOR YOU!

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

# 289 Post-'48 Movies In Columbia's Vaults

Continued from page 7

**MISS SADIE THOMPSON**—1953 (3 D)  
Rita Hayworth, Jose Ferrar  
**MISSION OVER KOREA**—1953  
John Hodiak, Audrey Totter  
**THE MOB**—1951  
Broderick Crawford  
**MULE TRAIN**—1950  
Gene Autry  
**THE MUTINEERS**—1949  
Jon Hall, Adele Jergens  
**MY SIX CONVICTS**—1952  
John Beal, Gilbert Roland  
**MY TRUE STORY**—1951  
Helen Walker, Willard Parker  
**THE NEBRASKAN**—1953 (3 D)  
Phil Carey, Robert Haynes  
**THE NEVADAN**—1950  
Randolph Scott, Dorothy Malone  
**NEVER TRUST A GAMBLER**—1951  
Dane Clark, Cathy O'Donnell  
**NIGHT STAGE TO GALVESTON**—1952  
Gene Autry  
**NO SAD SONGS FOR ME**—1950  
Margaret Sullivan, Wendell Corey  
**OKINAWA**—1952  
Pat O'Brien, Richard Denning  
**THE OLD WEST**—1952  
Gene Autry  
**ON THE ISLE OF SAMOA**—1950  
Jon Hall, Susan Cabot  
**ON TOP OF OLD SMOKEY**—1953  
Gene Autry  
**ONE GIRL'S CONFESSION**—1953  
Hugo Haas, Cleo Moore  
**OUTCAST OF BLACK MESA**—1950  
Charles Starrett, Smiley Burnette  
**PACK TRAIN**—1953  
Gene Autry, Smiley Burnette  
**THE PALOMINO**—1950  
Jerome Portland, Beverly Tyler  
**PARATROOPER**—1954  
Alan Ladd, Leo Genn  
**PARIS MODEL**—1953  
Marilyn Maxwell, Paulette Goddard  
**THE PATHFINDER**—1953  
George Montgomery, Helena Parker  
**PAULA**—1952  
Loretta Young, Kent Smith  
**PECOS RIVER**—1951  
Charles Starrett, Smiley Burnette  
**PETTY GIRL**—1950  
Robert Cummings, Joan Caulfield  
**PICKUP**—1951  
Beverly Michaels, Higo Haas  
**PRAIRIE ROUNDUP**—1951  
Charles Starrett, Smiley Burnette  
**PRINCE OF PIRATES**—1953  
John Derek, Barbara Rush  
**PRISON WARDEN**—1949  
Warner Baxter  
**PRISONERS OF THE CASBAH**—1953  
Gloria Grahame, Caesar Romero  
**PROBLEM GIRLS**—1953  
Helen Walker, Ross Elliott  
**PURPLE HEART DIARY**—1951  
Frances Laneford  
**PIGMY ISLAND**—1950  
Johnny Weismuller  
**RACING LUCK**—1948  
Gloria Henry, Stanley Clements  
**RAIDERS OF TOMAHAWK CREEK**—1950  
Charles Starrett, Smiley Burnette  
**RAINBOW ROUND MY SHOULDER**—1952  
Frankie Laine, Billy Daniels  
**THE RECKLESS MOMENT**—1949  
James Mason, Joan Bennett  
**RED SNOW**—1952  
Guy Madison  
**RENEGADES OF THE SAGE**—1949  
Charles Starrett, Smiley Burnette  
**THE RETURN OF OCTOBER**—1948  
Glenn Ford, Terry Moore  
**REVENUE AGENT**—1951  
Douglas Kennedy  
**RIDERS IN THE SKY**—1949  
Gene Autry  
**RIDIN' THE OUTLAW TRAIL**—1951  
Charles Starrett, Smiley Burnette  
**RIM OF THE CANYON**—1949  
Gene Autry  
**ROGUES OF SHERWOOD FOREST**—1950  
John Derek, Diana Lynn  
**ROOK' E FIREMEN**—1950  
Bill Williams  
**ROUGH, TOUGH WEST**—1952  
Charles Starrett, Smiley Burnette  
**RUSTY LEADS THE WAY**—1948  
Ted Donaldson  
**RUSTY SAVES A LIFE**—1949  
Ted Donaldson  
**RUSTY'S BIRTHDAY**—1949  
Ted Donaldson  
**SAGINAW TRAIL**—1953  
Gene Autry, Smiley Burnette  
**SALOME**—1953  
Rita Hayworth, Stewart Granger,  
Charles Laughton  
**SANTA FE**—1951  
Randolph Scott  
**SATURDAY'S HERO**—1951  
John Derek, Donna Reed

**SAVAGE MUTINY**—1953  
Johnny Weismuller  
**SCANDAL SHEET**—1952  
Broderick Crawford, Donna Reed  
**SECRET OF ST. IVES**—1949  
Richard Ney, Vanessa Brown  
**SERPENT OF THE NILE**—1953  
Rhonda Fleming, William Lundigan  
**SEVEN ELEVEN OCEAN DRIVE**—1950  
Edmund O'Brien, Joanne Dru  
**SHOCK PROOF**—1949  
Cornel Wilde, Patricia Knight  
**THE SHOWDOWN**—1950  
William Elliott, Marie Windsor  
**SILVER CANYON**—1951  
Gene Autry, Gail Davis  
**SINGIN' SPURS**—1948  
Hoosier Hot Shots  
**SIREN OF BAGDAD**—1953  
Paul Henreid, Patricia Medina  
**SIROCCO**—1951  
Humphrey Bogart, Marta Toren  
**SKY COMMANDO**—1953  
Dan Duryea  
**SLAVES OF BABYLON**—1953  
Richard Conte, Linda Christian  
**SLIGHTLY FRENCH**—1949  
Dorothy Lamour, Don Ameche  
**SMOKY CANYON**—1952  
Charles Starrett, Smiley Burnette  
**SMOKY MOUNTAIN MELODY**—1948  
Roy Acuff  
**SMUGGLER'S GOLD**—1951  
Cameron Mitchell, Amanda Blake  
**SNAKE RIVER DESPERADOS**—1951  
Charles Starrett, Smiley Burnette  
**THE SNIPER**—1952  
Adolph Menjou, Arthur Franz  
**SON OF DR. JEKYLL**—1951  
Louis Hayward, Jody Lawrence  
**SONG OF INDIA**—1949  
Sabu, Gail Russell  
**SONS OF NEW MEXICO**—1950  
Gene Autry, Gail Davis  
**SOUND OFF**—1952  
Mickey Rooney  
**SOUTH OF DEATH VALLEY**—1949  
Charles Starrett, Smiley Burnette  
**STAGE TO TUCSON**—1951  
Rod Cameron, Wayne Morris  
**STATE PENITENTIARY**—1950  
Warner Baxter, Onslow Stevens  
**STORM OVER TIBET**—1952  
Diana Douglas, Rex Reason  
**STRANGE FASCINATION**—1952  
Hugo Haas, Cleo Moore  
**THE STRANGER WORE A GUN**—1953 (3 D)  
Randolph Scott, Claire Trevor  
**STREETS OF GHOST TOWN**—1950  
Charles Starrett, Smiley Burnette  
**SUNNY SIDE OF THE STREET**—1951  
Frankie Laine, Toni Arden  
**TARGET HONG KONG**—1953  
Richard Denning, Nancy Gates  
**TELL IT TO THE JUDGE**—1949  
Rosalind Russell, Robert Cummings  
**TEN TALL MEN**—1951  
Burt Lancaster, Jody Lawrence  
**THE TEXAN MEETS CALAMITY JANE**—1950  
Evelyn Ankers, James Ellison  
**TEXANS NEVER CRY**—1951  
Gene Autry, Gail Davis  
**TEXAS DYNAMO**—1950  
Charles Starrett, Smiley Burnette  
**TEXAS RANGERS**—1951  
George Montgomery, Gail Storm  
**THIEF OF DAMASCUS**—1952  
Paul Henreid, Jeff Donnell  
**TOKYO JOE**—1949  
Humphrey Bogart, Alexander Knox  
**THE TOUGHER THEY COME**—1950  
Wayne Morris, Preston Foster  
**TRAIL OF THE RUSTLERS**—1950  
Charles Starrett, Smiley Burnette  
**THE TRAVELING SALESWOMAN**—1950  
Joan Davis, Andy Devine  
**TRIPLE THREAT**—1948  
Richard Crane, Gloria Henry

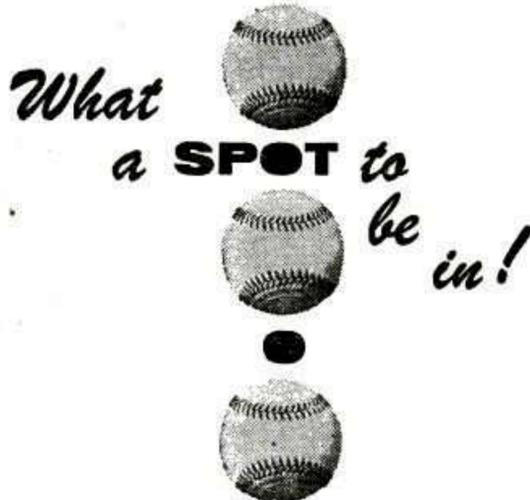
(Continued on page 19)

## ARB'S TOP 10 FILMS IN 15 KEY MARKETS By Program Type for December

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

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	15 KEY MARKETS SURVEYED EVERY MONTH BY ARB														
	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.
<b>ADVENTURE SERIES</b>															
WATERFRONT—MCA	19.1	—	25.9	—	—	—	—	—	—	—	—	—	26.6	21.1	—
COUNT OF MONTE CRISTO—TPA	—	—	21.1	—	—	—	—	—	—	—	—	—	—	—	—
I LED THREE LIVES—ZIV	—	18.8	17.6	16.5	—	—	—	—	—	15.1	—	—	—	—	—
SUPERMAN—FLAMINGO	28.1	—	18.7	—	—	—	22.0	22.3	—	—	—	22.0	17.2	21.7	14.4
THREE MUSKETEERS—ABC	—	—	17.1	—	—	—	—	—	—	—	—	—	—	—	—
SOLDIERS OF FORTUNE—MCA	—	18.0	—	—	—	21.0	22.7	—	—	—	—	19.7	—	—	12.7
JUNGLE JIM—SCREEN GEMS	19.8	—	—	—	—	—	—	—	—	—	—	—	—	—	14.2
RAMAR OF THE JUNGLE—TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	13.0
HIGHWAY PATROL—ZIV	20.7	—	—	15.2	15.9	29.9	33.8	26.5	15.1	16.2	15.8	18.3	27.8	38.7	17.3
CRUNCH AND DES—NBC	—	—	—	—	—	21.3	—	—	—	—	—	—	22.2	19.7	—
SEARCH FOR ADVENTURE—BAGNALL	—	—	—	—	—	—	—	—	18.4	16.6	—	—	33.4	30.5	—
CHINA SMITH—NTA	—	—	—	—	—	—	17.1	—	—	—	—	—	—	—	—
SCIENCE FICTION THEATER—ZIV	22.5	17.1	—	21.2	16.1	17.1	—	—	15.1	—	13.4	—	23.4	—	—
SHEENA OF THE JUNGLE—ABC	—	—	—	—	—	18.8	—	—	—	—	12.0	—	—	—	—
<b>COMEDY SERIES</b>															
LIFE OF RILEY—NBC	—	—	—	—	—	—	—	—	16.8	—	—	—	—	—	34.0
THE GOLDBERGS—GUILD	—	—	—	—	—	—	—	—	—	—	7.4	—	—	—	—
ABBOTT AND COSTELLO—MCA	—	—	—	—	—	—	—	—	—	—	8.3	—	—	—	—
GREAT GILDERSLEEVE—NBC	—	—	—	12.7	16.6	—	—	—	—	—	—	—	—	—	—
SUSIE—TPA	20.9	—	—	12.1	—	—	—	—	—	—	—	—	12.4	—	—
AMOS 'N ANDY—CBS	24.0	—	—	—	—	—	—	—	—	—	—	17.5	—	—	—
LIFE WITH FATHER—CBS	—	—	—	—	—	—	—	—	13.1	—	—	—	—	—	—
MICKEY ROONEY—SCREENCRAFT	—	—	—	—	—	—	—	—	—	—	—	—	12.4	—	—
<b>DRAMA SERIES</b>															
CELEBRITY PLAYHOUSE—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
SCREEN GEMS	—	—	—	—	—	—	—	—	—	20.3	7.9	—	—	—	14.4
STAGE 7—TPA	—	—	—	—	—	—	—	—	—	16.3	—	—	—	—	—
STUDIO 57—MCA	—	—	—	—	—	—	—	19.4	—	17.7	—	—	—	—	—
SECRET JOURNAL—MCA	—	—	—	28.8	19.0	—	—	17.7	—	13.5	—	—	—	—	—
SAN FRANCISCO BEAT—CBS	—	—	—	13.5	—	—	25.8	—	—	—	—	17.7	—	—	—
PUBLIC DEFENDER—INTERSTATE	—	—	—	—	—	—	21.2	19.3	—	—	—	—	—	—	—
DOUGLAS FAIRBANKS PRESENTS—ABC	—	—	—	—	—	—	—	—	—	—	7.9	—	—	—	—
HEADLINE—MCA	—	—	—	—	—	—	—	—	—	—	—	14.6	—	—	—
<b>MYSTERY SERIES</b>															
MAN BEHIND THE BADGE—MCA	—	—	22.8	—	—	—	—	—	—	—	—	—	—	—	—
BADGE 714—NBC	29.2	—	—	—	—	—	—	—	14.6	11.6	—	—	—	26.2	—
MAN CALLED X—ZIV	—	21.2	—	—	—	—	22.0	—	—	—	—	14.3	—	—	—
RACKET SQUAD—ABC	—	17.0	—	—	—	18.4	—	—	—	—	—	—	—	—	—
CITY DETECTIVE—MCA	21.2	—	—	14.4	—	—	—	—	—	—	—	—	—	—	—
MR. DISTRICT ATTORNEY—ZIV	—	—	—	—	—	—	—	20.0	—	—	—	—	—	—	—
<b>WESTERN SERIES</b>															
ANNIE OAKLEY—CBS	18.8	—	20.4	—	16.0	22.4	—	—	14.1	—	—	17.4	—	28.5	12.7
SHERIFF OF COCHISE—NTA	—	—	18.2	—	19.3	18.4	23.4	20.6	—	19.3	—	—	18.6	28.7	—
JUDGE ROY BEAN—SCREENCRAFT	—	—	18.2	—	—	—	—	—	—	—	—	—	—	—	—
WILD BILL HICKOK—FLAMINGO	—	19.0	17.1	12.4	16.3	—	—	17.6	12.9	13.5	—	14.4	14.8	20.5	10.9
FRONTIER—NBC	—	—	23.2	—	—	14.1	—	—	—	—	—	—	—	—	—
BUFFALO BILL JR.—CBS	—	—	—	—	—	—	17.9	19.4	—	—	—	—	14.4	—	12.9
BRAVE EAGLE—CBS	—	—	—	—	—	—	—	18.1	13.8	—	—	—	—	—	14.4
WESTERN MARSHAL—NBC	—	—	—	—	15.9	—	—	—	—	—	—	—	—	22.0	—
DEATH VALLEY DAYS—McE	—	19.3	—	—	—	—	—	—	16.1	—	13.1	—	—	—	—
RANGE RIDER—CBS	—	—	—	—	—	27.0	—	—	—	—	—	—	—	—	—
CISCO KID—ZIV	—	22.8	—	11.9	25.0	—	—	—	—	—	—	—	—	—	—
FRONTIER DOCTOR—H-TV	—	—	—	—	15.0	—	—	—	19.7	—	—	—	—	—	—



That special, hard-to-get audience—plenty of enthusiastic, loyal male consumers—is yours for 6 solid months of '57

Choice Program and Announcement Adjacencies around the

## NEW YORK YANKEES

## NEW YORK GIANTS

—on the nation's Top Sports Station  
—in the nation's Biggest Baseball Town!



Call us today at MURRAY HILL 2-6500—  
or Peters, Griffin & Woodward, Inc.

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

Offices in principal cities throughout the United States

**MCA-TV**  
Film Division

PULSE LOCAL RATINGS FOR JANUARY

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

COLUMBUS, O.

3 TV STATIONS—163,400 TV HOMES
Population—585,300 (35th in U. S.)
Buying Income—\$349,253,000 (29th)
Retail Sales—\$761,591,000 (33d)
Food Sales—\$164,157,000 (33d)
Drug Sales—\$25,718,000 (30th)
Automotive—\$140,830,000 (33d)
Above figures include following counties: Franklin

TOP NETWORK SHOWS

- 1. I Love Lucy, WBNS, M. ....42.7
2. Ed Sullivan, WBNS, Su. ....40.8
3. Godfrey's Talent Scouts, WBNS, M. ....40.7
4. Jack Benny, WBNS, Su. ....36.7
5. Lassie, WBNS, Su. ....34.7
6. G.E. Theater, WBNS, Su. ....33.5
7. Burns and Allen, WBNS, M. ....31.9
8. Jackie Gleason, WBNS, S. ....31.5
9. Lawrence Welk, WTVN, S. ....30.8
10. What's My Line?, WBNS, Su. ....30.8

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WBNS, M-F. ....22.5
2. Chet Long (7 p.m.), WBNS, M-F. ....21.7
3. Mickey Mouse Club, WTVN, M-F. ....20.7
4. Little Rascals, Misc., WBNS, M-F. ....16.5
5. Western Roundup, WBNS, M-F. ....14.2
6. Arthur Godfrey, WBNS, M-Th. ....12.5
7. Aunt Fran, WBNS, M-F. ....12.5
8. Capt. Kangaroo, WBNS, M-F. ....11.4
9. News, Weather (11 p.m.), WBNS, M-F. ....11.3
10. Weather, Sports (6:45 p.m.), WTVN, M-F. ....10.8

TOP FEATURE FILMS

Once Weekly

- 1. Warner Brothers, WTVN, S-7:30-9:00 p.m. ....17.1
2. Million 5 Movie, WTVN, S-10:30-12:00 mid. ....12.4
3. Gold Cup Theater, WLW-C, S-6:00-7:30 p.m. ....9.6
4. Sunday Showboat, WTVN, Su-10:30-1:45 p.m. ....8.3
5. Double Feature, WBNS, S-1:30-4:30 p.m. ....8.2

Multi-Weekly

- 1. Western Roundup, WBNS, M-F-5:00-6:00 p.m. ....14.2
2. Armchair Theater, WBNS, M-F, Su-11:15-12:00 mid. ....8.9
3. Early Home Theater, WTVN, M-F-3:00-4:15 p.m. ....8.5
4. Midday Movie, WTVN, M-F-12:30-2:00 p.m. ....6.3
5. Home Theater, WTVN, M-F-11:15-12:00 mid. ....5.9

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WBNS, T-10:30 ....29.0
2. San Francisco Beat (CBS), WBNS, Su-9:30 ....26.7
3. Sheriff of Cochise (NTA), WBNS, Th-7:30 ....26.5
4. Man Called X (Ziv), WBNS, F-9:30 ....23.4
5. Rosemary Clooney (MCA), WTVN, T-7:00 ....20.9
6. Guy Lombardo (MCA), WBNS, Su-6:30 ....19.4
7. Crunch and Dos (NBC), WBNS, T-7:30 ....18.5
8. Soldiers of Fortune (MCA), WBNS, W-6:30 ....18.2
9. Annie Oakley (CBS), WBNS, Th-6:00 ....18.0
10. Wild Bill Hickok (Flamingo), WBNS, T-6:00 ....17.0
11. Little Rascals (Interstate), WBNS, M-F-4:30 ....16.5
12. Range Rider (CBS), WTVN, T-6:00 ....16.2
13. Buffalo Bill Jr. (CBS), WTVN, F-6:00 ....16.2
14. Hopalong Cassidy (NBC), WTVN, M-7:00 ....16.0

CHARLOTTE, N. C.

1 TV STATION—51,800 TV HOMES
Population—324,300 (65th in U. S.)
Buying Income—\$385,921,000 (90th)
Retail Sales—\$294,138,000 (83d)
Food Sales—\$46,603,000 (113th)
Drug Sales—\$11,048,000 (67th)
Automotive—\$53,943,000 (98th)
Above figures include following counties: Mecklenberg

TOP NETWORK SHOWS

- 1. Ed Sullivan, WBTV, Su. ....64.3
2. I Love Lucy, WBTV, M. ....63.8
3. Crusader, WBTV, F. ....63.0
4. Godfrey's Talent Scouts, WBTV, M. ....62.8
5. Dragnet, WBTV, T. ....62.3
6. Climax!, WBTV, Th. ....61.0
7. Arthur Godfrey, WBTV, W. ....60.5
7. Burns and Allen, WBTV, M. ....60.5
9. G.E. Theater, WBTV, Su. ....59.8
9. Jackie Gleason, WBTV, S. ....59.8
11. Alfred Hitchcock, WBTV, Su. ....59.3

TOP MULTI-WEEKLY SHOWS

- 1. Arthur Smith, WBTV, T, Th. ....46.0
2. CBS News, WBTV, M-F. ....39.7
3. Spangorama, WBTV, M-F. ....38.6
4. Esso Reporter (6:30 p.m.), WBTV, M-F. ....36.7
5. Looney Tunes Jamboree, WBTV, T, Th. ....31.5
6. Weather, News Final (11 p.m.), WBTV, M-F. ....23.6
7. Guiding Light, WBTV, M-F. ....16.1
8. Love of Life, WBTV, M-F. ....15.9
8. Search for Tomorrow, WBTV, M-F. ....15.9
10. Secret Storm, WBTV, M-F. ....15.5
10. Edge of Night, WBTV, M-F. ....15.5

TOP FEATURE FILMS

Once Weekly

- 1. Million 5 Movie, WBTV, W-11:30-12:00 mid. ....11.5

Multi-Weekly

- 1. Late Show, WBTV, M, Th-S-11:30-12:00 mid. ....14.8
2. Morning Movie, WBTV, M-F-9:00-10:00 a.m. ....9.2

TOP SYNDICATED FILMS

- 1. Doug Fairbanks Presents (ABC), WBTV, T-9:00 ....62.3
2. Waterfront (MCA), WBTV, T-8:30 ....58.8
3. Dr. Hudson's Secret Journal (MCA), WBTV, Th-8:00 ....52.3
4. Science Fiction Theater (Ziv), WBTV, Su-7:00 ....49.3
5. Frontier (NBC), WBTV, Th-10:00 ....42.0
6. Badge 714 (NBC), WBTV, Th-10:30 ....40.0
6. Patti Page (Oldsmobile), WBTV, F-6:45 ....40.0
8. Frankie Laine Show (Guild), WBTV, Th-6:45 ....39.0
9. Sheriff of Cochise (NTA), WBTV, F-10:30 ....38.8
10. Looney Tunes (Guild), WBTV, T, Th-5:00 ....31.5
11. Superman (Flamingo), WBTV, T-5:30 ....30.8
12. Buffalo Bill Jr. (CBS), WBTV, S-11:00 a.m. ....30.0
13. Soldiers of Fortune (MCA), WBTV, M-5:30 ....29.8
14. Sky King (Nabisco), WBTV, M-5:00 ....27.8
15. Cisco Kid (Ziv), WBTV, F-5:30-27.5
16. Wild Bill Hickok (Flamingo), WBTV, W-5:30 ....24.8
17. Captain Midnight (Screen Gems), WBTV, S-9:00 a.m. ....24.3
18. Big Playback (Screen Gems), WBTV, S-11:15 ....24.0
19. Hopalong Cassidy (NBC), WBTV, W-5:00 ....23.8

DALLAS

4 TV STATIONS—206,400 TV HOMES
Population—792,400 (21st in U. S.)
Buying Income—\$1,506,285,000 (21st)
Retail Sales—\$1,231,752,000 (19th)
Food Sales—\$230,643,000 (21st)
Drug Sales—\$36,357,000 (21st)
Automotive—\$306,088,000 (12th)
Above figures include following counties: Dallas

TOP NETWORK SHOWS

- 1. Ed Sullivan, KRLD, Su. ....38.9
2. I Love Lucy, KRLD, M. ....38.3
3. What's My Line?, KRLD, Su. ....35.0
4. \$64,000 Question, KRLD, T. ....33.8
5. \$64,000 Challenge, KRLD, Su. ....32.8
6. G.E. Theater, KRLD, Su. ....31.8
6. Burns and Allen, KRLD, M. ....31.8
8. Alfred Hitchcock, KRLD, Su. ....30.3
8. Jackie Gleason, KRLD, S. ....30.3
10. December Bride, KRLD, M. ....27.3

TOP MULTI-WEEKLY SHOWS

- 1. Kit Carson, WBAP, W, F. ....12.8
2. My Little Margie, WFAA, M-F. ....11.5
3. Texas News (10 p.m.), WBAP, M-F. ....11.3
4. News (10:30 p.m.), WFAA, M-F. ....10.0
4. Weather, News Final (10:15 p.m.), WBAP, M-F. ....10.0
4. Eddie Fisher, WFAA, W, F. ....10.0
7. Guiding Light, KRLD, M-F. ....9.8
7. World Today (6:15 p.m.), KRLD, M-F. ....9.8
9. NBC News, KFAA, M-F. ....9.7
10. Big Payoff, KRLD, M-F. ....9.6
10. Search for Tomorrow, KRLD, M-F. ....9.6

TOP FEATURE FILMS

Once Weekly

- 1. 20th Century Theater, WFAA, F-11:00-12:00 mid. ....10.4
2. Western Theater, KRLD, S-3:30-4:30 p.m. ....8.9
2. Saturday Playhouse, WFAA, S-3:45-5:30 p.m. ....8.9
4. Channel 8 Theater, WFAA, Su-10:00-12:00 mid. ....8.7
5. United Artists Theater, WFAA, S-11:00-12:00 mid. ....8.4

Multi-Weekly

- 1. Million 5 Movie, KFJZ, M-Su-8:00-9:45 p.m. ....8.4
2. Nighttime Movie, KRLD, T-F, Su-11:00-12:00 mid. ....8.2
3. Starlight Theater, KFJZ, M-F, Su-10:15-12:00 mid. ....5.3
4. Matinee, KRLD, M-F-4:00-5:45 p.m. ....5.1
5. Showtime Matinee, WFAA, M-F-12:00-3:00 p.m. ....4.7

TOP SYNDICATED FILMS

- 1. Code 3 (ABC), KRLD, T-8:30 ....20.0
2. Studio 57 (MCA), WFAA, T-9:30 ....19.8
3. Dr. Hudson's Secret Journal (MCA), KRLD, T-7:30 ....19.3
4. Highway Patrol (Ziv), WFAA, W-10:00 ....16.3
4. Dr. Christian (Ziv), WFAA, F-10:00 ....16.3
6. Sheriff of Cochise (NTA), WFAA, T-10:00 ....16.0
6. Science Fiction Theater (Ziv), WFAA, S-9:30 ....16.0
7. Frontier (NBC), WFAA, S-7:30 ....15.3
9. Man Called X (Ziv), WFAA, S-7:00 ....14.3
10. Star and the Story (Official), WFAA, M-10:00 ....14.0
11. Cisco Kid (Ziv), WBAP, Th-6:00 ....13.5
12. Fabian of Scotland Yard (CBS), KRLD, S-10:00 ....13.3
13. Kit Carson (MCA), WBAP, W, F-6:00 ....12.8
13. Stars of the Grand Ole Opry (Flamingo), WFAA, S-6:00 ....12.8
15. Buffalo Bill Jr. (CBS), KRLD, S-11:30 a.m. ....12.3
16. Eddy Arnold Time (Schwimmer), KRLD, S-10:30 ....12.0

KNOXVILLE, TENN.

3 TV STATIONS—83,500 TV HOMES
Population—358,600 (61st in U. S.)
Buying Income—\$481,181,000 (77th)
Retail Sales—\$367,252,000 (70th)
Food Sales—\$85,372,000 (67th)
Drug Sales—\$11,033,000 (68th)
Automotive—\$75,565,000 (67th)
Above figures include following counties: Anderson, Blount, Knox

TOP NETWORK SHOWS

- 1. Perry Como, WATE, S. ....46.4
2. Name That Tune, WBIR, T. ....41.5
3. Dragnet, WATE, Th. ....38.0
3. Groucho Marx, WATE, Th. ....38.0
5. People Are Funny, WATE, S. ....37.5
6. Hey Jeannie, WBIR, S. ....36.8
6. Ed Sullivan, WBIR, Su. ....36.8
8. Life of Riley, WATE, F. ....36.3
8. Oh Susanna, WBIR, S. ....36.3
10. Lone Ranger, WATE, Th. ....35.8
10. Rin Tin Tin, WATE, F. ....35.8

TOP MULTI-WEEKLY SHOWS

- 1. Ramar of the Jungle, WATE, M, Th. ....37.5
2. Cas Walker, WATE, M, W. ....29.4
3. Eddie Fisher, WATE, W, F. ....27.0
4. NBC-News, WATE, M-F. ....26.8
5. Little Rascals, WATE, M-F. ....20.4
6. Queen for a Day, WATE, M-F. ....19.6
7. Modern Romances, WATE, M-F. ....18.3
8. News (5:45 p.m.), WATE, M-F. ....17.2
8. Sports Look, Weather (5:30 p.m.), WATE, M-F. ....17.2
10. News Final, Misc. (11 p.m.), WATE, M-F. ....15.6

TOP FEATURE FILMS

Once Weekly

- 1. Action Theater, WATE, T-6:00-7:00 p.m. ....29.0
2. Cinema Circle, WATE, S-5:30-7:00 p.m. ....20.2
3. Saturday Theater, WBIR, S-1:30-5:30 p.m. ....9.5
4. Star Western, WTVK, S-1:30-4:00 p.m. ....4.2
5. 5 Star Western, WTVK, S-4:00-7:00 p.m. ....3.7

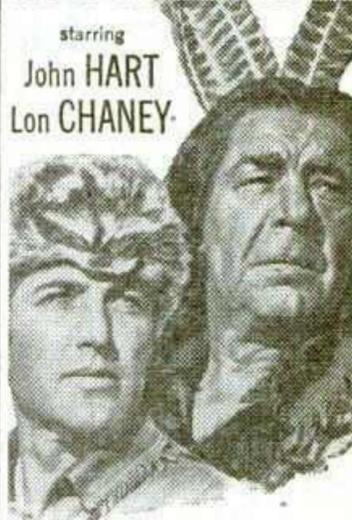
Multi-Weekly

- 1. Movietime, WATE, M-F, Su-11:50-12:00 mid. ....13.2
2. Movie Matinee, WATE, M-F-1:00-2:30 p.m. ....10.5
3. Feature Theater, WBIR, M-S-11:00-12:00 mid. ....9.1
4. Late Show, WTVK, F, S-10:45-12:00 mid. ....2.1

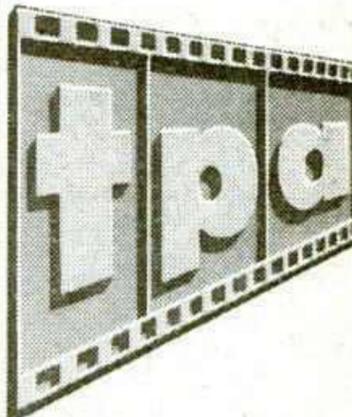
TOP SYNDICATED FILMS

- 1. Ramar of the Jungle (TPA), WATE, M-Th-6:30 ....37.5
2. Highway Patrol (Ziv), WATE, Su-6:00 ....36.8
3. Wild Bill Hickok (Flamingo), WATE, M-6:00 ....36.5
4. Frontier (NBC), WATE, Th-9:00 ....36.3
4. Frontier Doctor (Hollywood), WATE, F-8:30 ....36.3
6. Count of Monte Cristo (TPA), WATE, W-6:30 ....35.3
7. Superman (Flamingo), WATE, W-6:00 ....33.5
8. My Little Margie (Official), WATE, T, S-7:00 ....32.9
9. Cisco Kid (Ziv), WATE, F-6:00 ....31.5
10. Annie Oakley (CBS), WBIR, M-7:00 ....27.0
11. Code 3 (ABC), WBIR, Th-7:30 ....26.0
12. Racket Squad (ABC), WBIR, F-7:00 ....24.8
13. Dr. Hudson's Secret Journal (MCA), WATE, Su-5:30 ....23.8
14. Studio 57 (MCA), WATE, M-10:30 ....22.8
15. Susie (TPA), WBIR, W-7:00 ....21.3
16. Dangerous Assignment (NBC), WBIR, T-7:00 ....21.0
17. Dr. Christian (Ziv), WBIR, Th-7:00 ....20.8

HAWKEYE AND THE LAST OF THE MOHICANS



James Fenimore Cooper's all-family classic has a ready-made audience. Hawkeye's everybody's idol! Thrilling outdoor action—an "Eastern" filmed on location in actual French-Indian War Country. You get better sponsor identification. Excellent markets still available. Wire or phone collect right now for your market before another sponsor beats you to it.



Television Programs of America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100

FEBRUARY

Calendar for February showing dates 3, 10, 17, 24 and events like HEART SUNDAY, Welcome your Heart Fund Volunteer.

Balaban Offers Behind-Scene Films for TV

NEW YORK — Short "behind the scenes" films on current theatrical motion pictures are being offered TV stations gratis by TV-Movie News Service. The firm is a new operation set up by Bruce Balaban, formerly producer of the "Hollywood Preview" syndicated show. Balaban's first offering is a four-minute film about the production of "Zarak," the current Columbia Pictures release in which "Ekberg dances for Mature."

will find the films useful in their local daytime shows and also as openers to their feature film programs.

In addition to these films, Balaban is offering stations a varied line of merchandising aids for their feature films. He offers star photos and current sound track recordings. These offerings are made in a semi-monthly newsletter, which also contains anecdotes about Hollywood and programming and merchandising ideas by which stations can make tie-ins with current theatrical releases.

NEW YORK — Bernard L. Schubert, Inc., has worked out a deal with The Reader's Digest whereby the magazine will carry a listing of every station playing "TV Reader's Digest," which Schubert distributes. The magazine will also list playdates and sponsors for each station. Schubert has sold the rerun series in 50 markets so far.

Gross Gets Rights To Dane Kid Show

COPENHAGEN, Denmark —Hal Gross, New York TV packager, has acquired the U.S. rights to Denmark's most popular children's TV series. The title translates roughly as "Weather Stories." Gross will return home with a pilot film in English March 1. The dramatic format hinges each tale on exotic weather conditions.

Wormser Anklers KTLA

HOLLYWOOD —Howard Wormser left his post as head of KTLA's press department to enter the magazine publishing field. Wormser joins Wayne Berk as a partner in publishing "Hollywood Talent Scout." Wormser's duties at the Paramount Pictures TV station will be absorbed temporarily by Jim Rue, head of KTLA's promotion department.

Advertisement for 'Strip for Sales!' featuring Stu Erwin and Gale Storm. Includes text: 'I hear you, Old Boy. S S S means SALES SUCCESS STORY and "MARGIE" and "TROUBLE WITH FATHER" prove it!' and 'OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N. Y. PLaza 7-0100'.

## SPA Pubs May Take Over Pic Income Administration

### Move to Collect Film Performance Money, Traditional ASCAP Baby

NEW YORK—Film performance money may fall under the administration of the Songwriters Protective Association and the Harry Fox office, it was admitted last week by highly-placed writer and publisher executives. Traditionally administered by the American Society of Composers, Authors and Publishers, performance money accruing from films has been disappointingly small for years.

Abel Baer, president of SPA, stated that the possibility of SPA assuming the collection of film income on behalf of writers was definite, but that development of this idea had not yet crystallized because of the crowded SPA agenda. Speaking of the necessity of safeguarding all facets of income accruing from a copyright, Baer said that "SPA is becoming the watchdog of the industry." He added that "everybody passes the buck, but that SPA was glad to assume these problems."

A similar confirmation was obtained from publisher sources. "You are not smoking any pipe," it was stated, in response to a query as to whether publishers were considering the establishment of their own film performance rights set-up.

Abel Baer mentioned that it had not yet been determined whether SPA would tackle the matter on its own, on behalf of writers, or whether it would try to act in conjunction with a publishers' representative, such as the Harry Fox office.

Problem of how writers and

## Victor Inks Bing For Jazz LP

NEW YORK—RCA Victor has inked several significant new artists pacts in the pop and classical fields.

Pop-wise, Bing Crosby was signed for a one-album deal, negotiated for Victor by jazz department chief Fred Reynolds. This calls for the Groaner to cut a set of jazz classics accompanied by Bob Scobey's Dixieland crew. Slicing will begin this week on the Coast under the supervision of Victor's Dennis Farnon.

The company also has signed its retiring musical director, Henri Reni, as a recording artist (see separate story), and Paul Evans, a 19-year-old rock and roll warbler from New York.

In the classical category, Victor broke its long-standing front against chamber music with the pacting of the all-star Festival Quartet. At the same time, the company indicated that other chamber artists would be added in the near future. The Festival group, whose main activity centers at the Aspen, Colo., Festival and Music School each summer, consists of William Primrose, viola; Szymon Goldberg, violin, Victor  
*(Continued on page 30)*

publishers can best tackle film performances has grown increasingly acute, since Judge Vincent Leibell rendered his decision some years ago. Prior to the Leibell decision, ASCAP collected a per seat tax from exhibitors. Leibell ruled this out, the decision stating it was illegal to levy a tax on the producing and distributing ends of the film business.

### No Overall Set-Up

Currently, no overall agreement with the film studios exists. One publisher active in the film music field stated that in the last several years, deals between publishers

and film studios have contained a contingency clause: should ASCAP fail to conclude a general performance rights contract within one year, a sum, generally equivalent to the synchronization right, would be paid to the publisher.

This particular publisher stated that this mode of direct dealing between publisher and studio had worked to his advantage. In the old days, performance funds accruing from studios went into the general ASCAP pot, and there was no attempt at segregating these funds. "Inasmuch as the yard-  
*(Continued on page 54)*

## Remington Records Bows Low-Price LP

### New Line, Masterseal, to Go for \$1.49; Ambitious Rack-Jobbing Used in Chicago

By BERNIE ASBELL

CHICAGO — Remington Records, following months of quiet preparation, exploded a new low-price LP label, Masterseal, and an ambitious rack-jobbing operation in major grocery chains in Chicago Thursday (7). A week earlier it was launched in Detroit and a new large city will be invaded each week in upcoming months. The 12-inch LP's, a catalogue of 15 in all, are priced at \$1.49.

Out of a hefty advertising budget, more than \$20,000 in each of the two cities, to launch the label, the most significant feature is the heavy coin expended for disk jockey spot announcements with the clear understanding that deejays would program the new disks profusely. In Chicago, deejays enlisted on one key station alone, WGN, included Jim Lounsbury, Eddie Hubbard, Norman Ross and Steve Schickel. Others were lined up on WMAQ and WBBM as well as Norman Ross on WBKB, a TV station. Biggest single advertising wallop was a two-page spread in the Chicago Tribune Thursday, costing over

\$4,000, and a page in the Sun-Times.

Distribution is exclusively thru the 250-store National Tea chain here. In Detroit, the deal is with Wrigley Stores.

*(Continued on page 30)*

## Cleffers in Ring For New BMI Bout

### BMI Legalites Also Eager for Return Match With Solons in Referee Slot

By MILDRED HALL

WASHINGTON — Songwriters want a reprise bout with Broadcast Music, Inc., this time with Senate Commerce Committee as referee. SPA's Washington representative, Walker Buel, reportedly will offer some new angles not brought out at House anti-trust hearing in New York last fall, but is not yet ready to disclose them.

BMI lawyers would also like to

## ASCAP MEET IN HWD. FEB. 28

HOLLYWOOD — The semi-annual dinner and business meeting of the American Society of Composers, Authors & Publishers (ASCAP) will be held here February 28 at the Beverly Hills Hotel. Meet was disclosed by L. Wolfie Gilbert, chairman of the Society's West Coast committee.

ASCAP President Paul Cunningham, along with Herman Finkelstein, George Hoffman and Saul Bourne are scheduled to attend the meeting. Annual report of the Society, in addition to a report on the recent special general meeting held in New York are expected to be on the agenda.

## McGuire's Get Multiple Disk Push by Coral

NEW YORK—Taking a leaf out of the Presley-Belafonte book, Coral Records this week got on the multiple singles release bandwagon with the issue of a McGuire Sisters disk of "He Got Time," and "Blue Skies."

This release follows by less than four weeks the issue of the trio's "Kid Stuff" — "He's Gone" slicing just now starting to move out. The diskery is kicking off a strong push on both disks, with the sisters slated to cover a broad cross section of Eastern jocks starting Thursday (14). Gals will push both disks  
*(Continued on page 40)*

## DEMAND AHEAD OF OUTPUT

# Mounting Disk Sales Point Up Problems in Production

HOLLYWOOD—Are sales running away from production?

The accelerated volume of disk sales achieved by the record industry in 1956, with indications of continued growth during the current year, has cued widespread interest in mounting production problems disk manufacturers appear to be running into. The question is posed by numerous traders, not as an acute situation but certainly one that bears serious observation, they declare.

Increased sales by all the major record companies and independents, particularly during a peak season when several firms have million-plus record sales going for them, can and has caused a serious bottleneck at the record pressing level. It's axiomatic in the disk business to get out on the market as fast and with as much disk product as is possible when a hit is breaking.

The current pressing situation is indeed a curious one which finds

record firms farming off their custom accounts to less active pressing plants in order to be able to handle their own production. This is currently the case of many firms, i.e., Columbia, RCA Victor, Capitol, etc. Virtually every major plant in the country is currently working on a 24-hour around-the-clock basis, with no let-up in sight. Plant managers in the Hollywood area report they are overloaded with production shifted  
*(Continued on page 30)*

## White New Nat. Sales Head of Col. Phonos

NEW YORK—James F. White has been appointed national sales manager of Columbia Phonographs, according to an announcement last week by James Sparling, general manager of Electronic Products for the Company. The appointment of White follows shortly upon the exit of William F. O'Boyle, who recently left Columbia to become manager of Capitol Records' phonograph division.

White has had a highly successful career in electronics, with such posts as general sales manager of Crescent Industries, Inc., where he was responsible for all phases of the sales push on tape recorders and phonographs; CBS-Columbia Contracts Division Manager, where he directed production, engineering and service operations; general manager of Gray Audograph, manufacturers of dictating machines, and sales manager of the Andrew Corporation, producers of components for radio and TV transmitters.

White will headquarter at Columbia Records' New York offices.

## Plan Hillbilly Overseas Trek

NEW YORK—Country music, currently making a strong comeback domestically, will invade Europe on a grand scale on April 1. Package, entitled "A Concert in Country Music" has been set up by RCA Victor's veteran country dishing chief, Steve Sholes, and will consist entirely of Victor artists.

Going along will be artists Jim Reeves, Jim Edward, Maxine and Bonnie Brown, Hank Locklin, Del Wood, Janis Martin, the Wagon Masters ork and emcee-comic Dick O'Shaughnessy.

Package idea originated via a two-way request from the U. S. Army and the Victor distributor in Germany for American country art-  
*(Continued on page 30)*

## Denies 'Door' Injunction

NEW YORK — Federal Judge Archie O. Dawson last week denied a motion for a preliminary injunction brought by Trinity Music and Dot Records against Mercury Records. The action had been brought by the plaintiffs in connection with an alleged Mercury album project involving the title "Jim Lowe Sings Behind the Green Door." Trinity is the publisher of the hit single of "The Green Door," sliced by Jim Lowe on the Dot label.

When the action was originally filed, Mercury Records' Art Talmadge had denied any intent to proceed with such an album. In the decision, Judge Dawson held that, "In the face of these denials and in the absence of competent proof that the defendant intends to use the title complained of, there would seem to be no proper basis for the issuance of an injunction in the form sought."



YOUR NEXT MILLION SELLER!  
**WALKIN' AFTER MIDNIGHT**  
PATSY CLINE ★ 9-30221 & 30221



## Vox-Paris Own French Distrib Org

PARIS—Vox Records, which has been represented here during the past several years by Pathe-Marconi, will open its own distributing organization, Vox-Paris, on March 1.

Since the purchase of Polydor several years ago by Philips, Vox has been manufactured and distributed by an outfit named Pathe-Vox, actually a subsidiary of Pathe-Marconi, which is the local arm of the British-based Electric and Musical Industries, Ltd. Previously Vox (American) had a reciprocal arrangement with Polydor (French).

In addition, Vox President George Mendelssohn, who makes his headquarters here, has signed a deal for pressing and distribution of his Vox catalog in Chile. His rep there will be Surco, Ltd., headed by Diego Goluboff.

On the artists and repertoire front, Vox has launched a chamber music series featuring the Austrian pianist, Friedrich Wuehrer, and American cellist, Joseph Schuster. First release will be a coupling of the Strauss and the Brahms F Major cello sonatas. The duo also will do the entire set of Beethoven cello sonatas.

## Dot Records Names Smith To New Post

HOLLYWOOD—Dot Records continued broadening its scope last week, naming R. J. (Bob) Smith to the newly created position of director of distributor relations.

A Midwest promotion man for the firm for several years, Smith will henceforth make his headquarters here, reporting to Dot President Randy Wood. In his new assignment, Smith will be responsible for direct contact with the firm's distributors in 35 key cities. He will continue to be active in many phases of disk jockey and dealer promotion as well. Currently organizing the operation of Dot's first company-owned branch in New Orleans, Smith will remain in that location for another month, and subsequently move here.

Rocky Rolf, with RCA Victor for seven years, replaces Smith as Midwest promotion director, while Bob Green will man a similar post in the South, replacing Webber Parrish who has been inducted into the armed forces.

## 1st Pop Price Tape Hits Mkt.

NEW YORK—The first move to bring pre-recorded tape into a popular-price class was made last week by Phonotapes, Inc. The outfit has released its first reels in a new "Cameo Series," to sell for \$2.98 each.

According to Phonotape exec, Gene Bruck, the new series parallels in principal the extended-play disk record. The works released are short selections, and each reel runs about 16 minutes. Like EP's, they are aimed at the younger buyer, with the limited pocket-book. Also like EP's, some of the selections are the "cream" extracted from the regular-line \$6.95 and \$8.95 reels, and others are complete short works that are available only on the Cameo Series.

Bruck stated that dealers will get their full discount on this series. In this respect, it differs from the previously released Phonotape

(Continued on page 30)

## MAESTRO MAKES A BOO-BOO

BOSTON—Shy, gentle British maestro George Melachrino wore a red face around town one day last week, and he couldn't place the blame on the brisk New England air.

It seems that the Victor recording artist was making a disk jockey tour and one stop was WVDA, where he was being interviewed by Joe Smith. Smith queried Melachrino regarding the aim of his tour.

Replied the visitor, "I'm here to meet friends and make people."

The malaprop brought a titter from Mrs. Melachrino.

## Victor Inks Henri Rene To New Pact

HOLLYWOOD—Maestro Henri Rene inked a new recording contract with RCA Victor last week, and at the same time resigned his berth as West Coast artist and repertoire director.

Rene signed a new three-year recording contract to perform as an artist only, and will return here to devote more time to work in the motion picture and television fields. A veteran RCA staffer, Rene has been with the company as an a.&c.r. man for the past eight years.

A replacement for Rene is yet to be named, with Joe Carlton, pop singles a.&c.r. chief arriving here last week to interview a number of candidates. Buddy Bregman, a previous nominee for the post, is reportedly no longer being considered for the job.

While here, Carlton along with Hugo Winterhalter, will record Eddie Fisher, Dinah Shore, Kuhl Dip Singh, Tony Martin, Kay Starr and the Decastro Sisters.

## STEREO SOUND GETS 'EM

### 40,000 Attend Hi-Fi Music Show in Hwd.

HOLLYWOOD—Stereophonic sound and stereo tape equipment appeared to be the highlight of the 1957 High-Fidelity Music Show held at the Ambassador Hotel here last week (February 6-9), with attendance expected to pass the 40,000 mark for the event.

Sponsored by the Institute of High Fidelity Manufacturers, the show had a total of 68 exhibitors

# Disk Sales Close to \$200 Mil For First Nine Months of 1956

78's Vol. Drops; 45's Hypo; LP's Account for 60% Sales \$\$

NEW YORK—Nearly \$200,000,000 worth of disks of all categories were sold during the first nine months of 1956, according to a quarterly report of record sales by factories, issued by the Record Industry Association of America. On the basis of this report for three-quarters, it would appear that the total dollar volume for the year 1956 would surpass \$260,000,000. The figure could actually go considerably higher since more than one-quarter of the year's total business is normally done during the final three-month period.

The actual figure of \$193,000,000 in sales compares with \$136,000,000 during the same nine-month period of 1955, representing

a gain of over 40 per cent.

In unit figures there were marked trends toward decreasing sales of 78 r.p.m. disks and a corresponding increase in 45 r.p.m. sales. Sales of the 10-inch 78's declined from 33 million in 1955 to 21 million in 1956, a decrease of about one-third. On the other hand, 45 r.p.m. singles increased from 43 million in 1955 to nearly 56 million in 1956. At the 12-inch album level, unit volume almost exactly doubled, from about 13 million in 1955 to better than 26 million in 1956. All these figures represent nine-month cumulative totals, but the trends of the direction of the business are unmistakable.

Unit-wise, the LP share of the

total-business rose from less than 15 per cent in the nine-month 1955 period to better than 26 per cent for the same time segment in 1956. Dollar-wise, however, LP's increased from 44 per cent of the total 1955 market to over 60 per cent in the 1956 first three-quarters.

Figures from all major record companies and a number of indies were used in compiling the report.

## Must Warn of Radioactive Materials

WASHINGTON—Two firms selling devices employing radioactive material, for removing static electricity from phonograph records, have signed agreements with the Federal Trade Commission not to sell the devices without accompanying them with a warning of possible danger. Eby Sales Company, N. Y., and Mercury Scientific Products Corporation, L. A., have agreed not to advertise their product as "safe" and to imprint warnings that the radium sulfate element used should not be touched, to avoid possible harmful effects.

The firms, which manufacture "Stati-Mute," and "Mercury Dis-Charger," respectively, were told by FTC that while the products contain only minute amounts of radium sulfate, inhalation or ingestion "in amounts however minute are cumulative." FTC wants firms to warn users to keep it away from the children. The devices containing the radium sulfate are clipped to the pickup arms of record players.

## Capitol Adds Fred Waring To Its Roster

HOLLYWOOD—In a move deemed particularly significant, Capitol Records last week added the veteran Fred Waring orchestra and chorus to its talent roster.

Waring, a Decca recording artist for almost 20 years, is scheduled to primarily be featured as an album star, tho he will wax pop singles as material presents itself.

Waring thus joins an ever-growing list of other artists who previously were long-term Decca pacts. Among these are Guy Lombardo, the Andrew Sisters, Danny Kaye, and Les Brown, the latter a former Coral artist. Bing Crosby, altho not a Cap recording

(Continued on page 30)

## Decca to Plug 'Midnight' LP's

NEW YORK—Decca Record has lined up a strong all-level promotion in connection with its new multiple album "Midnight Series." Kicked off last week, the seven package set will get promotion beamed at jocks, dealers and consumers, in the successful pattern set with the 15-album Holiday unit last summer.

A specially designed jockey sampler contains selections from all seven sets. Dealers will get colorful point of sale material, including mounted lithos and streamers. The

(Continued on page 30)

## R&B Is Broadway's Current Lullaby

NEW YORK—Rock and roll rules Broadway this month with two big stageshows and three r.&c.r. movies scheduled to open on the Main Stem. DeeJay Alan Freed, WINS, will emcee the N. Y. Paramount Theater's first rock and roll stageshow, in conjunction with the screening of his movie, "Don't Knock the Rock," starting February 22. Jocko Henderson local WOV deeJay, will head up another r.&c.r. stageshow—also a first—at Broadway's Loew's State Theater, starting February 19. Meanwhile, Jockey Tommy (Dr. Jive) Small, WWRL, is taking another rhythm and blues stage unit into the

Apollo Theater in Harlem, beginning February 22.

Film-wise, rock and roll kicked off to an early start last week, when the new Jayne Mansfield pic, "The Girl Can't Help It," opened at the Roxy Theater here. The picture—first big-budget rock and roll movie—features a flock of r.&c.r. artists, including Little Richard, the Platters, Fats Domino, and Gene Vincent.

Money-wise the rock and roll artists "never had it so good." It's a seller's market, and Freed, Henderson and Small reportedly are offering considerably more money than usual to the top acts in an effort to line up potent box office bills for what promises to be a

(Continued on page 30)

## Belafonte Sets New Pub Firm

HOLLYWOOD—Harry Belafonte firmed the organization of another music publishing firm last week, setting Clara Music Corporation (ASCAP) as a new entry and naming veteran tradester Jesse Stool to supervise its operation.

Stool will make his headquarters here, with the appointment of an Eastern representative under discussion.

*coming . . . march 30th*

The Billboard's  
Spring Merchandising Issue  
and Dealer Survey of the 1956  
Phonograph-Radio Business

# Canada Sets Music License Tariffs

By HARRY ALLEN  
 TORONTO—A wide range of locations are subject to payment of license fees to Composers, Authors and Publishers Association of Canada, Ltd., and BMI Canada, Ltd., in the tariff recently approved by the Copyright Appeal Board.

CAPAC may collect license fees in spots where music is provided solely for the benefit of employ-

ees, including factories, business offices, banking institutions and stores. The scale, based on the premises, begins at \$15 for under 100 employees. Top flat fee is for 499 employees, when a charge of \$75 is imposed. For each employee over 499, the rate is 15 cents an employee.

For establishments not falling under the above group, a sum equal to 4 per cent of the gross amount paid or payable in 1957 to the person supplying the music is to be paid. This is payable quarterly.

Fifty cents is payable by each establishment for the right to "transmit for performance in domestic establishments by means of amplifying loud speaker systems transmitted by telephone wires or other conductors from a central studio."

Even the person supplying the music is subject to a further tariff. For any premises not specifically included, payment of three dollars must be made for each premises. Shopping centers, office buildings, professional building, apartment house and "other multiple tenancy building" the sum of three dollars per month for each device is payable. The tariff becomes more complicated with the installation of a sound system in supermarkets, variety stores and hotels.

Steamships are also included in the new tariff. Minimum fee payable per vessel is \$26.25. This goes to \$288.75 where the ship 3,000 passengers.

Railroad trains and other public conveyance must pay five dollars a month for each lounge car, dining car and club car, while \$2.50 a month is charged for each chair car, sleeper or other car or vehicle where music is played.

### Radio-TV Included

The Copyright Appeal Board approved the collection of \$98,646 from the privately owned stations by BMI Canada, Ltd. This sum is apportioned among the various stations. BMI also may collect \$30,000, from all privately-owned TV stations.

A schedule also defines the amount of money to be collected by BMI from cabarets, cafes, clubs, cocktail bars, dining rooms, hotel lounges, restaurants, road-houses, taverns and similar establishments. The fee is based on the amount paid for entertainment ranging from a base of \$10 for \$2,000 spent during 1956 to a top flat fee of \$175 for expenditures of \$35,000. Up to \$50,000, the fee is one-half of one per cent of the expenditure, while in excess of \$50,000, it is one-quarter of one per cent to a maximum fee of \$750.

Two-tenths of one per cent of the gross receipts is to be charged ballrooms, bandstands, dance halls and skating rinks. BMI is to collect \$6 a year for each location in which music is furnished either by means of a tape library, record library or wire transmission. Payments are to be made quarter-annually.

# Coast Musicians Win Round in AFM Court Fight

HOLLYWOOD — Dissident Coast musicians won a round in their legal battle with the American Federation of Musicians and the Music Performance Trust Fund last week, when the District Court of Appeals ruled that the Superior Court "probably does have jurisdiction" in the actions brought against the union and the fund recently.

Judge John J. Ford was in effect ordered not to dissolve the temporary restraining order previously entered in behalf of the plaintiffs, which have thus far halted payments by the record companies and the TV film industry to the trust fund. Ford previously had ruled that his court did not have jurisdiction because trustee Samuel R. Rosenbaum was "an indispensable part to the action."

The case is scheduled for a show-cause hearing on February 21, the outcome of which may finally determine whether or not an injunction is issued and a receiver appointed by the court to handle payments which might normally go to the fund. Regardless of which party is sustained in the action, the case is expected to eventually go to the U. S. Supreme Court.

The Appellate Court action will have little effect on the suit recently filed by Rosenbaum in New York, an action aimed at testing the validity of the fund.

During Superior Court hearings here, record companies and television film companies argued they might be subjected to double payments should the court hold for the plaintiffs and appoint a receiver. Attorney Harold Fendler successfully argued that they would be required to make payments to a receiver only, and not to the trust fund as well.

# TV's on Music Kick in Drama, Stars' Shows

Continued from page 1

the CBS network this month. Meanwhile, Ed Sullivan has been spotlighting more and more record names on his CBS-TV show—as many as eight top artists a couple weeks ago. The network is also making plans for some kind of musical show—country and western preferred—as a replacement for its "Morning" program.

Ellington's new Columbia album, "A Drum Is a Woman," will be spotlighted on the "U. S. Steel Hour," while Austin has cut several new sides for RCA Victor, some of which will be kicked off on the Alcoa show.

Theme Melody of the 20th Century Fox  
 CinemaScope Production  
**"ANASTASIA"**  
  
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 ONE STOPS  
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**SWEET  
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**"I THOUGHT  
 IT WAS  
 OVER"**  
 Jaye P. Morgan  
 R.C.A. Victor 20,47-6798  
 REMICK MUSIC CORP.

TERESA BREWER'S  
 new hit  
 on Coral  
**I'M DROWNING  
 MY SORROWS**  
 MILLS MUSIC, INC.

**"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.

ANOTHER **BMI**  
**"PIN-UP"**  
 HIT  
  
 By You, By You,  
 By You  
 Recorded by  
 JIM LOWE ..... Dol  
 Published by  
 TRINITY MUSIC, INC.

**We're On the Ball!**  
**RIDGEWAY MUSIC**  
*Thanks Y'All*  
 From The **CASH BOX BULL'S-EYE** of  
 January 26, 1957:  
**"SUGAR BEET" (2:30)**  
 (Tannen BMI—B. Bryant)  
**"(I'LL BE WALKING) ALONE IN  
 A CROWD" (2:30)**  
 (Ridgeway BMI—E. Woolford, King)  
**PEE WEE KING**  
 (RCA Victor 20-6793; 47-6793)  
 • Pee Wee King's outfit, a top money-maker among the bands throughout the years, comes up with a deck that has the makings of another "Slowpoke." And if the newest slicing, "Sugar Beet," duplicates half the success of his tremendous pop-country smash, Pee Wee will have a big hit on his hands. It's a tantalizing, quick beat novelty charmer on which King's band tastefully showcases a top notch vocal effort by Lee Russell and the Coquettes. The lower deck "(I'll Be Walking) Alone in a Crowd," is a tearful, slow-moving lover's ballad that the crew portrays in heartfelt fashion. Upper lid is the one to watch.

**BMI Check List**  
 OF NEW RECORD RATINGS  
 BY THE TRADE PRESS

ANOTHER LOVE HAS ENDED (Ridgeway-Lu Tail)	Billboard	Cash Box
CHUCK REED (Decca)	Spotlight	Best Bet
SHORTY LONG (Victor)	78	B (Very Good)
BOBBY BARE (Capitol)	74	B (Very Good)
CLIFF CROFFORD (Tolley)	72	B (Very Good)

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**DEMONSTRATION RECORD COMPANY**  
 BOX 4, STA. C LINCOLN, NEBRASKA

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**Kappy Jordan  
 Flair Prexy**  
 NEW YORK—Kappy Jordan, blonde disk promoter, has been elected prexy of Flair Records and its subsidiary V.I.P. Records, effective February 1.  
 Miss Jordan, active in the music business since 1935, and originator-hostess of the trade's annual Patti Page picnic each summer, is currently looking for a new artist and repertoire chief for V.I.P.  
 As soon as the post is filled, she will make a five-week tour of 35 key cities across the country to set up a distribution network for Flair and V.I.P. Miss Jordan will head-quarter in Flair's offices here. Publicity for both Flair and V.I.P. will be handled by the Marvin Drager office.

**TEEN-AGE HIGH JINKS**

**Victor Heads Four-Way Deal on Pajama Plug**

NEW YORK — Four major manufacturers in as many unallied fields, including RCA Victor Records, have joined forces for a far-reaching March promotion aimed at teen-age girls—in pajamas, yet!

Besides Victor, the participants are Schrank's Pajamas, Canada Dry soft drinks department and Coty Cosmetics. The mutual theme is "Let's Have a Pajama Party," for chicks only. The manufacturers' aims is to stimulate the fad, provide the "how to . . ." and to sell the essentials to success of each party. Distributors and field men for all four outfits already are making contact with each other to blast simultaneously with tie-in props in their various retail outlets.

Ads in major consumer and trade publications already have been contracted by all four companies, with the most important, such as Life, March 11, and Seventeen, entered as four-way co-op deals.

Victor's major contribution will be in records, and in providing phonographs and albums as props. Principal gimmick is a "sampler" EP disk, a "Pajama Party" highlight set, with six complete excerpts from as many Victor albums. Emcee of the disk is Julius La Rosa, who intros sides by the Three Suns, Teddi King, Ralph Flanagan, Bob Scobey, Dennis Farnon and La Rosa himself.

Each of the companies will make the disk available in its own way. For example, every teen-ager who buys a pair of Schrank pajamas gets the disk free. Canada Dry is offering the disk for 25 cents with two

bottle caps from any Canada Dry products, and is advertising this in March issues of The Saturday Evening Post and the Ladies Home Journal. Schrank's quota of the disks is 100,000, while Canada Dry's is at least 50,000.

Victor's own pitch is made mainly thru a booklet called "How to Give a Pajama Party." Such booklets distributed by Victor and Canada Dry will include a coupon which, together with 25 cents, will bring the disk thru the mail from Victor. The Victor Instruments Division is packing 100,000 of these booklets with 45 EP machines as a consumer giveaway. Canada Dry is attaching another 300,000 to their six-packs of ginger ale. Schrank's is giving away the booklet, sans coupon, with each pair of pajamas. The booklet, besides the modi operandi for a party, includes four full pages of Victor pitch, with cover reproductions of 18 suitable "Pajama Party" albums.

**Store Peejay Parties**

The companies already are lining up "Pajama Party" days to be held in leading department stores and other types of outlets for the various products. About 300 are definitely set, and the number is expected to exceed 500. Victor will supply free albums for door prizes, Coty will supply cosmetic kits for teen girls, and Canada Dry will come thru with free cartons of liquid fare.

Disk jockeys also will be enlisted thru Victor via a contest. Five hundred spinner winners will re-

*(Continued on page 30)*

**Music as Written**

**Guinan Hospitalized by Auto Accident . . .**

Richard Guinan, who operates Lakewood Park, Mahoney, City, Pa., was injured in a freak auto accident here this month and will be hospitalized at Manhattan's Roosevelt Hospital for two months. Guinan has booked name bands into his park for the last 28 years. Duke Ellington opens Lakewood this season Easter morning.

**Goodman Re-Booked by The Empire Room . . .**

Benny Goodman and his big band, recently returned from an ANTA-State Department sponsored tour of the Far East, have been booked into the Empire Room of the Waldorf-Astoria for four weeks starting Monday, February 25. Unit played a highly-successful engagement at the spot last year, following the opening of the maestro's film bio.

**Scott and Spouse to Sweden Jaunt . . .**

Tony Scott, RCA Victor clarinetist-maestro, and his wife Fran, album cover designer, take off Monday (11) for Sweden. Scott has been booked as soloist for three weeks at the Stockholm Club National. Last week, he completed recordings for a forthcoming big-band dance album. Scott expects to record for RCA while in Sweden.

**New York**

Coral warbler Steve Clayton opened at the Vogue Terrace, Pittsburgh, last Saturday (9). . . . Dave Steinberg, former entertainment editor of The Newark Evening News, and a keen student of the current music scene, has become a senior associate of Daniel E. Lewitt Associates, a Manhattan public re-

**PHUI TO UPPED TAX!**

**Aussie Disk Sales Offset Cost Hikes**

SYDNEY—More records than in any previous year were sold in this "down under" nation during 1956, according to L. Gould, an exec of Philips Electrical Industries, Ltd., here. In spite of a rise in the sales tax to 25 per cent, volume was excellent and increased costs, largely absorbed by disk manufacturers, were offset by increased sales.

Nearly 8,500,000 records were produced here during the 12 months ending in October, 1956. Of this total, about 58 per cent were 78 r.p.m. disks. Eye-opening fact here, however, is the decline in little more than nine months to the 58 per cent figure for 78 r.p.m.

disks from a previous 69 per cent share of total production. Altho far behind the current American breakdown by types, this nevertheless reflects the trend to fewer 78's and more 45's and LP's long evident in the States.

In the same period, share of total market occupied by 45 r.p.m. disks rose from 12.6 per cent to 19.5 per cent, while LP's increased from 18.3 to 22.5 per cent of total sales. In the one month of October, 1956, a high production point of 900,000 disks was reached with a new high of one-third of the total in the LP category.

Less than 6 per cent of the total disk business was done on imported records, according to Gould. The figures show that less than half a million records were imported, the great majority of which came from Great Britain. American imports amounted to less than 12,000, altho it has been previously shown that the great majority of hits here are American disks pressed on local label affiliates.

Gould also pointed out that television made its bow in Australia only last September and that disk execs expect to feel the effect of TV on their business during 1957. "Going by English and U. S. A statistics," he said, "the effect should not be felt greatly until 12 to 18 months after the introduction (of TV)." The general outlook, however, according to Gould, is favorable for a continued high level of disk sales.

lations firm. . . . Joe Liebowitz, mahoff of Monarch Records, Linden, N. J., has signed Emil Coleman and his ork to cut an album of the tunes done by the crew at the recent Inauguration Ball. . . . Monique Van Vooren has been pacted by RCA Victor to cut an album of love ballads, entitled "The Girl in Bed." Cover art will feature the Belgian chanteuse on a mink and satin trimmed Coverlet.

Thrush Eileen Barton (Epic) has signed with General Artists Corporation. . . . Ella Fitzgerald (Verve), operated on last week for appendicitis, will be recuperating for the next three weeks at New York Hospital. The chirp was forced to cancel out the remainder of her Paramount Theater engagement.

**jubilee has a string of hits**

**the fastest breakaway hit of 1957**

**OH JOHNNY, OH**



**MAUREEN CANNON**

**JUBILEE 5272**

## BMI-Palace Suit Cues Non-Radio Policing

NEW YORK — Broadcast Music Inc., is tightening up its policing of the non-radio licensing field. week, BMI, together with almost a dozen of its affiliate publishers filed an infringement suit in Federal Court, naming the Palace Theater as defendant. The complaint, which has reference to live stagings at the theater, charges that during May, June and July of 1956, and at other times, various BMI songs were performed for profit. Suit seeks to enjoin the defendant from infringing and asks that damages be paid, amount to not less than \$250 for each claim.

Publishers joined in the suit are as follows: BMI ("The Song From Moulin Rouge"); Peer International ("Mambo Jumbo" and "El Cumbanchero"); Editoriale Musicana de Musica Internazionale ("Mambo No. 5"); E. B. Marks ("Jazz Me Blues," "Parade of Woolen Soldiers," "There'll Be Some Changes Made"); American Music ("16 Tons"); Wonderland Music ("Ballad of Davy Crockett"); Melody Lane Publications ("Deep in the Heart of Texas"); Duchess Music Corporation ("Petite Waltz" and "There's Something About a Home Town Band"); Lois Music ("My Boy Flatto"); Avax Music ("He"); Robert Mellin Music ("My One Sin"); Progressive Music ("Shake, Rattle and Roll").

Suit which was filed by Rosenman, Goldman, Colin & Kaye, reflects a growing determination on the part of BMI to carry thru on all phases of copyright protection. A spokesman stated: "Some theaters have been recalcitrant, and we have been lenient—but we mean business this time." He added that licensing of various non-broadcast

fields—ballrooms, skating rinks, hotels, etc.—was progressing rapidly.

BMI's license covering live theater presentations specifies that the licensee pays a fee equal to one-third of the evening weekday price, multiplied by the number of seats. Details of the license, however, specify that an adjustment shall be made scaling down the fees in such cases where performances are not given thruout the year, and in such cases where there are less than four performance days per week.

## MU-Diskeries In Stalemate

LONDON—Stalemate has been reached here between the Musicians' Union and a representative committee of leading disk manufacturers over the MU's claim for a 50 per cent increase in recording session fees. The present rate for pop and jazz instrumentalists is \$11.20. The MU want recording company's to fall in with the figure recently agreed by the British Film Producers Association who now pay \$16.80 for sound track sessions.

So far the disk companies have refused to agree to match that figure. Feeling among the major labels is that the MU's demand is too high and rather than give in to it, if the MU call a strike, they are prepared to follow the precedent set by American companies in 1942, backing solo vocalists with choral groups or non-union instrumental bands until the boycott is broken.

## COPYR'T DISKS SWAMP L. OF C.

WASHINGTON — The Library of Congress is now in possession of over 97,000 phonograph recordings, and nearly 2,000,000 pieces of music, it was noted in the Library's year-end report, released recently (28). Copyright Office took in the largest revenue in its history—nearly \$900,000 in fees, while another record of over \$1,000,000 was racked up in sale of some 24,600,000 catalog cards.

The report noted that the Copyright Office is hard at work in its three-year project to assemble and analyze previous attempts at copyright law revision. The study will also compare our copyright laws with laws of other countries, define "issues needing settlement," and try to bring solution to long standing copyright puzzlers.

## Electronics Firm Debuts New Label

UTICA, N. Y.—Mark Electronics, 15 years in the electronics business here, has formed Mark Records. Prexy Stanley Markowski announced that the first disk, by singer Dick Olson, has been cut and will be released in February. Tunes, "I Hope You Won't Hold It Against Me" and "I Want a Gal Who Can Dance Me A Cha Cha Cha," are both in Dorsey Brothers Music.

Benny Ross, of Dorsey Music, is handling promotion and publicity for the label, while RCA will do all pressing. Later, the label will cut a series of polka and mazurka sides.

## RHYTHM ON THE GREENS

### Fairway Cats Mull Plans For National Tournament

NEW YORK — Representatives of the record industry, deejay field and other segments of the music industry met Tuesday (5) to hold exploratory discussions preparatory to blueprinting plans for a National Music Industry Golf Tournament designed to provide relaxation and cement relations among all facets of the music business. Idea had come into being following talks between Dan Collins, of The Billboard and Murray Luth, of Fred Waring Enterprises. Collins and Luth outlined tentative plans, stating that entrants would include anyone connected with the creation, promotion, manufacture, sale or distribution of disks. It was pointed out that organization would be necessary at local levels for (1) the qualifying rounds and (2) the match play that would continue thru the summer.

Martin Block had several suggestions, which were adopted. These were as follows: (1) That a representative of the United States Golf Association be invited to the next meeting to advise on the extent of the undertaking and the problems involved; (2) that an entrance fee—perhaps five dollars—be set and that a follow-up tournament be planned between winners of the national tourney and name talent in the music field. The follow-up tournament could have a gallery, Block pointed out, and could be charged an admission. All revenues from this, as well as net proceeds from the national tournament, Block said, could be placed in a fund which would provide music scholarships at leading schools. Bobby Shad of Mercury

seconded Block's suggestions, which were immediately carried.

Fred Waring was nominated chairman of the group setting plans for the national tournament. This was seconded by Joe Mathews of Capitol and carried unanimously.

Among those present, in addition to Block, Luth, Mathews and Shad and Collins, were Dick Linke, of Columbia Records; Meyer Shapiro, of Broadcast Music, Inc.; Paul Ackerman, of The Billboard; Marty Salkin, of Decca; Sol Handwerker, of M-G-M, and Frank Lupino and Howard Friedber of The Billboard.

The next meeting will be held February 26.

### Pierce and Denny Acquire Swainsboro Station and Aud

SWAINSBORO, Ga.—Country music star Webb Pierce and Jim Denny, head of the Jim Denny Artist Bureau, Nashville, have purchased Station WJAT and the 1,600-seat Nancy Auditorium in this city.

A 1,000-watt daytime station, WJAT covers some 25 counties in this area. The auditorium is considered one of the most modernly equipped in the South. Sale of both properties is subject to approval of the FCC.

Nancy Auditorium is now playing four play-dates a week and the new owners hope to build this to six dates a week. Shows will be booked by Jack Wisely, WJAT manager.

# jubilee has a string of hits

a two-sided smash . . .

vocal  
rendition

**KIRK  
STEWART**

**THE  
BOY WITH  
THE  
GOLDEN  
KAZOO**

instrumental  
rendition

**DAVE  
TERRY**

and his  
orchestra

JUBILEE 5271

## Personal Appearances

### HARRY BELAFONTE

Cocoanut Grove, Los Angeles  
The gent responsible for the calypso craze, Harry Belafonte's performance at the Grove is without precedent. At his windup he will have established a new house record, shattering the mark previously held by Guy Lombardo in 1935. His off-beat calypso and folk music offerings were eagerly devoured by an enraptured audience, with the distaff sex particularly enamored. In the main, it's his RCA Victor disk tunes that get best reception, i. e., "Jamaica Farewell," "Matilda" and "John Henry." Patter, interspersed in such marathon numbers as "Matilda" and "Hold 'Em, Joe" brings the audience into the act effectively. Had Valentino been a recording artist in his day, he might have equaled the popularity pinnacle accorded Belafonte, tho the calypso kid easily outdistances all competition and comparison today. Joel Friedman.

### GEORGE HAMILTON, IV

Blinstrub's Boston  
Hillbillies are rare at Blinstrub's big boite, and they could be rarer if George Hamilton's week's stint is any measure of local acceptance. The ABC-Paramount artist seemed a bit over-folksy for this type of clientele.  
Keeping a speedy pace with his guitar, he stomped out "Everybody's Goin' Somewhere Fast," then dropped into an Elvis Presley take-off, which brought guffaws, but little else. Hamilton showed he could do a song, if he set his mind to it, with "Jamaica Farewell," and oldie "Priscilla."  
His "Rose and a Baby Ruth" had the customers cheering, but he doesn't match the top performers

in "Singin' the Blues." Response generally was only moderate, but there is a hint in his presence at times that if he cut out the corny comedy, he could get a good hearing with ballad-type hillbilly offerings. Cameron Dewar.

### JULIUS LA ROSA

Statler Hotel, Los Angeles  
Easy delivery and mellow style marks Julius La Rosa's current stand in the Terrace Room. Repertoire is aimed at the tourist audience and sticks mostly to standards. It's perhaps as a result of this that La Rosa doesn't get his own individual musical personality across.  
The RCA Victor artist kicks off the show with "You Must Have Been a Beautiful Baby" and winds up with "If I Had You," but scores better the few times he changes to a number with more bounce, such as "Mobile" and "Who Could Ask for Anything More?"  
Bob and Betty Hightower, acrobatic act, and Dick Stabile ork round out the bill. Bob Spielman.

## NYRDA Preps March Meet

NEW YORK—The New York Record Dealers' Association is planning a mass meeting of all Greater New York retailers for the first week in March. A committee of about 30 dealers met Wednesday (30) to begin making plans for the March meeting, which has as one of its purposes "to pinpoint some of the unfair practices of the music industry hurtful to dealers."

## Monarch Label Reactivated

NEW YORK — Monarch Records, a label operated several years back by Joe Liebowitz, has been refinanced and will bow back into the market the first week of February. The outfit will concentrate on packages.

Liebowitz is president and general manager, and also holds a stock interest. He will operate from his present Linden, N. J., offices. This week he is cutting his first Monarch sessions with society orkster Emil Coleman, who has been inked for a series of dance albums. The repertoire will consist mainly of pop-specialty items, including Calypso material. There will be three LP's in the first release. Disks will list at \$3.98.

Liebowitz will continue to operate his predominantly rhythm and blues line, Premium Records, which has been in operation for a year. He formerly was artists and repertoire man for De Luxe for seven years, and general manager of the Ruth Wallace diskery for more than six years.

## Rename Jazz West Intro

HOLLYWOOD — Jazz West, package goods subsidiary of Aladdin Records, changed its name to Intro Records here last week owing to a similarity in name with another Coast diskery.

Firm continued building its talent roster, however, signing Ronnie Ball, Julius Wechter, Stan Ross and Calypso MacNiles. A full schedule of recording activity was reported by Recording Director Don Clarke, with four new packages due out this month.

## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By GARY KRAMER

"Rhythm-Blues Notes" is no more. "On the Beat" will cover not only the rhythm and blues field—but also the other musical areas that have developed in the past few years under the inspiration of the unusually wide acceptance of the r.&b. idiom. "Rock and roll" and what has come to be called "rockabilly" are the most important of these. No abstract categories prevent the teen-ager today from buying records by Fats Domino, Elvis Presley, Bill Haley, Carl Perkins or Little Richard at one and the same time. The trade, therefore, must revise, and perhaps abandon, some of its old boundary lines.

By the nature of the way this trend originated—and the way things still are today—"On the Beat" will be especially strong in coverage of personalities and record activities of the indie labels. They pioneered and nourished rhythm and blues—and rock and roll—and are still its vanguard. The new format of this column now makes it possible to give a much more detailed and more comprehensive picture of the enterprising labels which are especially active in this market.

### New Showcases

Now to business. A new theater has been won over to an "in person" rock and roll policy. The Empire Theater in Brooklyn brought in a revue Friday (8) that included the Heartbeats, the Channels, the Valentines, Louis Lymon and the Teen Chords, with Bull Moose

Jackson's band assisting. Shows will normally be on a Friday thru Tuesday basis, with rotation of acts weekly. . . Chicago gets its first big theater rhythm and blues presentation in a longish spell when deejay Al Benson, Station WGES, moves into the Regal Theater on February 22 with an arm-long list of talent. On the bill will be: Joe Turner, Gene and Eunice, Bobby Charles, the Spaniels, the El Dorados, Arthur Prysock, Jimmy Reed, Priscilla Bowman, Screamin' Jay Hawkins and the Tab Smith ork.

With all the success of many rock and roll vocal groups, Irv Siders of the Gale Agency, notes that many promoters have been ill-advised to rely too much on some that were hired on the basis of a single hit record. Audiences expect a strong visual presentation as well as vocal, and many acts have simply not been well prepared. The inexperienced promoter is wise when he sticks to groups that can hold an audience, regardless of whether they have a hit record going or not. Good example of strong visual acts among the vocal groups: the Teen Agers, the Clovers, the El Dorados, the Cardinals, and the Spaniels.

The Teen Agers, incidentally, have gotten a terrific offer from the Panamanian government which has a big Carnival in the works starting March 1. This is the only rock and roll act booked for the  
*(Continued on page 62)*

# jubilee has a string of hits

two for the money . . .



**BOB  
WHALEN**

**CHAPEL OF THE  
ROSES**

WITH ALL MY LOVE  
I THEE ENDOW

JUBILEE 5266



**DON  
RONDO**

**DON'T  
THE LOVE I  
NEVER HAD**

JUBILEE 5270

## DJ'S TAKE STEPS

# Bar Doors to Stem Disk Artists Flood

• Continued from page 1

lections by disk jockeys also complicates the interview picture, in that artists now make trips to plug new albums as well as singles. Victor's country and western star Arnold, for example, is making his current trip to get better acquainted with pop jockeys and plug his new pop album, "A Little Lonely Side."

In view of the tremendous increase in available guest material, the key jockeys are becoming more selective, and some have rather surprising slants on the subject. Howard Miller, WBBM, Chicago, for instance, states, "An artist today is only as attractive as his last record interview-wise." In line with this, Miller opines that at the moment he would rather interview Cameo's new artist Charlie (Butterfly) Gracie than Perry Como, because the former is of more immediate interest to his audience.

#### Advance Notice

Miller seldom interviews anyone on his radio program anymore, but he spotlights three or four artists each week on his local TV show, and for this he requires "a week or two" advance notice. Advance notice also is a "must" now at KYW, Cleveland, where air-interviews with visiting artists must be cleared 24 hours in advance.

Another key jock, Robin Seymour, WKMH, Detroit, recently banned "drop-in" interviews, and set up an advance-notice system. Norm Prescott, who uses guests on

WBZ-TV, Boston, has cut out interviews on his radio show completely, on the theory that listeners want to hear music and too, "tune-outs" result when jockeys start gabbing with visiting talent. Local distributors welcome his "no-interview" policy, says Prescott. It makes it easier on their schedules, with one jock definitely out of the interview picture.

In line with this, Bob Clayton, WHDH, Boston, protects his audience-appeal by turning down all interviews if the personality appears on any other local jockey show two hours or less before they make his program.

Barry Kaye, WJAS, Pittsburgh, who still observes an "open door" policy on visitors in the studio, says he will "see anybody" and usually acknowledges their presence on the air. Kaye limits his air-interviews to major names tho, and then only those who "aren't in town every other week." However, Kaye notes, if lesser known artists co-operate with him on local record hop appearances, he returns the favor by interviewing them and "making time" for their disks.

Buddy Deane, WITH, Baltimore, says artists are "just wasting their time" asking for air-time, unless they have a record out that looks hot. However, Deane said, he is most favorably impressed with the artists, who "just drop in to say hello and don't press for plays or interviews."

New York City and Chicago are

## Shaw Ups Thomas To Chi Office

NEW YORK—Walter Thomas, who has been handling one-night bookings in the Eastern territory for Shaw Artists, has been promoted to head the Chicago office of the talent agency. Thomas will be working with Jim Fleming in Chicago, supervising Shaw Mid-western bookings. Filling Thomas' old job in New York will be former Manhattan music publisher Jerry Johnson.

considered tough interview towns by most record promotion men, and comparatively few interviews are permitted on any of the leading Manhattan stations. However, Al Trilling, record programming chief of WNEW here, says that altho they aren't swamped by artists, Manhattan stations suffer from too much pluggery attention, since practically all of the major publishers and labels headquarter in Manhattan.

#### Key Towns

Cleveland is still considered a "good interview" town by record promotion men, and that city's top jock, Bill Randle of WERE, maintains an open-door policy on interviews, with no advance notice necessary if he's in the mood. Other "good interview" towns include Boston, Philadelphia, Cincinnati, Washington, Pittsburgh, Baltimore, Detroit, St. Louis, Milwaukee, New Haven, Conn.; New Orleans, Buffalo and Minneapolis.

However, if the trend for artists to hit the jockey trail continues at its present rate, many in the trade are afraid that too many guests may yet spark a general "closed door" interview policy among stations in these areas.

## LEWIS PROVES HE CAN GO IT LOVABLY ALONE

Since the break-up of the Dean Martin-Jerry Lewis act, there has never been any doubt in anybody's mind that somebody with Lewis' well-known talents could readily make it as a single. In his opening at the Palace Theater on Thursday (7) the familiar personality and showmanship traits that Lewis has long purveyed in clubs and movies had their predictable effect; he came over as if he had never had another half. The audience came prepared to love him—and he obliged by being lovable. Whether he presented the most effective act of which he is capable, however, is doubtful.

The last half of the program was Lewis', and he was on stage almost continuously, with song and dance routines by the Aristocrats woven in dexterously. The format followed was meant to offer him in a fluid change-of-pace role as singer, dancer, mime and comedian. Opening night he offered a little too much of himself in all these roles to make maximum audience impact. Lewis' great gift is in the field of comic pantomime, and when he lets his hand and his face do the talking (as in the "Dance School" skit), he is most to be admired. Incidentally, he shone as a hooper, one duo with Dick Humphreys being a standout.

His current success in the recording field notwithstanding, Lewis is not strong in the vocal department, but he contented himself with a few Jolson re-creations (including his hit "Rockabye Your Baby") and several other items well-chosen for his voice, so that the vocals made substantial contributions to the program. His imitation of a Japanese crooner was moderately

funny; that of Elvis Presley only so-so. Lewis' gags are standard, but he has made deeper impressions in the past comedy-wise. Just about the time the program should have ended, Lewis got down into the audience with a mike and induced members of the audience to sing with him. This gave him fall guys a-plenty for a new round of wisecracking; however effective this may be as a nightclub gimmick, it is not suited to the show he is putting on at the Palace, and should either be eliminated or cut.

The first half of the Palace program spotlighted another recording artist, Eydie Gorme. She came on pretty as a deb and generated charm with her ingratiating "girl next door" manner. It was not in girlish songs, however, that she scored. Miss Gorme can belt, and when she pulled out the stops, she made the best impression. The material she chose to sing could have been better chosen. To close her stanza with "Over the Rainbow" (and Judy Garland hardly out of the dressing room) was an incredible error in taste and judgment. She also would have done well to have worked up a few new songs.

Bracketing Miss Gorme were several major standard vaude acts, of whom the Wiere Brothers carried most weight. Chiquita and Johnson, acro-ballet dancers, and Arren and Broderick, comic team, were good; the Seven Ashtons unfortunately seemed to have an off night.

Lewis is going to be successful as a single. How great an act he will be, will depend on how his various talents are showcased. Tighter pacing could make a big immediate improvement.

Gary Kramer.

# jubilee has a string of hits

COMING UP

GENE  
NASH

TAKE A  
GAMBLE  
ON ME

Jubilee  
5267

JO ANN  
TOLLEY

KISSING  
TIME

Jubilee  
5268

the FABULOUS

CADILLACS

SUGAR,  
SUGAR

ABOUT THAT  
GAL NAMED

LOU  
Josie  
812

# UNESCO Pubs Copyr't Guide

WASHINGTON — The mountain of copyright legislation facing composers, writers, artists, publishers and film producers the world over has been gathered into one publication, "Copyright Laws and Treaties of the World." The 1,800-page guide to the labyrinth of copyright regulation all over the world lists the copyright laws of 85 countries, as well as the treaties and conventions governing international copyright problems. The book is available at the Bureau of National Affairs, here.

The U. S. National Commission for UNESCO, announcing publication of the work, points out that the \$97.50 volume "probably will pay for itself many times over when used by creative artists, writers, publishers, film producers, etc., as a guide thru the world's present muddle of copyright laws, decrees and orders."

The Copyright Guide will never be out of date, UNESCO says, since it is published in loose-leaf form and will be revised by annual supplements. The work was begun in 1952 when the need "became urgent, following the signing and entry into force of the UNESCO-sponsored Universal Copyright Convention in 1952. Every State bound by the agreement or convention, and also the Berne and Pan American conventions, undertakes to apply the same treatment to literary and artistic works of other contracting countries as it does to those of its own nations."

To measure the degree of protection accorded composers and artists by these laws, UNESCO points out, "it is essential to know the precise provisions of the national laws of the various States which are or may become parties to these conventions."

## Bleyer Closes At Hempstead

NEW YORK — Cadence prexy Archie Bleyer closed down his Hempstead, N. Y., record store last week.

The move, said Bleyer, was prompted by the fact that the area today is a less important shopping center than when he first went into the retail record business three years ago, and because his duties at Cadence absorbed so much of his time he couldn't spend enough time at the store personally.

Jerry Shifrin, manager of the Bleyer store, has resigned from Cadence to set up a record promotion and personal management office with Ray Rand, formerly sales manager for Audio-Video. Shifrin will handle the East Coast, while Rand will cover cities from here to Chicago, and a resident man will operate out of New England.

## 'RUM & COKE' STILL BANNED

HOLLYWOOD — Calypso craze or not, "Rum and Coca-Cola" still isn't considered proper programming material by the broadcast industry.

Undismayed by the long-time radio restriction on the tune, tho, Capitol and indie Aladdin Records were rushing their versions of the tune on the market. Capitol slice is by the Andrews Sisters, who originally had the hit Decca version of the tune in 1945. Aladdin disk is by Amos Milburn, backed by Johnny Mandell.

A check of the networks here revealed that ABC, CBS and NBC still have "Rum and Coca-Cola" on their restricted list.

## COVER RECORDS IN BRITAIN TOP U. S. ORIGINALS

NEW YORK — The trend continues to grow for British artists' cover records to take the lead in England over original recordings of U. S. pop hits. Seven British covers currently top the original U. S. versions on British best-seller lists.

Tommy Steele's recording of "Singing the Blues" on English-Decca moved into the No. 1 spot, with Guy Mitchell's original dropping to No. 2. Frankie Vaughan's Philips platter of "Garden of Eden" moved up from 14 to No. 3, while two other British covers also scored higher than the Joe Valino original—No. 19. Gary Miller's Nixa version was No. 16, and Dick James' Parlophone cover was 18.

Vaughan's old recording of "Green Door" also held down the No. 5 position, and Jim Lowe's U. S. original dropped off the chart entirely. Also Malcolm Vaughan's cover of "St. Therese of the Roses" was No. 7 and Ronnie Hilton's cover of "Two Different Worlds" was No. 20, while both Billy Ward's original version of the former tune and Don Rondo's original of the latter failed to show at all.

Steele, by the way, was signed last week to play the leading role in his own life story for Anglo-Amalgamated Film Distributors. Called "The Tommy Steele Story," the movie will spotlight his career as "the Elvis Presley of Great Britain."

### Number of Releases This Week

Label	Pop	R&B	C&W
ABBOTT	1	—	—
ABC-PARAMOUNT	2	—	—
ALADDIN	—	4	—
ARCADE	—	—	3
ARGO	—	2	—
ATLANTIC	1	2	—
BALBOA	1	—	—
BALLY	1	—	—
CAPITOL	3	—	1
CAROUSEL	1	—	—
CHESS	—	1	—
CHIC	—	—	1
COLUMBIA	2	—	3
CORAL	7	—	1
CORONATION	—	—	2
DECCA	5	—	2
DE LUXE	—	2	—
DOT	1	—	1
ERA	1	—	—
EPIC	1	—	—
GEE	—	1	—
GREGORIAN	—	—	1
IMPERIAL	—	2	1
JOY	1	—	—
JOSIE	—	1	—
KAHIL	2	—	—
KAPP	1	—	—
KEN	1	1	—
KING	1	—	—
LIBERTY	1	—	—
LONDON	1	—	—
LUNIVERSE	1	—	—
MERCURY	6	1	—
MODERN	1	1	—
MOTIF	1	—	—
MOUND CITY	1	—	—
NEIL	—	1	1
PYRAMID	1	—	—
RCA VICTOR	3	—	2
RKO UNIQUE	4	—	—
RURAL RHYTHM	—	—	2
VEE-JAY	—	3	—
VERVE	1	—	—
TOTAL	54	22	21

### Other Records Released This Week

**Popular**  
The Very Thought of You; Walk in the Country—Ana Hathaway, Motif 005

**Country & Western**  
Walkin' by My Lonesome; Go Right Back—Kenny Smith, Rural Rhythm 507  
Love Only Me; I Knew—Jimmy Williams, Neil 104  
Don't Cry My Shoulder Away; I Couldn't Help A-Doin' What I Did — The Young'uns, Arcade 142

## NEW SOUND

# The Stork Arrives On Wax

NEW YORK — Credit Westminster Recording Company with the unusual in documentary disks. They are releasing a 12-inch LP that takes the listener inside a hospital room while a young woman experiences the struggle and effort of childbirth.

There is a fine purpose behind the disk. It is intended as a reassurance that childbirth need not be met with fear and dread. The obstetrician in this instance happens to be Dr. Dick Read, author of "Childbirth Without Fear" and vocal advocate of "natural childbirth." The title of the disk, as it happens, is "Natural Childbirth" and, conceivably, it could help to allay the apprehensions of the expectant mother.

The mother on the record is Mrs. Harley J. Usill, wife of a managing director of England's Argo Record Company, Ltd. There's plenty of drama on the disk when the baby cries for the first time and when Mrs. Usill sees him (it's a boy!) for the first time.

There is also some inadvertent comedy for American listeners. After 12 hours of labor, the mother, with typical British "stiff-upper-lip-ness," says, "I find it jolly tiring." And then, "Well, let's get on with another contraction."

The record lists for \$3.98 and will undoubtedly be of interest to expectant parents.

## Cleffer Asks 100G Tune Damages

NEW YORK — Action in New York Federal Court centered on two music business litigations last week. On the one hand, James Johnson, a California writer, filed suit against Joy Music, Oxford Music, Hawthorne Music, Santly Music, Sammy Gallup and Jerry Livingston, for alleged infringement on a tune he wrote in 1949 titled, "Looking Into Space (I See You There)," on which he claims he secured a copyright.

The suit alleges an infringement in connection with the tune "Wake the Town and Tell the People," written by Gallup and Livingston on which each publisher held an interest. Damages of \$100,000 and an injunction against further publishing, marketing and recording of the tune.

On the other hand, an injunction action brought against Rudy Vallee and Storyville Records by the Musicana Corporation was postponed indefinitely.

In this complaint, the charge is made that Vallee infringed on six tunes written by Joseph McCarthy Jr. and Austen Croom-Johnson which they assigned to Laurel Music but which were never published. Infringement occurred, it said, when Vallee recorded the six tunes in an album titled, "Rudy Vallee's Drinking Songs." When hearings resume Vallee will contend that he had relinquished the rights by abandonment and songs were thus in the public domain. Vallee also will claim that the authors gave their consent for the diskings. The Musicana firm secured copyrights of the tunes in March, 1955. Trial was postponed because of the illness of Croom-Johnson.

Jim Myers, publisher-writer-record impresario, has added personal management to his activities by signing Jimmy Byron, vocalist and comic.

# FOLK TALENT & TUNES

By BILL SACHS

"Record service is rough," writes Alan Herbert, who pilots "Western Caravan," heard each Saturday morning, 9:30-11:30, over KDSJ, Deadwood, S. D. "We are having trouble getting any records other than the sample services we are forced to buy to keep pace with our competition," Herbert continues. "M-G-M sends us a few platters when we inquire, and then forgets us, and Mercury ignores us completely. To date, we have found the artists and publishers to be our best sources, but we dislike writing to them for each separate release. Label credits are given only to those that are sent gratis."

Don Ramsey, member of the board of directors of the Country Music Disk Jockeys' Association and country deejay at CJIC, Sault Ste. Marie, Ont., says his recent fourth annual salute to Hank Williams jammed the station's switchboard and panned out a huge success. Albums of Hank's records were given away on the program, which also included a telephone transcription interview with Mrs. Audrey Williams, of Nashville, and Hank's sister, Irene Smith, of Dallas. Ramsey's perennial prediction for stardom in 1957 lists Sonny James, George Jones, Ben Barnes and the Wilburn Brothers.

Reese Hickman, now helming two c.&w. shows over WDXI, Jackson, Tenn., says he'd like to receive promotion platters from other jocks. . . . Randy Watkins, now airing four hours of country stuff a week over WNRI, Woonsocket, R. I., would like to be placed on artists' mailing lists. . . . A like request is made by Shorty Dugan, who whirls the c.&w. platters at KLAN, Renton, Wash. . . . Red Jones, who recently moved to KTEA, Temple, Tex., from KTAE, Taylor, Tex., makes a request for deejay record samples, biogs and info sheets.

KLAK, Denver, recently increased its power to 1,000 watts and went on a 24-hour-a-day operating schedule. KLAK musicians, working under the banner, KLAK's Ranch Hands, average a half dozen personal appearances a month at local spots. Maurey DeVolt is manager of the station. . . . Billy Deaton, who's with the Air Force in Iceland, infos that he'll be returning to the States in six weeks and will be looking for a job spinning the platters. Deaton's Stateside address will be Route 1, Minter City, Miss.

Ray (Slim) Corbin, who spins the c.&w. wax at KHOB, Hobbs, N. M., typewrites that there's a great demand in the Hobbs area for personals by name c.&w. artists. He asks that agents or artists mapping tours in the Southwest contact him for bookings. Las Saturday (12) KHOB kicked off its weekly "Country Stage Show," using top c.&w. talent from the area. It is planned to bring in name artists as guests later on.

Cliff Rodgers, WHKK, Akron, memos: "Eddy Arnold postcards he is in New York doing the 'NBC Band Stand.' It's a toss-up for the two sides of his new one, 'A Good Lookin' Blond' b.w. 'A Dozen Hearts.' Ballad side seems to be receiving more requests." . . . Tom Blake, KRUS, Ruston, La., on the air daily from 11-12 noon and from 2-3:30 p.m., reports that KRUS kicked off a new country music show, "Hill Country Hoe-Down," Saturday (26). Werley Fairburn, Gary Bryant and Buddy Thompson

guested on the first show, which was broadcast from the Dixie Theater, Ruton, from 2-5 p.m. . . . Royce Luman, new deejay at KDET, Center, Tex., did a guest stint on "Big D Jamboree," Dallas, Saturday (26). Luman has three shows going over KDET, one with his band, the Powerpacs.

Bill Mack, KWFT, Wichita Falls, Tex., writes: "A great change in the choice of music has taken place in this vast Texas-Oklahoma territory. Two months ago all the listeners wanted up-beat, rock 'n' roll numbers. Then, all at once they changed. Now most listeners ask that I do not play r.&r. tunes. The country tunes are coming back, thanks to Ray Price and his 'Crazy Arms.' Johnny Cash is still a great favorite here, and Johnny and Jack are back on our local charts with their 'Banana Boat Song.' I have a new release out on Starday, 'That's Why I Cry' b.w. 'It's Saturday Night.' Deejays may get a copy by dropping me a line at KWFT."

Jay Thompson's afternoon show, heard over KSTB, Breckenridge, Tex., is being aired from 2:30-4 instead of 1-3 p.m. . . . Mike Michael, KDMS, El Dorado, Ark., notes: "Lefty Frizzell stopped by and left his Columbia recording of 'Heart's Highway' b.w. 'I'm a Boy Left Alone.' Dave Huston and Werley Fairburn, of 'Louisiana Hayride,' recently stopped by for a visit; said they had been duck hunting with J. E. Brown. Webb Pierce called from Nashville. His new waxing of 'I'm Tired' going great down here." . . . Ray (Slim) Corbin, KHOB, Hobbs, N. M., infos that Sonny James' latest Capitol recording, "Young Love" b.w. "You're the Reason," has proved the biggest thing ever to come along on his "North Pasture Round-Up" show.

"I'm getting good service from all major labels now, except Sun and some of the smaller firms," typewrites Jack Reno, who spins the country wax on KDRO, Sedalia, Mo. "I've added a two-hour deejay show from 3-5 p.m., Saturdays, which publicizes our hour-and-a-half TV jamboree on Saturday night on KDRO-TV. Always have the latchstring out for visiting artists and record men. The mention you gave me recently, asking help in obtaining records, sure helped. I'm on the air two hours each day and four and a half hours on Saturdays."

More Folk Talent and Tunes on Page 59

## NOW AN OVEN JUKE BOX YET!

NEW YORK — Housewives will be cooking to music this year if the new Hotpoint electric range catches on. The new model features a musical dinner call, whereby the automatic meat thermometer gives out with a few bars of "Tenderly" when a roast is done.

Sidney Kornheiser, general professional manager of E. H. Morris Music, made the deal with Hotpoint on the Walter Cross tune. Morris gets the standard 2-cent royalty on every range sale, but the real pay-off, of course, is promotion, since the tune is prominently spotlighted in all Hotpoint advertising this month.

## Remington Bows Low-Price LP

• Continued from page 22

Supplementing the outbreak Thursday of the ads and deejay spots, the stores blossomed out with window streamers and entrance posters and special inserts were purchased in a string of suburban and country papers.

Lanny Ross, featured in the first album release of hits from "My Fair Lady," made 17 interview shows in two days here plus visits to columnists. The campaign grabbed major space in gossip columns, food, and even financial pages. The pattern was pre-tested in grocery outlets in Schenectady, N. Y.; Rochester, N. Y., and Syracuse before it was busted in Detroit and Chicago. During February, Columbus, Milwaukee and St. Louis get hit with it, and Cleveland is among cities scheduled for March.

### Hobbs in Charge

Remington Vice-President Franklin Hobbs masterminded the whole operation from a.&r. thru album design and production to the sales setup. He hired a press agent, Chuck Weiss, and a crew of advertising-merchandising advance men, as well as retaining local food brokers to check on display merchandising details, but he played stand-offish from the trade press, admitting frankly that he expected criticism from all levels of the record trade.

Two weeks after the first release of "My Fair Lady," two more albums are to be added to the racks, one popular and one classical, and a similar pair two weeks later, and so forth, until the whole catalogue of 15 is on display. A come-back gimmick is stuffed in each package, offering a free record storage album, blurb as a \$2.98 value, to a customer collecting eight LP's.

Upcoming pop repertoire titles include "Frank Yankovic's Polka Party," "Havana-2 A.M." with the Jose Madeira ork and Carlos Montoya on guitar; "Honky Tonkin" with Eddie (Piano) Miller; "Let's Go Dancing to Rock and Roll" with Hen Gates and His Gaters; "Hi-Fi Organ Moods" with Richard Wrightson, and "Hi-Fi Jazz Session" with Sarah Vaughan, Charlie Ventura, Red Norvo, Dizzy Gillespie and Cozy Cole. Some of this material derives from Donal Gabor's Continental Records Catalog.

Classic titles include Mendelssohn's "Midsummer Night's Dream" and Debussy's "Afternoon of a Faun," Tchaikovsky's Piano Concerto No. 1, by Conrad Hansen, pianist, and the Rias Symphony Orchestra; Dvorak's "New World" symphony, by George Singer and the Viennese Symphonic; Tchaikovsky's "Nutcracker Suite," by Woess and the Viennese; Tchaikovsky's Violin Concerto, soloed by Michele Auclair, with the Vien-

nese; "Strauss Waltzes," by Karl Dorffman and His Orchestra; Rimsky-Korsakoff's "Scheherazade," by Woess and the Viennese, and a coupling by the same orchestra under Hans Wolf of Beethoven's fifth symphony and Schubert's eighth, the "Unfinished."

### Only the Beginning

Hobbs hinted this may be the small visible part of a huge iceberg of rack-jobbing and price-cutting yet to come in line with the same pattern. He is after the "parent" market in the food store as against the "kid market" in the record shop, he said guardedly, but added that the firm would soon "be in this from every phase," inviting speculation as to kidisks and covers of pop singles. He said flatly, however, that EP's were not included in his plans.

It was learned that the chain receives the merchandise on a 100 per cent return deal. Invoicing, however, is immediate with return adjustments figured later.

To whip up sales enthusiasm, Hobbs picked up the check for a dinner in the Hotel Sherman of 550 managers and assistants where the drive was outlined. Disk jockeys appeared and a tape of a greeting by Lanny Ross—announced as a closed circuit phonecast from CBS studios in New York—was played. Each diner was given a "Fair Lady" album.

Forty Hi-Fi radio-phonos were to be awarded to managers who grossed most record sales in relation to his grocery volume.

Hobbs said the Chicago-Detroit pattern would not be applied to New York, hinting that when he's ready to invade Gotham with his Masterseal line, it will be on a non-exclusive arrangement.

## C.&W. Overseas

• Continued from page 22

ists to meet their fans who patronize the overseas PX's. The Army relayed the info that c.&w. sales far exceed pop sales in military outlets.

Tentative arrangements call for about 20 Army shows and about 15 civilian shows in Germany, France, French Morocco, Italy, Belgium, Holland, Scandinavia and possibly England. Before taking off, the troupe will give several break-in concerts in Toledo, Akron and Pittsburgh, plus a special network appearance on the "Grand Ole Opry" from Nashville, March 30.

Dick Broderick of Victor's International Department is handling the itinerary in co-operation with the Army.

## Demand Runs Ahead of Output

• Continued from page 22

from the East and custom business from the independents.

As a consequence, a number of hot major and indie labels are in the process of badgering, pleading and using every known device possible to secure additional pressing time from any and every source.

This is true of such firms as RCA Victor, which has its own plants, M-G-M and Decca pressing for them; Capitol, which also is using its own Scranton and Hollywood factories in addition to press time at Columbia Records, and Imperial, using Superior here, Paramount in the East, and RCA Victor at both Indianapolis and Hollywood. The situation is repeated at record companies on both Coasts and, according to available information, continues to grow more serious each day.

There has been no new plant construction in the record business within the last five years, with only Decca Records known to have plans for additional pressing

## B'way Lullaby

• Continued from page 23

highly competitive week in Manhattan.

Freed's show, in for one week, will feature the Platters, Frankie Lyman and the Teen-Agers, Buddy Knox, Jimmy Bowen, Ruth Brown, the Clef Tones, Nappy Brown, the Cadillacs, Bobby Charles, Maureen Cannon, and Freed's Rock and Roll band. Henderson, booked for 10 days at the Loew's State with an Audie Murphy movie, hasn't completed his talent line-up yet, but says it will feature nine top acts and a band. He'll tape his two record shows—one over WOV here the other over WDAS in Philadelphia.

Meanwhile, the Empire Theater in Brooklyn inaugurated a rock and roll stagershow policy for the first time last week. For details see "On the Beat" column in this issue on the first Empire bill.

## Victor Inks Bing

• Continued from page 22

Babin, piano; and Nicolai Graudan, cello.

It is interesting to note that several of these artists, as individual performers, are under contract to other record labels. Goldberg is with Decca, and so is Babin, the latter as a member of the two-piano team of Vronsky and Babin. Primrose has a non-exclusive contract with Victor, and just this month was featured on a Capitol release.

The quartet will tape both modern and standard repertoire, and already has completed a Schubert "Trout" Quintet (with Stuart Sankey, string bass, added) and the Beethoven Piano Quartet in E Flat. These will be released in the fall.

## Capitol Adds

• Continued from page 23

star, made his first disks away from Decca in more than 20 years, his recent hit "True Love."

In other talent news, Capitol renewed its pact with the Four Freshmen, inking them to a new six-year contract. Label also added Lord Flea, with a pop single being rushed on the calypso market.

Increased recording activity at Capitol and a like surge of record dates in the firm's custom department, have also cued the addition of four new tape editing rooms at the firm's headquarters here. When completed, Capitol will then have a total of six separate tape editing facilities.

## Stereo Sound

• Continued from page 23

resentation of recording companies with only Mercury, Audio Fidelity, Urania, Westminster and Weathers Industries participating.

Stereo tape equipment displays by Ampex, American Electronics, Bell Sound Systems, De-Jur Amsco Corporation, Presto, Revere, V.-M. and Webcor drew large crowds who were most visibly impressed by the stereo sound systems. Despite the large numbers of neophytes normally attracted to such events in the past, this show apparently also drew a heavy crowd of addicts already grounded in basic hi-fi.

Among the new products shown were a number of electro-static speakers, and the new legato speaker-system by Heath. High-fidelity design was a new feature, with a speaker enclosure designed by Charles Eams for Stephens Tru-Sonic, Inc., and cabinets by Herman Miller Furniture Company on hand.

Exhibition was the first of its kind sponsored by the group in co-operation with the Audio Engineering Society and spread over the entire cottage area of the hotel.

Technical sessions concerning audio engineering, recording, audio equipment evaluation and new approaches to audio were held by the Society in conjunction with the show.

## 'Midnight' LP's

• Continued from page 23

consumer promotion includes ad schedules in numerous magazines and special mailings via local dealers, describing the entire series.

Titles of the new packages include, "Manhattan at Midnight," with Ellis Larkins; "Paris at Midnight," with Skitch Henderson; "Rome at Midnight," with Carmen Cavallaro; "London at Midnight," with Skitch Henderson; "Rio at Midnight," with Dante Varela and his ork; "New Orleans at Midnight," with Marvin Ash and his Dixie Blue Blowers; and "Hollywood at Midnight," with Andre Previn.

## 'Pajama' Plug

• Continued from page 25

ceive kits containing a pair of pajamas, girls, the Highlight record, a cosmetic kit, a certificate for a carton of Canada Dry and one LP disk.

Record dealers will receive a large four-color display piece similar to that sent out with the recent Presley "Perfect for Parties" promotion.

In addition, Canada Dry is preparing a big point-of-sale piece for supermarkets, which will blow up the covers of the six featured Victor albums. La Rosa has recorded a special radio spot commercial for the soft drink firm which also plugs the Highlighter. Counter cards reproducing the Life ad are to be made available to all types of dealers.

An additional ad will be placed by Coty, in the March Seventeen, also spotting Victor products. Schrank's will pitch in its own trade with ads in Women's Wear Daily, Merchants' Trade Journal and Lingerie Merchandising. The over-all campaign has been given a front-page story in Advertising Age.

The campaign has been set up for Victor by the company's advertising manager, Bill Alexander. Victor's share of the nut is believed to be under \$35,000.



**BUDDY  
HACKETT**

**THE  
CHINESE  
WAITER**  
61105  
9-61105

**CHINESE  
ROCK  
AND  
EGG ROLL**  
61794  
9-61794



**EDDIE  
LAWRENCE**

**THE OLD  
PHILOSOPHER**  
61671 • 9-61671

**THE NEW  
PHILOSOPHER**  
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**JACKIE  
MILES**

**I'M A  
ROLLIN'**

61249 • 9-61249



**PHIL  
FOSTER**

**BROOKLYN  
BASEBALL  
FAN**

61200 • 9-61200



**Your key to  
SALES RESULTS—  
the advertising columns of  
THE BILLBOARD!**

hear a great new Decca hit!

# PLAY EITHER SIDE

You can't miss with this one!



## RICHARD HAYES

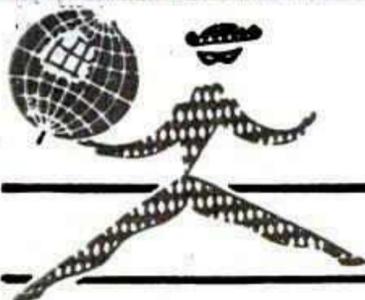
## RICHARD HAYES

belts it with a beat

# MY ONLY LOVE

sings a true-blue ballad

# BRINGING THE BLUES TO MY DOOR



Orchestra under the direction of SID BASS

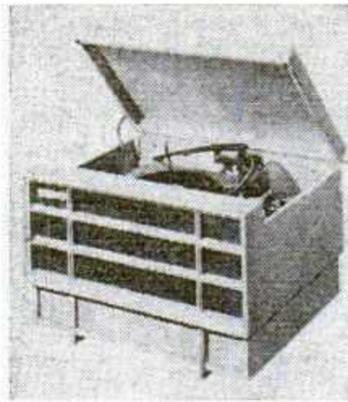
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### A NEW WORLD OF SOUND



THE BILLBOARD'S WEEKLY

Record & Equipment  
Merchandising  
News & Sales Tips



PHONO QUIZ

The Webcor Model 1755

Pictured above is Webcor's Model 1755 "Musical Coronet" table model. If you stock this model, you should be very familiar with its special sales features. Take stock of your knowledge with the simple quiz below. The answers are in the center column at the bottom of the page.

1. This model has two input receptacles and one output receptacle. What is their purpose?
2. Describe the speaker system.
3. To what does the "Magic Mind" refer?
4. What is the "Magic Touch"?
5. Describe the operation of the automatic shut-off.
6. What is the power rating of the amplifier?
7. What frequency range does the unit cover?
8. Describe the cartridge and needle.
9. In what finishes is the cabinet available?

sure them that competition will be kept out. Recently, the Acme food supers at the Mart installed record racks. Harvey Poole objected and the racks were tossed out forthwith.

Next week: How Poole's Promotes, builds a record club and gets behind a disk company program.

How Shopping Mart Built Disk Volume

- Poole's appliance store racked up a 40 per cent increase in disk sales last year.
- Shopper's Mart offers plenty of 'plusses' for building a healthy disk business.

WILMINGTON, Del. — Harvey Poole has been in the appliance business here for 35 years. He's an aggressive retailer and he likes his work. Nothing pleases him more than watching a business grow and, because he's always alert to new ideas, business is booming at Poole's Appliances. This is especially true of their record department.

Disk Business Newcomer

In 1956, Poole's racked-up a 50 per cent increase in disk sales over 1955. Their January business this year is up 40 per cent over January last year, pointing to still further increases for 1957. This may not startle many readers — disk sales generally have been up—unless you consider the fact that Harvey Poole has only been in the record business for a little over two years. A relative newcomer, he has set a sales record that is higher percentage-wise than over-all industry gains and certainly far higher than many dealers have experienced.

No Traffic Problem

Poole's entered the disk business when they opened a branch store in a suburban shopping area known as the "Merchandise Mart." There was no record shop at the Mart, so Harvey Poole was encouraged to start one within his appliance store. He began with four browsers. The reaction to records was so strong and the traffic pulled by the Mart so heavy that the department has more than quadrupled. It now occupies one-third of the store area and consists of 18 browsers, three listening booths, several pegboard racks and a "horse-shoe" check-out counter.

Rent at the Merchandise Mart is quite a bit higher than for similar space in downtown Wilmington. Added to the rent is a percentage of gross that also goes to the Mart Corporation. But, on the other hand, the Mart offers such "plusses" as parking facilities for 3,200 cars, group advertising and promotion, shopper attractions (like a branch of Strawbridge & Clothier's Department Store) and protection from competition. All of the Mart's retailers have contracts which as-

YORK, Pa. — Sol Kessler, owner of the Hi-Fi Shop, has an original idea for stimulating sales of high-ticket phonos and, at the same time, increasing traffic in his Melody Record Shop. He enrolls new phonograph purchasers in his Hi-Fi Club.

Actually, enrollment in the club is the equivalent to getting a 10 per cent discount off the purchase price of a phonograph. The special gimmick is that club members get the 10 per cent off on subsequent purchases of records, up to the purchase price of the phono.

Let's say the customer buys a Magnavox console for \$195. He is given a Hi-Fi Credit Card, bearing his name and the statement that he is entitled to a 10 per cent discount of the purchase of the first \$195 worth of records. Every time he makes a record purchase, the amount of purchase is entered on the back of the Credit Card. The customer is informed via bold type on the front of the card that the discount does not include "sale" merchandise.

Bob Haines, an important member of the shop's sales team, explains the simple logic of the Hi-Fi Club like this:

"We won't discount phonos on principle," says Bob, "yet we want to give the customer some incentive to buy. Furthermore, we want to get the new phonograph owner in the habit of buying records from us. Why should

we sell him a phono and have him buy records from our competition? It's interesting too to see how that 10 per cent off makes them buy more records."

Sol Kessler's Hi-Fi Shop carries several phono lines, in addition to tape recorders with stereo tape playback. Stromberg-Carlson, Magnavox, RCA Victor and Columbia phonos are carried on the high end. The low end includes Decca, Columbia, RCA Victor and Sonic. RCA Victor and V-M tape recorders are included in the club plan and purchases of recorded tape get the same discount treatment as the disks.

ANSWERS TO PHONO QUIZ:

- 1) In-input receptacles accommodate radio tuner or tape recorder and "Magic Touch" control. Output receptacle permits direct recording to a tape recorder. 2) There are three speakers, one 6 1/2 inch and two 3 1/2-inch speakers. 3) The "Magic Mind" refers to the automatic intermix changer which handles LP's, 45's, in 7, 10 and 12-inch sizes, intermixed in any sequence. 4) The "Magic Touch" is a remote control unit which permits disk and automatic control. 5) When last disk is played, tone arm hits switch which turns off record player and amplifier. 6) Eight watts. 7) 50 to 15,000 cps. 8) Ceramic cartridge and sapphire needle. 9) Mahogany and lined oak.

6 Units Added to Decca Phono Line

- Two-speaker "Hi-Phonic" table model is priced at \$89.95.
- Separate speakers and enclosures appeal to the hi-fi customer.

NEW YORK—Decca is expanding their phonograph line by six new models. The new models bring the company's complete phono line to a total of 16 units in all price ranges. A noteworthy aspect of the Decca move is the emphasis on quality sound and filling out the high end of the line.

Low Cost Table Model

Among the new models is the DP-240 table model. It is priced "promotionally," listing at \$89.95. The DP-240 features a four-speed automatic changer, with automatic shut-off, two 5 1/2" speakers, and output jack for external speaker.

A second addition to the Decca "Hi-Phonic" line is the console model DP-260. A frequency response of 50 to 20,000 cps is claimed for this unit. Its four-watt amplifier powers three speakers, a 12" woofer and two 4" tweeters. This model also has an outlet for an external speaker. The DP-260 is priced at \$149.95.

For the Audiophile

A 15-watt amplifier is the outstanding feature of the Model DP-620. This model is a player-amplifier combination, requiring a separate speaker and enclosure to complete the unit. It has jacks for two speakers and an additional input jack for a radio tuner. Special controls enable the listener to switch from one speaker to the other to play both at once. The DP-620 lists for \$109.95 (without speakers).

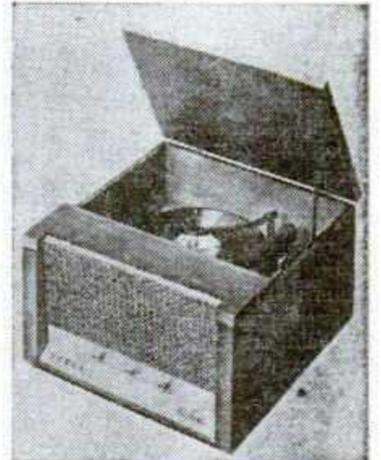
Separate Speakers

Decca is also introducing three separate speaker enclosures. The SE-800 contains two 8-inch speakers with 8-ohm impedance and power capacity of 10 watts. It lists at \$39.95.

The SE-810 is a floor model type with two 8-inch speakers, 8-ohm impedance, power capacity of 15 watts and the ability to reproduce from 50 to 15,000 cps. It lists at \$59.95.

The SE-820 is a floor type model equipped with four speak-

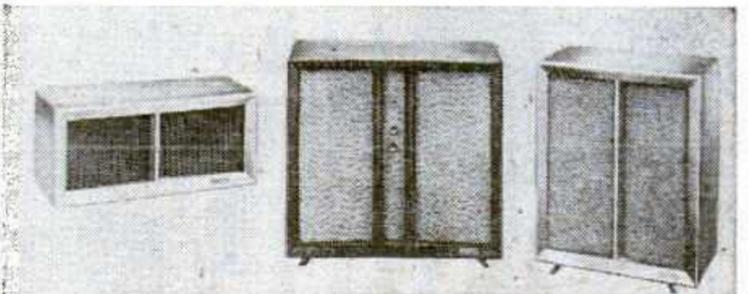
ers—two 10-inch woofers, one 5-inch mid-range and one 3 1/2" tweeter. It can reproduce from 30 to 20,000 cps and it lists at \$99.95. All of these speakers can be used as external speakers with most of the phonographs on the market today.



The DP-240 (\$89.95) is available in four finishes: Mahogany, blonde, walnut and fruitwood.



The DP-260 (\$149.50) has three speakers and a jack for an additional external speaker.



Decca's three-speaker enclosures are (from left to right) the SE-800 (\$39.95), the SE-820 (\$99.95) and the SE-810 (\$59.95). The speakers can be used as external speakers with most phonos on the market today.



The DP-620 amplifier-player combination (left) is power-rated at 15-watts and requires the use of an external speaker system. The speaker system shown here (right) is the SE-810.

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write BOX 666 2160 Patterson Street Cincinnati, Ohio

# LIBERTY'S 4 BIG HITS!

**Julie London**

**THE BOY ON A DOLPHIN**

(As sung by Julie London in the 20th Century-Fox Prod. "The Boy on a Dolphin")

b/w

**MEANING OF THE BLUES**

(As sung by Julie London in the Universal International Pict. "The Great Man")

#55052

**Review Spotlight** *The Billboard—Feb. 2, 1957*  
**JULIE LONDON**...Liberty 55052.....  
**THE BOY ON A DOLPHIN**.....(Robbins, ASCAP)  
 This is the first tune since "Cry Me a River" that has offered the singer a similar combination of "quality" and sound commercial values. A beautiful tune which Miss London sings in a movie of the same title, "Dolphin," is so artfully read that if there is any justice at all in the world, it has to make it. Her silky tone and sensitive phrasing is a joy to the ear and a satisfaction to the soul. The flip, "Meaning of the Blues" (Northern, ASCAP), is also a lovely thing and will deserve copious deejay play.



**Margie Raeburn**

**EVERY MINUTE**

**OF**

**THE DAY**

b/w

**Take a Gamble on Me**

#55043



**Johnny Olen**

**CANDY**

**KISSES**

b/w

**My Idea of Love**

#55053

**Mark McIntyre**

**PORTRAIT OF A**

**WOMAN**

b/w

**Viva Los Amantes**

#55054



**THE BIG HITS ARE ON LIBERTY**

**LIBERTY RECORDS INCORPORATED**

1556 No. La Brea, Hollywood, Calif. • Phone HO 2-0811

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. THE KING AND I—Sound Track.....Capitol W 740
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
6. JERRY LEWIS JUST SINGS.....Decca DL 8410
7. OKLAHOMA!—Sound Track.....Capitol SAO 595
8. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
9. HYMNS—Tennessee Ernie Ford.....Capitol T 756
10. HIGH SOCIETY—Sound Track.....Capitol W 750
11. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
12. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
13. THE PLATTERS, Vol. 2.....Mercury MG 20216
14. DAY BY DAY—Doris Day.....Columbia CL 942
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. After Midnight.....Nat (King) Cole  
Capitol W 782
5. Ella Fitzgerald Sings  
The Rodgers and Hart Song Book  
Verve MGV 4002-3

## • Most Played by Jockeys

Albums 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.

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. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
6. FOUR FRESHMEN AND FIVE TROMBONES—  
Four Freshmen .....Capitol T 683
7. JERRY LEWIS JUST SINGS—Jerry Lewis.....Decca DL 8410
8. SKI TRAILS—Jo Stafford.....Columbia CL 910
9. AFTER MIDNIGHT—Nat (King) Cole.....Capitol W 782
10. FOUR FRESHMEN AND FIVE TRUMPETS—  
Four Freshmen.....Capitol T 763

## • Review Spotlight on . . .

### Popular Albums

**TONY (1-12")**—Tony Bennett. Columbia CL 938  
This package—which has an attractive cover—presents Bennett most advantageously. He sings a dozen standards, "Boulevard of Broken Dreams," "These Foolish Things," "Always," etc.—backed by modern and tasteful arrangements by Ray Conniff. Interesting aspect of the performance is that Bennett here has a definite jazz feeling in some of the numbers. Dealers should consider this top standard inventory.

### Classical Albums

**FAMOUS OPERATIC ARIAS (1-12")** — Roberta Peters. RCA Victor LM 2031  
This looks like must merchandise for stores catering to opera minded customers. Met songbird offers a baker's dozen arias from six of her major roles and the label projects them magnificently. Her "Bell Song" and "Cara Nome" are matters to be cherished in any library, but all of them will be rated an ear-delight. Singer's host of admirers will hardly want to miss this set and a provocative cover featuring her portrait will get the package attention.

**BRAHMS: PIANO CONCERTO NO. 1 (1-12")**—Rudolph Firkusny, Piano; The Pittsburgh Symphony Orchestra, William Steinberg, Cond. Capitol P 8356  
Release by release, Firkusny is adding real strength to the Capitol classical catalog. This is the first concerto he has done for the label and it swings a lot of weight in an important repertory slot. While it does not displace the Serkin and Rubinstein interpretations, Firkusny does offer a reading of such power and lyric beauty that he has to do handsome volume on this warhorse. The color photo of pillars of the Parthenon makes a very striking sales come-on.

**BRAHMS: CONCERTO FOR VIOLIN AND VIOLINCELLO ("DOUBLE") IN A MAJOR; TRAGIC OVERTURE (1-12")**—David Oistrakh, Violin; Pierre Fournier, Violincello; The Philharmonia Orchestra; Alceo Galliera, Cond. Angel 35353  
During much of 1956, the Stern-Rose "Double" was on The Billboard's best-selling classical chart. One of the few violin and cello duos that could offer the Columbia disk serious competition is this one. Fournier has already re-recorded this work once and gotten much praise for it; in Oistrakh he has a much better partner

than the one he has on the Westminster disk. The technical finesse of the soloists is all the more appealing for the warmth and teamwork that they display. It is only in the conductor that the Columbia LP scores a few points on this one, for Bruno Walter is an asset hard to duplicate. "Names," popular repertory, and high-quality performance make this a snap sale.

### Folk Albums

**RICHARD DYER-BENNETT (1-12")** — Richard Dyer-Bennet Records 2  
This is the second of a series of albums the noted folk tenor-guitarist-singer has released under his own label. In its category, this is definitely an outstanding package, and to serious buyers a demonstration of some of the sides will be very effective in making sales. The engineering is outstanding, as are the performances. The songs cover a wide range, both in time and geography. Some are rather salty in character, but definitely suitable for serious folklorists. Included are "When Cockshells Turn Silver Bells," "Who Killed Cock Robin," "Woman! Go Home," "The Beggar Man," etc.

## — Album Cover of the Week —



**BLOCH; SUITE FOR VIOLA; SUITE HEBRAIQUE**, Capitol P 8355. A color photo of a wood carving against blue background that makes an unusual visualization of this album's contents. The artist's stark, modernistic portrayal of a Hebraic prophetic figure spells out in wood the message that Bloch imparts in his music. By all accounts, one of the most striking covers so far this year.

## • Reviews and Ratings of New Albums

### Popular

**SAMMY KAYE SWINGS AND SWAYS BELLS ARE RINGING**.....85  
(1-12")  
Columbia CL 960  
Sammy Kaye's LP waxing of "My Fair Lady" tunes chalked up hefty sales returns, and this package of danceable instrumental arrangements of tunes of the score of Judy Holliday's new hit musical "Bells Are Ringing" should enjoy similar success. Stylings are in Kaye's usual pleasant, terp-wise swing-and-sway groove. Selections include "The Party's Over," "Just in Time," and "Long Before I Knew You." The original cast album is already on the "coming up strong" chart.

**EVENING CONCERTO**.....81  
Wild Bill Davis Trio (1-12")  
Epic LN 3308  
In contrast to the long popular "Wild Bill Davis at Birdland" LP, the organist here concentrates on the more sentimental portions of his repertoire. This is mood music—but with a difference. It has just enough jazz feel to raise it musically quite a few notches above the usual background schmaltz. Davis digs into the music and gives it a body and personality (and beat!) that make this LP a strong competitor against the paler collections in this category.

**MELLOW GUITAR**.....80  
George Van Eps (1-12")  
Columbia CL 929  
Van Eps, playing a special seven-

(Continued on page 36)

### Classical

**BOITO MEFISTOFELE (2-12")**—Boris Christoff; Giacinto Prandelli; Orietta Moscucci; Rome Opera House Orchestra and Chorus; Vittorio Gui, Cond. RCA Victor LM 6049 .....86  
With competition practically negligible on the complete version of the opera, this excellent interpretation looks like a collector's must. Christoff dominates the package with a magnificent performance of the title role, but his shadings are enhanced by splendid contributions from the Faust and Margherite of Prandelli and Orietta Moscucci, and the brilliant batoning of Vittorio Gui. A lot of water will be under the bridge before this grooving of the work will be equalled or bettered. In the meantime, better stock it.

**BRAHMS: A GERMAN REQUIEM (2-12")**—Dietrich Fischer-Dieskau; Elisabeth Grummer; Berlin Philharmonic Orchestra; Rudolf Kempe, Cond. RCA Victor LM 6050 .....85  
This is one of the great choral recordings of all time, and dealers who are aware of that should be able to move a good quantity in the coming months. Altho it employs the same chorus (St. Hedwig's) and orchestra as the previously issued Decca version, Kempe has done remarkably by the music and the spirituality of the magnificent work. The soloists, particularly Fischer-Dieskau, are superb. Side 4 is filled with what might seem an unlikely pairing, Mahler's "Kindertotenlieder," with Fischer-Dieskau's rich, sensitive baritone. Actually it fits quite well, and this is another "must" item for the serious collector. Excellent,

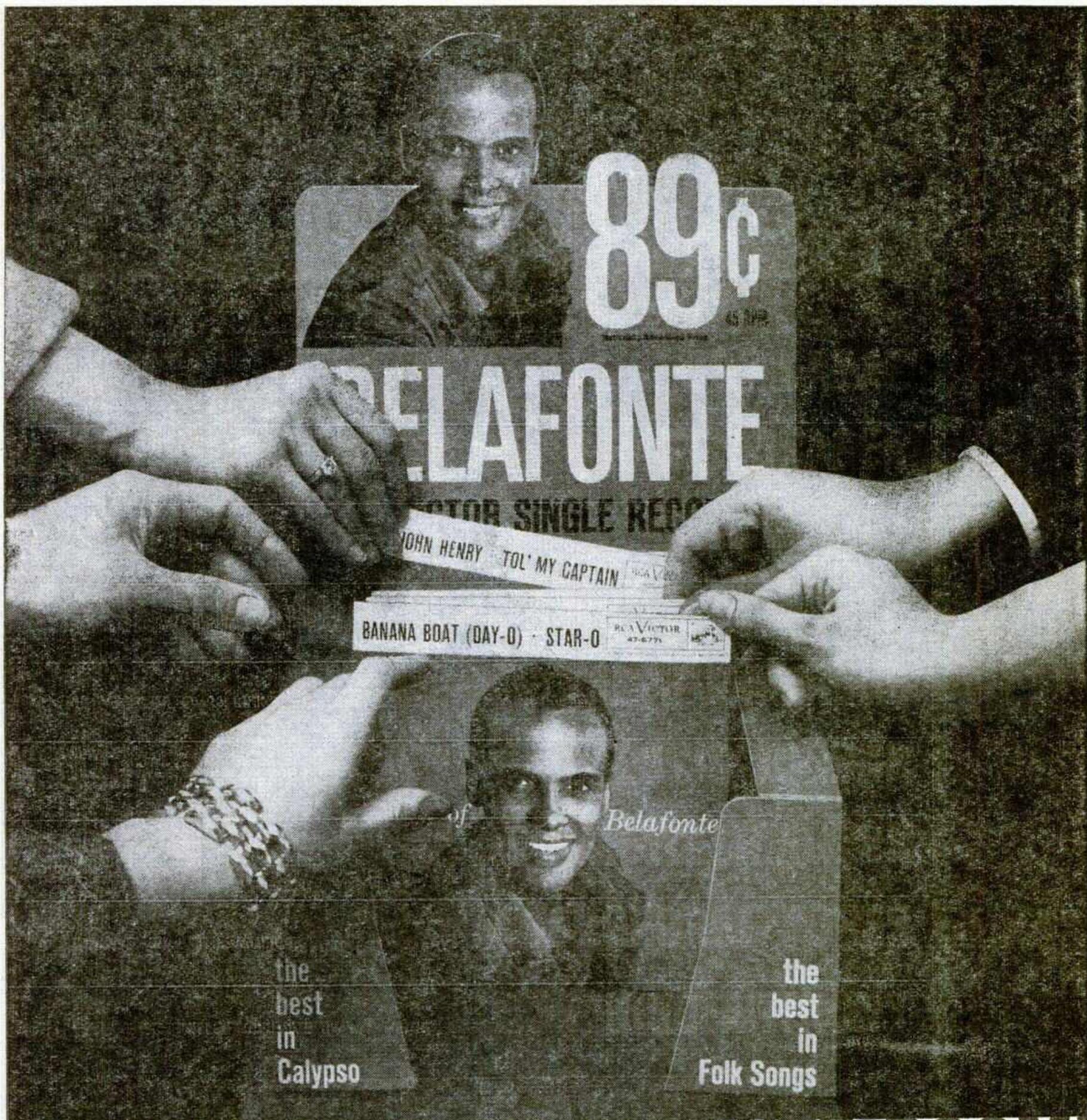
(Continued on page 38)

### Jazz

**LOVE STORY**.....85  
Dave Pell Octet (1-12")  
Atlantic 1249  
This is "commercial" modern jazz—that is to say that this is an album of much the same appeal that an outstanding pop dance band LP would have. That Dave Pell should be consistently melodic and plant down a steady, recognizable beat makes him unacceptable in the more stratified jazz spheres, but there is no doubt that he has a big following among more average joes. This program of standards spell out a love story from "Can't We Be Friends" thru "Love Is the Sweetest Thing" to "I've Found a New Baby," and Pell's styling is unabashedly sentimental. A lot of pop buyers will go for this.

**COHN ON THE SAXOPHONE**.....80  
Al Cohn, Frank Rehak, Hank Jones, Milt Hinton, Osie Johnson (1-12")  
Dawn SLP 1110  
There is an abundance of Al Cohn tenor on jazz disks, but this is the most satisfying Cohn LP to date. The reason is simply that the sides are not cluttered up with some a.k.a. man's ideas about arrangements, and the set swings from start to finish. Cohn, while still somewhat influenced by Pres Young, is playing a more robust, downright funky horn here, assisted by one of the best rhythm sections in jazz, plus trombonist Rehak. The style is modern-mainstream, and for a big audience. The

(Continued on page 40)



# GET IN ON THE BELAFONTE BOOM!

RCA Victor backs the peak demand for Belafonte with an all-out promotional push, including:

**FULL-PAGE AD...**

Consumer action check-list in Hit Parader, Best Songs, Rhythm & Blues and Rock 'n' Roll, aimed at the public that *buys* Belafonte.

**MERCHANDISER DISPLAY...**

This colorful display kit holds five each of the 20 Belafonte 45 singles - a total of 100 records.

**THESE BELAFONTE BEST-SELLING SINGLES**

- DANNY BOY/TAKE MY MOTHER HOME
- WATER BOY/NOAH
- GOOME BACK LIZA/BROWN SKIN GIRL
- HOSANNA/I DO ADORE HER
- WILL HIS LOVE BE LIKE HIS RUM?/DOLLY DAWN
- IN THAT GREAT GETTIN' UP MORNIN'/JUMP DOWN, SPIN AROUND
- UNCHAINED MELODY/A-ROVING
- MAN SMART/CHIMNEY SMOKE
- MAN PIABA/THE FOX
- MO MARY/LORD RANDALL
- JOHN HENRY/TOL' MY CAPTAIN
- BANANA BOAT (DAY-O)/STAR-O
- MARY'S BOY CHILD/VENEZUELA
- JAMAICA FAREWELL/ONCE WAS
- THE BLUES IS MAN (PART I)/THE BLUES IS MAN (PART II)
- TROUBLES/HELLO EVERYBODY
- PRETTY AS A RAINBOW/ACORN IN THE MEADOW
- HOLD 'EM JOE/I'M JUST A COUNTRY BOY
- SHENANDOAH/SOARLET RIBBONS
- SUZANNE/MATILDA, MATILDAI

**BELAFONTE PHOTO SLEEVES...**

Real traffic-stoppers! On every record, an eye-catching four-color sleeve, featuring a picture of Belafonte.

**BUY BELAFONTE!**

Don't get caught short, stock up now! Call your RCA Victor Record Distributor and place your order today, then stand by to re-order as dividends in sales start rolling in!

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

AMERICA'S FAVORITE SPEED... 45 RPM



# PACIFIC JAZZ

## BREAKS THRU WITH THE GREAT NEW...

### HOAGY SINGS CARMICHAEL



PJ1223

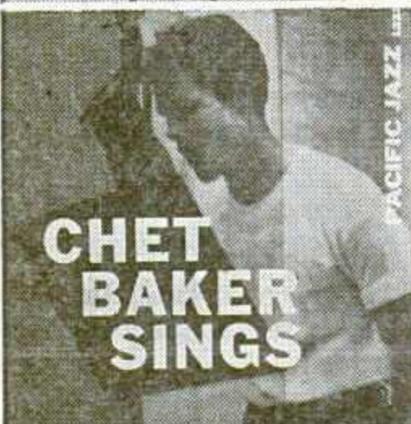
## FOR THE FIRST TIME HOAGY IN HI-FI!



PJ1216



PJ1217



PJ1222



PJ1219

## THESE ARE THE BIG ONES FROM PACIFIC JAZZ RECORDS

## Reviews and Ratings of New Popular Albums

Continued from page 34

stringed guitar, of his own design, makes some wonderfully satisfying sounds in an easy-going, neo-jazz vein. This is the same Van Eps who was heard in the Paul Weston "Solo Mood" album, here taking his first outing as the billed attraction. Most of the tunes are moody and melodic with the spotlight on imaginative but gimmicked stylings. "I'll Remember April," "Yesterdays," "The Boy Next Door," are examples. The liquid, refreshing backing is a strong extra value. A nice production that can come in for jockey exposure and thence good retail action as well.

### CHET ATKINS: FINGER-STYLE GUITAR..... 78 (1-12")

RCA Victor 1383

Country and western artist Chet Atkins is one of the best guitarists in the business—pop or e.a.w.—and this album—his third for Victor—should pull down plenty of pop jockey play if exposed correctly. Selections—obviously aimed at pop market—include such standards as "Liza," along with several old war horses of the light classic field—"Petite Waltz," "Gavotte in D," etc. Effective cover.

### DUST ON THE MOON .....77

Pablo Beltran Ork (1-12")

RCA Victor LPM 1348

Young Mexican maestro gets big sound here—fine, biting brass and hefty rhythm—on a variety of tempos. This is an outfit for young-blood dancers, which can change its pace to suit 'em all. Newcomer from South-of-the-Border clicks strongly on American rhythms (only two or three of a dozen numbers have a Latin touch) and approach looks sure-fire for younger set appeal. Jocks should give ear to such items as "Love Is a Many-Splendored Thing" and "You Gotta Have Heart."

### MY BLUE HEAVEN .....76

Gene Austin (1-12")

Decca DL 8433

A package to take you back to the Turbulent '20's when Gene Austin was laying the crooning cornerstone. There are a dozen old big standards here, from "My Blue Heaven" thru "Music, Maestro, Please" to "If I Had My Way." Sound is sweetly old-fashioned, but nostalgically attractive and with appeal that could break down a new generation. Oldsters with memories will give ear, if it is exposed to their attention—and will like it when they hear it. Austin's story is coming up soch on TV.

### ROLLIN' 'N' ROCKIN' .....75

Frank Virtuoso and the "Virtues" (1-12")

Top Star 3

This is a bargain package for outlets with teen trade. Price is \$1.49, and, while the artist may be unknown outside of Philadelphia, the idiom is what the kids are after—rock and roll, with vocals a la Bill Haley, some mambo-rock and some loud, honking instrumentals for dancing. Numbers are unknown also, but some have singles potential. Price-conscious dealers can do a job with this.

### CANDIDE .....73

The Original Cast (1-12")

Columbia OL 5180

A well-recorded original cast album of the recent Broadway musical, based on Voltaire's satire. There's some fine vocalizing here by Robert Rounseville, Barbara Cook, Irma Petina on some quality sleffing by Leonard Bernstein. However, since the operetta is now defunct, the set becomes a bit of memorabilia of some highly pleasant musical moments, and will likely air small general interest except for those who saw the production and want to relive the experience aurally.

### HI-FI ACCORDION .....72

Tommy Gumina (1-12")

Decca DL 8404

There are bound to be a certain number of accordion devotees around who will give this disk a try. It's the artist's first album and the result is some fleet-fingered pyrotechnics. "Flight of the Bumble Bee," Chopin's "Waltz in C Sharp Minor," and "Theme From 'Pagliacci'" are among the numbers. Sound is exceptionally good which makes the set a possible entry for hi-fi enthusiasts as well as just plain listeners. Could be used for demo purposes on a good machine in the store—both for the machine and for the record. Accordion shops will account for many sales, naturally.

### I SEE YOUR FACE BEFORE ME ....72

Tony Travis (1-12")

RCA Victor LPM 1323

On his debut LP, baritone Travis makes a tasty if not thunderous bow. Singer gets a kick out of his own

work and others will, too, as he offers here the usual type of standard line-up. "Let's Fall in Love," "Easy Street," and "Moanin' Low" are samples. Dennis Farnon ork backings are extremely strong and lend additional class. Singer has an agreeable touch but caution in ordering would be well-advised till counter action proves demand exists.

### THE SOUND OF LOVE .....71

Corky Corcoran, Tenor Sax; The Seattle Strings; Attilio Mineo, Cond. (1-12")

Epic LN 3319

Once considered one of the leading sidemen of the business (with Harry James and Tommy Dorsey), Corcoran lends his robust tenor work to a better than average mood set. The sessions employed various-sized groups backing Corcoran, ranging from full ork with brass, wind and strings down to a rhythm quartet. All the tunes but two have one word titles like "Love," "Thrill," "Romance," etc., which set the tone. In spite of strong mood competition this is a good enough set to achieve some success. Late night jocks will find it tasty programming.

### IVORY TOWER .....71

Cathy Carr (1-12")

Fraternity F 1005

Miss Carr, whose big single hit was "Ivory Tower," ties in with that title for this, her first album. With the single, there was a magic combination of material and a just-right interpretation that clicked. That's not always the case here. True, the gal shows a certain versatility in the numbers, from the hot gravelly-voiced "Doodie Dee Doo," to a sweet and slick "Let Them Talk." But it's rough for a vocalist to sell at a strong pitch thru a dozen consecutive bands. This could sell but likely at a very moderate pace.

### BROADWAY WEARS A LEI .....70

Alfred Apaka with Axel Stordahl Ork (1-12")

Hawaiian Village HVLP 700

This is a hands-across-the-Pacific kick, with one side devoted to top hits from five Broadway musicals, and the other to half a dozen songs of Hawaiian origin. Apaka chants them all with fine quality and the Stordahl ork backs him with lush sound. This is not traditional "Islands" music in any sense, but there's great flavor of it in its presentation via singing strings and reeds. Good jock material here, and cover art spotting singer between a Broadway show chick and a hula dancer is a solid eye-catcher.

### A HIGH FIDELITY ADVENTURE IN EXOTIC LANDS...70

The Paris Theater Orchestra (1-12")

Trans-World TWLP 210

Dave Miller is lining up strong promotion and exposure on his new album line, which gives this package a certain sales potential, which it otherwise wouldn't rate name-wise. It spotlights lushly orchestrated instrumental versions of romantic light classics and pop standards—"In a Persian Market," "Song of India," "Kashmiri Song," etc. Sock cover photo of East Indian temple is big display-plus.

### NAME THAT TUNE .....66

George de Witt with Harry Salter Ork (1-12")

Unique ULP 117

The story goes that George de Witt, comic emcee of the "Name That Tune" TV show, never gets a chance to sing a song thru because contestants are always interrupting him with the right answer to the question. Thus he has turned to the LP record as his out. The intentions are good, but the singing isn't quite, distinctive enough to cut any real niche in the song-singing business. Tunes are all standards, and according to the notes, the ones most requested on the TV show. The package, however, will find itself in a world of stiff competition and movement will likely be limited to the artist's most loyal fans.

### HARLEQUINS IN MUSIC .....65

Monty Kelly Ork; The Ray Charles Chorus (1-12")

Trans-World TWLP 211

Trans-World has some up with an assortment of vault material, mixed it all up, and made a record. There are bands of the Monty Kelly ork, the Ray Charles Chorus, Ken Carson with Richard Hayman and the Charles group working with the Don Costa ork. Seems to be little opportunity to the packaging except that all is reasonably listenable. The field of mood music is already overcrowded and this will have tough sledding. Can afford to pass this up unless there are definite calls for it.

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# • Reviews and Ratings of New Classical Albums

• Continued from page 34

worthy cover features a Durer master drawing.

**PURCELL: ODE FOR ST. CECELIA'S DAY (1-12)**—Ambrosian Singers; Alfred Deller, Counter-Tenor; Kalmor Chamber Orchestra of London; Michael Tippett, Cond. Bach Guild BG 559 . . . 79

A cult has grown up in this country to admire the work of Alfred Deller, who has devoted himself to reviving music of the Elizabethan and Restoration periods. Here is a gem, written in 1692, a secular cantata honoring the patron saint of music. Deller's beauty of tone and mastery of the florid vocal style of the 17th century again gives a special value (and reliability) to this recording. The instrumental parts are especially interesting for their brilliant use of brass; the great trumpeter, George Eskdale has the solos. April Cantelo, soprano, is outstanding in a generally good roster of solo vocalists. Don't underestimate the commercial possibilities, here, particularly to high-brow customers.

**CHOPIN: ETUDES, OP. 10 (COMPLETE); IMPROMPTUS, NOS. I & II (1-12)**—Decca DL 9890 . . . 76

**ETUDES, OP. 25 (COMPLETE); IMPROMPTU NO. 3 AND FANTASY IMPROMPTU (1-12)** — Ruth Sleneczynska, Piano. Decca DL 9891 . . . 78

In many respects, these rate with the best of Decca's domestically recorded classics, and are sets that any classical dealer can sell. It marks the major label LP debut of the one-time highly publicized child prodigy, who now is an accomplished, mature artist. Her readings of these pieces (together the two LP's offer the complete Etudes and Impromptus) are fresh, authoritative and in the Grand Manner stylistically. Over-all they probably outrank other existing collections. The piano sound, if one likes close-up piano recordings, is a model of its type. Attractive packaging also. If the disks get the publicity they deserve, they could do very well. The second volume gets a higher rating because it includes the popular Fantasy Impromptu and the "Butterfly" Etude, either of which is fine for demo purposes.

**BLOCH: SUITE FOR VIOLA; SUITE HEBRAIQUE; MEDITATION AND PROFESSIONAL (1-12)** — William Primrose, Viola; David Stimer, Piano. Capitol P 8355 . . . 77

In his first record for Capitol, Primrose has done discophiles a great service by restoring to dealers' shelves the great Viola Suite of Bloch, which he waxed for RCA Victor in the days of shellac, but which has never been represented in the LP catalog. The "Suite Hebraique" and the other short pieces are also significant new additions. The violist's vigor, technical mastery and sympathetic identification with Bloch's music make him an unbeatable interpreter. The hi-fi engineering has succeeded well in rendering the viola's tones in natural, glowing colors. Should be standard inventory for a long time to come.

**LISZT: HUNGARIAN RHAPSODIES NOS. I & II; HUNGARIA; KODALY: GALANTIA DANCES (1-12)** — RIAS Symphony Orchestra, Berlin; Ferenc Fricsay, Cond.; Bamberg Symphony Orchestra, Ferdinand Leitner, Cond. Decca DL 9870 . . . 76

This is a solid commercial package, altho not too likely to touch off a special conflagration. Fricsay makes the two Rhapsodies show pieces as usual, and batons the Galantia Dances with perception. The "Hungaria," with Leitner and the Bamberg Symphony has been previously released by the label on a 10-inch. Sound throat is high standard, and set can attract attention from new collectors. It adds up to highly competent projections of some familiar scores.

**FRANCK: SYMPHONY IN D MINOR (1-42)**—The Bamberg Symphony Orchestra; Fritz Lehmann Con. Decca DL 9887 . . . 72

This new release, cut under the baton of the late Fritz Lehmann, faces almost overwhelming competition. The NBC, Philadelphia, Detroit and San Francisco versions (not to mention Furtwangler conducting the Vienna Philharmonic) all have commercially proved versions which are bound to continue as strong sellers. The cover reproduction of the van der Goes painting "Portrait of a Man" will certainly attract some buyers.

**MENDELSSOHN: SONGS WITHOUT WORDS (COMPLETE) (3-12)** — Ania Dorfmann, Piano. RCA Victor LM 6128 . . . 69

The "Songs Without Words" are 49 short tender and whimsical pieces which represent one of the monuments of the piano literature. For the first complete recording of these beautiful vignettes, no better choice could have been made than Ania Dorfmann. She is regarded as the leading interpreter of Mendelssohn's keyboard music, and more than lives up to her reputation here. A meticulous and sensitive craftsman, Miss Dorfmann offers a rich repast for students and piano fanciers to whom these pieces are old and dear friends. Handsomely boxed.

**FRANCK: CHORAL NO. 1 IN E MAJOR; CHORAL NO. 2 IN B MINOR; CHORAL NO. 3 IN A MINOR; VIVALDI - BACH: CONCERTO NO. 2 IN A MINOR (BWV 593) (1-12)**—Jeanne Demessieux, Organ. London LL 1433 . . . 68

These are important additions for any collector of organ fare. Each of the Franck works varies in mood and tone, but each receives a sympathetic reading by Miss Demessieux. Recording of these and the Bach transcription of Vivaldi's Concerto No. 2 are entirely satisfactory in view of the wide range of organ frequencies. Will never be a big demand item, but a copy should be kept in stock where the nature of the trade calls for it.

**EARLY ITALIAN MUSIC (1-12)**—

Quartetto Italiano, Angel 45001 . . . 67  
Set is one of the first in the new \$3.98 Library Series from Angel, containing music with special, limited appeal. Packaging is sturdy, economical and in excellent taste, and so is the music. Included are quartets by Boccherini (Op. 44, No. 4) by Galuppi (G Minor) and Cambini (G Minor)—all on LP for the first time. The only real surprise is the Cambini, which is the latest of the three, and which has some of the vigor and drama of Mozart. This is the item to demonstrate to the connoisseur.

**MOZART: STRING QUARTETS NOS. 15 and 16, K. 421 and 428 (1-12)**—The Smetana Quartet, Angel 4500 . . . 66

The Smetana Quartet is a Czech foursome (billed as the "official chamber music ensemble of the Czech Philharmonic") that recently made its first appearance in the U. S. In these quartets, the second and third in the set dedicated to Haydn, the intimate, mellifluous quality of their playing and elegant and smoothly crafted style is heard to unusual advantage. Some will prefer the more ample tone of the Budapest Quartet in these works, but the over-all musical quality here makes the set easy to recommend. In the "Library Series" (\$3.98 list), price works in favor of this LP, too.

**MARTIN: SACRED MASS FOR THE KINGS OF FRANCE; LOTTE: CRUCIFIXUS (A CINQ) (1-12)** — Jean Giraudeau, Tenor; Les Chanteurs de Saint-Eustache; R. P. Emile Martin, Cond. Concord 4001 . . . 61

An interesting, rare, off-beat novelty here that will make a good conversation piece for dealers who have the interest and the time. The mass, written in a 17th century style by a contemporary priest, was originally passed off as an early work in one of the great musical hoaxes. It's a good choral piece, well sung and recorded in a manner that flatters the trumpets, but makes the voices shrill on occasion. It's the only recording of the work, and it's for specialty and full-repertory stocks only.

## International

**NEW MUSIC FROM OLD ERIN VOL. 1** . . . 70

**NEW MUSIC FROM OLD ERIN VOL. 2** . . . 70

Radio Eireann Symphony Orchestra; Milan Horvat, Cond. Decca DL 9843 (1-12"), Decca DL 9844, (1-12")

Here are two interesting albums exemplifying styles and techniques of some seven modern Irish composers in classical music vein. Most of the compositions are Hibernian folk tunes given symphonic treatment. The Radio Eireann orchestra gives them superior projection with obvious understanding of the material. However, both sets seem likely to stimulate only limited appeal. A specialized audience is indicated.

## Children's

**MOTHER GOOSE SONGS** . . . 78

Frank Luther (1-12") Decca DL 8357

The Luther name, and the generally misleading title have impulse appeal—the former among those who were conversant with kidisks in the late 1930's and early 1940's. Consequently, there will be good sales where the set is displayed. Quality-wise, it's a let-down. Most of the material is original with Luther, and has no relationship to the traditional Mrs. Goose. Most of the songs are too fast and too short for the activity they're designed for, and for the intended young age group. There are 44 songs in all, but less quantity and more quality would have made this a better buy. Luther's earlier Mother Goose disks, which sold in the millions, were vastly preferable.

## Country & Western

**SATISFIED MIND** . . . 80

Porter Wagoner (1-12") RCA Victor LPM 1358

Altho Porter Wagoner has not come thru with any smash singles lately, he is certainly one of the steadiest standard artists in the c.w. field and dealers should find this package a profitable item. Wagoner's TV show will help move this also. The recordings are excellent. They are in the traditional style, are very tastefully arranged, and include songs with which Wagoner has scored, such as "Company's Comin'," "Tricks of the Trade" and "Satisfied Mind." For all dealers with c.w. trade.

## Children's

**PINKY LEE'S SURPRISE PARTY** . . . 78

(1-12")

Decca DL 8421

Here is the prominent TV kiddie entertainer with a dozen of his familiar tales for the small fry. Material is patterned closely to the Lee NBC-TV telecasts and includes such song and story titles as "I'm Glad I Was Born on My Birthday," "Tweedle Tweedle Tweet," and other nonsense entries. Ork is directed by Bud Dant. Tho many adults may not share their kiddies' loyalty to Pinky Lee, if the youngsters find out this disk is around, it's likely to come out well in the black. Cover has display potential.

## Documentary

**SOUNDS OF STEAM LOCOMOTIVES NO. 1** . . . 85

Edited and recorded by Vinton Wight (1-12")

Folkways FX 6152

This is one of the hi-fi entries of the month. Many audiophiles long ago added the Cook "Rail Dynamics" 10-inch to their collection. Now comes another great train record—16 tracks of steam locomotive sounds moving slowly and at top speeds. Most of the diskings takes were made at stations, yards and crossings in Illinois, Nebraska, Iowa and Colorado, and the composite is strictly top-notch sound. This one will really test the frequency response of the best set and will prove highly educational as well. Explanatory booklet accompanies the de luxe package.

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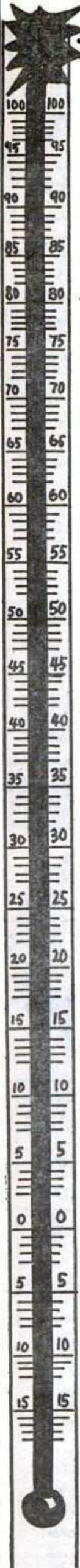


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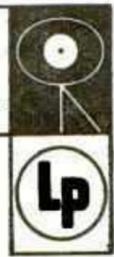
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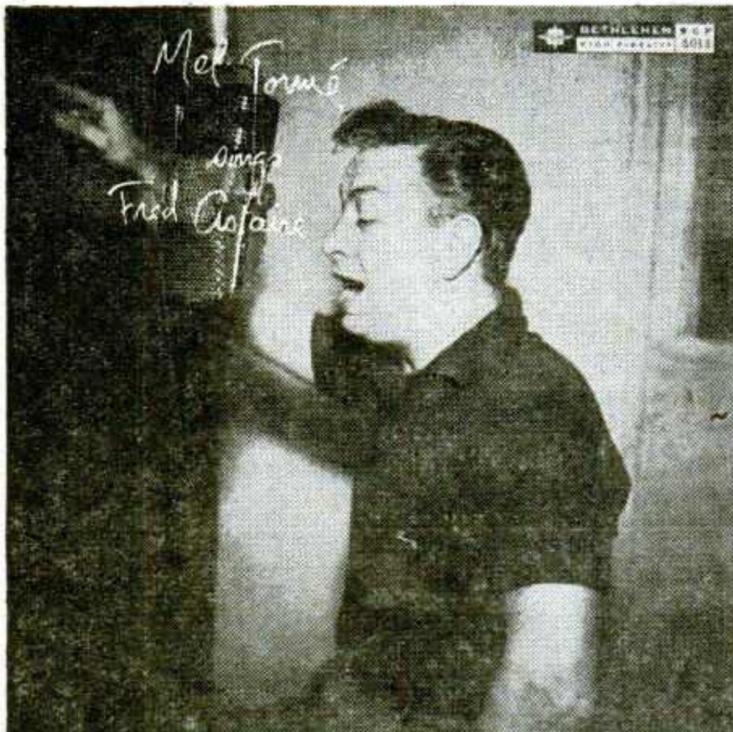
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## • Reviews and Ratings of New Jazz Albums

• Continued from page 34

cover is noteworthy too. "Idaho" and "Blue Lou" are good trial tracks.

**TAMPA HI-FI SAMPLER AND JAZZ SAMPLER** ..... 79  
(1-12")  
Tampa SA 100

The price is \$2.49, and the disk is better than most of the single sets from which the numbers derive. Those sets incidentally, are not touted on the back liner, and one assumes that several tracks have been taken from each set by Art Pepper, Bob Enevoldsen, Wm. Donati, a Latin percussion set, and a Lighthouse All Stars disk. Sound is good thru-out, and is described in detail. It's a good buy from the jazz and sound angles.

**THE ART PEPPER QUARTET** ..... 78  
(1-12")

Tampa RS 1001  
This could be Pepper's best disk. His inventiveness, authoritative modern alto has full sway, supported only by rhythm, with Russ Freeman on piano. Special gimmick here is the inclusion of accurately transcribed and cleanly printed Pepper solos on "Besame Mucho" and "I Surrender, Dear," as played on the record. This enables the tyro and student to study the logic with which Pepper fashions his improvisations, and makes the item a good possibility for music and instrument shops as well as standard disk outlets. If the music publishers approve, that is.

**HAVE YOU MET HANK JONES** .... 76  
(1-12")

Savoy MG 12084  
The long underappreciated pianist gets the solo showcasing (sans rhythm) he has long deserved, and the result is one of the tastiest piano sets in many a month. This can be sold to pop and jazz fans alike, and this includes jazz buyers of all schools. Jones invents in melodious manner, with a sparkling technique and a natural architectural sense. The idiom combines the most easily digested aspects of Tatum and the taste and decorum of Teddy Wilson. Mostly standards here. Try "Let's Fall in Love" for a demo.

**JAZZ MEN: DETROIT** ..... 75

Kenny Burrell, Guitar; Tommy Flanagan, Piano; Pepper Adams, Baritone Sax; Paul Chambers, Bass; Kenny Clarke, Drums (1-12")  
Savoy MG 12083  
With the exception of Kenny Clarke, the quintet on this date have a Detroit origin in common. Most have come on the modern jazz scene but recently, yet are going up the rungs with speed. Adams' baritone is the only horn on the date, so a lot of this I.P.'s interest derives from his Mulliganesque blowing. Most of the selections are medium tempo bounces, and on the relaxed side. An excellent demo band would be "Cottontail" both for an Adams solo with real bite and for the superb bowed solo by Chambers.

**BARBARA LEA** ..... 74  
(1-12")

Prestige LP 7065  
Miss Lea's second LP, and the first on 12-inch. Thrush, who was voted New Star Vocalist in '56 Jazz Critics' Poll, can be sold on basis of her fresh sound and somewhat detached air—like a younger Lee Wiley—and

### Folk

**DEAR LITTLE SHAMROCK** ..... 76

Patrick O'Hagen (1-12")  
London LL 1524  
Here's a quality package for the St. Patrick Day trade. Cover art shapes up as fine Erin display material for dealers. Bulk of collection is made up of genuine Irish music—"The Dear Little Shamrock," "She Moved Thru the Fair," etc.—and tenor O'Hagen handles them with tenderness and a rich legit-type voice. Package is on the heavy side for pop jockey shows, but some of the lighter tunes would be timely programming items around March 17. Fine seasonal package and good year-round item for limited market.

**INSTRUMENTAL MUSIC OF THE SOUTHERN APPALACHIANS** . 70  
(1-12")

Tradition TLP 1007  
For the general record buyers this material is, of course, somewhat far out; but the student and fan of American folk music will find it much to his taste. Dealers should bear this in mind, and while no large sale can be expected, the attraction of the package to the aficionado is unmistakable. The album is the result of a folk-song collecting trip by Diane Hamilton, Liam Clancy and Paul Clayton, and the instruments used are banjo, fiddle, guitar, dulcimer and harmonica. Some of the effects, as that produced by the fretless banjo, are unique. A fine set of notes by Paul Clayton is included. Tunes include "Cripple Creeks," "One Dime Blues," "Railroad Bill," etc.

also on basis of some fairly rare repertoires. This includes the Kern "Nobody Else But Me" from the 1946 production of "Showboat," Porter's "Where Have You Been?" and a re-creation of "I'm Comin' Virginia" in the Beiderbecke spirit. Johnny Windhurst and an updated Dixieland crew provides fine support. Many jocks will like this and "sophisticated" specialty shops should move quite a few.

**DICK MARX AND JOHNNY FRIGO** . 73  
(1-12")

Coral CRI 57088  
Pianist Dick Marx has been featured on only one other LP, so he may not be too well known to most customers. But it will repay the effort to get them interested in this Chicago musician, for he has a lot to offer to both the average jazz and pop customer. From "Lullaby of Birdland" a la Johann Sebastian Bach to a swinging rewrite of "Take the 'A' Train," Marx aided by a fine, sensitive bassist, Johnny Frigo, runs a gamut of ideas that consistently entertains and impresses. Most fun are the romping up-tempo, tho the ballad selections are also expertly handled. Demonstrate "Satin Doll."

**SWEDES FROM JAZZVILLE** ..... 60  
(1-12")

Epic LN 3309  
This has a strange programming touch. All of the poor jazz is grouped on Side One. There is some passable stuff on the flip, but with so much good American and even Swedish jazz available dealers and consumers would do just as well to skip the package. A tasty cover is an asset, and if a shopper is interested, "Short Wave" makes a good demo. Hallberg, Wallin, Persson, Lind and Demnerus are among those present.

### Cleffers in Ring

• Continued from page 22

BMI slugfest on the Hill, and in Federal District Court in New York, will be efforts by National Association of Radio and Television Broadcasters to keep peace between the music licensers and broadcasters during upcoming negotiations. (TV music licenses expire December, 1957.)

A meeting of the NARTB copyright committee here February 27 will go over music licensing problems, aided by a music license survey completed by the Association in November. Broadcasters have also announced that they will try to organize an all-industry committee, to represent broadcast industry in negotiations with the music licensing organizations, at NARTB convention in Chicago in April.

#### Must Write Statements

Staffers on the Senate Committee approached on the music battle, have told the songwriters to submit issues "in written statements," with the implied warning that all accusations will have to be solidly based on fact.

Committee spokesmen feel that while broadcasters could be said to be "technically" in a position to exert pressure on music, figures recently revealed by both sides indicate little present danger. Statements submitted by both sides to the Celler antitrust group indicate music on the air is about 85 per cent ASCAP, and only about 15 per cent non-ASCAP. Senate hearings might be held "simply because it's healthy to let everyone know that Congress is watching the situation," staffers say.

### Push McGuires

• Continued from page 22

on their tour. A heavy trade ad schedule has also been set, with jockeys getting a number of extra samples.

It was stressed that the label's other current releases by Dorothy Collins, Teresa Brewer, Tommy Edwards, Dick Jacobs, Steve Lawrence and Johnny Desmond will continue to get the normal heavy exploitation treatment, except in these cases only a single current release will be pushed.

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**ALMOST PARADISE**  
 c/w  
 IT'S BEEN A LONG, LONG TIME  
**NORMAN  
 PETTY TRIO**

9786  
**I PLEDGE  
 ALLEGIANCE TO  
 YOUR HEART**  
 c/w A PAIR OF FOOLS  
**GINNY  
 GIBSON**

9762  
**LITTLE BY LITTLE**  
 c/w  
 IT ALL STARTED  
 WITH YOUR KISS  
**MICKI  
 MARLO**

**a success formula as simple as ABC!**  
**ABC-PARAMOUNT = FIRST WITH THE FINEST!**

9779  
**LITTLE DID I KNOW**  
 c/w  
 AGAIN AND AGAIN  
**THE  
 ROVER BOYS**

9783  
**C'EST CA**  
 c/w  
 BY THE FIRESIDE  
**DON COSTA**  
 and his Orchestra

9788  
**A LITTLE TANGO**  
 c/w  
**THE PUERTO RICAN  
 PEDLAR**  
**SID FELLER**  
 and his Orchestra



*(Distributed in Canada by Spartron of Canada, Ltd.)*

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending February 6

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Young Love</b>		<b>1 7</b>	<b>6. Banana Boat (Day-O)</b>		<b>7 5</b>
By Carole Joyner-Ric Cartey—Published by Lowrey Music (BMI) BEST SELLING RECORDS: T. Hunter, Dot 15533; S. James, Cap 3602; Crew Cuts, Mercury 71022. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751.			By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Victor 20-6771.		
<b>2. Don't Forbid Me</b>		<b>2 8</b>	<b>6. Moonlight Gambler</b>		<b>6 10</b>
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.		
<b>3. Singing the Blues</b>		<b>3 16</b>	<b>8. True Love</b>		<b>8 21</b>
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40769; M. Robbins, Col 21545.			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.		
<b>4. Banana Boat Song</b>		<b>4 8</b>	<b>9. Blue Monday</b>		<b>13 6</b>
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Farriers, Glory 249. OTHER RECORDS AVAILABLE: Buchanan & Goodman, Luniverse 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.			By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.		
<b>5. Too Much</b>		<b>5 4</b>	<b>9. Love Me Tender</b>		<b>8 18</b>
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.			By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.		
<b>Second Ten</b>					
<b>11. Blueberry Hill</b>		<b>10 19</b>	<b>16. *Love Me</b>		<b>12 13</b>
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 Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*		
<b>12. Green Door</b>		<b>11 21</b>	<b>17. Since I Met You Baby</b>		<b>14 11</b>
By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.			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.		
<b>13. Marianne</b>		<b>23 2</b>	<b>18. I Dreamed</b>		<b>21 7</b>
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.			By C. Green-M. Moore—Published by Trinity (BMI) BEST SELLING RECORD: B. Johnson, Bally 1020.		
<b>14. Cinco Robles</b>		<b>21 4</b>	<b>18. Wringle Wrangle</b>		<b>28 2</b>
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. Weik, Coral 61765.			By Jones—Published by Disney (ASCAP) BEST SELLING RECORDS: F. Parker, Disneyland 39; Bill Hayes, ABC-Paramount, 9785. RECORDS AVAILABLE: R. Allen, Dec 30205; L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; V. Monroe, Vic WBY-56.		
<b>15. You Don't Owe Me a Thing</b>		<b>18 5</b>	<b>20. Rock-a-Bye Your Baby</b>		<b>15 12</b>
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 Jean Schwartz, Joe Young, Sam Lewis—Published by Warwick-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124.		
<b>Third Ten</b>					
<b>21. Cindy, Oh Cindy</b>		<b>17 18</b>	<b>26. Jim Dandy</b>		<b>30 3</b>
By Barron-Long—Published by E. B. Marks (BMI) RECORD AVAILABLE: E. Fisher, Vic 20-6677; V. Martin, Glory 247.			By Chase—Published by Raleigh (BMI) RECORD AVAILABLE: L. Baker, Atlantic 1116.		
<b>22. Love Is Strange</b>		<b>25 5</b>	<b>27. Gonna Get Along Without Ya Now</b>		<b>18 11</b>
By Ethel Smith—Published by Ben Ghaze (BMI) RECORD AVAILABLE: Mickey & Sylvia, Groove 0175; Luther & Little Eva, King 5010.			By Milton Kellum—Published by Kellum (ASCAP) RECORDS AVAILABLE: T. Brewer, Coral 60676; Patience & Prudence, Liberty 55040.		
<b>23. Anastasia</b>		<b>28 3</b>	<b>27. Who Needs You</b>		<b>- 1</b>
By Webster-Newman—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15521; L. Holmes, M-G-M 12392; Jones Boys, Liberty 55046; G. Lombardo, Cap 3601; R. Williams, Kapp 169; V. Young-A. Newman, Dec 30164.			By Stillman-R. Allen—Published by Korwin (ASCAP) RECORDS AVAILABLE: Four Lads, Columbia 40811.		
<b>23. Jamaica Farewell</b>		<b>23 9</b>	<b>29. Just Walking in the Rain</b>		<b>16 23</b>
By Lord Burgess—Published by Shari Music (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6663.			By Bragg & Riley—Published by Golden West Melodies (BMI) RECORDS AVAILABLE: J. Kileen, Abbott 3024; Prisonaire, Sun 186; J. Ray, Col 40729; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.		
<b>23. Knee Deep in the Blues</b>		<b>27 2</b>	<b>30. Rose and a Baby Ruth</b>		<b>20 14</b>
By Endsley—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: G. Mitchell, Col 40820; M. Robbins, Col 40815.			By Johnny Dee—Published by Bentley (BMI) RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; G. Hamilton IV, ABC-Paramount 9765; R. Flanagan, Vic 20-6719; E. Fontaine, Dec 31108.		

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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.



# Buyboard

6 NEW CAPITOL OF THE WORLD ALBUMS FOR FEBRUARY



4 NEW CLASSICAL ALBUMS FOR FEBRUARY



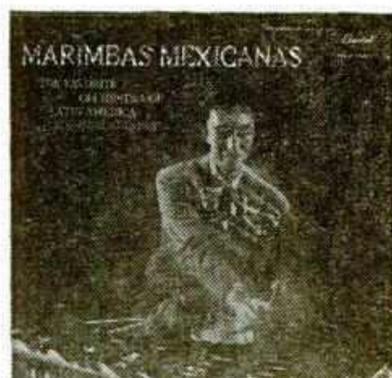
romance in Rome

ROMANCE IN ROME  
Dino Olivieri's Strings  
T-10029



Flamenco Español

FLAMENCO ESPAÑOL  
T-10033



MARIMBAS MEXICANAS

MARIMBAS MEXICANAS  
Marimba Chiapas  
T-10043

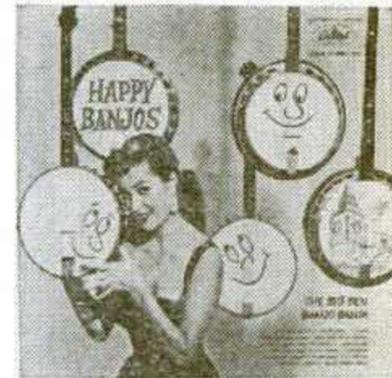


PARIS

LINE RENAUD'S PARIS  
Line Renaud  
T-10055



MY LONDON  
Ray Martin and His Piccadilly Strings  
T-10056



HAPPY BANJOS

HAPPY BANJOS  
The Big Ben Banjo Band  
T-10062



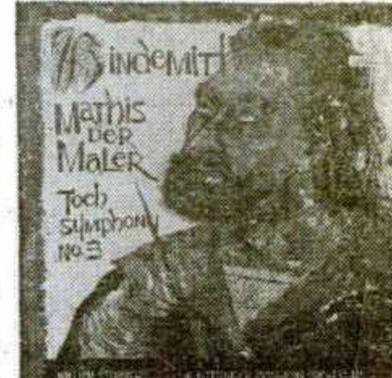
BACH: THE SIX CLAVIER CONCERTI  
AFTER VIVALDI  
Sylvia Marlowe, Harpsichord  
P-8361



MOZART: CONCERTO NO. 5 IN A MAJOR  
"TURKISH"  
BACH: CONCERTO NO. 1 IN A MINOR  
Nathan Milstein, Violin, with the Festival  
Orchestra conducted by Harry Blech  
P-8362



NOCTURNE  
The Hollywood Bowl Symphony Orchestra  
conducted by Carmen Dragon  
P-8363



HINDEMITH: MATHIS DER MALER  
TOCH: SYMPHONY NO. 3  
William Steinberg conducting the  
Pittsburgh Symphony Orchestra  
P-8364

EXCITING NEW SMASH!

# DEAN MARTIN

with Orchestra Conducted by Gus Levene



**THE MAN WHO PLAYS  
THE MANDOLINO**

(From the M.C. Motion Picture, "Ten Thousand Bedrooms")

**CAPTURED**  
Record No. 3648

*Mercury* HEADED THE LIST FOR  
...WE'RE OUT TO

The "Rage" Has Her First  
Smash Of The Year!

"POOR MAN'S  
ROSES"

(RICH MAN'S GOLD)

AND

"THE WALL"

PATTI  
PAGE

MERCURY 71059



# HITS ON CHARTS IN '56!

## MAINTAIN OUR TOP POSITION IN '57!

RELEASED IN JANUARY—HEADED FOR THE TOP!

**YOUR WILD HEART /** DUM-DUM

71038

**JOY LAYNE**

**LET'S GO CALYPSO /** SHOULD I EVER LOVE AGAIN

71039

**RUSTY DRAPER**

**BIRTHDAY PARTY /** THE LAST TIME

71027

**SIL AUSTIN**

**NO ONE SWEETER THAN YOU /** I'M A VISITOR

71031

**NICK NOBLE**

**TRICKY /** TRAVEL AT YOUR OWN RISK

71050

**RALPH MARGERIE**

**MORNING LIGHT /** ROCK DOC

71052

**LOUIS JORDAN**

**I KNOW /** YOU LET MY LOVE GROW COLD

71043

**DINAH WASHINGTON**

**UH, UH, NO /** DON'T STOP THE MUSIC

71029

**GEORGE JONES**

**WITHOUT HIM /** I GOT A LOT O' LOVE IN MY HEART

71040

**NINO ANTHONY**

COMING UP FAST!

**JOHNNY-O /** THE BOY ON THE DOLPHIN

71042

**FELICIA SANDERS**

**THE URCHIN OF VENICE /** THEME FROM FULL OF LIFE

71041

**RICHARD HAYMAN**

**LI'L STEEL BAND /** CUDDLE UP A LITTLE CLOSER

71053

**DAVID CARROLL**

**LEAVE IT TO LOVE /** THE BASHFUL MATADOR

71030

**SARAH VAUGHAN**

MERCURY RECORD CORPORATION • CHICAGO, ILLINOIS

### • Best Sellers in Stores

For survey week ending February 6

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
1.	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	1	4
2.	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	4	5
3.	<b>DON'T FORBID ME (BMI)—P. Boone</b> ANASTASIA (ASCAP)—Dot 15521	3	9
4.	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	2	7
5.	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	6	6
6.	<b>SINGING THE BLUES (BMI)—G. Mitchell</b> Crazy With Love (ASCAP)—Col 40769	5	10
7.	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	8	9
8.	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	7	10
9.	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417	9	6
10.	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> LOOK HOMEWARD, ANGEL (BMI)—Col 40803	15	4
11.	<b>MARIANNE (BMI)—T. Gilkyson</b> Goodbye, Chiquita (BMI)—Col 40817	—	1
12.	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	18	6
13.	<b>ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis</b> Come Rain or Come Shine (ASCAP)—Dec 30124	14	13
13.	<b>SINCE I MET YOU BABY (BMI)—I. J. Hunter</b> You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	24	11
15.	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	11	19
16.	<b>WRINGLE WRANGLE (ASCAP)—F. Parker</b> Wrangle Wrangle/Camarata (ASCAP)—Disneyland F 39	21	2
17.	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	23	3
18.	<b>LOVE ME TENDER (BMI)—E. Presley</b> Any Way You Want Me (ASCAP)—Vic 20-6643	12	18
18.	<b>JAMAICA FAREWELL (ASCAP)—H. Belafonte</b> Once Was (ASCAP)—Vic 20-6663	17	9
20.	<b>GREEN DOOR (BMI)—J. Lowe</b> (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	10	21
21.	<b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> TAKE ME BACK (ASCAP)—Col 40820	—	1
22.	<b>★LOVE ME (BMI)—E. Presley</b> Vic EPA-992	13	13
22.	<b>TRUE LOVE (ASCAP)—B. Crosby-G. Kelly</b> Well, Did You Evah? (ASCAP)—Cap 3507	18	20
22.	<b>WHO NEEDS YOU (ASCAP)—Four Lads</b> It's So Easy to Forget (BMI)—Col 40811	—	1
25.	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020	—	4
25.	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537	—	1

★ (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 6

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

This Week		Last Week	Weeks on Chart
1.	<b>SINGING THE BLUES (BMI)—G. Mitchell</b> Crazy With Love (ASCAP)—Col 40769	1	15
2.	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521	2	6
3.	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	7	4
4.	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	6	4
5.	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	3	7
6.	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	4	6
7.	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	16	2
8.	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	5	18
9.	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417	10	4
10.	<b>GREEN DOOR (BMI)—J. Lowe</b> (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	8	19
11.	<b>BANANA BOAT SONG (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	14	3
12.	<b>★LOVE ME—E. Presley</b> Vic EPA-992—BMI	11	10
13.	<b>LOVE ME TENDER (BMI)—E. Presley</b> Any Way You Want Me (ASCAP)—Vic 20-6643	9	17
14.	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> Look Homeward, Angel (BMI)—Col 40803	20	2
15.	<b>TRUE LOVE (ASCAP)—B. Crosby G. Kelly</b> Well, Did You Evah? (ASCAP)—Cap 3507	12	16
16.	<b>ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis</b> Come Rain or Come Shine (ASCAP)—Dec 30124	15	7
17.	<b>YOUNG LOVE (BMI)—Crew Cuts</b> Little by Little (BMI)—Mercury 71022	18	2
18.	<b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> Take Me Back (ASCAP)—Col 40820	—	1
18.	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020	—	1
20.	<b>ROSE AND A BABY RUTH (BMI)—G. Hamilton IV</b> If You Don't Know (BMI)—ABC-Paramount 9765	13	12

★ (Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and on 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
1.	Banana Boat Song (E. B. Marks-Bryden)	5	5
2.	Young Love (Lowery)	2	4
3.	True Love (Buxton Hill)	3	11
4.	Singing the Blues (Acuff-Rose)	1	13
5.	Love Me Tender (Presley)	4	18
6.	Don't Forbid Me (Roosevelt)	6	4
7.	Cinco Robles (Warman)	—	1
8.	Cindy, Oh Cindy (E. B. Marks-Bryden)	10	15
9.	Anastasia (Feist)	13	4
10.	Moonlight Gambler (E. H. Morris)	9	4
11.	Green Door (Trinity)	7	17
12.	Blueberry Hill (Chappell)	8	14
13.	Too Much (Southern Belle-Presley)	—	1
14.	Gonna Get Along Without Ya Now (Kallum)	11	6
14.	Since I Met You Baby (Progressive)	12	2

### • Most Played by Jockeys

For survey week ending February 6

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

This Week		Last Week	Weeks on Chart
1.	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	4	5
2.	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	1	7
3.	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521	2	8
4.	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	6	3
5.	<b>BANANA BOAT SONG (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	5	6
6.	<b>SINGING THE BLUES (BMI)—G. Mitchell</b> Crazy With Love (ASCAP)—Col 40769	3	16
7.	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	8	10
8.	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	7	8
9.	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020	9	10
10.	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> Look Homeward, Angel (BMI)—Col 40803	11	5
11.	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417	12	4
12.	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537	24	2
13.	<b>MARIANNE (BMI)—T. Gilkyson</b> Goodbye, Chiquita (BMI)—Col 40817	16	2
14.	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	21	2
15.	<b>WHO NEEDS YOU? (ASCAP)—Four Lads</b> It's So Easy to Forget (BMI)—Col 40811	—	1
16.	<b>★LOVE ME (BMI)—E. Presley</b> Vic EPA-992	10	12
17.	<b>BANANA BOAT SONG (BMI)—Fontane Sisters</b> Honolulu Moon (ASCAP)—Dot 15527	13	6
18.	<b>BANANA BOAT SONG (BMI)—S. Lawrence</b> Long Before I Knew You (ASCAP)—Coral 61761	—	1
19.	<b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> Take Me Back (ASCAP)—Col 40820	19	2
20.	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	—	1
21.	<b>TRUE LOVE (ASCAP)—B. Crosby-G. Kelly</b> Well, Did You Evah? (ASCAP)—Cap 3507	15	20
22.	<b>GREEN DOOR (BMI)—J. Lowe</b> (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	14	21
22.	<b>CAN I STEAL A LITTLE LOVE? (ASCAP)—F. Sinatra</b> Your Love for Me (BMI)—Cap 3608	—	1
24.	<b>PLAYING FOR KEEPS (BMI)—E. Presley</b> Too Much (BMI)—Vic 20-6800	—	1
25.	<b>ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis</b> Come Rain or Come Shine (ASCAP)—Dec 30124	—	8

★ (Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and on RCA Victor 33 1/2 "Elvis" LPM 1382)

THE HOTTEST RECORD IN THE INDUSTRY...

*the Original!*

**LUCKY!  
LIPS**

*by  
Ruth  
Brown*

ATLANTIC 1125

b/w

"MY HEART IS BREAKING OVER YOU"



ATLANTIC RECORDING CORP.  
157 WEST 57th St. NEW YORK 19, N. Y.

# M-G-M DISK CLICKS



**DAVID ROSE**  
**CALYPSO MELODY**  
and  
**THEME FROM THE WINGS OF EAGLES**  
(From MGM Film)  
K12430 • MGM 12430

**JONI JAMES**  
 **JONI SINGS**  
Songs by  
**VICTOR YOUNG and FRANK LOESSER**  
E3449  
X1343 • X1344 • X1345

**GOOMBAY CARNIVAL**  
 **THE CONFIDENTIAL CLUB ORCH.**  
RECORDED IN NASSAU, B. W. I.  
E3359  
X1252 • X1253 • X1254

**WINTER WONDERLAND**  
 **RAY CHARLES SINGERS**  
E 3387  
X1287 • X1288 • X1289

Music Recorded Directly From  
the Sound Track of the MGM  
Picture  
**EDGE OF THE CITY**  
E3501 ST

**IVORY JOE HUNTER**  
 **I GET THAT LONESOME FEELING**  
E3488, X1376, X1377, X1378

**ROBERT MAXWELL**  
His Harp & Orch.  
**SONG OF THE NAIROBI TRIO**  
(SOLFEGGIO)  
K12410 • MGM 12410

HEAR IT!  
PLAY IT!  
SELL IT!  
**RON HARGRAVE**  
**ONLY A DAYDREAM**  
and  
**LATCH ON**  
K12422 MGM 12422

**ROBBIN HOOD** *The Original*  
DON'T PROMISE ME  
**the CAN CAN SONG**  
B/W KISSES  
K12424 • MGM 12424

**DICK HYMAN**  
**THREE PENNY TANGO**  
(A Theme From "The Threepenny Opera")  
and  
**THE RED CAT**  
K12415 • MGM 12415

**TONI CARROLL**  
**IT WAS SO THRILLING**  
and  
**I WANTCHA TO KNOW**  
K12425 • MGM 12425

**BETTY MADIGAN**  
**CAN'T YOU TELL**  
and  
**EV'RY TIME**  
K12416 • MGM 12416

## Territorial Best Sellers

For survey week ending February 6

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

- Atlanta**
1. Singing the Blues, G. Mitchell, Col.
  2. Young Love, S. James, Cap.
  3. Banana Boat (Day-O), H. Belafonte, Vic.
  4. Don't Forbid Me, P. Boone, Dot
  5. Jamaica Farewell, H. Belafonte, Vic.
  6. Moonlight Gambler, F. Laine, Col.

- Baltimore**
1. Young Love, S. James, Cap.
  2. Too Much, E. Presley, Vic.
  3. Love Is Strange, Mickey & Sylvia, Grv.
  4. Don't Forbid Me, P. Boone, Dot
  5. Jim Dandy, L. Baker, Atl.
  6. Young Love, T. Hunter, Dot
  7. Blue Monday, F. Domino, Imp.
  8. Banana Boat (Day-O), H. Belafonte, Vic.
  9. Banana Boat Song, Tarriers, Gly.

- Boston**
1. Young Love, S. James, Cap.
  2. Marianne, T. Gilkyson, Col.
  3. Who Needs You, Four Lads, Col.
  4. Wonderful, Wonderful, J. Mathis, Col.
  5. Too Much, E. Presley, Vic.
  6. Banana Boat (Day-O), H. Belafonte, Vic.
  7. Cinco Robles, R. Arms, Era
  8. Don't Forbid Me, P. Boone, Dot
  9. Young Love, T. Hunter, Dot
  10. On My Word of Honor, Platters, Mer.

- Buffalo**
1. Singing the Blues, G. Mitchell, Col.
  2. Young Love, T. Hunter, Dot
  3. Banana Boat (Day-O), H. Belafonte, Vic.
  4. Too Much, E. Presley, Vic.
  5. Green Door, J. Lowe, Dot
  6. Rock-a-Bye Your Baby, J. Lewis, Dec.
  7. Blue Monday, F. Domino, Imp.

- Chicago**
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. Moonlight Gambler, F. Laine, Col.
  6. Wringle Wrangle, F. Parker, Dsl.
  7. Banana Boat (Day-O), H. Belafonte, Vic.
  8. I Love My Baby, J. Corey, Col.
  9. Wringle Wrangle, B. Hayes, Pmt.
  10. Marianne, Hilltoppers, Dot

- Cincinnati**
1. Young Love, S. James, Cap.
  2. Don't Forbid Me, P. Boone, Dot
  3. Too Much, E. Presley, Vic.
  4. Moonlight Gambler, F. Laine, Col.
  5. Banana Boat (Day-O), H. Belafonte, Vic.
  6. Banana Boat Song, Tarriers, Gly.
  7. Jim Dandy, L. Baker, Atl.
  8. Blue Monday, F. Domino, Imp.
  9. You Don't Owe Me a Thing, J. Ray, Col.

- Cleveland**
1. Young Love, S. James, Cap.
  2. Too Much, E. Presley, Vic.
  3. Don't Forbid Me, P. Boone, Dot
  4. I Miss You So, C. Connor, Atl.
  5. Banana Boat (Day-O), H. Belafonte, Vic.
  6. Butterfly, C. Gracie, Cam.
  7. Young Love, T. Hunter, Dot
  8. Blue Monday, F. Domino, Imp.
  9. Girl Can't Help It, Little Richard, Spe.
  10. Wringle Wrangle, F. Parker, Dsl.

- Dallas-Fort Worth**
1. Singing the Blues, G. Mitchell, Col.
  2. Young Love, S. James, Cap.
  3. Too Much, E. Presley, Vic.
  4. Banana Boat (Day-O), H. Belafonte, Vic.
  5. Blue Monday, F. Domino, Imp.
  6. Marianne, T. Gilkyson, Col.

- Denver**
1. Young Love, T. Hunter, Dot
  2. Banana Boat (Day-O), H. Belafonte, Vic.
  3. Too Much, E. Presley, Vic.
  4. Don't Forbid Me, P. Boone, Dot
  5. Singing the Blues, G. Mitchell, Col.
  6. Blue Monday, F. Domino, Imp.

- Detroit**
1. Young Love, S. James, Cap.
  2. Too Much, E. Presley, Vic.
  3. Wringle Wrangle, F. Parker, Dsl.
  4. Love Is Strange, Mickey & Sylvia, Grv.
  5. Who Needs You, Four Lads, Col.
  6. You Don't Owe Me a Thing, J. Ray, Col.
  7. Don't Forbid Me, P. Boone, Dot
  8. Marianne, T. Gilkyson, Col.
  9. On My Word of Honor, Platters, Mer.
  10. Almost Paradise, N. Petty, Pmt.

- Kansas City**
1. Too Much, E. Presley, Vic.
  2. Young Love, T. Hunter, Dot
  3. Don't Forbid Me, P. Boone, Dot
  4. Jamaica Farewell, H. Belafonte, Vic.
  5. Blue Monday, F. Domino, Imp.
  6. Banana Boat (Day-O), H. Belafonte, Vic.
  7. Marianne, T. Gilkyson, Col.
  8. Moonlight Gambler, F. Laine, Col.
  9. Singing the Blues, G. Mitchell, Col.
  10. Since I Met You Baby, I. J. Hunter, Atl.

- Los Angeles**
1. Young Love, T. Hunter, Dot
  2. Banana Boat (Day-O), H. Belafonte, Vic.
  3. Singing the Blues, G. Mitchell, Col.

- Milwaukee**
1. Young Love, S. James, Cap.
  2. Don't Forbid Me, P. Boone, Dot
  3. Rock-a-Bye Your Baby, J. Lewis, Dec.
  4. Too Much, E. Presley, Vic.
  5. Wringle Wrangle, F. Parker, Dsl.
  6. Banana Boat (Day-O), H. Belafonte, Vic.
  7. You Don't Owe Me a Thing, J. Ray, Col.
  8. Playing for Keeps, E. Presley, Vic.
  9. Young Love, T. Hunter, Dot
  10. Wringle Wrangle, B. Hayes, Pmt.

- Minneapolis-St. Paul**
1. Too Much, E. Presley, Vic.
  2. Young Love, S. James, Dot
  3. Don't Forbid Me, P. Boone, Dot
  4. Banana Boat (Day-O), H. Belafonte, Vic.
  5. Young Love, T. Hunter, Dot
  6. Knee Deep in the Blues, G. Mitchell, Col.
  7. Jamaica Farewell, H. Belafonte, Vic.
  8. In the Still of the Night, Satins, Emb.
  9. What's the Reason I'm Not Pleasing You, F. Domino, Imp.
  10. You Don't Owe Me a Thing, J. Ray, Col.

- New Orleans**
1. Too Much, E. Presley, Vic.
  2. Young Love, S. James, Cap.
  3. Singing the Blues, G. Mitchell, Col.
  4. Blue Monday, F. Domino, Imp.
  5. Don't Forbid Me, P. Boone, Dot
  6. Moonlight Gambler, F. Laine, Col.
  7. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
  8. Jim Dandy, L. Baker, Atl.
  9. Banana Boat Song, Tarriers, Gly.

- New York**
1. Singing the Blues, G. Mitchell, Col.
  2. Banana Boat (Day-O), H. Belafonte, Vic.
  3. Young Love, S. James, Cap.
  4. Green Door, J. Lowe, Dot
  5. Blueberry Hill, F. Domino, Imp.
  6. I Dreamed, B. Johnson, Bly.
  7. True Love, B. Crosby-G. Kelly, Cap.
  8. Too Much, E. Presley, Vic.
  9. Love Me Tender, E. Presley, Vic.
  10. Young Love, T. Hunter, Dot

- Philadelphia**
1. Banana Boat Song, Tarriers, Gly.
  2. Young Love, S. James, Cap.
  3. Singing the Blues, G. Mitchell, Col.
  4. Wringle Wrangle, F. Parker, Dsl.
  5. Rock-a-Bye Your Baby, J. Lewis, Dec.
  6. Too Much, E. Presley, Vic.

- Pittsburgh**
1. Young Love, S. James, Cap.
  2. Too Much, E. Presley, Vic.
  3. Young Love, T. Hunter, Dot
  4. Banana Boat (Day-O), H. Belafonte, Vic.
  5. Bad Boy, Jive Bombers, Sav.
  6. Banana Boat Song, Tarriers, Gly.
  7. Moonlight Gambler, F. Laine, Col.
  8. Rock-a-Bye Your Baby, J. Lewis, Dec.

- St. Louis**
1. Young Love, T. Hunter, Dot
  2. Don't Forbid Me, P. Boone, Dot
  3. Banana Boat Song, Tarriers, Gly.
  4. Singing the Blues, G. Mitchell, Col.
  5. I Miss You So, C. Connor, Atl.
  6. Too Much, E. Presley, Vic.
  7. Wringle Wrangle, B. Hayes, Pmt.
  8. Banana Boat (Day-O), H. Belafonte, Vic.
  9. Marianne, T. Gilkyson, Col.
  10. I Dreamed, B. Johnson, Bly.

- San Francisco**
1. Young Love, T. Hunter, Dot
  2. Singing the Blues, G. Mitchell, Col.
  3. Banana Boat (Day-O), H. Belafonte, Vic.
  4. Don't Forbid Me, P. Boone, Dot
  5. Too Much, E. Presley, Vic.
  6. Green Door, J. Lowe, Dot
  7. Jamaica Farewell, H. Belafonte, Vic.
  8. Marianne, Hilltoppers, Dot
  9. Rock-a-Bye Your Baby, J. Lewis, Dec.
  10. Rose and a Baby Ruth, G. Hamilton IV, Pmt.

- 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. Cinco Robles, R. Arms, Era
  6. Blue Monday, F. Domino, Imp.
  7. Don't Forbid Me, P. Boone, Dot

- Toronto**
1. Young Love, S. James, Cap.
  2. Banana Boat Song, Tarriers, Gly.
  3. Singing the Blues, G. Mitchell, Col.
  4. Too Much, E. Presley, Vic.
  5. Young Love, T. Hunter, Dot
  6. Blue Monday, F. Domino, Imp.
  7. Since I Met You Baby, I. J. Hunter, Atl.
  8. Love Me Tender, E. Presley, Vic.
  9. Don't Forbid Me, P. Boone, Dot
  10. Moonlight Gambler, F. Laine, Col.

*it's "Mr. Great"*

# PERRY COMIO

*A Fresh Novelty  
sung as only he can . . .*

# ROUND AND ROUND

*Beautiful Ballad . . .*

# MI CASA SU CASA

*(My House Is Your House)*

**20/47 6815**



*The Dealer's Choice*

**RCA VICTOR**



**CURRENT HITS**

Ted Heath *and his music*  
**MADAGASCAR**

B/W

Jungle Drums 1712



Bob Cort *and his Skiffle group*

**IT TAKES A WORRIED MAN  
TO SING A WORRIED BLUES**

B/W

**DON'T ROCK ME DADDY-O**

1713

**NEW RELEASES**

Bob Sharples *and his orch.*

**OO-LA-LA, OUI-OUI!**

B/W

Afrika 1721



Frank Chacksfield *and his orch.*

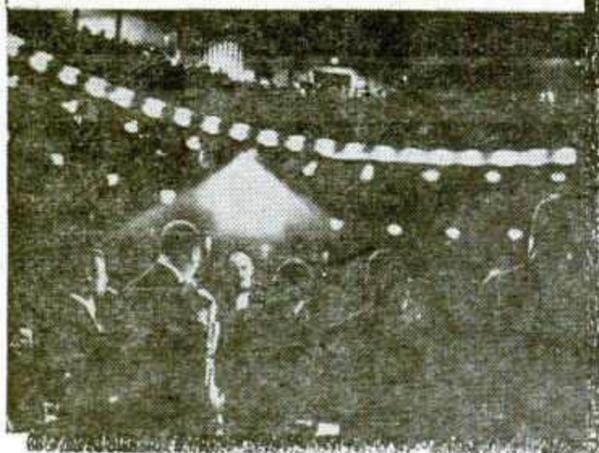
**YOUR LOVE IS MY LOVE**

B/W

Breath of Spring 1722

**The Best Big Band Album Ever!**

**TED HEATH**  
*at Carnegie Hall*



**AT CARNEGIE HALL**

- Listen To My Music
- Kings Cross Climax
- Memories of You
- R. J. Boogie
- Perdido
- Autumn in New York
- Carioca
- Just One of Those Things
- Lullaby in Rhythm
- Stonehenge
- Procession
- I Remember You
- Hawaiian War Chant

LL 1566

**LONDON**  
RECORDS

539 West 25th St., New York 1, N. Y.



**THE TOP 100**

For survey week ending February 6

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	4
2	DON'T FORBID ME, P. Boone, Dot	1
3	YOUNG LOVE, S. James, Capitol	3
4	TOO MUCH, E. Presley, Victor	7
5	SINGING THE BLUES, G. Mitchell, Columbia	2
6	MOONLIGHT GAMBLER, F. Laine, Columbia	5
7	BANANA BOAT (DAY-O), H. Belafonte, Victor	8
8	BANANA BOAT SONG, Tarriers, Glory	6
9	BLUE MONDAY, F. Domino, Imperial	9
10	YOU DON'T OWE ME A THING, J. Ray, Columbia	15
11	LOVE ME, E. Presley, Victor	11
12	GREEN DOOR, J. Lowe, Dot	10
13	I DREAMED, B. Johnson, Bally	18
14	ROCK-A-BYE YOUR BABY, J. Lewis, Decca	16
15	BLUEBERRY HILL, F. Domino, Imperial	12
16	TRUE LOVE, Bing Crosby & G. Kelly, Capitol	13
17	LOVE IS STRANGE, Mickey & Sylvia, Groove	20
18	MARIANNE, Hilltoppers, Dot	43
19	KNEE DEEP IN THE BLUES, G. Mitchell, Columbia	23
20	JAMAICA FAREWELL, H. Belafonte, Victor	17
21	WHO NEEDS YOU, Four Lads, Columbia	27
22	BANANA BOAT SONG, Fontane Sisters, Dot	25
23	MARIANNE, T. Gilkyson, Columbia	41
24	SINCE I MET YOU BABY, I. J. Hunter, Atlantic	18
25	ROSE AND A BABY RUTH, G. Hamilton IV, ABC-Paramount	21
26	LOVE ME TENDER, E. Presley, Victor	13
27	JIM DANDY, L. Baker, Atlantic	29
28	I LOVE MY BABY, J. Corey, Columbia	32
29	CAN I STEAL A LITTLE LOVE, F. Sinatra, Capitol	32
30	HEY! JEALOUS LOVER, F. Sinatra, Capitol	21
31	YOUR WILD HEART, J. Layne, Mercury	—
32	JUST WALKING IN THE RAIN, J. Ray, Columbia	24
33	GONNA GET ALONG WITHOUT YA NOW, Patience & Prudence, Liberty	28
34	PLAYING FOR KEEPS, E. Presley, Victor	40
35	WRINGLE WRANGLE, F. Parker, Disneyland	45
36	BANANA BOAT SONG, S. Lawrence, Coral	34
37	CINCO ROBLES, R. Arms, Era	25
38	WRINGLE WRANGLE, B. Hayes, ABC-Paramount	46
39	I MISS YOU SO, C. Connor, Atlantic	52
40	ON MY WORD OF HONOR, Platters, Mercury	29
41	AIN'T GOT NO HOME, C. Henry, Argo	35
42	AUCTIONEER, L. Van Dyke, Dot	47
43	CINCO ROBLES, L. Paul & M. Ford, Capitol	53
44	ANASTASIA, P. Boone, Dot	49
45	CINDY, OH CINDY, E. Fisher, Victor	38
46	GARDEN OF EDEN, J. Valino, Vik	42
47	YOUNG LOVE, Crew Cuts, Mercury	31
48	LOOK HOMEWARD, ANGEL, J. Ray, Columbia	36
49	POOR BOY, E. Presley, Victor	48
50	BANANA BOAT SONG, S. Vaughan, Mercury	37
51	WITHOUT LOVE, C. McPhatter, Atlantic	68
52	BUTTERFLY, C. Gracie, Cameo	—
53	FRIENDLY PERSUASION, P. Boone, Dot	51
54	CHANTEZ CHANTEZ, D. Shore, Victor	74
55	WHAT'S THE REASON (I'M NOT PLEASING YOU)? F. Domino, Imperial	57
56	LITTLE BY LITTLE, M. Marlo, ABC-Paramount	—
57	LITTLE BY LITTLE, N. Brown, Savoy	63
58	BAD BOY, Jive Bombers, Savoy	76
59	BALLERINA, Nat (King) Cole, Capitol	70
60	YOUR LOVE FOR ME, F. Sinatra, Capitol	76
61	GIRL CAN'T HELP IT, Little Richard, Specialty	57
62	REPEAT AFTER ME, P. Page, Mercury	53
63	RED SAILS IN THE SUNSET, T. Hunter, Dot	57
64	HONKY TONK, B. Doggett, King	61
65	WHAT IS A TEENAGE GIRL? T. Edwards, Coral	60
66	BABY DOLL, A. Williams, Cadence	65
67	ONE IN A MILLION, Platters, Mercury	38
68	WRITTEN ON THE WIND, Four Aces, Decca	73
69	BY YOU, BY YOU, BY YOU, J. Lowe, Dot	68
70	SINGING THE BLUES, M. Robbins, Columbia	66
71	TAKE ME BACK, G. Mitchell, Columbia	55
72	CINDY, OH CINDY, V. Martin, Glory	75
73	DREAMY EYES, Four Preps, Capitol	76
74	BIRTHDAY PARTY, S. Austin, Mercury	—
75	GREENSLEEVES, Beverly Sisters, London	62
76	COME GO WITH ME, D. Vikings, Dot	—
77	MONEY TREE, M. Whiting, Capitol	55
78	SINCE I MET YOU BABY, M. Carson, Columbia	66
79	CITY OF ANGELS, Highlights, Bally	—
80	MONEY TREE, Patience & Prudence, Liberty	88
81	WONDERFUL WONDERFUL, J. Mathis, Columbia	71
82	ONLY ONE LOVE, G. Hamilton IV, ABC-Paramount	—
83	RAM-BUNK-SHUSH, B. Doggett, King	—
84	WHEN MY BLUE MOON TURNS TO GOLD AGAIN, E. Presley, Victor	44
85	AUCTIONEER, C. Miller, Mercury	—
86	MAMA FROM THE TRAIN, P. Page, Mercury	50
87	TWO DIFFERENT WORLDS, R. Williams & J. Morgan, Kapp	—
88	ON LONDON BRIDGE, J. Stafford, Columbia	92
89	TIGER LILY, R. Draper, Mercury	—
90	YOU ARE MY FIRST LOVE, Nat (King) Cole, Capitol	90
91	NIGHT LIGHTS, Nat (King) Cole, Capitol	85
92	SHIRLEY, Schoolboys, Okeh	—
93	JUST IN TIME, T. Bennett, Columbia	—
94	THOUSAND MILES AWAY, Heartbeats, Rama	80
95	PARTY'S OVER, Doris Day, Columbia	97
96	TWO DIFFERENT WORLDS, D. Rondo, Jubilee	81
97	BLUE MOON, E. Presley, Victor	—
98	WISDOM OF A FOOL, Five Keys, Capitol	72
99	OLD SHEP, E. Presley, Victor	—
100	CRAZY WITH LOVE, G. Mitchell, Columbia	82

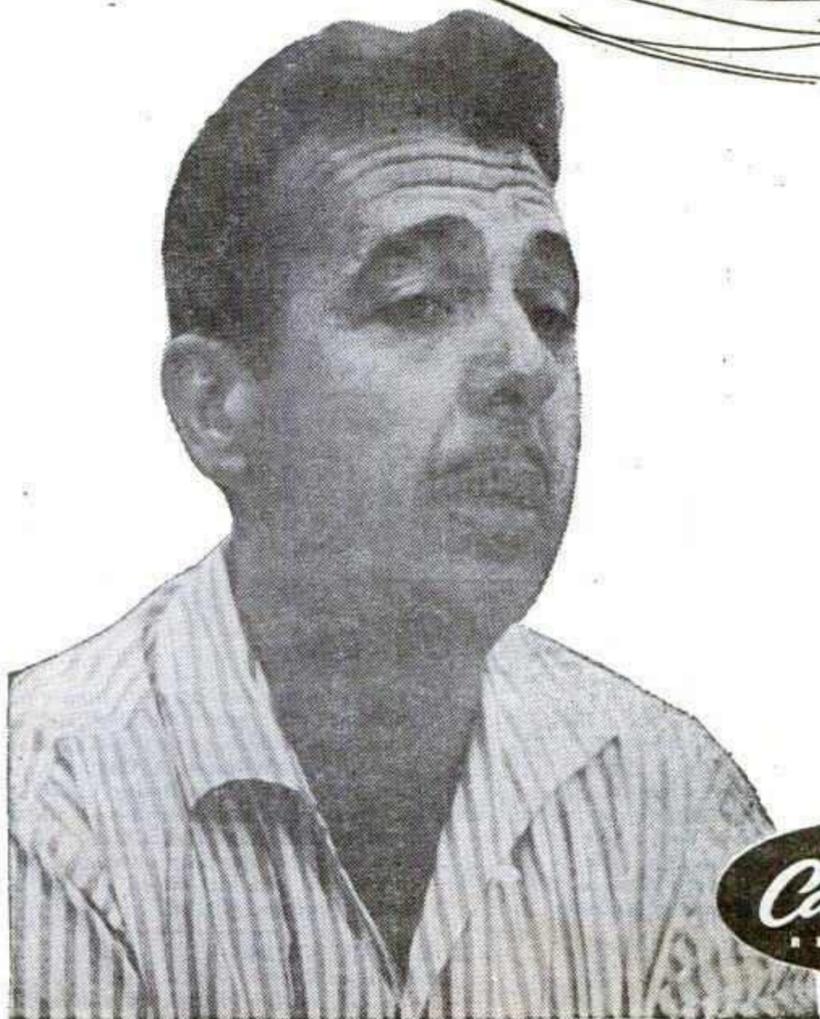
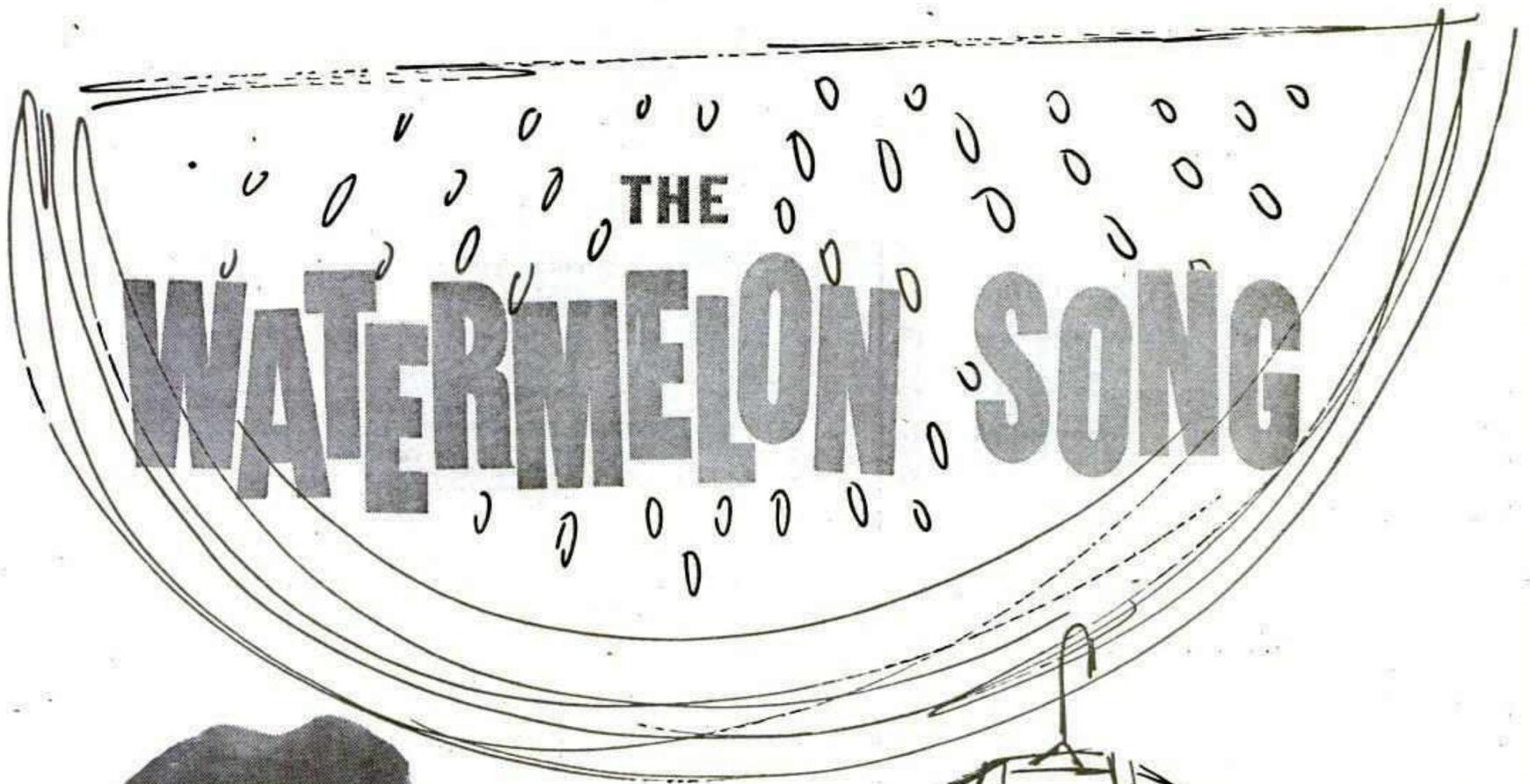
**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

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.

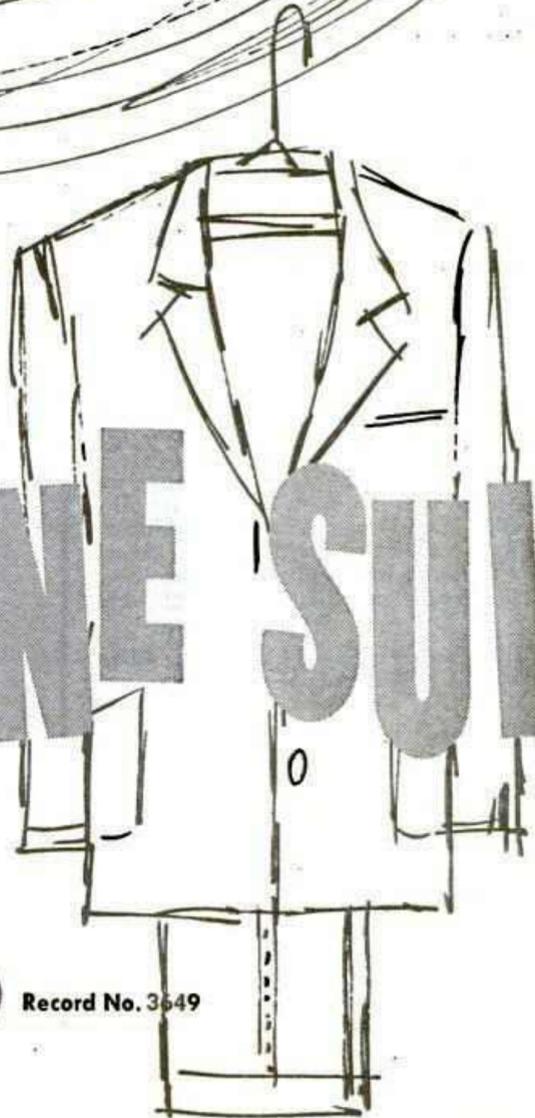
*off to a roaring start*

# "TENNESSEE" ERNIE FORD

*on this NEW double-sided HIT! • with orchestra conducted by JACK FASCINATO*



# ONE SUIT



Record No. 3649

## 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** . . . . . *Billy Hayes*  
(ASCAP) ABC-Paramount 9785
2. **Butterfly** . . . . . *Charlie Gracie*  
(BMI) Cameo 105
3. **Can I Steal a Little Love?** . . . . . *Frank Sinatra*  
(ASCAP) Capitol 3608
4. **Cinco Robles** . . . . . *Russell Arms*  
(BMI) Era 1026
5. **Your Wild Heart** . . . . . *Joy Layne*  
(ASCAP) Mercury 71038
6. **You Are My First Love Ballerina**  
. . . . . *Nat (King) Cole*  
(BMI); (ASCAP) Capitol 3619
7. **Hold 'Em Joe**  
**I'm Just a Country Boy** . . . . . *Harry Belafonte*  
(BMI); (BMI) RCA Victor 0322
8. **Walkin' After Midnight** . . . . . *Patsy Cline*  
(BMI) Decca 30221
9. **Party Doll** . . . . . *Buddy Knox*  
(BMI) Roulette 4002
10. **Gone** . . . . . *Ferlin Huskey*  
(BMI) Capitol 3628

### 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.

- YOUR WILD HEART** (E. H. Morris, ASCAP)—Joy Layne—Mercury 71038—Miss Layne is having a terrific run on this first record of hers. Sales reports from cities like Chicago, Milwaukee, Baltimore, Buffalo and Cincinnati are reaching proportions that indicate she may well have a chart disk on her hands very soon. Flip is "Dum Dum" (Teri, ASCAP). A previous Billboard "Spotlight" pick.
- WALKIN' AFTER MIDNIGHT** (Four Star Sales, BMI)—Patsy Cline—Decca 30221—Here is the most recent example of a country artist coming into the pop market and cleaning up. Miss Cline has cracked New York, Philadelphia, Baltimore, Washington and other East Coast cities as well as Southern and Midwestern key markets, where the action is both pop and country and western. It is coming up fast now and should make the charts. Flip is also doing well in some areas; it is "Poor Man's Roses" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.
- PARTY DOLL** (Jackie, BMI)—Buddy Knox—Roulette 4002—A left-field item that has dug in solidly the past week or two. The spread of reports is unusually extensive: New York, Philadelphia, Baltimore, Pittsburgh, Cleveland, Milwaukee, St. Louis and Durham are a few cities sampled in which very good volume was indicated. Its potential seems to have been barely scratched so far. Flip is "My Baby's Gone" (Jackie, BMI). A previous Billboard "Spotlight" pick.
- GONE** (Hill & Range, BMI)—Ferlin Huskey—Capitol 3628—See this Week's Country and Western Best Buys.

## • Review Spotlight on . . .

### POP RECORDS

- PATTI PAGE** . . . . . Mercury 71059 . . . . . **THE WALL**  
(Dreyer, ASCAP)  
**A POOR MAN'S ROSE** . . . . . (Shapiro-Bernstein, ASCAP)
- EILEEN RODGERS** . . . . . Columbia 40850 . . . . . **THE WALL**  
(Dreyer, ASCAP)  
**THIS DAY** . . . . . (Porgie, BMI)  
This powerful rock and roll ballad, already taking off via Epic's Brook Benton version in both r.&b. and pop, gets two more tremendous renditions this week, either or both of which can go all the way. From Miss Page it's an uninhibited wailer, a sharp contrast to many of her previous clicks. Miss Rodgers, belting with unrelenting fervor, looks to have the follow up to "Miracle of Love."
- FRANKIE LYMON AND THE TEEN-AGERS** . . . . . Gee 1032 . . . . . **TEEN-AGE LOVE**  
(Kahl, BMI)  
**PAPER CASTLES** . . . . . (Panetary, ASCAP)  
Here's another rocking side by Lymon, which should stir up plenty of counter action and jockey play in the pop as well as rhythm and blues market. "Teen-Age Love" spotlights a typical frantic Lymon vocal, backed by the big beat, on a sock rhythm item with lyrics which should appeal to the teen set. Flip, a pleasant ballad, features an interesting change of pace for the group.
- (TENNESSEE) ERNIE FORD** . . . . . Capitol 3649 . . . . . **ONE SUIT**  
(Roosevelt, BMI)  
**THE WATERMELON SONG** . . . . . (Gale & Gayles, BMI)  
Ford has two engaging sides in his latest release and both performances should rate considerable jockey attention. "One Suit" is a charming folk tune with strong lyrics. Ford sells both with top showmanship.
- GALE STORM** . . . . . Dot 15539 . . . . . **ON TREASURE ISLAND**  
(E. H. Morris, ASCAP)  
**LUCKY LIPS** . . . . . (Tiger, BMI)  
The vivacious thrush accords the great old Edgar Leslie standard a handsome vocal treatment. Backing and arrangement reflect the Fats Domino touch. "Lucky Lips," a cover of the catchy Ruth Brown original, is handled with verve and personality. Flip is stronger side performance-wise, but jockeys will probably flip for both.
- McGUIRE SISTERS** . . . . . Coral 61798 . . . . . **HE'S GOT TIME**  
(Valyr, ASCAP)  
**BLUE SKIES** . . . . . (Berlin, ASCAP)  
The girls may land back on the best seller charts with this one. "Blue Skies," taken out of their recent album, is a smartly paced, up-dated version of the Berlin oldie, featuring standout chirping and imaginative phrasing by the sisters and exciting backing by Dick Jacobs. The flip (a clever religioso rhythm item recorded more than a year ago by the McGuires, altho released after the De John Sisters' version) is wrapped up in an effective trick-vocal treatment.
- 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. Flip is a pleasant Western-flavored opus, "Soft Sands" (Weiss & Bar y, BMI).

### POP DISK JOCKEY PROGRAMMING

- DICK JACOBS CHORUS AND ORK** . . . . . Coral 60794 . . . . . **TOWER'S TROT**  
(Ross-Jungnickel, ASCAP)  
**THE BIG BEAT** . . . . . (Anvil, ASCAP)  
Topside is a bright, commercial cutting of the catchy special-dance tune, introduced and regularly plugged on the Sid Caesar NBC-TV show. Flip, which also shapes up as a strong deejay and retail item, describes itself. Both qualify as happy openers for jockey airers.
- 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).

## Reviews and Ratings

### THE AMES BROTHERS

- Did You Get the Roses** . . . . . 86  
VICTOR 6821—A pretty Jimmy Kennedy tune, recalling his "Red Sails." Ames Brothers are effective against a leisurely, simple backing. (Leeds, ASCAP)
- I Know Only One Way to Love You** . . . . . 83  
A graceful waltz provides a strong vehicle for the Ames Brothers, and Hugo Winterhalter has provided a haunting background. (Paxton, ASCAP)

### LAWRENCE WELK ORK

- When Irish Eyes Are Smiling** . . . . . 84  
CORAL 61784—Here's a lush, dripping

version of the famous Irish tune which calls out for group singing support. Tenor Jim Roberts sings it in fine traditional style. (Witmark, ASCAP)

**Dance Around a Stack of Barley** . . . . . 78  
Accordion and organ team up with the band on this one. Has a flavor of old Eire with the Sparklers offering another commercial reading aimed at the box trade. (Vernon, ASCAP)

### THE HIGHLIGHTS

- Will I Ever Know?** . . . . . 83  
BALLY 1027 — Fresh from a big hit  
(Continued on page 87)

# Dot's Own Hit Parade

- 15521—DON'T FORBID ME—ANASTASIA—PAT BOONE  
 15533—YOUNG LOVE—RED SAILS IN THE SUNSET—TAB HUNTER  
 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  
 15534—9 LB. HAMMER—SANFORD CLARK  
 15527—THE BANANA BOAT SONG—THE FONTANE SISTERS  
 15486—THE GREEN DOOR—JIM LOWE  
 15525—I FEEL THE BEAT—BY YOU, BY YOU, BY YOU—JIM LOWE  
 15530—PENNSYLVANIA WALTZ—SUGAR BLUES—BILLY VAUGHN  
 15507—CONFIDENTIAL—SONNY KNIGHT  
 15503—AUCTIONEER—LE ROY VAN DYKE  
 15490—FRIENDLY PERSUASION—CHAINS OF LOVE—PAT BOONE

## NEW RELEASES

- 15536—GLOW WORM—MARIE—EDDIE PEABODY  
 15540—PADDLIN' INGABORD HOME—SCHOOL DAYS—OLE, THE SINGING JANITOR  
 15541—KITTYHAWK PT. #2—LITTLE HAWK'S WALK—RUSTY BRYANT  
 15542—END OF A DREAM—WORTHLESS AND LOWDOWN—SONNY KNIGHT  
 15543—CALYPSO JOE—ANNA VALENTINO  
 15544—STEP IT UP AND GO—SUNDOWN—MAC WISEMAN

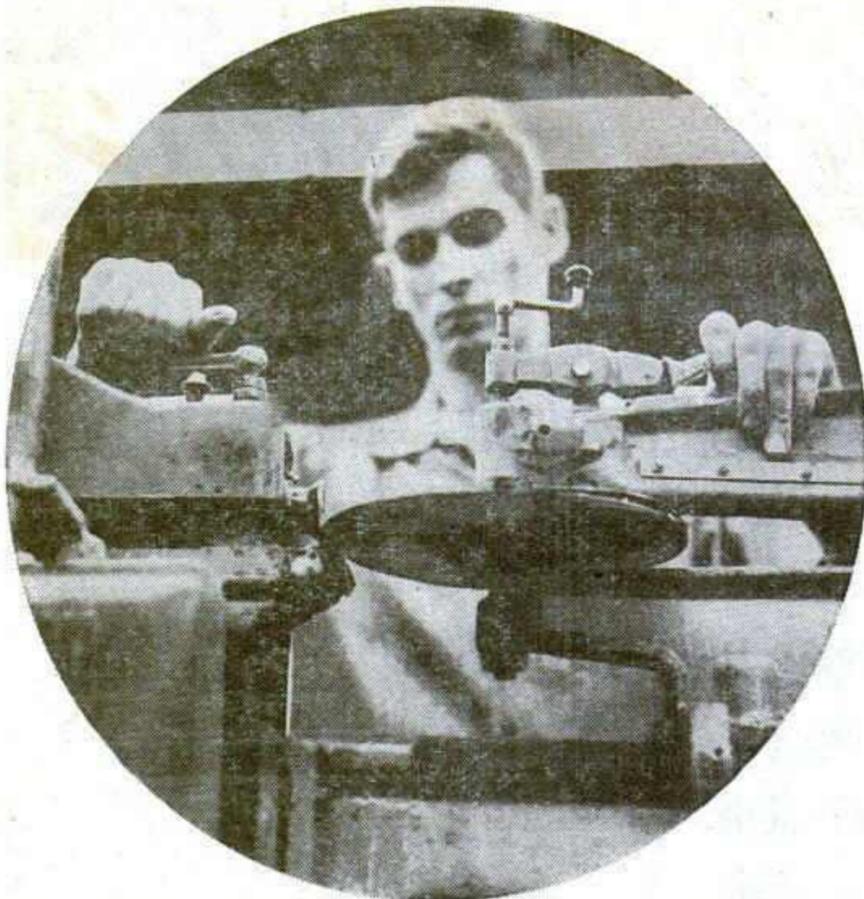
## BEST SELLING ALBUMS

- DLP-3030—HOWDY!—PAT BOONE  
 DLP-3029—THE TOWERING HILLTOPPERS—THE HILLTOPPERS  
 DLP-3023—THE BANJO WIZARDRY OF EDDIE PEABODY—EDDIE PEABODY  
 DLP-3016—THE GOLDEN INSTRUMENTS—BILLY VAUGHN  
 DLP-3012—PAT BOONE—PAT BOONE  
 DEP-1049—PAT BOONE—PAT BOONE  
 DEP-1053—PAT ON MIKE—PAT BOONE

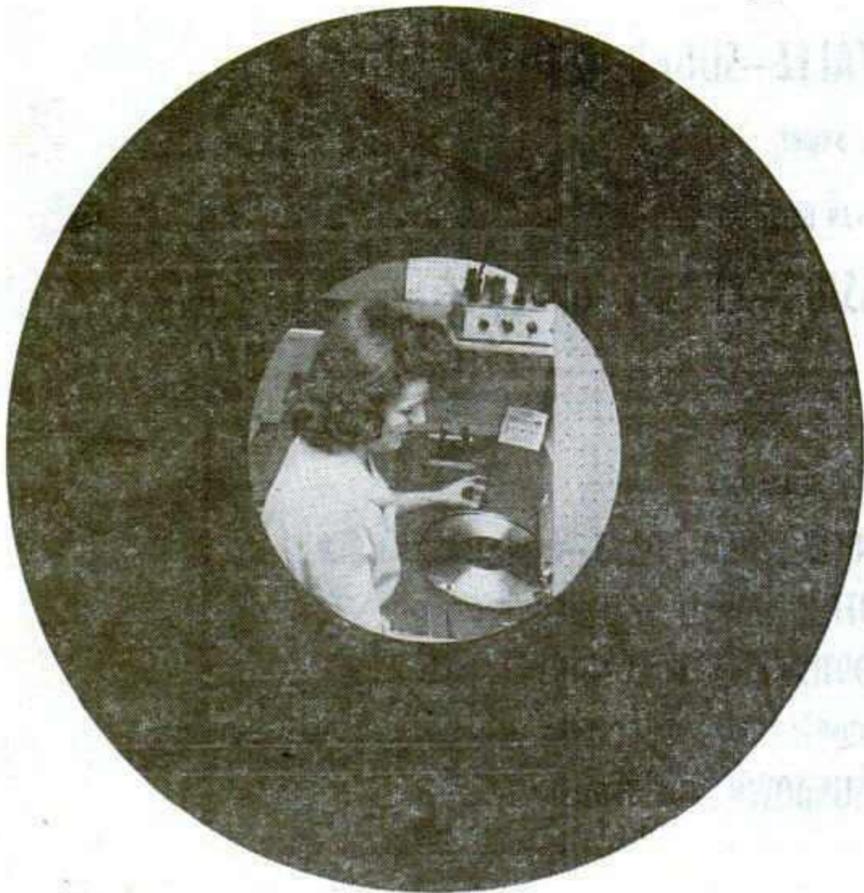
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"ticks" and "pops." This craftsmanship and care at every step guarantee your finished recordings the full dynamic range of the original — and they're yours at no extra cost at RCA Victor.

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### • Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
All About Love (R) (F)—Lamas-Ramrod—ASCAP	A Ride on a Rainbow (R)—Robins-Styne—ASCAP
Almost Paradise (R)—Peer International—BMI	Almost Paradise (R)—Peer International—BMI
Ballerina (R)—Jefferson—ASCAP	Ballerina (R)—Jefferson—ASCAP
Banana Boat Song (R)—E. B. Marks-Bryden—BMI	Banana Boat Song (R) — E. B. Marks-Bryden—BMI
Chantez-Chantez (R)—Manchester—ASCAP	Blue Monday (R)—Commodore—BMI
Cinco Robles (R)—Warman—BMI	Blueberry Hill (R)—Chappell — ASCAP
Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI	Don't Forbid Me (R)—Roosevelt—BMI
Don't Forbid Me (R)—Roosevelt—BMI	Green Door (R)—Trinity—BMI
Green Door (R)—Trinity—BMI	Hey! Jealous Lover (R)—Barton—ASCAP
Hey! Jealous Lover (R)—Barton—ASCAP	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
Holiday for Trombones (R) — Bregman, Vocco & Conn—ASCAP	I Have You to Thank (R)—Robins-Styne—ASCAP
I Dreamed (R)—Trinity—BMI	I Never Felt Better in My Life (R)—Ivanhoe—ASCAP
I Thought It Was Over (R)—Remick—ASCAP	I'm in Pursuit of Happiness (R)—Robins-Styne—ASCAP
It Looks Like Love (R) — Paramount—ASCAP	I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Just in Time (R) (M)—Chappell—ASCAP	Jamaica Farewell (R)—Shari—ASCAP
Just Walking in the Rain (R)—Golden West—BMI	Long Before I Knew You (R) (M)—Stratford—ASCAP
Long Before I Knew You (R) (M)—Stratford—ASCAP	Love Me Tender (R) (F)—Presley—BMI
Love Me Tender (R) (F)—Presley—BMI	Marianne (R)—Montclare—BMI
Marianne (R)—Montclare—BMI	On the Street Where You Live (R) (M)—Chappell—ASCAP
Money Tree (R)—Frank—ASCAP	Rock-A-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP
Mutual Admirer Society (R) (M)—Chappell—ASCAP	Round and Round (R)—Rush—BMI
Singing the Blues (R)—Acuff-Rose—BMI	Singing the Blues (R)—Acuff-Rose—BMI
Sophisticated Swing (R)—Mills—ASCAP	Stashu Pandowski (R)—Pincus—ASCAP
This Much I Know (R) (M)—Chappell—ASCAP	Town Crier (R)—Planetary—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
Two Different Worlds (R) — Princess—ASCAP	Two Different Worlds (R)—Princess—ASCAP
Uno Momento (R)—Famous—ASCAP	Way to a Family's Heart (R)—Robins-Styne—ASCAP
Who Needs You (R)—Korwin—ASCAP	Who Needs You (R)—Korwin—ASCAP
Wriggle Wriggle (R) (F)—Disney—ASCAP	You Can See It in Patee (R)—Ivanhoe—ASCAP
Young Love (R)—Lowery—BMI	Young Love (R)—Lowery—BMI
Your Love Is My Love (R)—Peer International—BMI	

### • Best Selling Sheet Music in Britain

(For week ending February 2)

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)	Two Different Worlds—Spier (Princess)
The Garden of Eden—Duchess (Republic)	You, Me and Us—John-Fields (Roncom)
True Love—Chappell (Buxton Hill)	More—Berry (Shapiro-Bernstein)
Friendly Persuasion—Robbins (Feist)	A House With Love in It—Lawrence Wright (Evans)
Just Walking in the Rain—Frank (Golden West)	My Prayer—World Tide (Skidmore)
The Green Door—Francis Day (Trinity)	Give Her My Love—Michael Reine
St. Therese of the Roses—Dash (Dennis)	A Woman in Love—Morris (Frank)
Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)	Moonlight Gambler—Morris (E. H. Morris)
Autumn Concerto—Macmelodies (Symphony)	Adoration Waltz—Bron (Sovereign)
I Dreamed—Duchess (Trinity)	A Letter to a Soldier—David Toff (Daywin)

### • Best Selling Pop Records in Britain

(For week ending February 2)

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. SINGING THE BLUES—Guy Mitchell (Philips)	.....	2
3. FRIENDLY PERSUASION—Pat Boone (London)	.....	3
4. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	.....	6
5. DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	.....	10
6. SINGING THE BLUES—Tommy Steele (Decca)	.....	5
7. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	.....	4
8. BLUEBERRY HILL—Fats Domino (London)	.....	9
9. CINDY, OH CINDY—Eddie Fisher (HMV)	.....	7
10. HOUND DOG—Elvis Presley (HMV)	.....	10
11. DON'T YOU ROCK ME DADDY-O—The Vipers (Parlophone)	.....	16
12. RIP IT UP—Bill Haley Comets (Brunswick)	.....	19
13. YOUNG LOVE—Tab Hunter (London)	.....	—
14. DON'T KNOCK THE ROCK—Bill Haley Comets (Brunswick)	.....	—
15. GREEN DOOR—Frankie Vaughan (Philips)	.....	7
16. MOONLIGHT GAMBLER—Frankie Laine (Philips)	.....	14
17. JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	.....	12
18. DON'T FORBID ME—Pat Boone (London)	.....	—
19. ADORATION WALTZ—David Whitfield (Decca)	.....	13
20. ROCK THE JOINT—Bill Haley Comets (Brunswick)	.....	—
20. GARDEN OF EDEN—Gary Miller (Pye-Nixa)	.....	—

## Pic Income Administration

• Continued from page 22

stick for distribution hinged upon radio-TV, the result was that a publisher who made a very small contribution to film music often received considerable sums," the publisher claimed.

Music men, in considering the advisability of placing the administration of film performances in other-than-ASCAP hands state that one of the arguments for such a move is the very make-up of the Society's board. The fact that board members have affiliations with film companies and TV companies, it is argued, is an obstacle to the negotiations of a satisfactory pact between ASCAP and film studios. On past occasions, the ASCAP board has been under attack because various of its board members are affiliated with film or TV companies, and the question has been raised as to whether a board so constituted could ade-

quately negotiate in certain fields. Should the Society relinquish the film field, then such an objection would be dissipated, it is pointed out. Some even feel that the Society would be in a stronger position, legalistically.

Those in favor of placing film performance rights in other than ASCAP hands feel that any film contract should be based on a percentage of gross income—similar to the basis of ASCAP's traditional pacts with radio and television. If predicated on a percentage of the gross, then income would rise and fall in line with the business trends in the film industry. Very conceivably, film income could become an important segment of the overall income derived from performing rights—a phase of copyright income of growing importance, particularly in view of the decline of sheet music sales.

A "Sleeper"  
That's Wide  
- Awake!.....



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DJ's AND OPS,  
FOR MAKING MY  
FIRST WEEK  
SUCH A BIG ONE  
*Kappy*

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Part 1

## "HELLO BABY"

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Part 2

## "HELLO MAMA"

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KING 5000

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**HONKY TONK (Vocal)**

KING 5001 - THIS IS A VOCAL VERSION!

**NEW RELEASES**

**BIG DADDY-KING 5013**  
**BACON FAT b/w BAD BOY**

**BUBBER JOHNSON-KING 5014**  
**BUTTERFLY b/w TOO MANY HEARTS**

**THE FEDERALS-DE LUXE 6112**  
**COME GO WITH ME b/w COLD CASH**

**BEST SELLERS**

**LITTLE WILLIE JOHN-KING 5003**  
**A LITTLE BIT OF LOVING b/w WILL THE SUN SHINE TOMORROW**

**LUTHER AND LITTLE EVA-KING 5010**  
**LOVE IS STRANGE b/w AIN'T GOT NO HOME**

**ANNIE LAURIE-DELUXE 6107**  
**IT HURTS TO BE IN LOVE**

**OTIS WILLIAMS AND HIS CHARMS-DELUXE 6105**  
**BLUES, STAY AWAY FROM ME b/w PARDON ME**

**THE MIDNIGHTERS-FEDERAL 12288**  
**LET ME HOLD YOUR HAND b/w OOH BAH BABY**

**JAMES BROWN AND THE FAMOUS FLAMES-FEDERAL 12289**  
**JUST WON'T DO RIGHT b/w LET'S MAKE IT**

**THE TEAR DROPS**  
**I PRAYED FOR LOVE**

b/w  
**MY INSPIRATION**  
KING 5004

**KENNY AND MOE**  
**(The Blues Boys)**  
**CAN'T HELP MYSELF**

b/w  
**YOU'RE GONNA MISS ME**  
**WHEN I'M GONE**  
DE LUXE 6101

**HARLEM NOCTURNE** **EARL BOSTIC**  
KING 4978

**BONNIE LOU-KING 5009**  
**I WANT YOU b/w EASY LOVE, EASY KISSES**

**MAC CURTIS-KING 4995**  
**THAT AIN'T NOTHIN' BUT RIGHT b/w DON'T YOU LOVE ME**

**CONFIDENTIAL** **BUBBER JOHNSON**  
KING 4988

**BILLY GAYLES**  
**I'M TORE UP**  
FEDERAL 12265

**CHRIS COLUMBO**  
**OH YEAH!**  
**Parts 1 & 2**  
KING 5012

**KEN McDONALD**  
**ONLY ME**  
b/w  
**GOOD, GOOD, GOOD**  
DELUXE 6109

**BILLY GAYLES**  
**JUST ONE MORE TIME**  
b/w  
**SAD AS A MAN CAN BE**  
FEDERAL 12287

**DON RENO - RED SMILEY**  
**COUNTRY BOY ROCK 'N ROLL**  
KING 5002

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**VOX JOX**

By JUNE BUNDY

**GIMMIX:** Norm Prescott, WBZ and WBZ-TV, Boston, is offering his fem fans a chance to date Dot's new record artist, Tab Hunter. In order to qualify, gals must write letters stating their reasons for wanting to be wined and dined by the young movie star. . . . Rex Dale, WCKY, Cincinnati, recently offered to trade his shoestrings for anything of more value, which he in turn would donate to the 1957 March of Dimes. A series of trades resulted in a total of \$1,444 for the fund.

Tom Edwards, WERE, Cleveland, who has a promising disk going for him, writes that he will be glad to send the record, "What Is a Teenage Girl?," to deejays who haven't received a copy yet. In line with this Raul Lovett, WBSM, New Bedford, Mass., is conducting a contest on the Edwards record, asking to submit their ideas on "what constitutes a teen-age boy or girl." Jim Love, WCBS, New York, taped his entire show last week from Miami. Also visiting the Florida resort at that time were Bill Randle, WERE, Cleveland, and his frau. Randle formerly handled Lowe's Saturday afternoon seg for WCBS.

**THIS 'N' THAT:** Victor star Eddy Arnold is out on the road this week to meet the pop jocks and push his new pop-styled album. His route (February 11-28) covers St. Louis, Indianapolis, Chicago, Milwaukee; Cleveland, Akron, Columbus, Dayton, Detroit, Cincinnati, Pittsburgh, Philadelphia and Boston. . . . Also making the deejay circuit from New York to Chicago this week is RKO-Unique warbler Tommy Mara.

Barney Groven, KSET, El Paso, Tex., is looking for a copy of Ray Anthony's old waxing of "Slider," which he once used as a theme. . . . Flack Dick Gersh is doing a series of 12 deejay profiles for People Today magazine. To date he has interviewed George (Hound Dog) Lorenz, WJBW, Buffalo, N. Y.; Robin Seymour, WKMH, Dearborn, Mich., and Rex Dale, WCKY, Cincinnati.

**CHANGE OF THEME:** Fred Fiske is airing his WWDC, Washington, platter show from the 1957 Home Show at the National Guard Armory thru February 24. . . . Joe Maynard, ex-news at KSET, El Paso, Tex., is now hosting the station's midnight to 6 a.m. show, "Midnighter's Club." . . .

**YESTERYEAR'S TOPS-**  
The nation's top tunes on records as reported in The Billboard

- JANUARY 25, 1947:**
1. The Old Lamplighter
  2. (I Love You) For Sentimental Reasons
  3. Ole Buttermilk Sky
  4. A Gal in Calico
  5. Huggin' and Chalkin'
  6. Zip-A-Dee Doo-Dah
  7. Managua, Nicaragua
  8. Oh, But I Do
  9. The Whole World Is Singing My Song
  10. Sooner or Later

- JANUARY 26, 1952:**
1. Cry
  2. Slow Poke
  3. Tell Me Why
  4. (It's No) Sin
  5. Little White Cloud That Cried
  6. Shrimp Boats
  7. Charmaine
  8. Down Yonder
  9. Any Time
  10. Undecided

Dave Cullen, WBRK, Pittsfield, Mass., celebrated the first birthday of his current weekend show last month, and to mark the anniversary he introduced a new character-Hiram Willaby, a farmer-type played by Cullen's engineer. . . . Jerry Bennett is now doing a 6:30-8:30 seg over WEXL, Royal Oak, Mich.

C. T. (Ted) Johnson, a regular member of the faculty at Edgewood High School, San Antonio, Tex., has started a 6 to 10 p.m. jockey show over KMAC, San Antonio. . . . Bill Richerson, WCPS, Tarboro, N. C., notes that the station has started a new policy of broadcasting two hours of LP selections from 7 to 9 p.m. nightly. . . . Johnny Fairchild, formerly with KTMS, Santa Barbara, Calif.,  
(Continued on page 59)

**YESTERYEAR'S TOPS-**

The nation's top tunes on records as reported in The Billboard

- FEBRUARY 15, 1947**
1. (I Love You) For Sentimental Reasons
  2. Open the Door, Richard
  3. The Old Lamplighter
  4. Managua Nicaragua
  5. A Gal in Calico
  6. Huggin' and Chalkin'
  7. Zip-A-Dee Doo-Dah
  8. Anniversary Song
  9. Oh, But I Do
  10. Ole Buttermilk Sky
- FEBRUARY 16, 1952**
1. Cry
  2. Tell Me Why
  3. Slow Poke
  4. Little White Cloud That Cried
  5. Any Time
  6. Shrimp Boats
  7. (It's No) Sin
  8. Charmaine
  9. Tiger Rag
  10. Please, Mr. Sun

**THE Jodimars'**

**GREATEST**

**DICK**

**JOE**

**MARSHALL**

**LATER**

b/w

**CLOUD 99**

Capitol #3633

**MAX**

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• **Reviews of New Pop Records**

• Continued from page 52

("City of Angels"), the group puts in another bid for the big money with another styling that hits a happy medium between traditional pop and rock and roll. A good harmony job that will have a largely ready-made market. (Monitor, ASCAP)  
**To Be With You**...82  
This ballad also has rock and roll touches. It's easy-going. Rocking beat gives the Highlights a firm foundation. The lead goes pretty far (now and then) as the Platters' top man. Both sides have commercial know-how. On the wave of their last release, this should find easy sledding. (Lexington, ASCAP)

**RICHARD HAYES**  
**Bringing the Blues to My Door**...82  
DECCA 30232—A slow, minor flavored chanting job, one of Hayes' strongest yet. Real blues by Hayes with an impressive arrangement. This one can go. (Acuff-Rose, BMI)  
**My Only Love**...79  
A slightly offbeat job offers Hayes a chance to show a dramatic touch. A real waiter with some inspired chorus work, all set to a smart rhythm backing. Slightly less potential than the flip, but plays will come. (Roosevelt, BMI)

**LAWRENCE WELK ORK**  
**McNamara's Band**...82  
CORAL 61783—A solid tavern juke box side. Strong tie-in with St. Patrick's Day makes the reading a good seasonal item. Sparklers handle it with a bright brogue. (Vogel, ASCAP)  
**Wild Colonial Boy**...75  
Another Irish entry about a fellow named Dugan. This one's set to waltz tempo and it makes more good box fare. (Northern, ASCAP)

**BUBBER JOHNSON**  
**Butterfly**...81  
KING 5014—This "Butterfly" is not to be confused with another much-recorded "Butterfly" on the scene at present. The tune here is an original composition of Johnson's; it is a ballad of the fancy type. He has a silky, Nat Cole type of voice—and a growing following. This is one of his best; be guided accordingly. (Lols, BMI)  
**Too Many Hearts**...79  
A ballad with a bittersweet sentiment. Johnson again shows himself to be an outstanding stylist, with the superb

phrasing and voice quality of the topnotchers. Great programming fare. (Marjorie, BMI)

**JACK CARROLL**  
**Almost Paradise**...80  
UNIQUE 388—The first vocal on the promising Norman Petty theme is an excellent, Sinatra-tinged job by a warbler who could happen big one of these days. If the instrumentals show life, this fine side is certain to cut in for a good share of the loot. (Peer, BMI)  
**Ooh!**...60  
Carroll turns in an attractively breezy rendition of some rhythmic fluff. It's all in the flip. (Blaze, BMI)

**JESSE BELVIN**  
**I Need You So**...79  
MODERN 1013—In this Ivory Joe Hunter tune Belvin has a pretty ballad to pipe. He gives it a caressing Nat Cole style delivery, and it doesn't take long before it gets under the listener's skin. The singer's "Good Night, My Love" was a pop and r.&b. hit. The same buyers will dig this one. (Hill & Range, BMI)  
**Senorita**...72  
Belvin turns here to a tune of his own, and it's a delightful Latin-flavored confection. Another smooth styling against string backing, with guitar and flute to give Latin touches. Good deejay disk. (Modern, BMI)

**EDDIE FONTAINE**  
**East of the Mississippi**...78  
DECCA 30202—A country-flavored swinger with a solid beat and original lyrics. Fontaine gives it a lively, extrovert run for its money. Juke box operators should pull in good coin. (Typport, BMI)  
**I'll Be There**...75  
Fontaine gives his pipes a real workout on this weeper-ballad, belting it out a la Johnnie Ray. The rock and roll touches in the backing help zero it in to the current market. (Goday, BMI)

**JANICE SMITH**  
**My Jimmy**...78  
BALBOA 004—Multiple-track recording by the thrush gets an unique sound. Tune is a rock and roll-accented waltz that could step out if exposed. This could be danger from left field. (True-Blue, ASCAP)  
**Kiss Kiss Crazy**...57  
Thrush gets much too frantic on this contrived rock and roll jumper. (True-Blue, ASCAP)

**DAVID WHITFIELD**  
**If I Lost You**...77  
LONDON 1718—Tune is in the vein of "Because of You." Listeners who have grown beyond their teens may constitute a sizable market for the vibrant tenor tones in this fine coupling. (Robbins, ASCAP)  
**The Adoration Waltz**...77  
This restrained tenor rendition of a standard-quality sentimental waltzer could have good staying power. Coupling has strong juke appeal. (Sovereign, ASCAP)

**EDDIE FISHER AND DEBBIE REYNOLDS**  
**Lullaby in Blue**...77  
VICTOR 6820—From the RKO flick, "Bundle of Joy" comes the pretty tune. Debbie does the first vocal, with Eddie answering. The mood is delicate and tasteful, with Hugo Winterhalter's ork on the backing. For the fans. (Samas-Ramrod, ASCAP)  
**I Never Felt This Way Before**...76  
From the same flick score, this side is a melodious ballad, with Eddie warbling soulfully to a rich Hugo Winterhalter backing. (Lamas-Ramrod, ASCAP)

**BERNIE NEE**  
**I Have You to Thank**...77  
COLUMBIA 40844—An engaging ballad from the "Ruggles of Red Gap" production. It makes a good vehicle for the virile, rich baritone pipes of this singer. The lyrics are memorable and Nee reads in slick, well-rounded style. Very appealing, and should go over well with the deejays. (Robbins-Styne, ASCAP)  
**Make Me Yours**...75  
Another ballad with a little bit less sparkle material-wise than the flip. No complaints about Nee's handling, but over-all product rouses only average interest. (Hawthorne, ASCAP)

**THE GAYLORDS**  
**Open the Letter**...77  
MERCURY 71051—Good warbling of ac catchy calypso. Repeated refrain is retentive and it could register with the kids. Worthy of spins, and they might pay off. (Laurel, ASCAP)  
**The Dum-De Dum Song**...74  
A more Americanized ditty again with a West Indian folk flavor. Also spinworthy, but no blockbuster. (Winneton, BMI)

**THE JODIMARS**  
**Cloud 99**...76  
CAPITOL 3633—A rock and roller of substance—that is, good material plus a driving performance. Vocal lead is by Dick Richards, who is

(Continued on page 58)

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**BILL DOGGETT**  
 KING 5020

## • Reviews of New Pop Records

• Continued from page 57

backed by a smart arrangement. (Myers, ASCAP)  
 Later... 76  
 Another strong rock and roller. A driving blues with unusual material having a novelty touch. Vocal is backed by an arrangement with a staccato beat. (Taylor, ASCAP)

**CHRIS CONNOR**  
**I Love You Yes I Do** ..... 76  
 ATLANTIC 1121 — Appealing slow ballad gets strong, intimate send-off from thrush and backers. Results here show great deejay possibilities. (Lo-Northern, ASCAP)  
**Time Out for Tears**... 75  
 Gal brings provocative ear-treatment to old hit tune. Smart, sweet backing by Ray Ellis, chorus and ork adds to effectiveness. Prima ballad spins here for deejays. (Republic, BMI)

**JIMMY CAVELLO AND HIS HOUSE ROCKERS**  
**Ooh-Wee** ..... 76  
 CORAL 61787—Here's some medium-paced rockin' jive with Cavello taking a Bill Haley type swinging solo. More good sax blowing calculated to stir the dancers. (Bonita, BMI)  
**Foot Stompin'**... 73  
 Tenor saxes talk back and forth at a great rockin' pace. Wild and wooly terp wax, well suited to box action. (Bonita, BMI)

**SUNNY GALE**  
**Come Go With Me** ..... 75  
 DECCA 30231—The gal sells strongly on an emotion-packed rock and roll ballad. Has solid play potential. (Giff-Fee Bee, BMI)  
**Please Go**... 74  
 La Gale has a go at a happy rock and roll rhythm item with a sprightly beat and good up-tempo lyrics. If the market will take another "Tweedie Dee" follow-up, this has a chance. (Shapiro-Bernstein, ASCAP)

**DAVID CARROLL**  
**Cuddle Up a Little Closer** ..... 75  
 MERCURY 71053 .. Light, breezy, soft-show type orking of the catchy standard, with alto sax featured. Fine dance side, and one that jocks and jukes will like. (Witmark, ASCAP)  
**Li'l Steel Band**... 70  
 Something different for jocks in this unusual orking, simulating a Trinidad steel band. Catchy rhythm, but overall is light-weight. (Pineus, ASCAP)

**KITTY WHITE**  
**I Wanna Be Wanted** ..... 74  
 MERCURY 71046—A quality vocal performance by Kitty White is accorded a sweetly nostalgic ballad with a lilting folk flavor. Fine jockey side. (James, ASCAP)  
**Astillama Dillamajee**... 72  
 Lark and chorus sell with enthusiasm and verve on a commercial novelty with tongue-twister lyrics. However, gal's rich style is better suited to melodic flip. (Nelson, ASCAP)

**GUY LOMBARDO ORK**  
**I Won't Let You** ..... 74  
**Go Out of My Heart** ..... 74  
 CAPITOL 3613 — Vocalist Kenny Gardner is furnished with a raffish, sporty backing on this brisk-beat ballad, and he makes more than an average impression. Moderate sales possibilities here. (Northern, ASCAP)  
**The Tears in Your Eyes**... 67  
 A bouncy tear-jerker in a bland reading by Kenny Gardner. The arrangement is ordinary and is not likely to perk up interest outside of the circle of the faithful. (Mills, ASCAP)

**DANNY DAVIS**  
**Mud My Broken Heart** ..... 73  
**RKO UNIQUE 382** — The versatile vocalist-trumpeter-maestro, a regular at the Village Barn, delivers a sweet, sincere reading of a good country-style weeper waltz. Has both pop and country potential. (Milens, ASCAP)  
**Romance in Rome**... 72  
 Styling is purely pop on this side, and Davis hands the attractive tune a quality run-thru, with choral support. A spin-worthy effort. (Wood, ASCAP)

**SYLVIA SYMS**  
**I Cry for More** ..... 73  
 DECCA 30218—The canary lacks her usual high-voltage vitality on a slow-paced ballad with rather pretentious lyrics. However, jocks gave her past platters heavy play, so this side may benefit accordingly. (Acorn, BMI)  
**Nearer My Love to You**... 71  
 A sincere but subdued vocal interpretation of a solemnly paced love song. (Whale, ASCAP)

**LILYANN CAROL AND JAN RAYE QUARTET**  
**Angel With Paper Wings** ..... 73  
 MERCURY 71047—The gal sings out with sock emotional impact and phrasing a la Hibbler on a strong ballad-blend of country and western type lyrics framed in a rhythm and blues styled backing and performance. (Byron, ASCAP)  
**You Know Why**... 70  
 Fresh, vivacious chirping by the thrush on a cute rhythm (tune with a swiny r.&r. beat. (Overland-Chante, BMI)

**THE BIG BEN BANJO BAND**  
**Peg O' My Heart** ..... 73  
 CAPITOL 3636—Provocative projection of a grand old tune with, naturally, banjo sound in ascendance. Arrangement, however, adds a lot of novelty. Good juke bet for old-timer appeal. Jocks might give it a whirl for same reason. (Felt, ASCAP)  
**Japanese Sandman**... 69  
 Another entrant from the past hit grab-bag. Band give it fine treatment, but arrangement is along old, conventional lines. Some commercial comment. (Remick, ASCAP)

**LAWRENCE WELK ORK**  
**It Was That Kiss** ..... 73  
 CORAL 61786 — Larry Hooper and the Sparklers offer a fairly bright treatment to the happy tune. Power for strong push lacking, however. (Broadcast, BMI)  
**Falling Star**... 68  
 Hooper lends the deep down pipes to the cover of the r.&b. type ballad. No great shakes here. (Wells & Barry, BMI)

**BUDDY COSTA**  
**Is Your Heart** ..... 72  
**Big Enough to Forget** ..... 72  
 PYRAMID 2222—Fine sound here for lovers of the sweet ballad school. Singer does a lush vocal job to chorus that is particularly in the mood with exceptional chorus assist from the Moderntones. Rates deejay exposure, and could stir counter interest. (Ruco, BMI)  
**Come to My Valley**... 71  
 Similar material gets similar treatment from all concerned. Very pleasant stuff of its type. Same sales comment. (Ruco, BMI)

**RUSS MORGAN ORK**  
**Don't (Unless You Care)** ..... 72  
 DECCA 30220—Morgan, who turns in a fine acting job in the "Great Man" movie, provides a sweet schmaltzy reading on this lilting ballad with an old-fashioned flavor. Nice family material. (Massey, BMI)  
**It's Time to Say Goodbye**... 65  
 Writer Morgan has turned out a smooth ballad, but the lyrics are too smart for singer Morgan's homespun delivery. Flip is more his style. (Glenmore, ASCAP)

**TITO PUENTE ORK**  
**Cubana Bay** ..... 71  
 VICTOR 6819 — Versatones, male group, affects a Latin accent on this novelty cha cha cha. Danceable opus has the beat, but styling is heavily pop-styled. Pop jocks may find some use for it. (Danby, BMI)  
**Calypto Blues**... 70  
 The Versatones handle vocal on the old Nat Cole chant. Despite colorful, tropical orking, this is unlikely to make anyone forget Cole's original. (Crestview, ASCAP)

**THE SATISFIERS**  
**Over the Rainbow** ..... 71  
 CORAL 61788—Classy group vocal on the great standard. Chances as a single are slim, but jocks should find plenty of slots for it. Belongs in an album. (Felt, ASCAP)  
**Solitude**... 68  
 Swingy, tricked-up version of the Ellington oldie, which has turned up in several recent singles diskings. Some air play likely. (American Academy of Music, ASCAP)

**ZORO REED**  
**Funny, Funny, Funny** ..... 70  
 KAPP 174—An attractive vocal job on an amusing calypso. Nothing unusual, but should grab off some jockey play on basis of much-heralded but still unconfirmed "new calypso fad." (Pineclaw, BMI)  
**Love Is Walking With Us**... 69  
 Virile warbling stint by Reed on a serious ballad with a slow, deliberate pace and a rock and roll feeling to the backing. (Rush, BMI)

**JUNE PERRY**  
**Rain Drops** ..... 70  
 MERCURY 71044 — The canary registers as both expressive and appealing on a romantic ballad, which jocks should find effective programming, particularly on downpour days. (Mellin, BMI)  
**Like a Thief in the Night**... 67  
 Elaborate production marks this dramatic ballad. Miss Perry goes along with the flashy musical decor but her real talent lies in the pensive, tasteful mood of the flip. (Mellin, BMI)

**THE FABULOUS McCLEVERTYS**  
**Tickle, Tickle** ..... 69  
 VERVE 10029—Calypso group goes to town on some not over-bright material in the increasingly popular rhythm. Delivery is sound, but no more than moderate sales appeal is indicated. (Antilleane, BMI)  
**Don't Blame It on Elvis**... 67  
 An obvious lyric pitch to capitalize on name dropping. Group again does a competent projection job but results are about as above. Jocks might give this a spin for novelty. (Antilleane, BMI)

**BOBBY MILANO**  
**Foolish Love** ..... 69  
 MERCURY 71045 — Warmly sincere  
 (Continued on page 59)

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**• Reviews of New Pop Records**

• Continued from page 58

reading by Milano on dramatic ballad. Smart backing. (E. B. Marks, BMI)  
**Who Am I? . . . 67**  
 A slow-paced ballad is wrapped up in a competent vocal by Milano. (Constellation, BMI)

**THE SALMAS BROTHERS**  
**Go Let Her Go . . . 68**  
 ERA 1029—Latinized rock and roll at flagwaver tempo. There's rhythmic excitement here, but not too much more. Okay opener for jocks. (Jaybar, ASCAP)  
**Greater Love . . . 68**  
 Brothers' sound is somewhere between the Ames' and the Aces'. This one is a fair-enough ballad with a heavy back-beat. Will need strong spinner support if it's to register with the kids. (Warman, BMI)

**WILL HOLT**  
**M. T. A. (The Boston Subway Song) . . . 68**  
 CORAL 61789—Holt gives a long intro about the Boston subway situation and follows thru with a folk-styled ballad on the pattern of the ode of "The Martins and the Coys." Would make solid night club material. (Atlantic, BMI)  
**The Two Calypsos . . . 66**  
 Here's calypso of a transparent State-side style. Gimmick here is that two tunes are played against each other but the whole effort doesn't quite come off. (Criterion, ASCAP)

**IRV KOSTAL**  
**Take My Love or Set Me Free . . . 68**  
 JOY 1237—Label's second grooving and a first by arranger-maestro Kostal shows considerable promise. Here is a pleasant projection of a ditto rhythm ballad. Vocal by unknown Dennis Carpenter is likable. Jocks might expose it. (Gem, BMI)  
**A Song of the Blues . . . 66**  
 Maestro and ork give a blues instrumental an attractive projection. Good arrangement with occasional choral interpolation an evident help. Any great sales spark. However, looks doubtful. (Gem, BMI)

**AL TRACE ORK**  
**I Guess It Must Be Love . . . 68**  
 KaHILL 1024—A pleasant pop tune, tastefully produced. It's not outstanding enough, however, to keep from getting lost in the shuffle. Vocal is by the Hallorans group. (Windy City, ASCAP)  
**Promises (AB I Get From You) . . . 62**  
 A lighter, less distinctive effort here. (Windy City, ASCAP)

**CLIFF FERRE**  
**Here's to My Lover . . . 66**  
 KEM 2743—Tunesmith Ferre sings one of his own tunes, a folk-type song with potential appeal, the more effective warbling can be imagined. (Mappa, ASCAP)  
**The Money Tree . . . 63**  
 Ferre also is co-cleffer of this much-performed novelty. His version is late and not up to the quality of the competition. (Frank, ASCAP)

**JOHNNY OLENN**  
**Candy Kisses . . . 64**  
 LIBERTY 55053—One-time country and pop hit gets a frantic rock and roll styling from a Johnnie Ray disciple. Tune is barely recognizable as done here and over-all effect is just too strenuous. (Hill & Range, BMI)  
**My Idea of Love . . . 60**  
 Oleenn himself is responsible for this empty, but frantic offering. (Liberty, ASCAP)

**WEE BONNIE BAKER**  
**Ooh I Like . . . 63**  
 KaHILL 1025—The "Oh Johnny" girl aurally. May get some curiosity spins from jocks, but little action is forecast. (Randolph, ASCAP)  
**The Water in the Well . . . 62**  
 Cute pipes latch on to a night-club type calypso, reminiscent of "All That Glitters Is Not Gold." May get some scattered spins. (Windy City, ASCAP)

**ZIGGY LANE**  
**Oh My Love, Oh My Love . . . 62**  
 CAROUSEL 100—Slow danceable tempo here on a tune that fails to kindle a flicker. Arrangement and vocal delivery on the amateur side. (Marlane, BMI)  
**The Story of a Matador . . . 60**  
 A dramatic musical portrait of a matador. Over-production leaves a confusing feeling. Little coin value on this one. (Marlane, BMI)

**LLOYD NELSON**  
**Sentimental Dreamer . . . 62**  
 ABBOTT 3026—Title is misleading as to mood of this jumping rock and roll tune. Has a touch of rockabilly, but must face up to much stronger entries in the field. (Dandelion, BMI)  
**All Day Long . . . 59**  
 A fairly desperate rock and roller without too much appeal. (Dandelion, BMI)

**SAMMY GARDNER AND MOUND CITY SIX**  
**Little David, Play on Your Horn . . . 61**  
 MOUND CITY 1118—Group steams up a traditional spiritual on a hot revival beat, with Gardner on the vocal. Lots of sound and fury here, but appeal looks limited to Dixie fans.  
**Battle Hymn of the Republic . . . 60**  
 All-instrumental swing-switch here of the old hymn. The boys really wrap it up beatwise. Less sales indicated.

**MELODY MACS**  
**Lovelight in the Starlight . . . 60**  
 ABC-PARAMOUNT 9790—Singing of this mixed group is below professional standards. The rarely-heard oldie gets rock and roll backing and some solo vocal spots that one might term "satirical." (Paramount, ASCAP)  
**It Looks Like Rain in Cherry Blossom Lane . . . 53**  
 This one isn't up to the standard set by the flip. (Morris, ASCAP)

**VOX JOX**

• Continued from page 58

is now spinning 'em at KELP, El Paso, Tex.

Lou Barile has left WKAL, Rome, N. Y., to join WIBX, Utica, N. Y. . . . New morning jockey at KJBS, San Francisco, is George Ruge, formerly with KYA, same city. . . . Bill O'Brien is now spinning 'em over WHYY, Montgomery, Ala. . . . Bud Shurian will emcee a new request show, "A Line From Home," for the American Forces Network in Munich, Germany. The program, which covers Southern Europe, will spotlight requests from folks at home to servicemen stationed abroad.

**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:

- Philadelphia**  
 "Young Love," Sonny James, Capitol.
- Las Vegas, Nev.**  
 "You Are My First Love," Nat (King) Cole, Capitol.
- Indianapolis**  
 "Don't Forbid Me," Pat Boone, Dot.
- Baton Rouge, La.**  
 "Wriggle Wrangle," Fess Parker, Disneyland.
- Wichita, Kan.**  
 "Banana Boat Day-O," Harry Belafonte, RCA Victor.
- Schenectady, N. Y.**  
 "Marianne," Terry Gilkyson, Columbia.
- Detroit**  
 "I Dreamed," Betty Johnson, Bally.
- Fort Worth**  
 "Clown on the Eiffel Tower," Les Baxter, Capitol.
- Medford, Ore.**  
 "Ballerina," Nat (King) Cole, Capitol.
- Chicago**  
 "Singing the Blues," Guy Mitchell, Columbia.

**FOLK TALENT AND TUNES**

By BILL SACHS

**Around the Horn**

Ernest Tubb and the Wilburn Brothers are in the midst of a three-week tour that will take them thru Oklahoma, Texas, New Mexico, Arizona, California and Washington. Tubb's newest on Decca is "Don't Forbid Me" b.w. "God's Eyes," while the Wilburns' latest on the same label is "Go Away With Me" b.w. "Great Big Love." . . . George Jones, just out with a new release on Mercury-Starday, "Uh, Uh, No" b.w. "Don't Stop the Music," Sunday (10) kicked off a tour for A. V. Bamford that will carry him thru parts of Canada and the Pacific Northwest. Following the jaunt, Jones moves into the Casino Theater, Toronto, for a week's stand.

Marty Robbins, Johnny Cash, Lee Emerson, Rod Brasfield and the McCormicks played Carnegie Music Hall, Pittsburgh, Wednesday night (6) of last week to fair houses at two performances. Lack of promotion was reflected at the box office. . . . Carl Stuart, entertainer-deejay at WAMO, Pittsburgh, reports that Marvin Rainwater's new M-G-M release, "Gonna Fine Me a Bluebird," has taken off well in the Smoky City. . . . Red Blanchard and Dolph Hewitt, of WLS's "National Barn Dance," have a new one on the Kahill label, "Oklahoma Hills" backed by Dolph's rendition of "Blue Tennessee Rain."

Comedian Bob (Luke) Jones has left the Charlie Monroe show in North Carolina to join a "Town and Country Time" unit slated to leave the States February 20 for a 10-week tour of military bases in Europe and North Africa. Troupe will also include Mel Price and His Sante Fe Rangers, Dale Turner, the Country Lads, and Alex Houston, ventriloquist. Tour was arranged by "Town and Country" bossman, Connie B. Gay. . . . Cannon-Ball Nations has joined the Roy Glenn-Pee Wee Reid "Red River Jamboree," Paris, Tex., as a regular.

The Foggy River Boys, comprising Monty Mathews, Charlie Hodge, Early Terry and Don Taylor, have changed their name to the Marksmen. . . . "Ozark Jubilee's" Brenda Lee, set for an appearance on the Steve Allen TV'er from New York February 24, will also guest on CBS Radio's "Robert Q. Lewis Show," February 22, singing her newest Decca waxing, "One Step at a Time." . . . ABC-TV producer Eddie Nugent was in Springfield, Mo., last week for another huddle with Crossroads TV executives.

Johnny Cash plays New Iberia and Alexandria, La., Wednesday and Thursday (13-14), and Friday (15) joins Ray Price in Austin, Tex., for a 10-day junket that takes them to Tucson, Ariz., February 16; San Diego, Calif., 17; Bakersfield, Calif., 18; Fresno, Calif., 19; Sacramento, Calif., 20; San Bernardino, Calif., 21; Richmond, Calif., 22; Oakland, Calif., 23, and San Jose and Stockton, Calif., 24. Cash's manager, Bob Neal, of Stars, Inc., Memphis, is currently working on a West Texas tour to co-star Cash and Sonny James. . . . Twelve-year-old Libby Horne, a frequent guest on the Red Foley show, has been inked to an RKO Victor pact.

Hank Thompson and His Brazos  
 (Continued on page 62)

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### • This Weeks C&W Best Buys

**CONE** (Hill & Range, BMI)—Ferlin Husky—Capitol 3628—Capitol seems to have started something with Sonny James' "Young Love." Here again is a disk that is following the kind of pattern that the James disk did. It is moving rapidly in country and pop areas, because it hits the teen-agers who accepted "rockabilly," North and South. Right now, it figures to make both the country and pop charts. Dealers and operators should get on the bandwagon now. Flip (which is doing fairly well in country markets) is "Missing Persons" (Central Songs, BMI). A previous Billboard "Spotlight" pick.

**WALKIN' AFTER MIDNIGHT** (Four Star Sales, BMI)—Patsy Cline—Decca 30221—See this week's Pop Best Buys.

### • Review Spotlight on . . .

#### C&W RECORDS

##### CARL PERKINS

**Your True Love** (Knox, BMI)  
**Matchbox** (Knox, BMI)—Sun 261—Perkins registers strongly on "Your True Love," a swingy blues with an attractive off-beat quality and interesting backing by a youthful sounding vocal chorus. Flip is a driving blues, featuring Sun's familiar sound with heavy emphasis on the beat. Both sides should grab off plenty of attention in the field. "Your True Love" is also a possibility for the pop market, a la Perkins' big hit "Blue Suede Shoes."

##### JIM EDWARD, MAXINE AND BONNIE BROWN

**Money** (Acuff-Rose, BMI)—RCA Victor 6823—The threesome has clicked big on the charts in the past, and this waxing could easily give the Browns another hit. They warble with sock salesmanship on "Money," a clever piece of material with a memorable lyric. Tune was also cut by Jodie and Odie on Chick and by Al Terry on Hickory. Flip is a wistful, wailin' blues oldie, "It Takes a Long, Long Train With a Red Caboose" (Miller, ASCAP).

##### (TENNESSEE) ERNIE FORD

**One Suit** (Roosevelt, BMI)  
**The Watermelon Song** (Gale & Cayles, BMI)—Capitol 3649—See pop "Spotlight" review in this issue.

#### C&W TALENT

##### MARY REID

**You're Stepping Out On Me** (Blackwood, BMI)  
**Who Knows Right From Wrong?** (With Bill Reid) (Cedarwood, BMI)—Columbia 40837—Mary Reid thrushes with strong emotional impact in a style reminiscent of Kitty Wells. "You're Stepping Out On Me" is a powerful weeper with moving lyrics. Flip another effective weeper, features a solid vocal duet.

##### ERNIE CHAFFIN

**Feelin' Low** (Knox, BMI)  
**Lonesome for My Baby** (Knox, BMI)—Sun 262—Sun Records may have another big-time artist in Ernie Chaffin. He warbles in the earthy Presley groove, with plenty of feeling, interesting phrasing, and spontaneous sounding vitality. Both tunes are moving blues items, with excellent readings by Chaffin.

### • Reviews of New C&W Records

##### WANDA JACKSON

**Cryin' Thru the Night** . . . . . 84  
 CAPITOL 3637—The country thrush wails her heart out in this attractive three-beater. Her vigorous delivery is

hard to resist; it should be a big seller for her. (Robbie, BMI)  
**Baby Loves Him** . . . . . 83  
 This is a rhythm side in the Memphis "back shack" idiom. The lyric is mighty hip and will "send" to the teen-agers. The funky guitar and Presley touches in the styling make it a groovy side with much current appeal. (Central Songs, BMI)

##### ERNEST TUBB

**Don't Forbid Me** . . . . . 81  
 DECCA 30219—A strong presentation of the Pat Boone hit. Tubb styles it in his robust, traditional country manner, and it will be easily granted that he turns in a terrific performance. Only handicap might be late timing, for Boone has sold heavily in country markets. (Roosevelt, BMI)  
**God's Eyes** . . . . . 77  
 A religious tune with vivid compelling lyrics. Tubb reads them with power and moving sincerity. Delays in this field will relish this. (Clubb, BMI)

##### WAYNE RANEY

**40th and Plum** . . . . . 77  
 DECCA 30212—A self-styled "hick" gives a list of grievances against city-slickers. This is a funny record and could become a good novelty seller. Raney styles it to a "T." (Old Charter, BMI)  
**Shake Baby Shake** . . . . . 74  
 Raney turns to some rhythm material here, and serves it up to a solid dance beat. Juke box potential is obvious. (Copar, BMI)

##### SLIM WHITMAN

**I Must Have Been Blind** . . . . . 76  
 IMPERIAL 8309—A weeper in waltz time. Tune has a retentive melody, and a powerful lyric. Whitman does a splendid job with the side. (Sharron, BMI)  
**Careless Love** . . . . . 75  
 The great standard gets a lively reading. Whitman's individual styling, plus a honky tonk piano in the background, give it a lot of flavor.

##### THE EDDIE HILL TRIO

**I Cried in My Dreams Last Night** . . . . . 75  
 COLUMBIA 40892—A satisfying weeper. Strictly in the traditional

### • C&W Territorial Best Sellers

For survey week ending February 6

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. Young Love, S. James, Cap.
2. I've Got a New Heartache R. Price, Col.
3. Knee Deep in the Blues M. Robbins, Col.
4. I'm Tired, W. Pierce, Dec.
5. Singing the Blues, M. Robbins, Col.
6. Too Much, E. Presley, Vic.

#### Dallas-Fort Worth

1. Young Love, S. James, Cap.
2. Singing the Blues, M. Robbins, Col.
3. Knee Deep in the Blues, M. Robbins, Col.
4. Train of Love, J. Cash, Sun
5. I'm Tired, W. Pierce, Dec.
6. Am I Losing You? J. Reeves, Vic.
7. Too Much, E. Presley, Vic.
8. Don't Be Cruel, E. Presley, Vic.
9. I've Got a New Heartache R. Price, Col.

#### Houston

1. Young Love, S. James, Cap.
2. Singing the Blues, M. Robbins, Col.
3. I'm Coming Home, J. Horton, Col.
4. There You Go, J. Cash, Sun
5. Yearning, O. Jones-J. Hicks, Sdy.
6. Too Much, E. Presley, Vic.
7. Don't Be Cruel, E. Presley, Vic.
8. It's My Way, W. Pierce, Dec.
9. Knee Deep in the Blues M. Robbins, Col.
10. Love Me Tender, E. Presley, Vic.

#### Memphis

1. There You Go, J. Cash, Sun
2. Young Love, S. James, Cap.
3. You Can't Hurt Me Anymore C. Smith, Col.
4. Knee Deep in the Blues M. Robbins, Col.
5. Singing the Blues, M. Robbins, Col.
6. Am I Losing You? J. Reeves, Vic.
7. Same Two Lips, M. Robbins, Col.

#### Nashville

1. Young Love, S. James, Cap.
2. Knee Deep in the Blues M. Robbins, Col.
3. Gone, F. Husky, Cap.
4. I'm Tired, W. Pierce, Dec.
5. Train of Love, J. Cash, Sun
6. Singing the Blues, M. Robbins, Col.
7. Am I Losing You? J. Reeves, Vic.
8. There You Go, J. Cash, Sun
9. Don't Laugh, Louvin Brothers, Cap.

#### Richmond, Va.

1. Young Love, S. James, Cap.
2. Singing the Blues, M. Robbins, Col.
3. Go Away With Me Wilburn Brothers, Dec.
4. Good Looking Blonde, E. Arnold, Vic.
5. Love Me Tender, E. Presley, Vic.
6. Rose and a Baby Ruth G. Hamilton IV, Pmt.
7. Train of Love, J. Cash, Sun
8. It's My Way, W. Pierce, Dec.

#### St. Louis

1. I've Got a New Heartache R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Gone, F. Husky, Cap.
5. Young Love, S. James, Cap.

groove, with a vocal backed by relaxed string accompaniment. Real nice programming for the juke. (Acuff-Rose, BMI)  
**I'm Gonna Be a Loser Again** . . . . . 75  
 This side is a swingy item, with a solid novelty appeal. The refrain, whence the title phrase comes, is real catchy. (Trail's End, BMI)

##### THE MADDOX BROTHERS

**By the Sweat of My Brow** . . . . . 74  
 COLUMBIA 40836—The well-known group—without Rose—has an unusual piece of material here, one with a folk quality and detailing the sad life of the poor laborer. Authentic country sound in vocal and strings. (Nash, BMI)  
**Ugly and Slouchy** . . . . . 74  
 A rollicking song, in rapid tempo, extolling the excellencies of ugly women. A strong novelty. (Gold-Ridge, BMI)

##### JIMMY NEWMAN

**The Way That You're Living (Is Breaking My Heart)** . . . . . 74  
 DOT 1288—Newman extracts maximum heartbreak and pathos out of a moving weeper with strong lyrics. Newman fans should go for it (Acuff-Rose, BMI)  
**I've Got You On My Mind** . . . . . 71  
 Newman warbles with feeling on a routine country ballad, but flip is stronger material-wise. (Tree, BMI)

##### DEL WOOD

**After Five** . . . . . 73  
 VICTOR 6817—Here's a great juke and jockey platter. Excellent honky tonk keyboarding on a raucous, good natured instrumental with amusing

(Continued on page 62)

### • C&W Best Sellers in Stores

For survey week ending February 6

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 throuth the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. YOUNG LOVE—S. James . . . . .	1	9
Cap 3602—BMI		
2. SINGING THE BLUES—M. Robbins . . . . .	2	22
Col 21545—BMI		
3. THERE YOU GO—J. Cash . . . . .	3	7
Sun 258—BMI		
4. I'M TIRED—W. Pierce . . . . .	4	7
Dec 30155—BMI		
4. I'VE GOT A NEW HEARTACHE—R. Price . . . . .	5	15
Col 21562—BMI		
6. AM I LOSING YOU?—J. Reeves . . . . .	6	5
Vic 20-6749—BMI		
7. TRAIN OF LOVE—J. Cash . . . . .	8	6
Sun 258—BMI		
8. CRAZY ARMS—R. Price . . . . .	9	39
Col 21510—BMI		
9. I WALK THE LINE—J. Cash . . . . .	10	37
Sun 241—BMI		
10. KNEE DEEP IN THE BLUES—M. Robbins . . . . .	7	3
Col 40815—BMI		
11. YOU'RE THE REASON (I'M IN LOVE)—S. James . . . . .	15	2
Cap 3602—BMI		
12. WASTED WORDS—R. Price . . . . .	12	14
Col 21562—BMI		
13. STOLEN MOMENTS—H. Snow . . . . .	13	7
Vic 20-6715—BMI		
14. GO AWAY WITH ME—Wilburn Brothers . . . . .	14	11
Dec 30087—BMI		
14. REPENTING—K. Wells . . . . .	15	11
Dec 30094—BMI		
14. TOO MUCH—E. Presley . . . . .	11	2
Vic 20-6800—BMI		

### • Most Played C&W in Juke Boxes

For survey week ending February 6

RECORDS are ranked in order of the greatest number of plays in juke boxes throuth the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. YOUNG LOVE (BMI)—S. James . . . . .	2	8
You're the Reason (I'm in Love) (BMI)—Cap 3602		
2. SINGING THE BLUES (BMI)—M. Robbins . . . . .	1	22
I Can't Quit (BMI)—Col 21545		
3. THERE YOU GO (BMI)—J. Cash . . . . .	3	9
TRAIN OF LOVE (BMI)—Sun 258		
4. I'M TIRED (BMI)—W. Pierce . . . . .	7	6
IT'S MY WAY (BMI)—Dec 30155		
5. I'VE GOT A NEW HEARTACHE (BMI)—R. Price . . . . .	4	14
WASTED WORDS (BMI)—Col 21562		
6. CRAZY ARMS (BMI)—R. Price . . . . .	6	37
You Done Me Wrong (BMI)—Col 21510		
6. KNEE DEEP IN THE BLUES (BMI)—M. Robbins . . . . .	8	3
SAME TWO LIPS (BMI)—Col 40815		
8. I WALK THE LINE (BMI)—J. Cash . . . . .	4	37
Get Rhythm (BMI)—Sun 241		
9. TOO MUCH (BMI)—E. Presley . . . . .	9	3
Playing for Keeps (BMI)—Vic 20-6800		
10. LOVE ME TENDER (BMI)—E. Presley . . . . .	10	18
Any Way You Want Me (ASCAP)—Vic 20-6643		
11. DON'T BE CRUEL (BMI)—E. Presley . . . . .	13	28
HOUD DOG (BMI)—Vic 20-6604		
12. AM I LOSING YOU? (BMI)—J. Reeves . . . . .	11	3
Waitin' for a Train (BMI)—Vic 20-6749		
13. REPENTING (BMI)—K. Wells . . . . .	15	12
I'm Counting on You (ASCAP)—Dec 30094		
14. SEARCHING (BMI)—K. Wells . . . . .	12	33
I'd Rather Stay Home (BMI)—Dec 29956		
15. TURN HER DOWN (BMI)—F. Young . . . . .	—	6
I'll Be Satisfied With Love (BMI)—Cap 3549		

### • Most Played C&W by Jockeys

For survey week ending February 6

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throuth the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES (BMI)—M. Robbins . . . . .	1	20
I Can't Quit (BMI)—Col 21545		
2. THERE YOU GO (BMI)—J. Cash . . . . .	2	6
TRAIN OF LOVE (BMI)—Sun 258		
3. YOUNG LOVE (BMI)—S. James . . . . .	3	5
You're the Reason (I'm in Love) (BMI)—Cap 3602		
4. CRAZY ARMS (BMI)—R. Price . . . . .	4	34
You Done Me Wrong (BMI)—Col 21510		
5. I'VE GOT A NEW HEARTACHE (BMI)—R. Price . . . . .	5	13
WASTED WORDS (BMI)—Col 21562		
6. I WALK THE LINE—J. Cash . . . . .	6	34
Get Rhythm (BMI)—Sun 241		
7. STOLEN MOMENTS (BMI)—H. Snow . . . . .	7	8
Two Won't Care (BMI)—Vic 20-6715		
8. TOO MUCH (BMI)—E. Presley . . . . .	9	2
Playing for Keeps (BMI)—Vic 20-6800		
9. I'M TIRED (BMI)—W. Pierce . . . . .	8	3
It's My Way (BMI)—Dec 30155		
10. ★LOVE ME (BMI)—E. Presley . . . . .	10	2
EPA-992		
10. AUCTIONEER (ASCAP)—L. Van Dyke . . . . .	—	1
I Fell in Love With a Pony Tail (ASCAP)—Dot 15508		

★ (Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and on RCA Victor 33 1/2 "Elvis," LPM 1382)

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### R&B Best Sellers in Stores

For survey week ending February 6

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		7	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417	
2		6	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	
3		10	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	
4		12	<b>SINCE I MET YOU BABY (BMI)—I. J. Hunter</b> You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
5		19	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	
6		5	<b>WITHOUT LOVE (BMI)—C. McPhatter</b> I Make Believe (BMI)—Atlantic 1117	
7		2	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
8		11	<b>THOUSAND MILES AWAY (BMI)—Heartbeats</b> Oh, Baby Don't (BMI)—Rama 216	
9		1	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
10		2	<b>BACON FAT (BMI)—A. Williams</b> Just Because of a Kiss (BMI)—Epic 9196	
11		3	<b>GIRL CAN'T HELP IT (ASCAP)—Little Richard</b> All Around the World (BMI)—Specialty 591	
12		1	<b>AIN'T THAT LOVE (BMI)—R. Charles</b> I Want to Know (BMI)—Atlantic 1124	
13		27	<b>HONKY TONK (Parts I &amp; II)—B. Doggett</b> King 4950—BMI	
14		1	<b>WALKING BY MYSELF (BMI)—J. Rogers</b> If It Ain't Me (BMI)—Chess 1643	
15		11	<b>AIN'T GOT NO HOME (BMI)—C. Henry</b> Troubles Troubles (BMI)—Argo 5259	

### Most Played R&B in Juke Boxes

For survey week ending February 6

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		8	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417	
2		6	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	
3		11	<b>SINCE I MET YOU BABY (BMI)—I. J. Hunter</b> You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
4		7	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	
5		19	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	
6		24	<b>HONKY TONK (Parts I &amp; II)—B. Doggett</b> King 4950—BMI	
7		4	<b>TRICKY (BMI)—G. Jenkins</b> You Told Me (BMI)—Flash 115	
8		6	<b>WITHOUT LOVE (BMI)—C. McPhatter</b> I Make Believe (BMI)—Atlantic 1117	
9		4	<b>ON MY WORD OF HONOR (BMI)—Platters</b> One in a Million (BMI)—Mercury 71011	
10		1	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	

### Most Played R&B by Jockeys

For survey week ending February 6

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		7	<b>BLUE MONDAY—F. Domino</b> Imperial 5417—BMI	
2		12	<b>SINCE I MET YOU BABY—I. J. Hunter</b> Atlantic 1111—BMI	
3		4	<b>YOU GOT ME DIZZY—J. Reed</b> Vee Jay 226—BMI	
4		4	<b>WITHOUT LOVE—C. McPhatter</b> Atlantic 1117—BMI	
5		9	<b>AIN'T GOT NO HOME—C. Henry</b> Argo 5259—BMI	
6		6	<b>LOVE IS STRANGE—Mickey &amp; Sylvia</b> Groove 0175—BMI	
7		8	<b>JIM DANDY—L. Baker</b> Atlantic 1116—BMI	
8		6	<b>GIRL CAN'T HELP IT—Little Richard</b> Specialty 591—ASCAP	
9		3	<b>TOO MUCH—E. Presley</b> Vic 20-6800—BMI	
10		6	<b>THOUSAND MILES AWAY—Heartbeats</b> Rama 216—BMI	
11		24	<b>HONKY TONK—B. Doggett</b> King 4950—BMI	
12		17	<b>IN THE STILL OF THE NIGHT—Satins</b> Ember 10005—BMI	
13		1	<b>TRICKY—G. Jenkins</b> Flash 115—BMI	
14		8	<b>OH, WHAT A NIGHT—Dels</b> Vee Jay 204—BMI	
15		2	<b>YOUNG LOVE—T. Hunter</b> Dot 15533—BMI	

### R&B Territorial Best Sellers

For survey week ending February 6

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. Jim Dandy, L. Baker, Atl.
2. Blue Monday, F. Domino, Imp.
3. Walking By Myself, J. Rogers, Chs.
4. Girl Can't Help It, Little Richard, Spe.
5. Blueberry Hill, F. Domino, Imp.
6. Without Love, C. McPhatter, Atl.
7. Since I Met You Baby, I. J. Hunter, Atl.
8. Thousand Miles Away, Heartbeats, Rma.
9. You Got Me Dizzy, J. Reed, VJ.

#### Charlotte

1. Blue Monday, F. Domino, Imp.
2. Since I Met You Baby, I. J. Hunter, Atl.
3. Without Love, C. McPhatter, Atl.
4. Thousand Miles Away, Heartbeats, Rma.
5. Too Much, E. Presley, Vic.
6. Banana Boat Song, Tarriers, Gly.
7. Young Love, T. Hunter, Dot
8. Love Is Strange, Mickey & Sylvia, Grv.
9. Don't Forbid Me, P. Boone, Dot
10. Jim Dandy, L. Baker, Atl.

#### Chicago

1. Too Much, E. Presley, Vic.
2. Walking By Myself, J. Rogers, Chs.
3. Young Love, T. Hunter, Dot
4. Blue Monday, F. Domino, Imp.
5. Bacon Fat, A. Williams, Epi.
6. Don't Forbid Me, P. Boone, Dot

#### Cincinnati

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Blueberry Hill, F. Domino, Imp.
3. Blue Monday, F. Domino, Imp.
4. Honky Tonk, B. Doggett, Kng.
5. Bacon Fat, A. Williams, Epi.
6. Slow Walk, B. Doggett, Kng.
7. Jim Dandy, L. Baker, Atl.

#### Detroit

1. Jim Dandy, L. Baker, Atl.
2. Should I Ever Love Again? W. Carr, Spe.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Blue Monday, F. Domino, Imp.
5. Since I Met You Baby, I. J. Hunter, Atl.
6. Bacon Fat, A. Williams, Epi.
7. Ram-Bunk-Shush, B. Doggett, Kng.
8. Behind the Sun, D. O. Gibson, Che.

#### Los Angeles

1. Blue Monday, F. Domino, Imp.
2. Blueberry Hill, F. Domino, Imp.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Jim Dandy, L. Baker, Atl.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Too Much, E. Presley, Vic.
7. Since I Met You Baby, I. J. Hunter, Atl.
8. Green Door, J. Lowe, Dot
9. Honky Tonk, B. Doggett, Kng.
10. Singing the Blues, G. Mitchell, Col.

#### New Orleans

1. Blue Monday, F. Domino, Imp.
2. Without Love, C. McPhatter, Atl.
3. Girl Can't Help It, Little Richard, Spe.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Ain't That Love? R. Charles, Atl.
6. Thousand Miles Away, Heartbeats, Rma.
7. Jim Dandy, L. Baker, Atl.
8. Too Much, E. Presley, Vic.
9. Honky Tonk, B. Doggett, Kng.
10. Since I Met You Baby, I. J. Hunter, Atl.

#### New York

1. Blue Monday, F. Domino, Imp.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Ain't That Love? R. Charles, Atl.
4. Bad Boy, Jive Bombers, Sav.
5. Slow Walk, S. Austin, Mer.

#### Philadelphia

1. Blue Monday, F. Domino, Imp.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. In the Chapel, A. Cole, Btn.
5. Jim Dandy, L. Baker, Atl.
6. Ain't That Love? R. Charles, Atl.
7. On My Word of Honor B. B. King, RPM

#### St. Louis

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Bacon Fat, A. Williams, Epi.
3. Blue Monday, F. Domino, Imp.
4. Walking By Myself, J. Rogers, Chs.
5. Ain't Got No Home, C. Henry, Ago.
6. You Got Me Dizzy, J. Reed, VJ.
7. Girl Can't Help It, Little Richard, Spe.
8. Jim Dandy, L. Baker, Atl.

#### Washington, D. C.

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Blue Monday, F. Domino, Imp.
3. Jim Dandy, L. Baker, Atl.
4. Without Love, C. McPhatter, Atl.
5. Young Love, T. Hunter, Dot
6. Too Much, E. Presley, Vic.
7. Singing the Blues, G. Mitchell, Col.
8. Banana Boat (Day-O), H. Belafonte, Vic.

### This Weeks R&B Best Buys

PRETEND (Brandom, ASCAP)—Tab Smith—United 205—United has gotten "hot" again with a terrific instrumental. Not only are Chicago, Detroit, Cincinnati, Cleveland and other Midwestern cities swinging on this one, as could be expected, but it is coming on strong in New York, Philadelphia and other Eastern cities—and is starting now on the West Coast. Looks like a big one is shaping up here. Flip is "Crazy Walk" (Pamlee, BMI)

### Review Spotlight on . . .

#### R&B RECORDS

#### PRISCILLA BOWMAN AND JAY McSHAN ORK

Hootie Blues (Leeds, BMI)—Vee Jay 213—Thrush Priscilla Bowman's blues deliver packs a terrific punch on this old-style blues, clefted 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).

#### DINAH WASHINGTON

You Let My Love Grow Cold (Shapiro-Bernstein, ASCAP)—Mercury 71043—The expressive canary sells with sock effect on a moving, wailin' blues, with strong, rocking backing by Quincy Jones' band. Sure-fire material for La Washington. Flip is a pop-styled ballad "I Know" (Tee-Pee, ASCAP).

#### FRANKIE LYMON AND THE TEEN-AGERS

Teen-Age Love (Kahl, BMI)  
Paper Castles (Planetary, ASCAP)—Gee 1032—See Pop Spotlight review in this issue.

### Reviews of New R&B Records

#### PAUL (HUCKLEBUCK) WILLIAMS ORK

Pass the Buck . . . . .84  
VEE-JAY 234—Williams' first V-J disk is an instrumental that might be described as a "Hucklebuck"-ish "Honky Tonk." It's a "to the death" struggle between tenor sax and a pounding rhythm section, re-enforced by electric organ. Has fine juke potential. (Conrad, BMI)  
Give It Up . . . . .83  
Here again tenor wails out on a blues riff and gets hard, steady beat backing from rhythm instrumentals. The market is good for instrumentals like this right now. (Conrad, BMI)

#### THE CADILLACS

Sugar-Sugar . . . . .83  
JOSIE 812—The group belts out a high-flying chunk of rhythm wax. There's a great beat and the lead and backup boys give it a strong outing. This can stir action. Watch it. (Rush, BMI)  
About That Gal Named Lou . . . . .75  
This side slows up to an easy-going blues place. Lead wails it out nicely but the flip rates more attention. (Bennell, BMI)

#### ROY BROWN

Party Doll . . . . .82  
IMPERIAL 5427—The tune that's getting so much action gets an intriguing reading here. Brown's vocal is showcased by effective rhythm patterns and choral group. Sure to get a lot of play. (Jackie, BMI)  
I'm Stickin' With You . . . . .76  
Brown is solid with this unusual tune. Arrangement is relaxed and swinging, and makes a very danceable side. (Jackie, BMI)

#### CLIFTON CHENIER

The Big Wheel . . . . .81  
ARGO 5262—A driving instrumental, "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)

#### THE SCOOTERS

Someday We'll Meet Again . . . . .80  
DAWN 224—This boys' group has a high-voiced lead who really wails on this teary-eyed ballad. His voice has a cutting edge that can't fail to perk up listeners' ears. Material also impresses as commercially potent. (Lively Arts, BMI)  
Really . . . . .78  
An up-tempo rhythm side with a real

kick. The rhythm section pumps a powerful beat, while a light-timbrel soprano lead pipes like sixty. Cute, and could be a successful novelty. (Colliseum, BMI)

#### BILLY (THE KID) EMERSON

Every Woman I Know . . . . .80  
VEE-JAY 219—Emerson has transferred from Sun to V-J, and in his first disk, he comes on with a mighty potent blues. It has a very funny lyric (be sure to clamp your ears on the second vocal chorus) and is read in a belting style that should sell it easily. (Conrad, BMI)  
Tomorrow Never Comes . . . . .75  
A blues-ballad that also finds the singer putting a lot of heart and style into the lyrics. Here the material doesn't electrify, as on the reverse side. (Conrad, BMI)

#### JIMMY BEASLEY

Near You . . . . .79  
MODERN 1014—After the recent success of Beasley's "My Happiness," it is natural that he should turn to another standard well suited to a Fats Domino type of vocal and beat backing. Should do as well as last release. (Supreme, ASCAP)  
I'm So Blue . . . . .78  
The lyrics are weepy, but the styling (Continued on page 62)

**Brand NEW!!!**  
Vee Jay #236  
**"WHY DO YOU HAVE TO GO"**  
The Dells  
Vee Jay #237  
**"HONEY, WHERE'RE YOU GOING"**  
b/w  
**"LITTLE RAIN"**  
Jimmy Reed  
VEE-JAY Records, Inc.  
2129 S. Michigan Ave. Chicago  
Phone: CAumet 5-6141

**The Big Record Number to Watch Is Chess #1648**  
**SOUTHERN TERRITORIAL PICK**  
**HOWLIN' WOLF**  
My Life (Arc, BMI)  
Going Back Home (Arc, BMI)—Chess 1648—Here are two wonderful, soulful, sorrowful blues right out of the backwoods. Both have that crazy, swampy guitar-harmonica instrumentation in a slow, churning rhythm that always goes over terrifically well in Southern territories. Could do nicely in some big Northern cities, too.  
**CHESS-CHECKER-ARGO RECORD CO.**  
4750 S. COTTAGE GROVE AVENUE CHICAGO 15, ILLINOIS  
All Phones: Kenwood 8-4342

# Reviews of New R&B Records

Continued from page 61

Title is very descriptive. Arrangement features accordion, behind which is a rollicking, relaxed beat. For deejays. (Arc, BMI)

Where Can My Baby Be? . . . 80  
Southern-type blues, slow and moody. Song is another Chenier original, and is chanted with soul. Backing has typical Deep South guitar. Territorial material. (Arc, BMI)

**SUGAR BOY**  
You Gave Me Love . . . 77  
IMPERIAL 5424—Sugar Boy chants a refined love song here, and what really gives it its appeal is the Fats

**Rolling Fast**  
ARGO #5262

## "THE BIG WHEEL"

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Domino type backing. (Reeve, BMI)

**She's Gotta Wobble**  
(When She Walks) . . . 76  
Sugar Boy belts out a calypso with a fetching rhythm and a set of lyrics that will hold the listener. A good novelty for deejay programming. (Reeve, BMI)

**LOUIS JORDAN**  
Morning Light . . . 77  
MERCURY 71052—Brashly exuberant vocalizing by Jordan on a rocking novelty about a gone session between a rock and roll patient and his analyst. Amusing lyrics, but may be too contrived. (Terl, ASCAP)

**Rock Doc** . . . 72  
Brashly exuberant vocalizing by Jordan on a rocking novelty about a gone session between a rock and roll patient and his analyst. Amusing lyrics, but may be too contrived. (Terl, ASCAP)

**STANLEY MITCHELL**  
Four o'Clock in the Morning . . . 75  
CHESS 1649 — Moody and bluesy. Mitchell sings his heart out on this one—which is a plaint to his baby to hurry home and relieve daddy's misery. Satisfying. (Arc, BMI)

**Would You—Could You** . . . 73  
Uptempo side. Following the opening vocal, develops into a good swingy dance side. (Arc, BMI)

**THE BUCKEYES**  
Since I Fell for You . . . 74  
DE LUXE 6110 — The group has turned to an old Buddy Johnson tune here for some apt material. It is a cry-ballad with possibilities for frequent flights by the lead into falsetto. A pretty, sentimental offering, well done. (Advanced, ASCAP)

**By Only You** . . . 73  
This is a ballad, too, but with a good brisk beat. Harmony job by the group is good, and worthy of deejay attention. (Jay & Cee, BMI)

**THE FEDERALS**  
Come Go With Me . . . 73  
DE LUXE 6112—A cover of the Del Vikings' record that is now hitting in some areas. This is a sprightly gaied reading with good solo flights by the lead and neatly blended backing by the group. Might soak up some of the second money. (Gil-Fee Bee, BMI)

**Cold Cash** . . . 72  
The lead complains about his money problems in a humorous calypso-ish tune of appealing quality. Well performed; commercial possibilities should be fair to good. (Men-Lo, BMI)

**BOBBY PIERCE**  
I've Tried . . . 73  
NEIL 105—Pierce sings a simple, effective melody, with a chorus lending that far-away, pseudo-classy effect. Worth exposure. (Jackie-Flame, BMI)

**I Met a Stranger** . . . 72  
Another simple succession of notes and chord progressions, with a chorus behind the solo vocalist to build the climaxes. Not quite as good as the flip. (Jackie-Flame, BMI)

**PAUL GAYTEN**  
Driving Home (Parts I & II) . . . 72  
ARGO 8376—Here's a powerful instrumental disk for juke and deejays. Solid guitar and sax solos on a hard-driving rhythm theme with an insistent beat that builds. (BMI)

**THE CHUCK ALAIMO QUARTET**  
Leap Frog . . . 72  
KEN 6753—A wailing instrumental of the "go go go" school. The quartet consists of tenor sax and rhythms, and they make enough noise for a group twice their size. It's loud, infectious, pounding stuff that the public is gobbling up these days.

**Blueberry Hill** . . . 60  
This is a poor carbon copy of the much-traveled Domino reading. Too late now even for seconds or thirds. (Chappell, ASCAP)

**THE SQUIRES**  
Dangling With My Heart . . . 71  
ALADDIN 3360—A variety of voices get into this act, most of them delicate and quavering. It's on the romantic kick and the group gives it a listenable reading. (Aladdin, BMI)

**Dreamy Eyes** . . . 65  
A few harmony spots help this otherwise run of the mill ballad wax. Boys try hard but results are doubtful. (Taurus, ASCAP)

**SONNY KNIGHT**  
But Officer . . . 70  
ALADDIN 3357—This one has a shuffle beat behind a chanted gimmick story of a bebopper in the hands of the law. Smacks of old-style Louis Jordan jobs. Some kicks but

# On the Beat

Continued from page 27

Carnival, but for the week they'll be there, the kids will get \$7,500 plus round trips by air—and room and board in a hotel yet. Total tab may run close to \$12,000. This booking necessitated upping their scheduled trip to Europe. Present plans are for them to begin their tour abroad March 15. They expect to be gone 12 weeks.

**Talent Inks**  
Mickey and Sylvia, fresh from their "Love Is Strange" hit, have just signed with General Artists. The duo, who will release in future on the Vik label, have a new waxing due soon. . . . Savoy Records has signed Billy Nobles, who specializes the prettier ballad type of r.&b. platters. He is also a cleffer of talent. . . . Buddy Johnson starts a one-nighter trek Friday (15), when he opens at the Howard Theater, Washington, D. C. From there he weaves his way south to Florida, and then west to Texas. . . . Charlie Fuqua's Ink Spots are on a one-nighter tour of Texas at the present time. Next month they hit the Safari in New Orleans and then go on to Havana and the West Indies. . . . Jerry Leiber and Al Stoller, song cleffers now laboring in Hollywood on the next Presley pic, a.&r.'d a session for the Coasters (Atco).

A salute to Station WCIB, Detroit! It has only been a few months since this indie went on an exclusive r.&b. and gospel format, but the quality of its programming—and the strong hold it has gained over its listening audience—have been reported by everyone who has gone into that area recently. The programming director is Larry Dean, formerly of WCIN, Cincinnati. He has become a personality to reckon with, due to his own high-rated jockey stanza. Other jocks on the station who have made a big impression: Joe Howard and Ted McCoy.

Spiritual records have been a not very spectacular area of the disk biz the past year or more. V-J Records, however, has something that amounts to a spiritual hit in "Uncloudy Day" by the Staple Singers. Talking to "Abner" (Ewart Abner, that is) of V-J, some interesting comments on the sale of "Southern" blues were noted. There seems to be a misconception that "Southern" blues sell only in Southern markets. Abner says that an artist like Jimmy Reed, however, sells as many—and often, more—records in St. Louis, Chicago, Cleveland and Detroit, as in any big Southern market. That some Northern cities do not see more activity is related to the unwillingness of many jocks to play what they call "country blues." However, it has been proved over and over again, that when these blues are adequately exposed, they sell in Los Angeles and New York as easily as anywhere else. "Exposure is the key!"

no big sales. (Aladdin, BMI)

**Dear Wonderful God** . . . 67  
A slow supplication to the Almighty for some sorely needed help with the chick. So-so material hurts. (Messner Music, BMI)

**LEVI MANN**  
Behind the Cotton Curtains . . . 68  
ALADDIN 3356 — Here's a slow steady rhythm piece with sax coming in for strongest spotlight. Possible for some boxes. (Aladdin, BMI)

**Georgie Porgie** . . . 66  
Organ and wild tenor sax, with guitar tossed in, team on this slow, rockin' instrumental. Has to face strong competition in this field. (Aladdin, BMI)

# FOLK TALENT AND TUNES

Continued from page 59

Valley Boys are set for the Skyline Club, Austin, Tex., Wednesday (13) and Moose Rocket Club, Fort Worth, Thursday (14). . . . Glenn Trout, singer-guitarist, has joined the Maddox Brothers and Retta (Columbia) as a regular. . . . Latest issue of Down South, a bi-monthly published in Biloxi, Miss., carries a full-page feature on Biloxi's own Ann Raye, who recently cut her first wax, "Stranger" b.w. "What-cha Think About Me," for Decca. Down South, an attractive, slick-paper mag, exploits the virtues of the Gulf Coast area as a tourist haven.

**With the Jockeys**  
From WSIG, Mount Jackson, Va., Art Barrett letters: "When my mail was tallied at the end of December, it was another popularity landslide for Carl Smith. His Columbia recording of 'You Are the One' was again, for the second month in a row, the most requested platter. Here's how the artists placed, in order, at the end of the

# Reviews of New C&W Records

Continued from page 60

is peppy and anything but a drag. There are Domino touches, too, but imaginatively applied. Holds much interest, and can be recommended. Both sides have excellent juke box potential. (Modern, BMI)

**WADE RAY**  
All or Nothin' Man . . . 72  
VICTOR 6818 — A bright, briskly paced reading of a lively rhythm tune by Cindy Walker with clever lyrics and a happy beat. (Fairway, BMI)

**When I Lost You** . . . 69  
Ray sings the pretty Irving Berlin oldie with quiet sincerity. Nice side, but may be too pop for market. (Berlin, ASCAP)

**CHUCK MURPHY**  
Who Drank My Beer . . . 71  
CORAL 61785—A rickety-tick arrangement with Murphy and benchmen giving out with the gag lines. So corny it's cute and could get laughs around the juke box. (Velv, BMI)

**Lay Somethin' on the Bar**  
(Besides Your Elbows) . . . 70  
More corny gags with barroom piano in the background. Some folks will get a kick out of singing it. (Velv, BMI)

**THE HAYSEEDERS**  
Alcatraz . . . 67  
CORONATION 103—A real sad one. It's the plaint of a convict in Alcatraz, and the melody is interspersed with recitative wherein the judge sentences him. There won't be a dry eye in the house, even tho its unrelieved sadness may cause some laughs, too. (Stafford, BMI)

**In Hock** . . . 66  
Another piece of interesting material. Tells how there's one born every minute, as Barnum avers. Good novelty. (Stafford, BMI)

**KENNY SMITH**  
You'll Come to Me . . . 65  
RURAL RHYTHM 508 — Pleasant, sincere warbling stint on a routine ballad. May get some play, on West Coast, where indie headquarters. (Lode, BMI)

**With You On My Mind** . . . 68  
Same comment. (Lode, BMI)

**JESSE ROGERS**  
You Can't Hang That Monkey on My Back . . . 63  
ARCADE 143—The country cats get to swinging here but the tune has little staying power. (Valley Brook, ASCAP)

**Juke Box Cannonball** . . . 60  
New lyric is set to the tune of "Wabash Cannonball." Not much here. (Jack Howard, BMI)

**BOBBY GREGORY**  
Hobo Express . . . 68  
GREGORIAN 101—Very old style stuff. So old, in fact, that the voice was probably dubbed in over an old disk which might better have been left at peace. Rough stuff that shapes as most unlikely of the week. (American, ASCAP)

**Hobo Blues** . . . 56  
More antique stylings on this side and the side and the yodels in the vocal don't add much lustre. As he says, he's "an old hobo," and he sounds that way. (American, ASCAP)

year: Carl Smith; Johnny Cash, Ray Price, Hank Williams, Louvin Brothers, Kitty Wells, Foggy Mountain Boys, Marty Robbins, Jim Reeves and Webb Pierce, tied; Wilburn Brothers, Ernest Tubbs and Johnny and Jack, tied. How can I get hold of some of the albums that are being sent to deejays? I could devote 45 minutes a day to album play if I had the material. I am programming two and a half hours a week of gospel music and am in need of these records, too."

Tex Justus, WBNL, Boonville, Ind., recently added a 45-minute daily tele show to his schedule of p.a.'s and radio programs. Justus' new stanza goes out over Channel 7, WTVW, Evansville, Ind., starting at 4 p.m. . . . Pete Burrows, heard daily over KDNT, Denton, Tex., 12:50-3 p.m., advises that the latching string is always out to artists passing thru his area. . . . Jimmie Lee Durden (Starday), who has been attending the South Texas College, Houston, has returned to KTLW, Texas City, Tex., with his "Jimmie Lee's Jamboree." Durden, who's on the air each Saturday from 9-10 a.m., has a new Starday etching due out, "Time Heals Everything" b/w "There's No Mistake," which he penned himself. Other c.&w. jockeys at KTLW are Tater Pete Hunter and Pleasant Ray Hedgewood.

Russ Vernon, who pilots a daily platter show over KFRB and KTVF-TV, Fairbanks, Alaska, writes: "My band, the Rangers, and I are playing dances every Friday and Saturday night at Odd Fellows Hall here. The Eskimos and Indians are real country music fans. Artists on indie labels who would like to have their records spun up here should send me a copy. . . . Dusty Rose (Fabor) and wife, Betty, who recently kicked off a new daily hour-long stanza over XEDM, 50,000-watter in Nogales, Ariz., say they are in need of wax. Their address is 11242 Redberry Street, El Monte, Calif.

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## Montana Meet Draws Despite Frigid Weather

BILLINGS, Mont. — Despite temperatures over the State that dipped as low as 62 below zero, a record number of fair delegates and attraction people showed up for the 31st meeting of the Rocky Mountain Association of Fairs here Sunday thru Tuesday (27-29).

Booking made the news. Barnes-Carruthers Theatrical Enterprises, represented by Fred H. Kressmann, signed to provide the night grandstand shows at both Billings and Great Falls. Art Briese, Thearle-Duffield Fireworks, Inc., also booked the same two fairs for pyro displays, along with fairs at Fort Benton and Shelby.

Clarence Smith, Salt Lake City, signed to provide the grandstand show on the State's B circuit of fairs, with Mike Smith getting the midway pact. Mrs. Tom Drake, of the Tom Drake Agency, snagged the grandstand shows on the C loop and also part of the E circuit. Norton's Rides were signed as the midway attractions for the C loop of fairs. The Great Falls Fair also announced that the Autry Rodeo, produced by Harry Knight, was signed, and the Billings annual's rodeo will be brought in by Oral Zumwalt.

### Elect Koenig

Emanuel Koenig, Glendive, was elected president of the organization for 1957, and next year's

meeting will be held at Great Falls. The fair association went on record as opposing a legislative measure that would create a State racing commission for the taxation and licensing of race meets. Speakers during the business sessions included Mayor Earl Knight, Paul J. Moore, Leo C. Dailey, Lex Connelly, Floyd Bowen, Earl Jones, Allen Hansen, Roy Killenbach, Jim Gustin, D. Walker, Jim Schultz, Glen Chaffin, John F. Sasek and Sen. Don Nutter.

Attraction people on hand, in addition to those named, included Ernie Young, GAC-Hamid; George Ball; Preston Lambert, Al Sheehan Agency; Charles and Jack Zemater, Zemaater Theatrical Agency, and Pete Siebrand, Siebrand Bros.' Shows.

## Can. B Loop Elects Leach; Sets '58 Dates

REGINA, Sask. — New president of the Western Canada Fairs Association is John Leach, Vegreville, Alta. He succeeds E. P. Rae, Estevan, Sask.

Officers were named at the two-day meeting of the Class B fairs in the Bessborough Hotel, Saskatoon. Vice-presidents are J. S. Reynolds, Melfort; Keith Stewart, Portage la Prairie, and Monty Adolphe, Weyburn. George K. Ross, Prince Albert, continues as secretary.

Dates were set for the 12 Class B fairs for 1958 and in each case they will be one day ahead of this year's dates which are as follows:

Weyburn, Sask., July 1-3; Estevan, Sask., July 4-6; Portage la Prairie, Man., July 8-10; Carman, Man., July 11-13; Yorkton, Sask., July 15-17; Melfort, Sask., July 18-20; Lloydminster, Sask., July 22-24; Vermilion, Alta., July 25-27; Vegreville, Alta., July 29-31; Red Deer, Alta., August 1-3; North Battleford, Sask., August 5-7; Prince Albert, Sask., August 8-10.

### Seeks More Aid

The meeting called on provincial governments for increased assistance to agricultural societies operating fairs. This should be by way of grants for improvements or capital expenditures, it was suggested. Delegates claimed the agricultural societies were entitled to this assistance for services rendered to the departments of agriculture on the prairies by operating fairs and other extension activities.

Illustrating the financial tight rope walked by the fair boards, S. L. Small said the Prince Albert, Sask., was committed to an ex-

(Continued on page 66)

## Jr. Hot Rods Slated for Four Carnivals

NEW YORK—Thirteen sets of Junior Hot Rod rides have been ordered since the turn of the year, President Morgan (Mickey) Hughes, of Hot Rods, Inc., reports, with four of them destined for major carnivals.

Deliveries on the units will be made up to the end of February. Hughes listed the purchasing road organizations as the Conklin, Royal American, World of Mirth and Prett's Broadway shows.

Fun Fair Park, Flushing, N. Y., will have four Hot Rods, Inc., imports, the Auto Scooter, Hot Rod, Junior Hot Rod and German Merry-Go-Round. Three units have been delivered and the fourth is in storage in New Jersey.

The firm was to display a European motorboat ride at the Chicago conventions, but the arrival was held up by New York's longshoremen's strike.

## Seagram's, Schaefer, PM Chart Sports Show Units

NEW YORK — Two exhibits certain to attract wide attention at the National Sports and Vacation Show, February 15-24 at the Coliseum here will be those of the Philip Morris Theater and the gun museum displayed jointly by Seagram's and True magazine.

The Philip Morris firm, as in 1956, will have an under-canvas collection of sound films on various sporting subjects. In the gun exhibit, telephones will be employed by patrons to hear recorded descriptions of the units.

It will be the first showing of the New York event in the new Coliseum, and legal entanglements must be cleared up before it is determined whether it is also the last showing. New York Expositions filed suit last year against the Coliseum Exhibition Corporation, Robert Moses and several other parties, charging them with conspiring to put the sports show promoters out of the business here.

The charges include one that the 1958 and ensuing sports show dates have been pledged to The New York Daily Mirror arbitrarily, in denial of a traditional first-option privilege.

### Golf, Archery Lessons

The Schaefer brewery will offer its tank event, a swimmer versus angler contest. Show sponsors are offering jointly the plastic-caged golf clinic run by pro Phil Galvano, and the archery clinic operated by the State Field Archery Association. Golf unit charges an instruction fee. Archery unit has free instruction, but a fee for target shooting. Another possible ad-

## Weather and Upped Admission Makes Tampa Fair Winner

### Higher Charges Hike Gate Takes 35%; Royal American Gross Skyrockets 17%

By HERB DOTTE

TAMPA—An almost unbelievable stretch of ideal weather for Tampa and Florida State Fair gave that event an amazingly successful run.

J. C. Huskisson, fair manager, termed it fabulous as he went over figures Friday (8), 10th day of the 11-day run.

Thru the first nine days the fair banked far more cash than it did for the full 11 days in any previous year.

A boost in admission price from 50 to 75 cents and a new 25-cent charge for youngsters under 12 years of age were big factors in the sharp jump in receipts.

So, too, was the whopping busi-

ness scored by the Royal American Shows on the midway, concessionaires in on percentage, and auto races presented on the race track.

However, the biggest factor was the weather. Never in the memory of long-time residents had the fair been favored with the ideal weather that prevailed the first nine days of its run.

A hot sun was out each day. Nights were delightfully warm. Only once was the weather marred, and then only by a shower that lasted five minutes.

Figures tabulated at the close of the first nine days showed that receipts from gate admissions were up more than 35 per cent over the corresponding period in 1956.

Actual attendance, tho, was off, but only by a few percentage points, surprising officials who had figured that the higher tariff for adults at the front gate and the new paid admission charge for youngsters would cause a drop of at least 15 per cent in the gate count.

Per capita spending was up sharply, reflecting the mounting population and the greater prosperity in the Tampa area.

### Higher Spending

Concessionaires, particularly, noted the higher spending. The hot days were a boon to drink concessionaires who enjoyed the biggest business in history here.

Of the grandstand attractions, auto races staged by National Speedways (Al Sweeney) experienced increases over last year's grosses. Races were in for four afternoons, both Wednesdays and both Saturdays. Other paid grandstand attractions were four wind-ups and five performances of Jack Kochman's thrill show. The other grandstand performances, offered free, consisted of talent booked thru Barnes-Carruthers Theatrical Enterprises, Chicago.

### Gets New Site

Halfway thru the fair's run the fair board was given the deed to (Continued on page 65)

## Ben Williams Resigns PNE Manager Post

VANCOUVER, B. C.—V. Ben Williams, general manager of the Pacific National Exhibition here since 1946, resigned his position Friday (1) due to differences between himself and some of the directors.

Bill Borrie, PNE president, in a written statement, said the directors had accepted the resignation "with sincere regret." The statement pointed out that Williams had agreed to remain as general manager for a reasonable time to give the board an opportunity of finding a successor.

Since Williams took over as general manager in 1946, the big expo has increased its attendance to where it was generally conceded to be one of the top five annuals in North America.

Frank Braden, press agent, landed a feature story about his career and the movie he is with now in The Louisville Courier-Journal.

## Pop Trade Fights Cent Tax in Pa.

PHILADELPHIA — The cent-a-bottle soft-drink tax proposed by Gov. George M. Leader's tax study committee for Pennsylvania has been branded as confiscatory by Fred Sebulski, vice-president and general manager of the Pepsi-Cola Metropolitan Bottling Company, Pittsburgh, in an address to the Taxation Committee of the Pennsylvania Chamber of Commerce here.

The Chamber's president, Willard F. Rockwell Jr., is a member of the tax study group.

Sebulski said the tax would create a "catastrophe" in the industry. He said bottlers never object to paying a proportionate share of the State tax burden, "but what we do object to is being singled out as an industry, and having a discriminatory tax of 20 per cent placed against our business, while our competition is not taxed."

## Mag Lauds Bill France, Race Assn.

NEW YORK—Lengthy and favorable comment is given NASCAR and its top man, Bill France, in the February 11 issue of Sports Illustrated. The article deals with the inception and growth of France's National Association for Stock Car Auto Racing.

The magazine credits NASCAR's founder as "taking an old and decaying activity, giving it a solid foundation and helping create a new major sport"

## Late Arrival Delays Wild West in P. I.

MANILA, P. I.—Opening of the Bob Steele All-American Wild West Show, directed by A. V. Bamford and Harry Golub, was set back five days to Tuesday (5) because of the late arrival of the steamship transporting the stock. The stock left San Francisco January 14. Bamford and Golub flew here several days later.

The rodeo, sponsored by Encore Productions and opening the new 15,000-seat bullring, will close February 23. Other dates to be played include Singapore, Bangkok, Saigon, Hong Kong, Japan and Honolulu.

## Autry Sellout At Cincy Garden

CINCINNATI — Gene Autry and his caravan of entertainers, now on a swing of 38 one-nighters, played to a capacity 11,500 house at Cincinnati Garden in a single performance Sunday afternoon of last week (3).

Paid admissions hit 8,500 a sellout before show time. Remainder was made up of 3,000 orphans who were admitted free. Prices were scaled from \$1.50 to \$2.50 for adults, with kiddies admitted at half price.

## NEW SPORTS SHOW SET FOR SYRACUSE GROUNDS

SYRACUSE—A 10-day sports event is scheduled for the State Fairgrounds here, starting April 5, under ownership-direction of Bill Hartman, who is in his third year as director of the fair's Industrial Exposition.

Entitled the North-Eastern Sports Show, the event will utilize 84,000 square feet of unobstructed exhibit space in the Manufacturers' and Industrial Building, averaged out

at \$2.50 per square foot. Booths range from \$150 to \$500.

Hopes are to establish an annual sports show event in the hub of a prime outdoor recreational region.

Features include 15-minute sports-type acts every hour on stages in various parts of the building, a trout tank, free parking, nearby State thruway entrance and exit, and exhibits on sports, travel, vacation, boats and outdoor living.

# SKEE-BALL

REG. U. S. PAT. OFF.

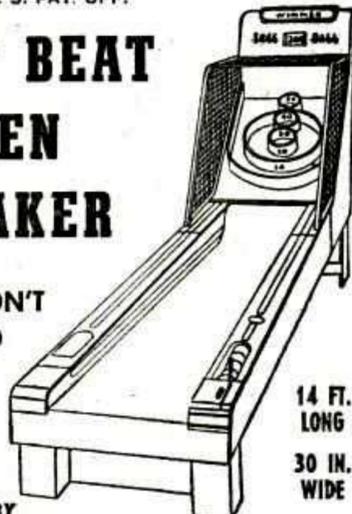
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WIDE

## ICE SHOW REVIEW

# Variety in 'Holiday' Cue for Skill, Flash

By TOM PARKINSON  
MILWAUKEE—Cities on the route of "Holiday on Ice of 1957" can look forward to another colorful show, with high points of skating skill and showmanship to set it apart and send patrons home happy.

The show which played here moves on to other locations that are mostly in the South, with some time in Texas still to be finalized and with a Mexico City stand for the windup. Next fall the production, but probably not the personnel, will go out on a separate route.

Kick-off is a cheery skating drill with figure work and a garland entry by the red-costumed line. The Percellys keep up the fun pace with an acrobatic skating number to country music. Don Watson's figure skating follows, and his leaps and spins are fine. Festival of Bacchus is a production number that lends itself to eye-filling props and wardrobe in the Roman theme. June Stevenson's dance is eye-filling, too. The white and gold togas, helmets and cornucopias add to the theme, and bubble machines effervesce for the salute to wine.

**Joe Jackson Clicks**  
Joe Jackson Jr. brings his superior pantomime and comedy to "Holiday" ice. There is a laugh when a spate of spotlights seemingly can't locate this star at the outset. Once in focus he wraps up the crowd with his flawless bike comedy.

"It Happened in Haiti" is a pleasantly happy bit about that island, in contrast to its usual casting as a signal for black voodoo. Bobby Blake is a tourist and Pat Gregory, with a line of girls, appears with him for rhythmic skating. Arnold Shoda appears with the Ice Squires for an Indian number tagged "Geronimo." Each skater carries a flaming torch. When caught, this act came close after the Haitian number and with little to mark the change; first impression was that the Indians were more Haitians.

Jack Rose and Leon McNabb wear sailor wardrobe for a comedy introduction to Paul Andre's more of the same. He works with a photog stooge for the sur-fire laughs generated by collisions and near-misses.

High spot of this show is its production of "The Nutcracker." The familiar music is well-present-

ed; the accompanying story telling is in the best manner of ice show production. There are skaters in mouse wardrobe; skaters in Arabian, Chinese and candy-stick dress for movements of the same themes, and the climatic "Waltz of the Flowers." All these fit nicely into ice show format and the skating ballet is expertly handled. Kay Servatius makes her first appearance of the show at this point and her solo is excellent. Cloud machines contribute to the special effect of the "Dance of the Sugar Plums."

### Swiss, Paris Adagio

A Swiss theme starts with a chorus number, "Holiday in the Alps," and includes "A Sweet Swiss Miss," by Juanita Percelly. Yodeling gives the production a special flair and there are snow effects. Feature is the Swiss bell-ringing number by the Glamour Icers and their subsequent bit in accompaniment with the Ice Squires' glockenspiels. This wins the most enthusiastic applause to this point.

"Poodle Symphony" is a dog act by the Novelles. Their assorted French Poodles are of various hues. (Continued on page 66)

## Neb. Managers Oppose Gate, Mutuel Taxes

LINCOLN, Neb.—The Nebraska Association of Fair Managers went on record as opposing three bills currently in the Legislature at its annual meeting here Monday thru Wednesday (28-30). The bills would put a 5-cent tax on outside gate admissions, levy a 2 per cent sales tax on fairs and put a 7 per cent tax on pari-mutuels at horse racing thruout the State.

The fairs annually receive funds from the Ak-Sar-Ben track in Omaha for fairgrounds building and improvements. The association's legislative committee was instructed to watch the bills closely and keep the fair managers informed during the year.

The meeting, which drew the best attendance in years, elected Joe Bender, Weeping Water, president, and Mervin Peterson, Minden, vice-president. H. C. McClellan, Arlington, who has been secretary-treasurer since 1937, was again named to that post.

In a general report on the 1956 fair season, it was announced that 86 fairs operated in the State. Despite drought conditions, that hurt the State's economy, all wound up okay, McClellan said.

Attraction representatives and carnival agents were out in force with a total of 49 registered for the three-day confab.

## Wirth Sets Fla. Dates

NEW YORK—Frank Wirth has contracted to supply talent for The Miami Herald Lend-a-Hand Charity Show in Miami Stadium February 22-24. Columnist Jack Bell is in charge.

The Lone Ranger, Lassie and 12 other acts will be used in the production, Wirth said. Much of the same talent has been set thru Dave Endy for appearances at the Surf Club, Miami, February 23, and at the Everglades, Palm Beach, February 28.

### YOU CAN PLACE YOUR CONFIDENCE IN "NATIONAL" RIDES

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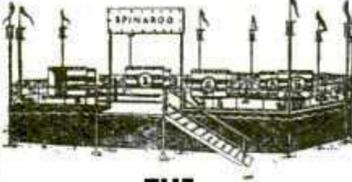
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★ Kiddie Buggy Ride (10-Horse De Luxe)	★ Laughing Mirrors (Require Little Space)
★ The Pony Trot (10 or 20 Ponies)	★ Old Mills & Mill Chutes

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### THE SPINAROO

Sensational new adult ride requiring space 30x42, eight tubs have a total capacity of 48, requires only one man to operate. This large elaborate portable ride suitable for either park or carnival operation. Write today for complete information.

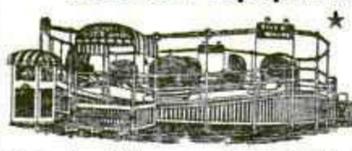


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January 8, 1957

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Dear Mr. Catlett:

I have operated your hydraulic mounted Ferris Wheel since 1952 and have had very good service. In some cases I have had to put it up myself because I could not hire help. My wheel has been a great labor, time and worry saver. I still own it and as long as I ever own a Ferris Wheel, it will be one of yours. My wheel paid for itself the first three seasons of operation.

Sincerely yours,  
H. H. Gray,  
County Fair Shows

Write or wire for full details  
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4520 State Ave., Box 82  
Kansas City, Kansas

## SNOW BALL

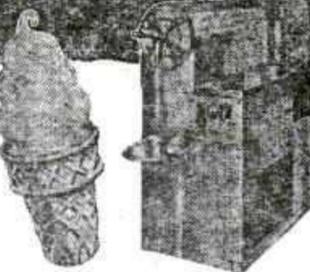
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## Weather-Hit Nebraska State Ends '56 Okay

LINCOLN, Neb.—The Nebraska State Fair, altho hit by rain, cold and drought conditions, wound up 1956 with an income of \$702,865.54 and on the right side of the ledger profitwise. Ed Schultz, secretary of the fair, made this report at the annual meeting last week.

Total income for the year lagged almost 8 per cent behind the record of \$762,966.85 set in 1955. Schultz reported a working balance of \$9,491.72 on hand as of the first of the year. This was down from the \$80,600.48 on hand a year ago, but general funds and profits from 1955 had been held back to pay for construction of the new Coliseum on the grounds, Schultz pointed out.

Looking into the future, the veteran secretary said that building projects being considered are a new women's building, FFA structure, paddock, jockey quarters, enlargement of the 4-H building and remodeling of many other structures on the grounds.

He also announced that Duncan (Cisco Kid) Renaldo is tentatively booked for the opening day of the 1957 fair.

In the annual election of officers, R. Clare Clement, Ord, moved into the post of president. Fred Rehmeier, Weeping Water, was elected first vice-president; C. Alvin Olson, York, second vice-president; E. S. Schiefelbein, Wahoo, was renamed treasurer, and Schultz was again elected secretary. Board members named were Floyd Pohlman, Irving McArdle, A. Carlberg and Karl McFadden.

## Tampa Winner

Continued from page 63

a 160-acre site by the city for a new fairgrounds.

An additional 95-acre tract, on which Al Lopez Stadium is located, also has been promised to the fair.

Together, these tracts would give the fair a total of 255 acres. Additional adjacent land, it is understood, is also available for parking purposes.

The present fair site consisting of 33 acres is inadequate and there is a pressing need for a new plant. There still remains some problems in connection with the 95-acre site to be clarified before the fair can proceed with plans for relocation.

It is generally believed that it will be about five years before the fair relocates.

Fairmen visitors from other sections of the country included Jack Reynolds, Eastern States Exposition, Springfield, Mass.; Douglas K. Baldwin and John Libbey, Minnesota State Fair, St. Paul; Willard Masterson, Wisconsin State Fair, Milwaukee; John Leahy, Great Danbury (Conn.) Fair; Clarence Lester, Tulsa (Okla.) State Fair; Maurice Fager, Topeka (Kan.) Free State Fair; Ralph Lockett, Petersburg (Va.) Fair; Ted Chappeau, Greater Jacksonville (Fla.) Fair; Bob Morse, La Porte (Ind.) Fair; Jim Paul, former manager of Edmonton (Alta.) Exhibition, and Frank Kingman, secretary of the International Corporation of Fairs and Expositions.

Floyd Henton, director of the Omaha Zoo, writes that he talked in recent weeks with Terrell Jacobs, Tony Gentry; William T. A. Cully, of the Swope Park Zoo, Kansas City, Mo., and the Flinchpaughs, who have a snake farm and pet shop in St. Joseph, Mo. Mrs. Henton is on the road to recovery after surgery in November.

## WINTER FAIRS

**Arizona**  
Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31.

**California**  
Imperial—Mid-Winter Fair, March 2-16. D. V. Stewart.  
Indio—Riverside Co. Fair & National Date Festival, Feb. 16-24.  
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 11-16.  
Sebring—Highlands Co. Fair Assn., Feb. 25-March 2. B. J. Harris Jr.

## 40 Attend First Meet Of S. D. Assn.

HURON, S. D. — The newly organized South Dakota Fair & Exposition Association drew 40 representatives from fairs throught the State to its first annual meeting here Thursday (31).

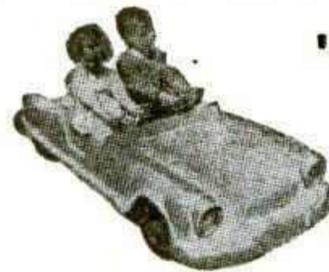
Apportionment of pari-mutuel tax money, which is currently under discussion in the legislature, was one of the subjects of the business sessions which were presided over by Ken Roberts, association vice-president. The fairmen present went on record as favoring 60 per cent of the funds be turned over to the State fair, with the remainder going to county fairs and 4-H club projects.

It was also recommended that fairs annually report to the association secretary the quality of its entertainment so that the group can then make recommendations to the various fairs. A grievance committee was formed for the use of fair and attraction people.

The following 1957 dates were set: Black Hills Exposition, August 15-18; Sully County Fair, August 22-24; Butte County Fair, August 15-17; Black Hills Round-Up, July 3-5; Sioux Empire Fair, August 15-21; Clay County Fair, August 22-24; Hutchinson County Fair, August 29-31.

Kenneth E. Johnson, secretary-treasurer of the association, reported attraction people at the meeting included Aut Swenson, Swenson Thrillcade; Mr. and Mrs. R. Marlo, Marlo Show Productions, and Sly Fossum, Fargo (N. D.) Rubber Stamp Works.

View-Master, maker of stereoptican slides, has produced a slide series on Disneyland and is scheduled to come out with one on the Ringling art museum and another on the Circus Hall of Fame.

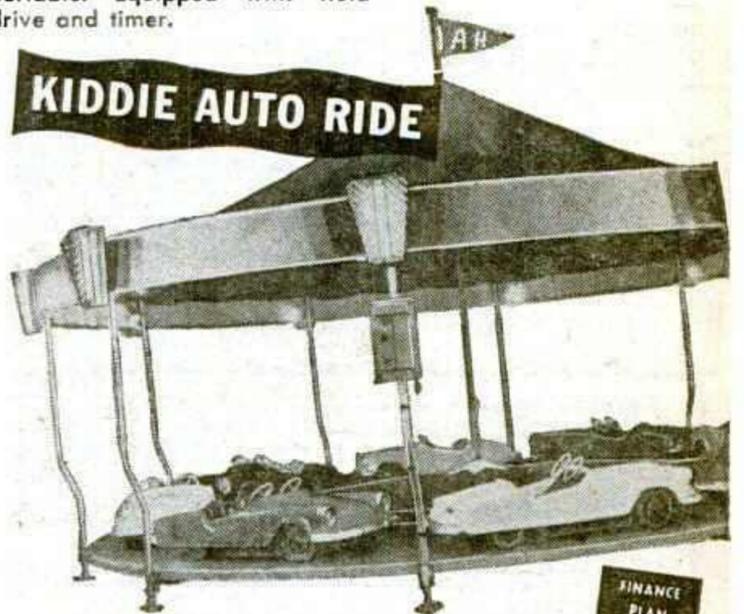


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The AH Auto Ride is light, easily portable. Equipped with fluid drive and timer.



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## Canada B Loop

Continued from page 63

penditure of \$51,000 before the fair opened. One rainy night or a windstorm could put the three-day show in the red, he said.

J. S. Reynolds, Melfort, Sask., suggested the federal government should be asked to review its grants structure, as it was out of line with changed circumstances. He suggested grants should be made for the agricultural activities of the fairs throught the year and not just for their summer exhibitions.

Secretary George K. Ross reported the WCFA had an operating deficit in 1956 of \$111. Receipts totaled \$7,111 and disbursements were \$7,222.

The WCFA constitution will be revised at the fall meeting. Keith Stewart, Portage la Prairie, Man., said some of the clauses date back to the Boer War days. One states a fair board would lose membership in the association if it permitted games at an annual event in which money was used as an inducement for the public to play.

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## ARENAS & AUDITORIUMS

# Auditorium Plays Key Role In New Orleans Mardi Gras

By TOM PARKINSON

ARENAS and auditoriums often are the focal points of events in the national spotlight. Major political affairs are in Washington arenas and elsewhere. Sports in many arenas bring national attention. This is the season that New Orleans Municipal Auditorium comes to the fore.

The city is probably best known for its Mardi Gras, and nearly all of the major phases of this pageantry are centralized at the Municipal Auditorium, where W. Ray Scheuering is manager.

Protocol and diplomacy in high state circles can be no stricter than that wrapped up in the tradition and high circles of Mardi Gras. It is a demanding season.

FOR THE MUNICIPAL AUDITORIUM, carnival balls jam the schedule and space thru January and February. The season starts after Twelfth Night (January 6) and continues until the day before Ash Wednesday, in this case March 5.

Into that time are crowded 60 major formal carnival balls, each produced by one of the special organizations of New Orleans Mardi Gras. There have been as many as 69 events in other years, but reduction denotes no lessening of Mardi Gras expansiveness and no appreciable change in demands for the Auditorium.

SCHUEERING POINTS OUT that the critical question of assignment of dates to various organizations is determined by a seniority system. Under it, the final night goes to two of the top organizations, Comus and Rex. The climax of the entire series comes when the curtain which divides two parts of the Auditorium is raised and the King of Rex and King of Comus meet. Other leading organizations include Proteus and Momus, and some are more than 100 years old.

Each carnival ball requires lavish decorations and stage setting that Scheuering believes would outclass those of Hollywood and Broadway. Decorating firms as well as the building staff are occupied with placing these elaborate decorations one day and replacing them with those of one or two other organizations the next day.

Attendance at individual balls ranges from about 2,000 to about 4,000. The fire marshal sometimes must close the doors. There are special security guards and invitations are granted only with great attention to social status. It is not unheard of for the doorkeepers to refuse admission even to invitation holders if they suspect one may not have been on the original invitation list.

PROTOCOL REQUIRES that all persons be in full formal dress. Those in the Krewe of an organization, however, take part in pageantry and they usually wear masks and costumes.

No concessions are operated by the building during a Mardi Gras ball, usually the dining and cocktail lounges are not open. However, a recent development is the scheduling of so-called supper dances to follow the carnival ball. Fifteen of these are booked at the Auditorium this year and they usually close up about 4 a.m.

For Scheuering and the entire Auditorium staff it is a demanding time, when the building facilities must operate at peak efficiency, when there is no let-up in the work schedule, and when there must be no slip-up in diplomacy or social procedures.

## 'Holiday' Features Skill, Flash

Continued from page 64

including pink and blue. They work novel dance bits and are a crowd-pleaser with prop musical instruments. This is strictly vaude or circus and works on a mat, but blends nicely with ice production for a change of pace.

Bobby Blake and 13 girls skate a frantic rock and roll number. In the next display, Jeanne Sook is a statue and Ted Roman the sculptor to launch adagio skating with nice work in the lift-and-carry category.

Kay Servatius returns for another featured assignment, this one "On the Rue de la Paix," with a French fashion theme. Hers is superior show skating—dance and figure performance with Kay's own fine brand of grace and showmanship.

Strong Windup  
Here and throught the show, "Holiday's" music, in arrangement and execution, stands out as a strong contribution. Paired with it are good lighting effects, including some novel and spectacular touches.

A number paced to swing music spotlights Ben Stabler and horn, with Artie Kane and piano, in the center of the ice, and plenty of colorfully clad dancers thereabouts. Paul Andre and Tommy Collins get off some good comedy with "Kitchen of Tomorrow."

"Holiday's" windup is "Cavalcade of Show Business," with clubs, vaude, TV, circus, musical comedy, burlesque and films depicted in skating sequences. Outstanding is the number for ballet,

by Arnold Shoda. Showing up best, of course, is the salute to the ice extravaganza, and this production does right by its inspiration. It's big-scale, but more, it is flashed with a junior edition of "Miracle Fountains," the water-light-music show. A dozen or so fountains around the rink are illuminated with changing colors, and the water streams upward at the backdrop, to crown a spectacular that sends them home with plenty to talk about.

## ACE TENTS

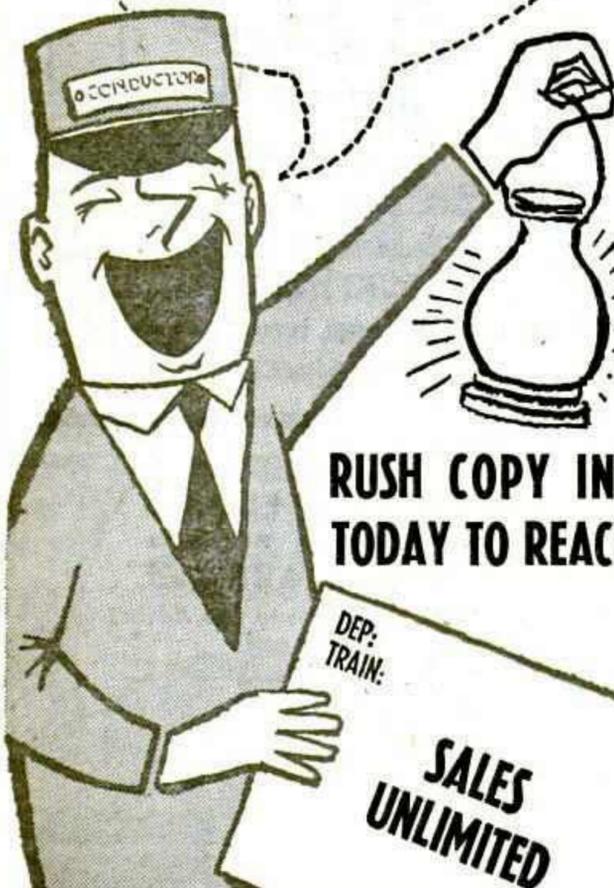
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**BRENNAN—Herman S. (Whitey),** 40, well-known cookhouse man who toured with such shows as Rubin & Cherry, Beckmann & Gerety, Wm. T. Collins and Royal American, February 2 in Waukegan, Ill. Survived by his widow, Emily; a son, Charles; his father, two sisters and three brothers. Burial in Lake Zurich, Ill.

**CARTER—Jesse W.,** former circus musician, February 14, 1956, it has just been learned. Survived by his widow, Margaret, New Berlin, Ill.

**CHRISTMAN—Frank G.,** 82, East Greenville, Pa., Eastern poultry judge and show organizer, February 6 in Allentown (Pa.) Hospital. He had been superintendent of the poultry and pet stock department of the Allentown Fair since 1938, and his association with the department dated back 50 years. He held a similar post for two years with the Lancaster (Pa.) Fair. Survivors include his widow, Helen; a son, Calvin, and a daughter, Mrs. Pauline Genth.

**GRIGGS—Bernard T.,** 56, veteran clown, February 5 in El Monte, Calif., following a long illness. A descendant of Dan Rice, Griggs trouped with the larger circuses, his last being the Clyde Beatty show about five years ago. Survived by his widow, Leta; three daughters and four grandchildren. Services February 9 in Monterey Park, Calif.

**IRWIN—Eugene E.,** 63, superintendent of the Illinois

State Fair, Springfield, under Gov. Henry Horder, February 1 in Salem, Ill., following a heart attack. He was also president of the Marion County Fair. His widow, Helen, survives.

**JOHNSON—J. J.,** 73, for seven years with the Thomas Joyland Shows and previously with the Johnny J. Jones Exposition and other shows, January 22 at Green Cove Springs, Fla. Two sons and a brother survive. Burial January 27 in Green Cove Springs.

**KENDALL—Edith,** mother of Robert L. Kendall, of The Billboard's advertising department, Cincinnati, and Harold G. Kendall, of The Billboard's accounting department in that city, February 4 in Cincinnati. She is also survived by her husband, Louis G. Burial February 7 in that city.

**MACKEY—Gladys Evelyn,** 42, wife of G. P. (Gerry) Mackey and a rides and concessions operator for 25 years, at Vancouver, Wash., February 7. She was the former Gladys Patrick and with her first husband, the late Red Patrick, operated the Patrick Shows. In 1942 they came to Jantzen Beach, Portland, as concessionaires. Patrick died in 1945. She remained at Jantzen Beach, later remarrying. She and her husband have had rides and games at Jantzen Beach. They also have operated at Dallas, CNE, PNE, Pomona and Puyallup fairs as well as with the Douglas Greater, Royal Canadian, Meeker and Hildebrand shows. Surviving are her husband; a son, Danny, her parents, the G. P. Merediths, and two brothers, Don and Willard, all of Vancouver. Burial in Vancouver.

**MANSFIELD—James B. F.,** 82, formerly with Ringling and other circuses, recently at his home in Dayton, O. He was also a retired minister and a former chaplain in the Canadian army. Survived by his widow, Ruby J.; a daughter, Helen; a stepson, Orson G. Jenkins, Clinchport, Va.; a brother, William, Memphis, and four grandchildren.

**NORSCHAT—Fernando,** 52, outdoor showman, January 30 in a Tampa hospital. He was a member of the Greater Tampa Showmen's Association which handled the funeral.

**ROBERTS—Hal,** 62, veteran carnival operator and trouper, January 27 in Miami. Born in Cleveland, Roberts spent his youth in Pictou, N. S., and returned to this country to join the old Nat Nardier Shows. Later he was associated with such organizations as the C. A. Wortham, Johnny J. Jones, Sheesley, Nat Reiss and John Marks shows. In 1929 he organized the Roberts & Roberts Shows and played in the East until ill health forced temporary retirement in 1933. Returning to the field in 1947, he worked as concessionaire with the Penn Premier, Shan Bros. and Virginia Greater shows, and for the last three seasons had concessions at the Casino, Seaside Heights, N. J. Surviving are his widow, Mildred; a son, Walter, Miami; a daughter, Mrs. Ida Wackes, Levittown, Pa., and a brother, John, and two sisters, Mrs. Laura Silva and Mrs. Elsie Ellis, all of Pictou. Burial in the

showmen's plot, Memorial Park, Miami.

**SHEARER—Morris D.,** 66, veteran musician who played vaude and chautauqua and with showboats and circuses, February 4 in Seaside Hospital, Long Beach, Calif., of a glandular ailment. Shearer organized the 364th U. S. Infantry Band while a student in New York and later saw service in World War I. He played with symphony orchestras in Chicago, Minneapolis and Los Angeles and was with the Long Beach Municipal Band 15 years before he retired in 1956. He was an Elk, Legionnaire and a member of the Long Beach Musicians' Association. Survived by his widow, Ella, and a sister, Mrs. Grace Laakson, both of Long Beach. Burial in Sunnyside Memorial Park, that city.

**STEPHENSON—Harry L.,** 73, veteran cookhouse operator, recently following a long illness. Survived by his son, Wayne, show operator. Burial in Wyoming, Neb.

**TRIMER—Frank,** 68, former showman who had girl shows on the Ed Corey Shows and spent three years with the Coney Island Shows, February 4 in St. Francis Hospital, Trenton, N. J. He was a member of the Elks and Masonic Order. Burial February 8 in Trenton.

**TUCKER—J. S.,** 59, concessionaire with the Floyd D. Kile Shows last year, January 30 in a Searcy, Ark., hospital. Survived by his widow, Monie, Judsonia, Ark.; a daughter, Mrs. Sherry Hughes, of New Jersey; four sisters and three grandchildren.

**UNDERKOFER—Leo V.,** 65, known in show business as Lee Vincent, February 4 in Veterans Hospital, Philadelphia. He was in show business for 30 years and for many years was the singing interlocutor of the Million-Dollar Pier Minstrels, Atlantic City. In vaudeville he was a partner of Lou Costello before the latter teamed up with Bud Abbott. In recent years he operated a theatrical agency in Philadelphia and was a member of the United Entertainers Association. Surviving are his widow, Sara; two brothers and a sister. Services February 9 in Philadelphia with burial there.

**WALTMAN—G. Roy,** 77, operator of Sunset Park, Jennersville, Pa., January 26 in St. Petersburg, Fla. (Details in Park section.)

## Jersey Senate Has Games Bill Up for Voting

TRENTON, N. J.—A good idea as to whether concession operations will be resumed in this State is expected to result from next Monday's (11) session of the Legislature. At that time the Senate is to take action on a legalizing bill which would eventually permit operation. Games were shut down at the peak of last summer's season.

The Senate was to act on the measure Monday (4), but could not muster sufficient votes. A Supreme Court ruling last June 25 held that games violated the anti-gambling provision in the State Constitution.

In July the Republican-controlled

(Continued on page 69)

### Carnival Routes

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Leeright Midway: Lowell, Ariz.; Douglas 20-24.  
Glades Am. Co.: Ocala, Fla., 13-18.  
Strates, James E.: (Fair) Winter Haven, Fla.; (Fair) Orlando 18-23.  
Starlite: Valdosta, Ga.; Moultrie 18-23.

### Circus Routes

Davenport, Orrin: Detroit, Mich., 12-17; Cleveland, O., 18-24; Rochester, N. Y., 25-March 3.  
Polack Bros. Western: Madison, Wis., 15-16; Louisville, Ky., 18-24; Chicago, Ill., 27-March 16.

### Ice Shows

Holiday on Ice of 1957: Atlanta, Ga., 13-24; Cincinnati 26-March 5.  
Ice Capades, 16th Edition: Edmonton, Alta., 12-16; Calgary 18-23; Winnipeg, Man., 25-March 2.  
Ice Capades, 17th Edition: Washington, D. C., 31-Feb. 13; Hershey, Pa., 14-27; Detroit, Mich., March 1-10.  
Ice Vogues of 1957: Columbia, S. C., 12-17; Orlando, Fla., 18-23; Havana, Cuba, 27-March 10.  
Shipstads & Johnson's Ice Follies of 1957: Boston, Mass., 12-24; Cleveland, O., 26-March 10.

### Miscellaneous

Burke's Wild Cargo: (Fair) Winter Haven, Fla., 12-16.  
Hiller's Personal Auto: San Antonio, Tex., 12-17.

## COMING EVENTS

**Alabama**  
Birmingham—Better Homes Expo, April 30-May 8. Patrick J. O'Toole.

**Arizona**  
Chandler—Sheriff's Posse Rodeo, Feb. 16-17.  
Phoenix—Arizona Sports, Vacation, Boat & Trailer Show (Coliseum), Feb. 12-17. Ken Baker.  
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.  
Richmond—Richmond Automobile Show, Feb. 15-17.  
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**  
Davie—Orange Festival & Rodeo, Feb. 13-17.  
Kissimmee—Kissimmee Valley Livestock Show, Feb. 14-17. Carlyle Bronson.  
Lake Worth—Fiesta Del Sol, Feb. 18-23.  
Ocala—Southeastern Pat Stock Show & Sale, March 4-9. Louis Glibreath.  
Plant City—Fla. Strawberry Festival, Feb. 18-23. P. W. Nutter.  
Vero Beach—Vero Beach Fair, Feb. 18-23.  
(Continued on page 79)

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## Louisiana State Re-Elects McGowen

SHREVEPORT, La. — N. C. McGowen was re-elected president of the Louisiana State Fair and Joe T. Monsour was renamed secretary-manager at the annual board meeting here Monday (4). Other officers are R. McL. Jeter and V. V. Whittington, vice-presidents, and J. R. Querbes Jr., treasurer.

The board approved installation of 2,000-stadium-type chairs in the Hirsch Youth Center and okayed a plant improvement program. Dates are October 19-27.

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of My Son

**PAUL R. LEMERY**

Animal Trainer

Who passed away  
October 9, 1956.

Mrs. Anne Lemery

### IN MEMORIAM

**ETHEL ROBINSON**

Who passed away February 13, 1955.  
A very sincere friend, missed by many of us. God rest your soul.

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Expresses sincere gratitude for the many expressions of condolence on the death of

**ARBY W. GOODING**

## Kelly-Miller Builds New Seat Wagons

**Different Principal of Design Used; Making Eight Units; New Top Built Wider**

HUGO, Okla.—Al G. Kelly & Miller Bros. Circus will be equipped with seat wagons this season. The equipment is under construction at the Wayne Sanguin shops here.

The wagons are of a new design perfected by D. R. Miller over a period of years. Last summer Miller had a model of the wagon design, and this fall one of the wagons was built on an experimental basis.

It won approval and three more units are expected to be ready by the time the show opens. Others will be completed as soon as possible, and the show is expected to have eight of them by mid-season.

The Miller design differs from seat wagons in use on other shows. These are semi-trailers. In operation, the tractor will drop its trailer, the wheels will act as jacks, and the forward end of the trailer will rest on the ground to give the seats a ramp angle.

### Eight-High Benches

Framework will fold outward in two sections on each side to give added width. Affixed to the floor frame will be eight rows of five benches. Benches will seat several persons each and are equipped with back-rests. A frame at the rear of the trailer supports pulleys for raising and lowering the seats.

## Hamid-Morton Opens Season

MEMPHIS — Hamid-Morton Circus opened its new season at Municipal Auditorium here Saturday (9). Second stand will be Milwaukee, starting February 18.

The show, launching its first tour since the death of Morton, managing director, will be playing its usual spring stands plus some more recent additions. Towns and opening dates are:

Topeka, Kan., February 27; Kansas City, March 5; Wichita, March 11; Oklahoma City, March 18; Pittsburgh, March 25, and Washington, April 3.

After that the show will go to Palisades Park in New Jersey to appear under canvas, using Hunt Bros. equipment, April 12-28. The regular route will be resumed to include Harrisburg, Pa.; Altoona, Pa.; Ottawa, Chicoutimi, Que.; Quebec City, and Montreal, closing June 1.

## Milt Hinkle Plans Show for Charlotte

CHARLOTTE, N. C. — Milt Hinkle is booked to produce a Wild West show after the fashion of the 101 Ranch and Buffalo Bill Wild West shows under auspices at the Charlotte Coliseum in May.

He said it will include 300 head of stock, cowboys, cowgirls, Indians, Buffalo, stagecoach, covered wagons and other features. Sponsor is the Junior Chamber of Commerce charity organization. Dates are May 7-11.

Meanwhile he recently completed a rodeo date at Palm Beach County Fair, West Palm Beach, Fla., where weather took a toll, and Marathon, Fla. (1-3). Upcoming is a stand at Key West, Fla., February 17-20.

## NORTH OFFERS EARLY ACCESS TO R-B BOOKS

SARASOTA, Fla.—An answer to a director's court order to open company books is scheduled to be filed by Ringling Bros. and Barnum & Bailey management in court here Monday (11).

However, President John Ringling North, thru his attorney, has offered to make the records available on February 18. That offer was finalized on Friday (8).

This would have affect of giving access to the books earlier, since the court procedures would wait until the next hearing date, which is February 25.

The writ was granted to Mrs. Hester Ringling Sanford, who acted in her capacity as a director in seeking the order.

The new canvas for the Kelly-Miller show will be a 100-foot round-top, wider than in the past. This will allow space for the seat wagons as well as for an adequate hippodrome track. Seat wagons are expected to bring several changes to K-M's inside operation.

New canvas, built by U. S. Tent, will have a 40-foot middle and two 60's. Push-poler will have six center poles, including one spotted midway in each of the two 60's.

D. R. Miller has returned from Mexico, where he booked acts, and Hollywood, where he bought some wardrobe for a new historical spec. Agent Art Miller has returned to Hugo.

## Ringling Gives Preview, Names Specs; Trucks Altered

SARASOTA, Fla.—A press preview of the next Ringling-Barnum was staged at winter quarters here Monday (4), and acts which are wintering here were gathered for picture-taking at the former railroad car barn that has been converted into a practice arena.

Names of 1957 specs were announced as "The Coronation of Mother Goose," "Cherry Blossom Time" with a Japanese theme and featuring Galla (Tiny Gallagher) Shawn on the high trapeze, "Saratoga Racing Ball of 1913" with elephants, and a finale, "Carnival in Venezuela." Paul Jung was announced as producing clown.

Meanwhile, equipment is being altered for the new-style Ringling. Four former water trucks, a wreck-

er and a welding truck have been stripped for refitting as tractors to pull semi-trailers. Three of the canvas trucks probably will go on the road, hauling equipment.

Rhino and hippo cages have been repaired in the Billette shops, and along with other menagerie cages they are to be taken to New York. This move will call for use of show-owned flats, it was understood. After New York and Boston the menagerie will be returned to quarters.

## Gaby-Fofa-Miliki Goes to San Juan

SAN JUAN, Puerto Rico.—The Cuban circus, Gaby-Fofa-Miliki, opens in San Juan Friday (15). Jerome Wilson's Gran Circo Americano is scheduled to open here March 1. The Circo Brazil already has played Puerto Rico. This lineup puts more shows in San Juan than it has seen in recent years.

The Gaby-Fofa-Miliki has not appeared out of Cuba before, it is understood. It will open here with new canvas which was built by U. S. Tent and which is scheduled to arrive here by air in time for the start.

## Pennsylvania May Okay Sunday Shows

HARRISBURG, Pa.—A bill providing for Sunday circus shows in Pennsylvania, subject to local option vote approval, has been introduced in the State House of Representatives. Under existing blue laws, Sunday circus shows are banned.

The local option balloting would be by municipality—city, borough or township—on the question of allowing circus exhibits to show after 2 p.m. Sundays.

Municipal license fees are authorized, with a ceiling of \$500.

## Blackpool's Net 20% Below 1955

LONDON — A decline in net profits of 20,000 pounds was realized for the 1956 season of the Blackpool Tower Company. The net was 125,849 pounds, compared with 145,877 in 1955. Directors will suggest a dividend of 15 per cent, on top of the 5 per cent which has already been paid.

## McClosky Names Key Staffers; Reynolds Busy in Quarters

DE LAND, Fla.—With the arrival of Bob Reynolds, superintendent, winter quarters work has been stepped up by the Clyde Beatty Circus, set to open here April 18. Frank McClosky, general manager, has announced the following department heads for 1957:

George Werner, superintendent of canvas; Richard Shipley, elephants; Thomas Fitzpatrick, electrical department; Tommy Clarke, props; Carthell Williams, dining department.

Dee Miller will return as time-keeper and handle the reserved seat ticket wagon. W. M. Petty has returned as auditor. Raymond Aguilar has again been signed as band leader. William J. English has the national ads and banners.

Most of the dates so far contracted have been for one-day stands, Floyd King, general agent, announced. King now has three contracting agents at work, R. E. Miller Jr., J. C. Rosenheim and Elmer Yates. For the past 10 days King has been at his home in Macon, Ga., putting the finishing touches on two new press books.

The exploitation budget for the new season has been upped, he said. In addition to use of the old-time heavy circus billing, show will have several slides and short film strips for television stations, and will use large pink heralds on mailing lists and distribute quarter-sheet heralds door-to-door at all show stands.

## Ringling Inks Contract for Press Agents

NEW YORK — The Ringling show yesterday (8) signed its 20th contract with the Association of Theatrical Agents and Managers, with the union winning a point it had pressed for in the nature of salary.

The contract calls for four men to handle the Madison Square Garden run and two on the road. Show had initially asked for one man outside New York.

On wages, the show will continue its 1956 scale except that money will be paid in one lump sum, \$257, instead of \$175 per week plus \$12 a day for expenses. In addition, the show is required to post bonds and pay up the reported \$1,500 it owes on withheld expenses for last year's agents.

Representing the show at negotiations was Harry Dube. Press staff will be chosen this weekend, it is understood. Staff members of two years ago are prominent in the plans.

## Charles Allen Hurt In Auto-Rail Crash

LONDON, O.—Charles Allen, who has Allen's Performing Bears, was injured here in a collision between a New York Central passenger train and a car in which he was riding.

At Mount Carmel Hospital, in Columbus, where he was taken for treatment of chest injuries, he was reported to be getting along fairly well.

The accident occurred in snow and fog February 1 while Allen was returning from a tire-buying trip. His wife, Beverly, is in London. Their appearance on "Big Top," TV show, for February 9 had to be canceled.

## UNDER THE MARQUEE

Ray Bickford writes that Steve (Bozo) Benner is Maryland State chairman of the Clown Club, that the Harold Barbour's were written up by The Baltimore Advertiser, and that James M. Cole opened his winter dates February 4; with Buck Leahy and Happy Holmes among those on his unit.

Paul Jung appeared on "To Tell the Truth," TV show, Tuesday (22).

Ed Widaman sold his dog act to Bum Henry. . . . Ruby and Jack Landrus will make the Minneapolis Shrine date and then join Gil Gray Circus. . . . Happy Harrison made a date in St. Louis and hopped next to Springfield, Ill.

Roy Romas tells of seeing several flyers on the West Coast, among them Harold Ward, Russell Nafus, Red Holman, Jeep Milan, Francis

Reiner, Bill Dunn, Eddie Kohl, Jack Bray and Billy Alexander, many of them working in movie studios thru connection with Eddie Allen, former bull man. . . . Romas also visited with Roxy Engesser, Billy and Gee-Gee Powell, Bob Stevens, Jean Allen, Dorothy Herbert, and A. W. Kennard at their Encino Birdland farm, and Del Graham's act, which is resting in Los Angeles after two years in Australia.

Silvers Madison is with the Louis Goebels operation at Thousand Oaks, Calif., since Goebel bought Tom Packs' elephants.

Fay Alexander's flying return act, last season with the Gil Gray Circus, is headed for Sarasota and the Ringling-Barnum circus.

Frank (Spider) Jones, former  
(Continued on page 69)

# UNDER THE MARQUEE

• Continued from page 68

elephant hand, is a tuberculosis patient in the Irene Byron Hospital, R. R. 13, Fort Wayne, Ind., and would like to hear from friends.

Personnel of Atayde Bros. Circus, playing Mexico City, staged a party January 11 in a local nitery

**WANTED**  
Experienced Man or Woman to work small Elephant for 4 weeks' work commencing Feb. 18 at Plant City, Fla., Strawberry Festival. Must have flashy wardrobe. Wire  
**C. C. GROSCURTH, Mgr.**  
**BLUE GRASS SHOWS**  
Care Western Union, Tampa, Fla., or phone Tampa 749362.

**Salesmen-Saleswomen**  
State convention book. 8 months' work. Ads—Tix. Write  
**Sunderland's Fund Raising Shows**  
721 Main St. Hartford, Conn.

**Cristiani Bros.' Circus**  
**WANT**  
Workmen in all departments, also Big Top and Side Show Boss Canvasman. Report to  
Winter Quarters, Sarasota, Fla.

**CIMSE'S SCOTTISH COLLIES**  
Available through every leading Agency.  
Permanent Address:  
P. O. Box 986, Trenton, N. J.

**(3) PHONEMEN (3)**  
UPC's and CIRCUS BANNERS for Shrine Dates.  
Daily collection and pay.  
**BILL COYLE**  
Steiner Bldg., Lima, Ohio  
Phone 2-5415 No collect.

**PHONEMEN**  
Pay daily—phones in—cards—taps—top vet. deal.  
Call UN 7-1722, Bethlehem, Pa. prepaid. Frank Smythe, call.

**PHONEMEN**  
Labor Deals, year 'round. Plenty of leads and co-operation. Ticket Deal starts soon. When in Los Angeles see  
**ART HESS or ROY BELL**  
2847 W. 8th St., Los Angeles  
DUmkirk 8-0120. No collect calls.

**WANTED**  
Sober, experienced Groom; Murray, contact. Also young Man to learn training and presenting.  
**Jorgen M. Christiansen**  
Story Book Act  
Fulton, Indiana

**5-PHONEMEN-5**  
Unusual opportunity. Labor deal. Year-round work. Phones open. Plenty of leads.  
5050 Joy Rd., Suite 204, Detroit 4, Mich.  
Webster 8-1359

**WANT FOR Starlite Shows & Circus Combined**  
Circus Acts doing two or more acts. Week stands. State lowest salary first.  
**ROY BIBLE**  
Care Starlite Shows  
Valdosta, Ga., this week; Moultrie, Ga., next week.

**4-PHONEMEN-4**  
The 6th Annual Show. Good sponsor, good show. Books and Tickets. 30% pay daily. A good deal for good men. You can make it here if you can sell. Plenty of good deals to follow.  
**ART ALLEN**  
Phone: Ivanhoe 2-9612 Lansing, Mich.

rented for the occasion. A whole lamb and pig, prepared in native style and donated by the Brunos and Evelyn and Carlos Theron, were served.

C. S. Primrose, veteran advance agent, is back in action after hospitalization and is again working at a Chicago legit theater. . . . Birthday party for Karl Wallenda at Sarasota, Fla., recently included Dr. and Mrs. Emanuel Pico, Cuban director of justice; the Wallendas, Mr. and Mrs. Tom Packs, the C. W. Hoebbers, the Harold Voises, the Wilson Storeys, the Rev. Edward S. Sullivan, Dr. J. Y. Henderson, Charles Mroczkowski and Jack Leontini.

Frank T. Kelly, who was in the dining departments of Sells-Floto, Hagenbeck & Wallace, Yankee Robinson, Christy, Tom Mix, Tiger Bill, Barnes, Rhoda Royal and other shows, will soon leave the State hospital at Benton, Ark., and wants to hear from friends.

With the Mexico City engagement of the Atayde Circus nearing an end, a number of acts took part in social events recently. Gene Zoppe celebrated a birthday. The Brunos gave a going-away party for the Flying Malkos, who had to leave early for a previous commitment. Concha, Karl and Hans Erikson gave a party for Patricia Atayde and 33 people attended. Aurelio and Jullietta Atayde gave another party for Patricia and 100 people attended; the Zoppes, Therons, Lexy Bruno and Eriksons provided the floorshow. . . . From Mexico City the Eriksons were going to Acapulco for a vacation, then hurry to their Tampa home to ready for a February 25 flight to Puerto Rico to start an engagement with Gran Circo Americano. A date at Coney Island Park, Caracas, Venezuela, is to follow.

Emmett Kelly has contracted with the Brooklyn Dodgers to work the 1957 season at Ebbet's Field. He'll also make spring training with the Bums. News coverage of his signing included a cartoon on the front page of Sporting News.

Joe Basile appeared at the Worcester, Mass., Grotto circus, and squeezed a three-day appearance at Montreal into a schedule that also included usual appearance on TV's "Big Top." He'll be on hand when Hamid-Morton opens at Memphis.

Doc Candler, Baltimore, celebrated a birthday recently. He's been trouping 49 years. . . . Marjorie Towson, now back in Minnesota, has been on the West Coast and at the Denver rodeo. . . . C. C. Smith is scheduled to pilot Ring Bros.' Circus this season.

Jimmy Mahoney, of Bill Kay's promotional staff on Polack, recently visited in Madison, Wis., with Bob Zimmerman, Wisconsin secretary of State and circus fan. Mahoney is attending law school and will rejoin the show in June. . . . Catching the Hildebrand Circus in Minneapolis recently were the Wally Ahlbergs, the Gary Davisons, the Dave Hacketts and Hawthorne Rettinger.

Jim Crews, snipe plant operator, had the Tampa fair billed for an 80-mile radius, with six styles of paper and four styles of cards. . . . Wintering in Tampa are Henry Kober, Eddie Jackson, Gordon Curran, George Gallo and Larry Lawrence, all billposters. . . . Elmer Kauffman stopped in Tampa en route to Sarasota, Fla.

From John Sullivan's Circus Hall of Fame, Mary Jane Miller sends word that the Rev. Ed Sullivan and

the Rev. John Wall visited. . . . Helane Hendricks has been working her traps number at the Hall, and little Linda Hendricks has been busy posing for snapshots in her costume. . . . Benny Fox was a daily visitor. . . . Mother and grandmother of Julie Droguett were in Sarasota, Fla., recently on a visit from England. . . . Ricky Miller celebrated his second birthday. . . . Other visitors included Frank Van Epps, Albert Powell, Henry Kyes and party.

Rochester, Minn., newspaper recently carried a story recounting the career of Jay Gould, owner of the Jay Gould Circus.

Otto Griebing, visiting in South Bend, Ind., prior to the Detroit Shrine show, was subject of a feature story in The South Bend Tribune.

Eva Hinckley writes that A. Lee Hinckley is with Sellhorn's trailer agency in Sarasota, Fla., as sign painter. Joe and Martha Smiga are wintering at their Venice, Fla., home. Whitey and Mary Thorn are in Oklahoma City. The Joe Sullivans are in their new home at Whispering Pines, Fla. Jack Shelby is in Picketon, O., recuperating from an illness.

Happy Spitzer is completing a new act with a pony, two mules and six dogs. . . . George F. Duvall is convalescing at his home in Amarillo, Tex. Regular visitors during his illness have been Ralph Lowe and J. C. McBride.

Clint Finney, former general agent, was honored recently by the Aurora, Ill., Shrine club with a banquet and a number of gifts. He is secretary of the club. Mayor Paul Egan, of Aurora, designated January 28 as "Col. Clinton Finney Day." Finney received many letters and telegrams on the occasion.

Dick Lewis reports from the Orrin Davenport show that Merle Evans has with him Tommy Comstock on calliope and Red Foley on drums. Clowns were guests of the Shriners in Saginaw, Mich., for a dinner. For the fifth year Harry Thomas and Dick Lewis met at Durand, Mich., to ride the milk train into Saginaw.

Among those with Rex Bros. Circus on indoor dates in Kansas were the St. Leons, Bozo Cooper, Marko the Chimp, Lou Henderson, Mike Gasca and Rex Bros.' ponies and dogs.

Henry Varner writes that he will catch the Cleveland Grotto show and the Polack show in Louisville. . . . Richard Griley, of Powelson Amusements, recently visited the Tony Diano animal ranch in Canton, O.

Joe Beach, Springfield, Mass., fan, caught the Worcester Grotto show and visited clowns Jerry Bangs, George LaSalle, Buck Leahy, Andy McLaughlin, Lee Burke and Tommy Hansen. He also visited Captain Green and family, Tokayer Troupe, DeJonghe Troupe, the Goetschis, Takeo Usui and Ray Anthony.

Freddie and Claudine Conley, of the Riding Fredricks, have a new truck. They visited Rex Bros. recently in Kansas. . . . Harold C. Smith, whose musical glasses act has been with Atayde Bros., appeared on TV in Mexico City recently.

Jack Guill, Racine, Wis., CFA, is recuperating from a coronary at St. Mary Hospital there, reports Charles W. Tiede. . . . February issue of the National Geographic Magazine carries a color-photo feature of two pages about the Circus

## Jersey Senate

• Continued from page 67

Legislature passed a measure like the current one, but Governor Meyner vetoed it, saying that legalization is possible only by referendum.

Sponsored by Sen. Charles W. Sandman, Cape May Republican, the bill would legalize games in which skill is the major factor. The Supreme Court ruling had singled out devices bearing figures or numbers, but officials throught the State cracked down on every kind of game.

Sandman introduced the 1956 measure which was vetoed by Meyner. He said the current version would overcome the constitutional objection. It would authorize municipalities to license games and control the kind and amount of prizes to be offered.

Senate majority leader Richard Stout, Monmouth Republican, has characterized the games as innocent pastimes and part of the boardwalk atmosphere. He said a continued ban would cause individual hardship and municipal loss of revenue.

Altho there are major operators strung up and down the resort coast, the vast majority of games are run as family businesses by old-time concessionaires. The total gross racked up annually by concession games has been estimated at more than \$100,000,000, aside from the money paid on space rentals and for merchandise.

World Museum's old parade wagons at Baraboo, Wis.

Jimmy O'Connor, of the Ringling front door, and Madeline (Bubbles) Long, ballet, were married February 3 at the Lexington Methodist Church, New York, with clown Felix Adler giving away the bride. Amelia Adler was matron of honor, and Scott Jackson, of the "Separate Tables" stagershow, was the best man.

Rose Westlake, a recent visitor at the Gran Circo Razzore, Caracas, Venezuela, reports seeing an excellent performance under the show's European-style big top. Some of the featured acts formerly appeared with the Ringling-Barnum and Cole Bros. shows.

## Gainesville Continues

GAINESVILLE, Tex. — Officials of the Gainesville Community Circus have held several meetings recently and the result has been a decision to continue operation. It is reported they will seek to rent the Dolly Jacobs stables here for practice purposes.

## Lee Opens in March

PORT ISBELL, Tex. — Lee Bros.' Circus opens its season here March 4. Show, produced by Louis McNeese, will play ball parks in this area for about a month.

## CONTACTING AGENT

\$125.00 advance per week against liberal commission to Man willing to follow simple instructions. Our Contract and Attraction practically sell themselves. Over 100 past sponsors, all of whom were extremely well pleased with financial results, quality of Show and our operating policies. May be used as references. Only sober, aggressive Man need apply. Drinking is the cause of this ad. Must have late model car and make good appearance. Experienced Man preferred, but will consider training seriously interested individual. Commissions guaranteed to total \$350.00 per week to Man who can produce. Write, wire or phone

**A. J. WIESNER**  
550 Broadway, Room 10, Gary, Indiana  
Phone: Turner 5-0732  
P.S.: Can also use two more topnotch Promoters and two good Phonemen.

## PHONEMEN

Book, UPC, Banners.  
**Chrm. Circus Comm.**  
Rooms 707-08, Royal Union Bldg.  
Des Moines, Iowa  
Tel.: Cherry 46540

## WANT PHONEMEN

**CHURCH GROUP SPONSORS**  
Pay every day. Phones are ready.  
Office: 231 Main St., Hartford, Conn.  
Day—Jackson 2-9892  
Nite—Jackson 2-0575

## PHONEMEN MILLS BROS.' CIRCUS

Pay every day, no collects.  
Delayed last week. Phones in now.  
**GEORGE LAWRENCE**  
Avalon Grotto Club  
715 Washington South Bend, Ind.  
Phone: Central 35419

## (4) PHONEMEN (4)

Sr. C of C. Date now working. Shrine Date opens Feb. 11, Sheriff Date to follow; UPC's and CIRCUS BANNERS. No room for limb or drunks  
**J. F. SHAFER**  
20340 Center Ridge Road  
Phone: Edison 3-0900  
Cleveland 16, Ohio  
No collects or advances.

## PHONE MEN

For railroad convention yearbook. Work railroad towns, three States. Only first-class ad men considered. Ready now. Four months' work. 30 and 40 per cent.  
Tel. 31600, Richmond, Va.  
No collect.

## 3-PHONEMEN-3

HAVE 4 YEAR 'ROUND DEALS State Convention Book & Ticket, starting Mon. Have State Deal started 1st Feb. Work every town in Tenn. Need Men used to making money. If you want to settle, this is the spot. No collect, please.  
**R. A. (BOB) MALLORY**  
AL 6-6203 Nashville, Tenn.

## PROMOTERS

I can place three good Men with small Crews for top dates. Sobriety, integrity and appearance absolute requisite.  
**J. F. SHAFER**  
20340 Center Ridge Road  
Phone: Edison 3-0900  
Cleveland 16, Ohio  
No collect or advances.

**RUSH . . . Your Advertising Copy**  
Airmail, Special Delivery TODAY for the  
**CIRCUSIANA MART**  
to be published in the 3d Annual  
**OARC Special Issue**  
Last Form Goes to Press FEBRUARY 14  
RATE: Classified: 20c a word, minimum \$4.00  
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**CIRCUSIANA MART, The Billboard, Cincinnati 22, Ohio**

**WANTED**  
For season of 1957 with Major Railroad Show, Menagerie Help and Elephant Men. Also Elephant Man and Wife Team. Rex and Barbara Williams, Louis Regan and Ed Martin, please answer.  
**BUCKEYE CIRCUS CORP.**  
Tony Diano, Agent  
Canton, Ohio

## Dreamland Set Against Too Many 5-Cent Days

ROCHESTER, N. Y.—Ticket tie-ins with food product manufacturers will provide the backbone of Dreamland Park's promotional activities this season. Park is operated by George W. Long, who has been associated with the property for 53 summers, 20 of them as operator since acquiring control from transit interests.

Biggest days of the year are the connecting Tuesday and Wednesday Arpeako Days, sponsored by a local meat packing firm. Strong distribution tied in with 150,000 discount tickets has been offered successfully for six years. The effort, also used at another time by

Coca-Cola people, gives nickel rides in exchange for the tickets.

With this promotion, Long holds, the bigger the company, the better its distribution and, usually, the better its ticket operation. There are only three nickel days during the season, the management feeling that regularly scheduled discount days can lessen the value of the promotion.

### Outlook Good

Park opens May 15 for partial operation until after Memorial Day. Outlook for 1957 is good, with economic conditions being favorable in this area.

Dreamland is off the beaten track, but depends heavily on established patronage and word of mouth, rather than transients. The operation is extremely low pressure as regards advertising and promotions other than the three nickel days. Industrial picnics are at a minimum.

Free acts will be booked again this year thru the Al Martin agency, Boston, for 10 weeks beginning in June. Acts have been used for 30 years.

## Fire Engine Unit Set for Tunney-Groffie

NEW YORK—A new kiddie Fire Engine ride is being readied for the William Tunney-Edward Groffie ride operation of Seaside Heights, N. J. It is the first such unit turned out by the Mangels plant in Brooklyn, and several others are on order.

A set of cast aluminum cars have been completed. Each will have two seats, steering wheels and bells, plenty of chrome, wooden ladder and outside rolling wheels. They are to be emblazoned with F. D. 245, number of the fire company near Mangels on Eight Avenue.

### IN BALLROOM

## Lincoln Park Plans Winter Sports Show

NORTH DARTMOUTH, Mass.—An innovation for Lincoln Park is a winter sportsmen's show to be held February 17-25 in the ballroom. Promoted by the Exchange Club of New Bedford, the event already has about 75 booths rented and prospects are for a successful run. Sponsoring organization is renting the hall from the park.

Also new at the spot is a conversion in the automatic bowling operation, from regular to duckpins, in effect since August. The park has 14 alleys.

A weather break has been awaited before starting general refurbishing work. Some indoor rebuilding has been going on.

In addition to picnics and group ticket rates, the park will work with a New England food chain as it did last year, when operator John Collins put out \$150,000 worth of ride tickets for distribution in the chain's 21 stores. A considerable amount of the paper found its way back to the park, with the patronage coming thru with added spending to benefit all elements in the spot.

NEW and USED RINK ROLLER SKATES  
Lowest prices.  
Write for quotations—1-day service.

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CHICAGO ROLLER SKATE CO.  
51 CHATHAM ST., PITTSBURGH 19, PA.

**KIDDIE CAR RAILROADS**  
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. Through affiliation we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Blvd., 6th Ave., Pittsburgh, Pa.

**KIDDIE RIDES FOR SALE**  
HODGES HAND CAR RIDE  
TRAVERS BATTERY JEEP

**WARD'S KIDDIE PARK**  
3025 West 12th Street  
Coney Island, Brooklyn 24, N. Y.  
Coney Island 4-2528

**Complete Portable Rinks**  
**FOR SALE**  
Beautifully designed Tents — Interchangeable floors—no bolts required for rails, light fixtures or office. Place orders now for spring delivery.  
**TILLINGHAST MFG. CO.**  
P. O. Box 27 Venus, Texas  
Phone: 79-F-2

## ROLLER RUMBLINGS

## B.O. Most Pressing Problem—Robt. Ware

CHICAGO — Robert Ware, president of the Chicago Roller Skate Company, emphasized last week that the improvement of box-office receipts is the most pressing problem facing the industry.

Ware, whose firm is underwriting the Roller Skating Foundation of America, a non-profit organization dedicated to the task of improving the rink business and establishing roller skating as the country's No. 1 participation sport, made the statement in summing up activities of the recently formed Foundation.

In commenting on the organization's activities, Ware indicated that principles of good management illustrated in the December 30, 1956, "Let's Take a Trip" telecast over the CBS network, if followed by rink managements, will do much to spell successful operation.

The telecast from the Earl Van Horn-Harry Bickmeyer Mineola (N. Y.) Roller Rink was arranged by the RSFA and seen by an estimated 6,000,000 TV viewers at 12 to 12:30 p.m., over an 82-station network. Emceed by Sonny Fox and starring two youngsters, Pud Flanagan and Ginger MacManus, the show, participated in by Mineola professionals, illustrated methods of teaching beginners, teaching roller skaters to skate properly, and the teaching of dance steps, all aimed at enticing the non-skating viewer into a rink. Added attractions were skating exhibitions by members of the rink's dance and figure club, interior shots of the well-appointed rink and scannings that underscored principles of good management.

The telecast resulted in receipt of many complimentary letters and telegrams by the Mineola management, said Ware.

On the heels of the telecast came a January 14 meeting of the Manufacturers' Association of the Roller Skate Industries, held in the Severin Hotel, Indianapolis. This featured manufacturers' displays and samples and a cocktail and dinner party for more than 300 guests. The gathering resulted in the contacting of 143 rink operators from nearby towns, said Ware.

Two days later the RSFA held a meeting at the Bismarck Hotel, Chicago. President Eisenhower's director on American youth fitness, Dr. Shane McCarthy, with whom the RSFA is closely working, flew there from Washington for the meeting and interviews with 22

newspaper reporters from Chicago and nearby cities.

Later that afternoon Doctor McCarthy held a conference with some of the country's leading physical fitness directors, including Tug Wilson, commissioner of the Big 10; August Pritsloff, physical education director of the Chicago Board of Education; Col. Ted Banks, athletic instructor; J. Earl Schlupp, Denver, and Marvin Shutt, National Industrial Recreational Association.

SAN ANTONIO — Johnny Matejec, 19-year-old roller skating champion who hails from Detroit, turned professional during an exhibition visit to North St. Mary's Roller Rink here. Matejec now represents Fo-Mac Enterprise, rink supply house.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING

**HOLLYWOOD SPOTS-LITE**

BETTER THAN A CRYSTAL BALL  
NO MIRRORS TO BREAK  
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LONGPLAYERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PUTS YOU IN THE CENTER OF THE SPOTLIGHT. CLUES. TAYLOR SARA. AMUSEMENT PARKS. HOTELS. RESORTS.

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**HOLLYWOOD SPOTS-LITE CO.**  
Dept. B 3519 No. 16th St. Omaha 10, Nebraska

**SKATING RINK TENTS**

42 X 102 IN STOCK  
53 X 122 AT ALL TIMES

**NEW SHOW TENTS  
MADE TO ORDER**

**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

**CURVECREST RINK-COTE**

The skating surface for wood and masonry floors. The ultimate in clean lines and traction.

**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**PORTABLES ARE THE ANSWER**

**Porto-Bilt**

TENT COVERED SKATING RINKS  
Write  
**W. T. SHACKELFORD**  
Box 425, Smyrna, Ga. Phone 8-5978  
Phone: 8-2183, Marietta, Ga.

**Maple and Fibre Wheels**

Rock Hard Maple 87S Standard 87F Figure  
No. 87DDL — No. 87SL  
Laminated Maple two-piece Bushing. Keep all Maple Wheels in a dry place.

No. 78 Narrow—No. 78S Wide  
New Long Wearing Fibre Wheels.

No. 78R Regular — No. 89 Precision Bearing  
"DURYTE" PLASTIC  
Long Wearing—No Dust.

**Rink Repairs—Order Now!**  
"Hold Fast" and White Shoe Soap.

**CHICAGO ROLLER SKATE CO.**  
Known for Quality Products  
4427 W. LAKE STREET Estabrook 9-3800 CHICAGO 24, ILL.

**FOR SALE—SKATING RINK**

Complete Rink, size 100'x40', with brand new top. Also 90 Shoe Skates, complete Amplifying System. Doing good business in Henderson, Texas. Reason for selling, have trucking business and can't run both.  
Price for quick sale, \$3,000.00.

**J. L. HASKINS**  
Box 264 Phone 4644 Henderson, Texas

**WANTED**

Old established amusement resort on large Midwest lake, desires KIDDIE-LAND—minimum of five (5) rides, and on a percentage basis.

**BOX D-272**  
c/o The Billboard, Cincinnati 22, O.

**MOON ROCKET FOR SALE**

To make way for other ride. This is a park model, equipped with 3-phase 25 hp. motor; also includes large neon sign. Buyer takes all F.O.B. park. If seriously interested we will furnish color photograph and all information.

**FAIR PARK, INC.**  
State Fairgrounds Nashville, Tenn.

**WANT TO LEASE**

On percentage or flat basis, Miller or similar coaster and any other Kiddie Rides; four or five at least.

SEASON STARTS APRIL 15  
Permanent location near City Park.

**FRANK L. PARRINO**  
512 W. Northern Pueblo, Colo.  
Phone: LI 4-4226

**ARCADE MACHINES FOR SALE**

Fifty Arcade Machines. Good deal on complete purchase, but also willing to sell separately. Contact Lou Lercari, Pershing 1-4090, or write Nunley's Happyland, P. O. Box 17, Bethpage, N. Y.

**KIDDIE RIDES FOR SALE**

Mangel Roto Whip and Miniature Train Ride. Both rides in very good condition. Contact Lou Lercari, Pershing 1-4090, or write

**Nunley's Happyland**  
P. O. Box 17, Bethpage, N. Y.

**FOR SALE**

ALLAN HERSHELL 36' Merry-Go-Round, 1-Car Ride, Train Ride, Airplane, Street Car, Kiddie Ferris Wheel, Boat Ride. Must sell for reasons of health. Address replies to:

**E. C. FOX**  
4115 W. 176th St. Torrance, Calif.  
Tel.: Frontier 9-1397

**High Quality KIDDIE RIDES**

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

**W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.**  
ESTABLISHED 1888

## G. Waltman, Sunset Park, Passes at 77

JENNERSVILLE, Pa.—G. Roy Waltman, developer of Sunset Park here and a leading buyer of hill-billy talent for several years, died January 26 in St. Petersburg, Fla. Services were held Thursday (30) in Avondale, with interment here in the Waltman Cemetery.

Waltman, who was 77, was born in Colerain Township, Lancaster County, and moved to Jennersville in 1928. A former farmer, he purchased a large farm here and developed it into a picnic grove and country-style park.

Survivors include three sons, Lawrence, Willard and Smedley; his widow, Audrey Richmond Waltman; a stepson, Melvin L. Richmond; a brother, Clyde; three sisters, Ada W. Ayers, Florence Waltman, and Sara R. Rhoades, and seven grandchildren.

## M-G-R Ride to Stay a Nickel

NEWPORT, R. I. — Easton's Beach here will continue to charge a nickel for kids who want to ride the municipality's Merry-Go-Round. The city manager had proposed doubling the price to 10 cents.

Irving H. Beck, the official, noted that the ride runs four minutes, twice the average ride length. City councilmen weren't impressed, so it'll be a nickel a ride again in 1957.

## Leidig First Allentown Full-Time General Mgr.

ALLENTOWN, Pa. — Edward J. Leidig has been named the first full-time general manager of the Great Allentown Fair. The new post reportedly carries a salary well into five figures.

Leidig is serving a second term as treasurer of the 105-year-old fair and has been active for many

## WFA Schedules Special Meet On Legislation

SACRAMENTO — Thirty-four Western Fairs Association member fairs and expositions have been urged to send representatives to a "legislation-discussion" conference to be held February 21 in Stockton, Calif.

Called by the research committee of WFA, meeting delegates will discuss more than 120 major fair bills currently in the California Legislature.

Everett Estes, WFA president from Fresno, is chairman of the meeting. Named co-chairmen are R. E. (Dick) Walker, Stockton; Carl T. Mills, Angels Camp; Fred Bruderlin, Vallejo, and Loring Burns, Salinas.

Fair representatives have also been urged to bring their legislators to the meeting. A major discussion item will be the determination of a WFA policy on all major fair legislation.

California fairs invited to participate are those located at Pleasanton, Plymouth, Angels Camp, Sacramento, Oakland, Chowchilla, Antioch, Dixon, Placerville, Fresno, Bakersfield, Hanford, Lodi, Madera, Mariposa, Merced, Los Banos, Monterey, Sonoma, Hollister, Stockton, King City, Paso Robles, San Mateo, Santa Maria, Watsonville, San Jose, Vallejo, Turlock and Tulare.

## Greenfield Re-Elects; Net at 3.7G

GREENFIELD, Mass. — Richard H. Campbell was re-elected president of Franklin County Fair Association at the group's annual meeting. All other officers in Campbell's first-year administration were renamed.

The meeting was highlighted by a report showing the largest profit in the 108 years of the fair's history. Net profit was in the vicinity of \$3,700 on a \$32,000 operation for four days in September.

Dates for the 1957 fair are September 8-11. Also elected again were O. Lewis Wyman, secretary, and James T. Gorman, treasurer.

The promotion committee reported its new film is ready for public viewing in the area. Films of the fair have proved excellent in stimulating interest in the fair. The 40-minute 16mm. color movie has the theme, "People Make the Fair."

MIDDLEBORO, Mass. — The Middleboro Fair Association has elected Gordon McNeill as president. Thomas D. Senna Jr. is the new vice-president, with Merrill N. Sampson named secretary-treasurer.

years in various capacities. The executive committee, at the same time, also named J. Oliver Doern as its chairman. Doern is president of Allentown's Eagle Brewery and of the State Brewers' Association.

The managerial duties have been performed in the past by the fair president. Leidig will direct the Lehigh County Agricultural Society's event in line with policy established by the executive committee and will work with various committees to be appointed by Frank Hausman, president, who recently was elected to succeed Howard Singmaster.

Continuing in her position is Reba Schall, veteran fair secretary. With the manager's and chairman's positions filled, Hausman said, the committees can now start deliberations on grandstand and midway attractions and concessions.

## Maine Assn. Seeks Funds From Mutuels

PORTLAND, Me. — A special fund from pari-mutuel revenues is being plugged for by Maine fairs, the money to be used to improve racing facilities at fairs offering pari-mutuel betting.

The move was one of a couple decided on at the annual meeting of the Maine Association of Agricultural Fairs. Elected president was J. Walton Neil, Skowhegan.

The association's legislative committee presented the proposal, which was approved for submission to State legislators. It would increase the commission on pari-mutuel handles by one-half of 1 per cent to create the fund. Most fairs, it was reported, need new horse barns and improved conditions around mutuel enclosures and paddocks.

Roughly 300 persons attended the 33d annual meeting, at which E. L. Newdick, new State commissioner of agriculture, reported that during the 1956 season fairs paid agricultural exhibitors about \$135,000. The fairs will be reimbursed from the stipend fund to the extent of 70 per cent of their payments.

The repayments compare with a 65 per cent return in 1955.

At the general session, King Reid, of the shows bearing his name, was the principal speaker. He stressed the value of close working agreements between fairs and carnivals employed by them, and spoke of the hospitality with which carnivals have been received by Maine people. There were 274 persons at the banquet, at which eight acts performed thru co-operation of Adams & Soper and the Al Martin Agency, Boston, and GAC-Hamid, Inc., New York.

## Conn. Meet

BERLIN, Conn. — A week's advance in the date of the annual meeting of the Association of Connecticut Fairs has been announced by Joseph Bartlett, North Haven. Originally set for March 9 at the high school here, the affair has been changed for Saturday (2).

The schedule is: Opening meeting, 10 a.m.; afternoon session, 1:30; banquet and entertainment, 6:30 p.m. President is William G. Stark, Chester.

## TO SELL SITE

## Walton, N. Y., Quits; Was Century Old

WALTON, N. Y. — Altho there will be no Delaware County Fair here this year, the fair association has proceeded with its annual business meeting, naming C. O. Field president to succeed Peter Chambers, who held the post since 1934. Field was associated with the association for several years as racing secretary and as a director.

The directors voted not to continue the century-old event, but it is expected that some other farm association or group may sponsor it. The association is going to sell the grounds to the New York City Board of Water Supply, which selected the site for its Cannonsville Dam and Reservoir (The Billboard, January 19).

Elected besides Field were Wallace Rich, vice-president; Paul G. Williams, executive secretary; E. B. Guild, treasurer, and Mrs. Grace Schermerhorn, assistant secretary.

## Show Agents Out in Force At La. Confab

ALEXANDRIA, La. — Spirited bidding by carnivals marked the annual meeting of the Louisiana Association of Fairs and Festivals held here Sunday and Monday (3-4) in the Hotel Bentley.

No fewer than 18 carnivals were represented at the meeting, and it was reported they were bidding high for the fair business.

Attraction people, in addition to the midway folk, were out in strength and at times outnumbered the fair representatives.

Wilma Bedell was elected president; Frank Anzalone, vice-president; Adolphe Netter, secretary-treasurer, and all directors were re-elected.

Sidney J. McCrory, commissioner of agriculture, delivered the key address at Monday's business meeting. George B. Flint, chaplain of the Showmen's League of America, delivered the invocations and benedictions.

## Reps on Hand

Carnival and attraction reps and fair suppliers on hand were:

C. A. Vernon, Harry Benson, United Exposition Shows; Mr. and Mrs. H. V. Peterson, Mr. and Mrs. H. G. Stevens, Carl Anstead, Tivoli Shows; Mrs. Evelyn Moran, Joe Sharp, Southern Valley Shows; Floyd O. Kile, Floyd O. Kile Shows; Mrs. Frank Ferguson, Mrs. Jack Young, Mr. and Mrs. P. L. Smothers, Harry Burke Shows; Buff Hottle, Romeo Dunn, Milton Wolfe, Buff Hottle Shows; Cliff Lyle, Alamo Exposition Shows; Carl Backus, Blue Grass Shows; E. D. Davis, Dixie Amusement Co.; Mr. and Mrs. H. W. Bartholomew, Harold Eutah, American Beauty Shows; Mr. and Mrs. Bob Hammond, Bob Hammond Shows; Gene Burkhardt, Henry Ritchie, Burkhardt Shows; Mr. and Mrs. Dutch Wilson, Byers Bros. Shows; L. O. Weaver, Grand American Shows.

Also Jimmie Henson, Greater Dixie Land Shows; Mr. and Mrs. A. E. Raines, Raines Amusements; Mr. and Mrs. J. B. Bailey, Bailey's Rides; Toby McFarland, light plants; Sam (Insurance) Solomon; Bernie Shapiro, Southern Poster Co.; Fred Herrin, Paramount Fireworks Co.; Jimmie Thompson, Jimmie Thompson Enterprises; Roy E. Childers, Childers' Tent Co.; George B. Flint, John Kelly, Judy Lynn, Barnes-Carruthers Theatrical Enterprises; Mr. and Mrs. Lee Slade, Boyie Woolfolk Agency; N. J. Dedear, Dude Ranch Horse Attractions; E. O. Stacey, Candy Candido, Musco Corporation of America, and J. F. McNeilan, tent rentals.

## Oklahoma Assn. Meet Draws Record Turnout

OKLAHOMA CITY — The importance of up-dating fairgrounds and buildings as well as livestock classification systems was stressed at the annual meeting of the Oklahoma Association of Fairs here Monday and Tuesday (4-5). Due to a late switch to the Huckins Hotel, many of the carnival and attraction representatives were without rooms, and in several cases they left without contacting fair executives.

A record number of fairs were represented at the two-day confab, with close to 75 delegates on hand. Total attendance, including attraction people, was estimated at 125 by Vera McQuilken, secretary of the association. Miss McQuilken was returned to office. Roy Davis, Enid, was named president and Robert Sheets, Guymon, was elected vice-president. The 1958 meeting will be held in Enid.

Big social event of the confab was the banquet where the association hosted members of the Legislature. Harry James served as

emcee. Lou S. Allard, chairman of Oklahoma's Centennial, was the key speaker.

At the business sessions, in addition to fairgrounds and classification up-dating, educational exhibits were discussed, and Mrs. Walter Thompson spoke on home canning displays. Monday afternoon was devoted to signing carnivals and grandstand shows.

## Reading Fair Raises Three to Parent Body

READING, Pa. — Three participants in fair activities here were among 30 directors named to the board of Reading Fair Company at the annual shareholders' meeting Thursday (7).

New board members are Andrew F. Hintz, director of grandstand concessions; Lee Hyman, one of the operators of Fairgrounds Market, Inc., and Russ Moyer, veteran publicity director and promoter of auto races for the fair management.

Moyer also is a director of the Agricultural and Horticultural Association of Berks County, the group that operates the fair. Reading Fair Company is the holding company and receives rentals from the agricultural association and Fairgrounds Market.

Re-elected directors are John S. Giles, Charles W. Swoyer, Albert L. Swoyer, Calvin A. Bausher, David Botvin, John D. Eisenbrown, Heber Ermentrout, Thomas S. Faust, Paul A. Flickinger, Reuben K. Fox, Charles L. Glase, Elmer W. Gray Jr.

Also Robert L. Graeff, John H. Guenther, Martin L. Hoffer, Edward Hyman, Henry R. Johnston, Charles H. Kershner, Jacob H. Mays, Dr. J. Franklin Menges, W. Arthur Morris, Joseph S. Pendleton Jr., George L. Roller, Harry J. Schad, George W. Schuler, Emil R. Snyder and Randolph Stauffer.

The 1957 officers will be elected at the first meeting of the new board in April.



## Name Limerick President at Fredericton

FREDERICTON, N. B. — New president of Fredericton Exhibition is Harold Limerick, elected last week to succeed W. Hedley Wilson. The directors' organizational meeting also produced an executive board and other officers.

Secretary Treasurer Raymond W. Crewdson was named manager and secretary of the Fredericton Raceway, which abolishes the former racing committee. Assistant Raceway manager is George Woodside.

Members of the executive board are: Patron, Lieut.-Gov. D. L. MacLaren; honorary president, Premier Hugh John Fleming; vice-president, A. D. Neill; treasurer, C. D. Holder; secretary-manager, Crewdson; president, Limerick, and immediate past president, Wilson. Honorary vice-presidents are C. D. Sherwood, Minister of Agriculture; Milton F. Gregg, Federal Minister of Labor, and Mayor William T. Walker.

## 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.

### GREATER HARTFORD FAIR

State Armory, Hartford, Conn., March 13 thru 17

WANT high-class Exhibits such as Working World and any Educational Exhibit. I have space set aside in the largest armory in Connecticut. 50,000 people will attend. If you have anything new and classy we will give it every consideration. Lone Ranger here for all five days. Address: 231 MAIN ST. PHONES: JACKSON 2-9892 OR JACKSON 2-0575.

### ATTENTION, FAIR SECRETARIES

We are now booking Rodeo performances for 1957. Have a few open dates available. No deal too big for us. Contact at once.

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BOX 485, AMITE, LOUISIANA

## RAS Gross Up 17% At Tampa as Fair Gets Ideal Weather

### Piles Up New 43G One-Day Record; Per Capita Spending, Concessions Up

TAMPA—A thumping 17% increase over 1956 in ride and show receipts was bagged by the Royal American Shows in the first nine days of the 11-day Florida State Fair here as the annual event was given the finest weather in the memory of old-timers.

The mercury ranged in the low 80's each of the first nine days and the nights were pleasantly warm. Except for a hard shower of only four minutes duration on the ninth

day, there was no rain over that long stretch.

The ideal weather, coupled with higher per capita spending, sent the grosses up in surprising fashion. The sharp jump in ride and show takes was doubly surprising because a drop in receipts had been anticipated as the fair had upped its adult admission price from 50 to 75 cents and had placed a 25-cent fee on children's admission.

"On the basis of past experience where fairs had increased their game admissions or put on charges for the first time, I had figured our receipts would take a nose dive," Carl Sedlmayr Sr., Royal American owner, said Friday (8), the 10th day of the 11-day run.

"But our receipts were up on (Continued on page 75)

## Arizona Club Elects Lucas '57 President

PHOENIX, Ariz.—Harry Lucas was elected president of the Arizona Showmen's Association at its regular election meeting here last week. Also named were Charles Cooper, Jack Terrell and Jack Poster, vice-presidents; Don Hanna, treasurer, and Earl Salter, secretary.

The officers were installed Monday (4) at a banquet attended by 80 members and guests. Ann Horstman was chairman of the affair, which included a full-course dinner served by a catering firm. Entertainment and dancing followed.

Nina Levine was in town for her brother's funeral. Hunter and Margaret Farmer left for Los Angeles after spending a week with M. M. Buckley who is confined here in a rest home. Clave Harris is hospitalized following surgery. Harry Clark has been released from a hospital. Ralph (Doc Tuffy) Lavagnini is in the county TB ward at Douglas, Ariz. Rose Merrow is ill at home.

Jack Mills, of the circus bearing his name, was a recent clubroom visitor.

## Mike Smith To Play Loop For 14th Year

WORTHING, S. D.—Mike and Wilma Smith, owners of Northern Exposition Shows, and W. C. (Billy) Averill, midway superintendent, are back at their winter base here after again closing to play the 12 fairs on the Montana B circuit. This year will make the 14th year the Smiths have held the contract.

Also on the route will be the Wild Horse Stampede at Wolf Point, Mont., and the July 4 celebration at Dickinson, N. D., for a total of 22 weeks. Show will open May 15 in Canton, S. D., and still date thru June in both Dakotas.

A new Roller Coaster has been added, making a total of 18 office-owned rides. The Kiddieland will be enclosed this year, will be lit with fluorescent, feature an organ and have its own light towers.

Show will move on 22 semis, three new ones being added this year.

## Billy Collins Signs Rotor For Fair Dates

TAMPA—William T. Collins, owner of the show bearing his name, disclosed on a visit to Florida State Fair here that he has booked the Velare Rotor to appear on his midway at four fairs this year.

The Rotor, Collins said, will be an added attraction at Minot, N. D.; Lincoln, Neb.; Muskogee, Okla., and Tulsa.

Collins also announced that he had booked the Kennedy Moon Rocket on his show for the full season.

Besides Minot, Lincoln, Muskogee and Tulsa, his show is scheduled to play fairs at Jamestown, Fessenden, Langdon and Hamilton, N. D., and Cedar Rapids, Ia. It is also set to provide the midway attractions at the Hutchinson (Minn.) Water Carnival.

him will be one featuring a Russian New shows to be presented by automobile, recently imported.

The show owner was accompanied here by his brothers, Jim and Andy.

## C.&W. Denies Sale, Sets New Units

PETERSBURG, Va. — Recent rumors of the sale of the Cetlin & Wilson Shows were denied here Friday (8) by John W. Wilson, co-owner of the unit with I. Cetlin. The major railroad carnival is based here.

Wilson returned with his partner after visiting the Florida State Fair in Tampa. He said the show has not been offered for sale and is not now on the market. Two parties have been mentioned recently as interested in purchasing the equipment.

Wilson admitted, however, that the right price, with sufficient cash to back up a deal, could result in the sale of the show. But, he added, the 1957 operation, as planned, will continue under the direction of himself and Cetlin in any event.

Business experienced in the past two years has been very good, it was claimed, with the show's obligations cut to where a reasonable break this season could see it come out clean.

**Opposition Blamed**  
The denial of intent to sell was occasioned by the actions of competitors who, Wilson claimed, have been contacting the show's contracted fairs with offers to supplant the Cetlin & Wilson organization in the event of a sale. Wilson claimed the stories have been spread with the aim of creating doubts and unrest in the minds of fair managers.

The show's fair route this year was expanded with the addition of Albany and Waycross, Ga., and Fayetteville, N. C. Repeat dates include fairs at Ionia, Mich.; Sedalia, Mo.; Indianapolis; Reading, Pa.; Richmond, Va.; Greenwood and Spartanburg, S. C.; Macon, Ga., and Jacksonville, Fla. Sedalia, Indianapolis and Richmond are State Fairs.

Opening of the season will again be here and encompass Decoration Day, May 30.

New units will include a Helicopter ride and three shows — Snake, Little Horse and Dinosaur — presented by Swede Erickson. Earle Purtle will again present his Motordrome and Kiddie rides.

Also returning are Raynell, who

will include an electric water fountain in her Girl Show production, and Jerry Jakson with his "Rock 'N' Roll Revue."

Wilson said negotiations are under way for the purchase of a permanent building for winter use. Full scale preparations are scheduled to begin early in April. He said the building plan is evidence that he and his partner are thinking ahead two or three years, rather than having any intent to unload their show. They are also reportedly dickering for spur track-age.

## Helicopter Ride Added by Olson

TAMPA — A new Helicopter ride will be added to the line-up of the Olson Shows in June.

Paul Olson, manager and co-owner of the shows, placed an order for the ride here at the Florida State Fair. Lyndon Wilson, president of the Allan Herschell Company, North Tonawanda, N. Y., handled the sale for that company.

While here, Olson also booked an additional major ride, a Whip, owned by John Morton, and closed for several back-end attractions.

Included among the shows he booked were A. W. McAskill's Illusion Show, titled "Hell's Belles," and H. Hughes' Fat Man Show.

**Inks Snake, Turtle**  
Other shows to go out under the Olson banner include two owned and operated by Doc Hartwick. These are a Snake Show and a big Turtle Show.

Olson announced that Charles Teichner will produce the Minstrel and Posing Shows and that Gene Vaughan will manage the office revue. All new canvas for these three shows was ordered from Bernie Mendelson, of the O. Henry Tent & Awning Company, during Olson's visit here. New canvas also has

## ON THE TAMPA SCENE

## Levy Wows Them; Pick C. J. Sedlmayr

TAMPA — Sam J. Levy Sr., Chicago attraction booker, may soon find himself being booked for personal appearances.

The president of Barnes-Carruthers Theatrical Enterprises again Sunday night (3) served as toastmaster at the annual banquet and ball of the Greater Tampa Showmen's Association in the Tampa Terrace Hotel.

It was the showmen club's eighth annual banquet and ball and it was the fourth straight year Levy served as toastmaster at the event. Once again, he wowed 'em, but this time he outdid his past performances.

He delighted the 400 in attendance with his stories (many in dialect), interspersed among introductions of guests. As a result, the pace was refreshingly fast and delightfully funny.

James A. Haley, U. S. congressman and one-time manager of the Ringling-Barnum circus, was a banquet speaker, and lauded show people for "their great contribution" to the people of our country. Other speakers included Nick Nucio, Tampa mayor.

On the dais were Sam Gordon, association president; Bernard (Bucky) Allen, first vice-president and incoming president; C. C. Groscurth, second vice-president; Joe Fontana, third vice-president; Harry B. Julius, treasurer; Vernon Korlin, secretary; Bill Stophel, acting chaplain; Albert J. Sweeney, president of the National Showmen's Association, and Ross Manning, Miami Showmen's Association.

**Elect C. J. Sedlmayr**  
C. J. Sedlmayr was elected president of the Royal American Shrine Club, succeeding Bobby Wicks. Dick Best was elected vice-president, and Harry Julius and Hal Hall were re-elected treasurer and secretary, respectively. All except Best, who is a member of the Abba

Shrine Temple, Mobile, Ala., are members of the Egypt Shrine Temple here. Installation of new officers was made by Don McKay, recorder of Egypt Shrine Temple.

The club voted to buy four \$600 Ladder of Smiles Hospital bonds from the local Shrine temple. Last year the club purchased about \$2,000 of such bonds from temples in the U. S. and Canada.

**Happy Haulers**  
The fishing a few days before and during the fair was wonderful. Bernie Mendelson, O'Henry Tent & Awning Company, Chicago; Helen and Harry Julius, Royal American Shows, and Sam J. Levy (Continued on page 75)

## James Drew Inks 18 Fairs In Six States

AUGUSTA, Ga.—The James H. Drew Shows has completed a route for this season that includes 18 fairs and three celebrations, James H. Drew, owner-manager, announced here at the shows' winter base.

The show will play Indiana fairs at Covington, Nappanee, Valparaiso and Terre Haute; Illinois annuals at Gibson City and Paris, and Georgia fairs at Winder, Lavonia, Monroe, Covington, Swainsboro, Quitman, Dublin and Blakely, in addition to annuals at Harlan, Ky., Slintwood, Va., and Panama City, Fla. Three celebrations will be the July 4 doings at Paintsville, Ky.; Strawberry Festival, Buckhannon, W. Va., and the Firemen's Celebration at Grayson, Ky.

Drew recently reported the Merry-Go-Round has been completely painted. Robert Kelly will again operate the circus calliope, presenting daily concerts on the midway as well as doing downtown bally. M. Heller is rebuilding the Merry-Go-Round band organ. The winter quarters is located on 12 acres and includes a home for the Drews and a modern warehouse which was completed in December.

The Drew children are attending school here. The family spent the Christmas holidays with the Floyd King family in Macon, Ga. Mr. and Mrs. Tommy Scott were visitors here.

been ordered for the Monkey Speedway from O. Henry.

Del Crouch again will have the Motordrome and Mrs. Crouch again will manage the Kiddieland, Olson said.

(Continued on page 75)

## Gooding Books Shows; Cuts Florida Visit Short

TAMPA — Floyd E. Gooding, president of Gooding Amusement Company, Friday (8) cut short his visit to Florida State Fair to fly to Knoxville, Tenn., where John Gallagan, concessionaire long associated with him, was reported in critical condition.

Before leaving here, Gooding announced the booking of some shows for the coming season. Included among these are three which will be operated by Fred Sindell, of Coney Island, N. Y. They are a Side Show, fat family and large Reptile Show.

Glen Porter has booked on his Monkey Show, Gooding said; Hu-

bert Bennett will return with his World's Smallest Man Show, and D. Rex Barnes will return with his Monkey Show and Big Bertha Show. It will be Barnes' 12th year under the Gooding banner.

Gooding also announced that he had booked the Penny Arcade owned and operated by A. L. Stephens and the Motordrome owned and operated by Reeco Stephens.

Gooding staffers visiting the fair included Mr. and Mrs. John Enright, Mr. and Mrs. Bert Miner, Mr. and Mrs. Bill Leasure, Mr. and Mrs. Leo Moore Jr.; Mrs. Gerald Frantz, Joe Gaskill, Charlie O'Brien and Jimmy Wolf.

# Katie Little Installed By Lone Star Showmen

DALLAS — Mrs. Katie Little was installed as president of the Lone Star Showmen's Club of Texas in ceremonies held here last week in the new clubhouse. She succeeds Chuck Moss.

Mrs. Little was escorted to the platform by Sammy Carroll; W. A. Schafer Jr., first vice-president, by Helen Schafer; Bette Harris, second vice-president, by Bob Harris; Riley Hickman, third vice-president, by Louise Hickman; Jack Obluck, secretary, by Grace Tinder; Herman Palmer, treasurer, by Frances Palmer; Bobbie McGeout, corresponding secretary, by Bill McGeout; Jule Conner, chaplain, by Archie Hensley, and Margaret Pugh, club mother, by Joe Murphy.

Mrs. Inez Carroll served as emcee and installing officer. Other officers include P. Vaught, parliamentarian and Grace Tinder, sergeant at arms. Directors are Mike

Doolan, Don Franklin, Fred McFalls Sr., Jack Ruback, Tobe McFarland, Riley Hickman, J. E. Reese, Helen Schafer, Fred Tennant, Hetta Lindsay, Archie Hensley, Benny Hyman, Patty Conklin, Bill Hames and all past presidents.

### Clubs Represented

Representing other clubs at the candle-lighting ceremony were Joe Murphy, Showmen's League of America; Lil Schofield, Heart of America Showmen's Club; Percy Morency, Miami Showmen's Association; Ed Schofield, Greater Tampa Showmen's Association; Lois Crangle, Arizona Showmen's Association; Hensley, Texas Showmen's Club; Herb Crangle, Hot Springs Showmen's Association; Peggy Iles, Regular Associated Troupers; Simmy Carroll, Lone Star Showmen's Association, and Louise Hickman, who represented all deceased showmen.

The club presented gifts to Moss, Ed Meeks and Johnny Obluck for outstanding work during 1956. Moss, in turn, made presentations to Francis Palmer, Ida Smith and Inez Carroll for their help during his tenure as president.

## SLA Schedules 2 Car Giveaways For Fund Drive

TAMPA—The Showmen's League of America this year will have two car giveaways, Paul Olson, chairman of the ways and means committee, announced while on a visit to Florida State Fair here last week. Funds derived will go into the hospital, cemetery and building funds.

Besides Olson, other members of the ways and means committee are J. W. (Patty) Conklin, Canadian chairman; Bernie Mendelson, co-chairman in the U. S.; James P. Sullivan, Canadian co-chairman; Maurice (Lefty) Ohrens, Floyd E. Gooding, Robert K. Parker, Floyd Heth and Andy Markham.

## Va. Greater Sets Mebane, Beaufort Fairs

SUFFOLK, Va. — Two dates, fairs at Beaufort and Mebane, N. C., have been added to the Virginia Greater Shows route, it was reported from winter quarters here. Bulk of the fair season will be spent in the South, plus dates in Delaware and Maryland.

A Roller Coaster is on order, to be unveiled at the season's opener here.

Rides are being unloaded for overhaul under supervision of Jimmy Tomas prior to the return from Florida of Manager Rocco Masucci and wife, Sarah. Working crew includes J. Price, Leo and Ike Matina and Blacky Brown. William E. Murray is supervising work here.

## MIDWAY CONFAB

J. L. (Whitey) Bedard, Michigan trouper and Flint, Mich., kid spot operator, writes that he recently purchased a boat ride from King Amusement and will use it at his permanent location. He'll tour two kid rides and concessions.

J. O. Greene, veteran show agent, is carrying his arm in a sling these days. The arm was broken in Jefferson City when he slipped on icy pavement. . . . Dick Dillon, operator of the hand-carved show bearing his name, is currently vacationing in Hot Springs. He'll leave for his Liverpool, O., base soon, however, to get his unit in shape for the Philadelphia sports show on March 1. . . . Carmen Del Rio is working in a Pittsburgh, Pa., nitery after a week's visit with Col. Lew Alter in Reading, Pa.

Penny Law is currently working her xylophone act in Pennsylvania, but is scheduled to go out as annex attraction on Gilda Lee's 10-in-1 this spring.

James Vernon Archer Sr., is reported doing well after undergoing surgery February 2 in Baylor Hospital, Dallas.

Buster Odle did his balloon animal act February 3 over Station WKRC-TV, Mobile, Ala., on a cerebral telethon.

Red Underwood will have the cookhouse on Virginia Greater Shows this season, and Al Dameron is set for the Jungleland Show.

H. D. (Bob) Matthews was interviewed on TV Station KCOP, Hollywood, Wednesday night (6) by Tom Duggan. Matthews described operation of his flea circus at the Nu-Pike of Long Beach (Calif.) Amusement Company.

Ben Weiss arrived back at his Miami Beach, Fla., home Thursday (7) after a two-week stay in Reading (Pa.) Hospital, the result of a bout with pneumonia. A fairly long period of convalescence lies ahead, but Ben predicts the Florida sunshine would considerably shorten the period of inactivity. Ben was hospitalized the day after the Pennsylvania fair association meeting. His wife, Martha, was with him and accompanied him home. His son, Jackie, came on from Cuba and his brother, Harry, from New York. They are motoring to Miami.

# WOLF EXPOSITION SHOWS

GET ON THE BAND WAGON FOR AN EARLY OPENING—MARCH 1—IN A LARGE SOUTHERN LOUISIANA CITY GOOD SPRING ROUTE, FOLLOWED BY A SOLID ROUTE OF FIRST-CLASS FAIRS STARTING JULY 1 AND CONTINUING UNTIL NOV. 1

<b>CONCESSIONS</b>	<b>SHOWS</b>	<b>RIDES</b>
Can place Hanky Pank Concessions of all kinds that work for stock. All Concessions pertaining to Eats and Drinks are booked. Want Penny Arcade.	Want Shows of all kinds with own Outfits.	Want to book Octopus or other Major Rides for March 1 opening, or will buy Octopus. Want to book Scrambler or Dodgem to start July 1 or sooner.
	<b>RIDE HELP</b>	
	Want Foremen for Merry-Go-Round and Kiddie Rides, and Second Men for all Rides. Must have chauffeur's licenses and drive semis.	

ALL SHOWMEN AND CONCESSIONAIRES NOW BOOKED WITH US, PLEASE ACKNOWLEDGE THIS AD IMMEDIATELY.

Contact: H. V. PETERSEN, MGR. Phone: Mayfair 3-7040, Joplin, Mo., or CARL ANSTEAD, GENERAL AGENT, Ponchatoula, La.

## NORTHERN EXPOSITION SHOWS

NORTHWEST'S FINEST

**WANT WANT WANT WANT**

For entire circuit of 12 Montana "B" Circuit Fairs and WOLF POINT WILD HORSE STAMPEDE, plus Dickinson, N. D., Diamond Jubilee on main street for the week of 4th and our usual strong route of spring spots in South Dakota and North Dakota.

<b>CONCESSIONS</b>	Will give exclusive on any Hanky Pank or Stock Concessions not conflicting with what we have. Must stay till Sept. 15. 1956 Concessionaires, please get in touch. Derby open. Fisher, contact. We book only one of a kind. NO FLATS or MITT CAMPS. Will book good, attractive Cook House that will serve meals. Cook House Riley, contact.
<b>SIDE SHOWS</b>	Will book any good, clean Show with own equipment. Want panel-front Girl Show with GIRLS. Can use Snake, Fun House, Mechanical or any new, novel attractions. No Ten-in-One last season. GOOD ROUTE.
<b>RIDES</b>	Will book good, flashy Pony Ride.
<b>FOR SALE</b>	1947 Spitfire converted to Paratrooper Ride. This ride is all-colored fluorescent and in A-1 shape, ready to go. A wonderful flash and good money maker. With Fruchauf Trailer and Chev. Tractor—\$3,500.00 cash.
<b>RIDE HELP</b>	Can place sober, reliable Help on Rides. Drivers preferred. Few Foremen jobs open.

**OPENING DATE MAY 15—WINTER QUARTERS OPEN MARCH 1**  
**MIKE SMITH, Owner, Worthing, South Dakota**

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CALIFORNIA'S FIRST BIG FAIR  
MARCH 14 TO 24, 1957. 11—BIG DAYS & NIGHTS—11

Uptown location—plenty FREE parking—300,000 Attendance.  
NOW BOOKING SHOWS AND CONCESSIONS

ROY SHEPHERD WANTS Ride Supt., Electrician, Truck and Ride Mechanic, Ride Foremen, Ticket Sellers, Truck and Semi Drivers, also useful Carnival Help in all departments.

CRAFTS HAS FOR SALE: One 8-car "Mangels" Whip; one Pretzel Ride, new Tent; one #5 Eli Wheel, one Tilt-a-Whirl. All rides in A-1 condition.

WRITE, WIRE OR PHONE  
**CRAFTS 20 BIG SHOWS, INC.**  
7283 Bellaire Avenue, North Hollywood, Calif. Phone: Poplar 50909 or 50320

**ATTENTION, CARNIVAL MANAGERS**  
Legal Adjuster—will guarantee you action; with or without Concessions.

**DONNIE CHISHOLM**  
Concessions are Pin Store, Count Store, Pan Game, Pea Pool, Popcorn & Candy Floss; all new, neatly framed. Wife experienced concession manager. Johnny Stable available. All with twenty years' experience. Please contact c/o Western Union or phone 2603 or 3178, Calhoun, Ga. Sunday school managers, save your time. Positively no collects. Ruth, I'll contact you shortly—Sally, Johnny Billingsley, wire collect. Forrest Swisher, if you are interested, wire or call me. Cecil Hendricks, if interested, call 2603 collect.

### CHARLES LE ROY WANTS

ILLUSIONS OF ALL KINDS  
Levitation, Guillotine, Burning of She or any other good Illusions. Also want Married Couples. Man and Wife to handle Snake Show.

ALL WRITE: BOX 179, GIBSONTON, FLORIDA.

**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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### SUNSET AMUSEMENT COMPANY

Want Dodgem Foreman (Sweet Pea, write), Foreman for two Kiddie Rides and Man for Front Gate and Towers. Can use 4 Second Men on Rides. All must be without a car and able to drive semi trailers. John T. Hutchens wants Sideshow Acts, Inside Man and useful People. Want to book with own equipment Animal, Monkey and Mechanical Shows. Motordrome will do well after 4 years without one on our route.

P. O. BOX 25, CORAL GABLES, FLORIDA.

### FOR SALE

One 40-ft. 3-abrest Herschell-Spillman Merry-Go-Round, with transportation, A-1 condition, ready to go—\$3,000.00.

**EVERETT ADAMS**  
Fullerton, Neb.

### JAMES H. DREW SHOWS, INC.

WANT FOR THE 1957 SEASON

SHOWS—Snake, Girl, Monkey, Animal, Illusion, Glass House, etc.  
RIDES—Good opening for Dark Ride.  
CONCESSIONS—Arcade, Long and Short Range and Merchandise Stands.

FOR SALE—Herschell Little Dipper Roller Coaster, \$4,000.00; Smith & Smith Chair-plane with truck, \$1,000.00; Allan Herschell 1955 Model Jolly Caterpillar, \$3,750.00.  
Address: P. O. BOX 899, AUGUSTA, GA. PHONE 33-190

### GIRLS—WANTED—GIRLS

Framing second Show for March 1 Soldiers' payday. Can use one or two Girls for same. Good P.C.; plenty tips here. No collect phone calls or wires.  
Air Mail — Phone: EL 3-2451

**FRENCHY BOUILLION**  
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### NOW BOOKING FOR 1957

Can use Hanky Panks, Bingo, Ball Games, Scale, Age, Direct Sales, Hi-Striker and other legitimate Concessions. No apples or flats. Can use nicely framed Grid Show; equipment must be good. Playing 3 spots per week on streets up where the rainfall was ample, the irrigation extensive and the sugar beets and wheat were a bumper crop. First come, first served; only one concession of a kind, you get EX. Our Free Acts will pull the people in. Contact at once. Most of you will know or will have heard of the personnel of this organization. All new equipment.

**NORTHERN STATE SHOWS**  
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### WANTED

Rides and Shows for a date in July or August.

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R.D. #2, Box 322 Tarentum, Pa.  
Phone: AC 4-3407

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5 Rolls	4.50	2,000	6.90
10 Rolls	8.25	4,000	7.80
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50 Rolls	24.00	8,000	9.60
100 Rolls	44.00	10,000	10.50
ROLLS 2,000 EACH		20,000	15.20
Double Coupons		100,000	33.00
Double Prices		500,000	133.00
No C.O.D. Orders		1,000,000	250.00
Size: Single Tkt., 1x2			

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of every description  
Wheel tickets carried in stock for immediate shipment.

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Toledo 12, Ohio



Strangest Attractions on Earth  
Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk-on Heads. Many others. Send for folder.

**TATE'S CURIOSITY SHOP**  
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228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

WITH THE LADIES

Gowns, Gems Gleam At Tampa Banquet

TAMPA—Ladies in attendance at the eighth annual banquet and ball of the Greater Tampa Showmen's Association Sunday night (3) in the Tampa Terrace Hotel were outstanding in their gowns, jewels and orchids.

Eveline Belew chose an emerald green, long torso, with net bouffant skirt. Bette Rodgers was stunning in a black velvet sheath dinner gown with rhinestone trim. Gyp McDaniels wore a cerise terrace gown. Laura Gregory selected a bouffant aqua ball gown with head and jewel trim.

Mrs. William Myers picked dark blue taffeta with shoulder corsage of pink perfection camellias. Mabel Kidder was in a cocktail dress of blue taffeta with navy lace yoke. Mrs. Eddie LeMay picked a dusty pink cocktail. Mrs. T. W. Kelly chose a black crepe dinner dress. Mrs. Ethel Purdin selected a lovely multi-colored grey lace waltz length.

Margaret Cobb Choice Margaret Cobb picked a black sheath dinner gown with rhinestone accessories. Kitty Johnson, wife of Municipal Court Judge Bob Johnson, chose a waltz-length paper taffeta in aqua with draped front and tiny pleats. Dorothy Horace Locke, wore a white bouffant terrace length with silver cord trim on the bodice. Elsie Johnson chose a dusty pink bouffant ball gown with satin bodice with leaf design in satin applique on net skirt with iridescent sequins and pearls.

Alice Johnson chose a violet nylon net bouffant with white orchid corsage. Mrs. Al Sweeney, wife of the president of the Showmen's League of America, picked a black crepe dinner gown with white trim. Mrs. Robert Hudson wore a white faille cocktail skirt and black

jersey blouse with white embroidery design.

Mrs. Clark's Selection Mrs. Bill Clark chose a black and gold print with gold satin inserts of terrace length. Polly Roar wore a white jersey with gold trim cocktail. Rosie Hunter was in a blue nylon Grecian shoulder drape waltz length. Mary Delany picked a black lace on white gown. Jennie Suri wore a blue nylon net with shoulder drape ball gown. Mrs. Wes Hamiter chose a blue satin cocktail dress.

Mrs. Bernie Mendelson wore a champagne lace waltz length with taffeta trim. Mrs. Jack Duffield was in beige lace, terrace length. Helen Julius wore a gold lame cocktail dress with gold accessories. Pauline Fleishman was in a coral and white print with tear drop beads and rhinestone trim. Mrs. Dave Schwartz wore a floral design of multi-color on black satin, waltz length. Mrs. Sam J. Levy Sr. wore a blue taffeta cocktail dress.

Mrs. Hicks' Gown Mrs. Bobby Hicks wore a black faille cocktail skirt and nylon blouse. Mrs. Virginia Latture, wife of Chief of Police L. D. Latture, chose a pink net and taffeta ball gown. Mae Wigley was in a navy blue net gown. Certude Weiss chose a lime green bouffant net ball gown. Essie Taylor selected a champagne lace, waltz length. Hazel Bolt picked a red crepe Grecian style shoulder drape cocktail gown.

Mauda Vernier came in a white nylon with allover tucks of terrace length. Evelyn Clair wore a black velvet, with white satin drape dinner gown. Jear Blackwell was in a champagne satin cocktail dress with bead and pearl trim on the bodice. Mrs. Bob French wore a coffee color net and satin, with rhinestone trim. Mrs. Clarence Lester wore a silver brocade blouse and black crepe cocktail skirt.

Mrs. Bennett's Choice Mrs. Earle Bennett chose a black and gold brocade cocktail dress. Jennie Wilks was in an iridescent blue taffeta ball gown with pleated yoke. Mrs. Hobart Pelhank chose an aqua taffeta cocktail dress. Mrs. J. C. Huskisson wore a midnight blue dinner gown with white satin and crystal trim. Ida Cohen selected a lovely blue velvet cocktail dress.

Mrs. Jack Reynolds chose a yellow chiffon cocktail dress with drape. Mrs. Milton E. Twedell wore a navy blue crepe sheath with bagget trim. Mrs. Nick Nuccio, wife of Tampa's mayor, chose a black cocktail dress. Mrs. James Haley, wife of Congressman Haley, chose an ice blue lace studded with silver filigree trim. Egle Sedlmayr chose a black crepe sheath with bagget trim.

Mrs. Carl Sedlmayr Sr. picked

an azure blue chiffon with bodice trimmed with dark blue sequins. Mrs. Carl Brorein wore a black taffeta with beige chiffon trim. Mrs. Maurice Fager selected a black satin sheath with turquoise rose trim. Kittie Burkhardt wore a pale green chiffon waltz length with rhinestone trim. Joy Purvis was in a gold and white print chiffon drape.

In a Dior Dixie Gordon wore a white chiffon with chantilly lace midriff over grey, an Adrian design. Eleanor Miller picked a Dior of champagne lace, with pearl insert, bouffant ball gown. Dorothy Cohen chose a pink lace cocktail dress, with pearl and rhinestone trim, a Hattie Carnegie. Jewel Sarama was in a pink lace and satin with jewel trim.

Margaret Wilson was in a blue chiffon ball gown. Billy Hauck picked a pearl grey net with iridescent sequins and pearl ball gown. Mary Allen chose a beige lace over crepe, with rhinestone trim. Edna Fayme Unger was in a black crepe sheath dinner gown. Edna Groscurth selected a charming pink taffeta bouffant with pearl trim. Christine Groscurth came in a black crepe cocktail with jewel trim.

Lucille Starbuck wore a black crepe dinner gown with rhinestone accessories. Nella Mae Stokes chose a red chiffon ball gown of Grecian design with shoulder drape. Mina Groscurth wore a black lace ballerina. Mrs. Fred Hotzman chose a coffee taffeta and lace with rhinestone trim. Jean Gordon was in a pink sheath cocktail with rhinestone trim.

Sally Beldock wore a pink net over taffeta ball gown. Anna Leroy Bickford a black taffeta with white lace insert. Helen Walker wore a copper christofle cocktail dress. Mrs. Ray Beckler was in a green taffeta cocktail. Viola Parker selected an ice blue satin. Mrs. Evan R. Jenkins wore a brown cocktail suit. Mrs. Hosey Wick selected a dress of tie silk print.

Guatemalan Print Mrs. Robert Morse wore a waltz-length red and white gilded Guatemalan print sprinkled with rhinestones. Mrs. Harper Kendrick was in an aqua faille cocktail gown with pearl trim. Mrs. Tom Charles picked a black chantilly lace over taffeta dinner gown. Mrs. William Snyder chose a powder blue ballerina length with rhinestones.

Bertie Perrot selected a teal blue taffeta ball gown with double tiered skirt. Kitty Farino was in a white and blue chiffon Grecian drape. Annie Leonard wore a black lace over red velvet. Mirosa Herman was in a red and black satin print cocktail, a Bullock taffeta ball gown with butterfly bow caught in the back.

Hazel Maddox was lovely in a champagne satin with pearl trim dinner gown. Myrtle Jeter wore a mauve nylon lace and taffeta. Ella Stophel picked a lime green chiffon. Edith Walpert was in a white linen sheath studded with sequins. Hazel Work wore a silver lame sheath. Dora Renn selected a black and white print satin with sequins.

Sidney Thomas wore a champagne lace strapless gown of waltz length. Yvonne McTeague chose a black taffeta ballerina. Catherina Carret was in a tan taffeta terrace gown. Elsie Readern chose blue chiffon with pearl and bead trim. Faye Baskin Block wore a white with black velvet trim. Helen Simms chose a black satin with velvet trim. Neva Warbritton was in a navy blue tulle.

Jeri Ringlin chose a pink net bouffant ball gown with sequin trim. Mary Tillery was in a pink satin with pearl trim. Evelyn Long picked a royal blue Grecian with rhinestones and emeralds. Frances Fornier wore a beige lace cocktail dress. Mickey Wenzik came in a brown lace over pink taffeta with embroidered rosettes. Kay Horbett wore a pink satin sheath ball gown with rhinestones and tear drop beads. Josephine Haywood was striking

in a white lace over white taffeta with tiered skirt. Jermine Hersch picked a mauve waltz length embroidered taffeta. Leota Frantz was in a shell white crepe with gold beads and rhinestones. Reba Thornton chose a mauve pink porte de soi styled by Cel Chapman. Jan Deever was in a beige and tan satin sheath, an original Schiaparelli. Leona Parker picked a red cocktail with black lace trim, a Dior design. Lottie Mayer Warfield chose a black taffeta cocktail with pearl and rhinestone trim.

Betty Christy was in black velvet with white lace yoke, a Harvey Berin original. Virginia Martin selected a bouffant net over taffeta ball gown with floating white panels. Mrs. W. J. Gardner chose a black net ballerina. Mrs. J. Dickerson wore a beautiful toast colored taffeta with shoes to match and antique jewelry. Margaret Clickman wore a gown designed by Essy Bradley from material brought from Hong Hong by Mrs. J. W. (Patty) Conklin of Toronto.

A Rene Design Blance Norcester chose a blue nylon net and taffeta with sequin design. Alice Israel wore a cocktail dress of black eyelet with matching jacket designed by Rene. Maxine Cyr came in an iridescent blue satin with bouffant back ball gown. Virginia Gamble, president of the Ladies' Auxiliary of the Hot Springs Showmen's Club, chose a chiffon in white with beads and rhinestone trim of Grecian design.

Vivian Zimdars chose a black lace sheath dinner gown. Nora Reinhard picked a lovely azalea red satin dinner gown with rhinestone straps. Ethel Reid chose a black ball gown with floating white drape. Olive Sprague was in a red satin taffeta ballerina sheath.

Esther Young picked a black taffeta ball gown.

Mrs. H. Burk wore a shirred, baby blue strapless chiffon ballerina, an Adelle Simpson original. Mrs. Geneva Rudisill picked an orchid taffeta dinner gown. Mrs. Manuel Garcia chose a turquoise taffeta in a bouffant ballerina skirt. Vera Enright picked an aqua blue crepe with silver matching jacket with rhinestone trim. Dolly Young wore a Harvey Berin in emerald green, a French design. Daisy Fritts was in a gray silk cocktail with matching jacket trimmed in rhinestones.

Vera Cox, president of the Greater Tampa Showmen's Association's Ladies' Auxiliary, chose a white satin with pearls and rhinestones, a Ceil Chapman original. Clara Applebaum picked a black with silver lame. Barbara Moody was in a baby blue with tiered skirt of white lace. Monica Baress wore a nylon net, wine-colored, with tiers of ruffles, a Stewart original.

Bonnie Norman picked a black faille sheath trimmed with white lace and dotted with beads and sequins. Pat Walker wore a black satin cocktail dress with white lace, trim of rhinestones and a black bolero jacket. Mrs. Earl Garcia selected a black lace dinner gown. Mrs. Al Kunz wore pink lace over taffeta. Billie Cooper wore a Ceil Chapman flame red Grecian with nylon drape.

Marguerite Anderson wore a steel blue sheath with front drape, a Mr. Johns original. Mrs. B. A. Slover selected a white linen sheath with shrimp colored cashmere sweater. Mrs. Jimmy Slover wore an ivory brocade cocktail dress. Mrs. Bob Edwards was in a stunning cotton print cocktail dress with sequins and side drape.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Aberle, Bill Adams, Nick Adams, Rock Akins, Anthony Alexander, Ralph Allen, Chas. W. Alvih, Larry Ames, Edw. Anderson, Eugene Anderson, Wm. P. Annin, Ralph J. Anthony, Joe Argo, Robt. G. Armstrong, Elmer Avery, Lawrence T. Bajardo, Billy Baker, Walter Barlow, Wm. Barry, Mr. & Mrs. (Dept. of Army) Barth, Josephine Barton, The Great Beasley, Chas. Beauchamp, John J. Bewick, Jerry Bell, Leroy F. Benfield, Nelson Bernard, Bill Best, James R. Betts, Geo. O. Jr. Bierly, D. L. Billen, Mrs. Frances Billis, Ronald H. Bistany, Leo Blackburn, Bob Blackley, A. Blackman, James Blaine, Vernon (Roadshow) Bolla, Johnny & Helen Bolton, Sam Boucher, Harvey Bowlin, Chas. E. Bowman, Clarence Bradley, Jess Brady, James E. Brano, Ronald Brennan, Vincent J. Brooker, Jr., John Broeffia, Mrs. Anna Broeffia, Harry J. Brown, Carl L. (Magazine) Brown, Chas. Wesley Brumlow, Dobby Bruso, Rodney Buck, Jay Bullis, James B. Bunch, Francis Buoy, Travis Burchett, Shirley Burdick, E. R. Burke, Edw. (O. C. Buck) Burleson, Gene Burridge, Jewel Butler, Bill Butts, Paul Byron

- Callahan, James Campbell, Charlie (Marie O'Day's Palais Car) Cantwell, C. Carlson, Kenneth Carr, Jeannie (Al Carr, Zoopie Troupe) Carroll, Mrs. James Cassidy, LaVerne Cavanaugh, Geo. & Mrs. Cawford, Shawn Chase, Albert G. Chase, Hubert G. Cheminant, Lee R. Childers, Chas. Childster, Wm. J. (Survivors of) Chilson, Roy Chrisman, Dale Church, Robt. Lee Cibull, Gertrude E. Clark, James M. Clark, Lou Clark, Wesley Harry Clatterbaugh, Lillie Cobuccio Jr., Joe Conn, Anne Alisa Conway, Claire & Tony Cooke, Reno M. Cooper, Eldroy Cooper, Jack & Neka Corwin, John Costigan, J. P. Courtney, Wilfred J. Cox, Bert Clayton Craech, Lester Crete, Jay Harvey Cross, John Crouch, Del Curran, Eugene Curtis, Joe Cuthbert, Chas. (Band Leader) Daemko, Curt Paul Darnell, Ray Darnell, (Whitey) Darnell, Mrs. Jerry Davis, Julie DeHanna, David Delano, Buddy J. Demitchell, Otto Delp, Bob Dodson, Jesse Donald, John Henry Dove, Michael Driggers, W. J. Duffour, Henry J. Duffour, Ty Dunn, Lonnie Dunn, Robt. Duncan, Florence E. Durand, Bobby Dury, Jos. Edson, Dr. Brad Emmert, Eugene G. Epperly, Dallas Estes, Buford Thos. Evans, Bert Mitchell

CONCESSIONS WANTED Can place a few Concessions for Lake Worth Fiesta Del Sol February 18 thru 23 Leesburg Centennial Celebration February 25 thru March 2 All replies to TOM L. BAKER 2732 Lido Drive, Pompano Beach, Fla. Phone 9717

THANK YOU A. R. DUTCH WHITESIDE Concessionaire for your Chevrolet tractors purchase. "Save Money With Johnny" JOHNNY CANOLE 8861 N.W. 18th St. Miami, Fla. Phone: Miami, Plaza 1-0206

STARLITE SHOWS & CIRCUS COMBINED Wants Concessions of all kinds. Will book, buy or lease Tilt-a-Whirl, Octopus or any late-model Ride other than what we have. Can use good Ride Help at all times. Man or Woman to sell Banners on Elephant. R. C. McCARTER Valdosta, Ga., this week; Moultrie, Ga., next week.

WANT FOR SIX ARMY PAY DAYS, PLUS RED OAK, IOWA, JULY 4th Kiddie Rides, Shows except Girl and Animal, all Hunky Panks and Alibi Concessions open. Will book one Mitt Camp. Have Ests. Help: Mechanic, Electrician, Foreman and Second Men all Rides. Join at once. Winterquarters open. F. C. BOGLE SHOWS, Arma, Kansas P.S.: Chas. Pendleton, let me hear from you or come in.

(Continued on page 77)

**WANTED**

**GIRLS**

• Dancers • Waitresses  
• Novely Acts  
Good pay

**TOMMY THOMAS**  
Club Mardi Gras, 92 Duval St.  
Key West, Florida  
Phone: CYPRESS 6-9147 after 9 P.M.

**\$100.00**  
**CASH REWARD**  
for location of

**BURT EWING**  
47 years old. Animal Man and Mechanic  
last with Benson Bros.' Circus.  
For reward, call collect.

**GEORGE TURNER**  
Phone: Victor 3-9888  
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**LAWRENCE**  
**GREATER SHOWS**

Want Foreman of all kinds, especially  
Flyplane, Whip, Tilt and Ridee-O. Also  
Second Men. Want Funhouse Operator,  
Truck Mechanic and useful Help for  
Winter Quarters.

All replies: Winter Quarters, 106 E.  
Adams St., Dothan, Ala. Phone 3-0976

**Leeright Midway Show**  
WANT WANT

— Now and for 1957 Season —  
Lowell, Arizona, now; Douglas, Feb.  
20-24; Colorado, Utah, Wyoming, New  
Mexico for summer.

Hanky Pank Concessions, Agents, Girl  
Show and Grind Shows. Book Merry-  
Go-Round, Pony Ride or Major Ride not  
conflicting. Ride Help (Pappy Ryan,  
contact). No drunks or agitators. If  
for it and with it, contact

**J. R. LEERIGHT OR SLIM ANDERSON**

**WANT TO BUY**  
**SCRAMBLER**

Will pay premium for Scrambler or  
premium for order near top of list.

R.F.D. 4, BOX 48  
HOT SPRINGS, ARKANSAS

**FOR SALE**

Spillman 3-Abreast Merry-Go-Round, 30  
Jumpers, 2 chariots, new 5 h.p. motor,  
new top, up and running, \$6,500 cash—  
no trades.

**SANDERS TOY SHOP**  
Memphis, Tennessee  
BR 2-1181

**FOR SALE**  
**COMPLETE CARNIVAL**

with route including twelve Fairs and  
Celebrations, nine Rides, Caterpillar  
D 13000, Generator Set, Light Towers,  
Transformers and Ground Cable, Trac-  
tors and Trailers. Write

BOX D-274, The Billboard  
Cincinnati 22, Ohio

**WANT FOR FLORIDA FAIRS**  
FORT PIERCE, SEBRING, DADE CITY AND PAHOKEE, FLORIDA

SHOWS: Side Show, Animal, Fun House, Glass House or any worth-while Show  
with own equipment.

CONCESSIONS—Legitimate Prize-Every-Time Concessions, come on.

All answers to **JERRY SADDLEMIRE**  
**GLADES AMUSEMENT CO.**  
Marion County Fair, Ocala, Fla., this week.

**VERO BEACH, FLORIDA, FAIR, FEB. 18 TO 23, 1957**

Place Shows: Side Show, Fun and Glass House, Arcade, Wildlife, Roll-a-Plane,  
Scrambler, Fly-a-Plane, Octopus, Kiddie Rides, Dark Ride. All Concessions open.  
Sell ex on Novelties. Long Range, Ball Games. Hanky Panks, come on.

All contact **MR. LEISURE**  
Fair Grounds, Vero Beach, Fla., all this week, or call Miami, HI 8-1062,  
for Associated Amusements.

**McCarter Sets Bible Circus For Backend**

THOMASVILLE, Ga.—R. C. McCarter, head of Starlite Shows, Inc., has booked the Roy Bible Circus as a backend attraction for the season, with the latter attraction opening here Friday (1). Show is now using the billing of Starlite Shows & Circus Combined.

Other backend features contracted last week by McCarter were Thompson's Freak Animals, Professor Fischer's "The Thing" and an Illusion Show. Two office-owned girl shows are also on the backend.

In the ride department, Starlite sports a Whirlwind, Ferris Wheel, Merry-Go-Round and four kiddie rides. The rides recently purchased from the Heller Shows are being painted and renovated and are expected to be ready in 10 days, McCarter says.

Starlite opened the season here last week, with good weather prevailing throught the run. Business was only fair early in the week, but showed a major improvement Friday and Saturday. This week the show is at Valdosta, Ga., for the Fraternal Order of Police. Moultrie, Ga., is next week's stand.

**On Tampa Scene**  
• Continued from page 72

and his wife, Ida, can testify to that. Together, they brought in a catch of amberjacks weighing between 350 and 400 pounds.

Hank Shelby, here before taking off for Miami and more sun, reported that he will resume his concession operations with the Milwaukee fair, with other fairs to follow. Bernie Thomas and William T. Collins, friendly carnival owner rivals, shared a big room.

Jack Wilson, Izzy Cetlin and Bill Moore were on the scene for Cetlin & Wilson Shows. Frank Bergen and Bucky Allen were on deck for the World of Mirth Shows, and Jimmie Strater came in from Orlando to represent the show bearing his name.

**Helicopter Ride**  
• Continued from page 72

The Velare Sky Wheel will appear with the show at four State Fairs—Springfield, Ill.; Des Moines, Louisville and Birmingham, Olson reported.

Besides Olson, J. L. (Stretch) Rice, concession manager, visited the fair here.

Chester Mays, the show's concession secretary, is well on the road to recovery following an automobile accident in which he sustained fractures of both legs. Olson said that physicians at Methodist Hospital, Winston-Salem, N. C., where Mays is hospitalized, say that he will recover in ample time to join the show for its opening.

**RAS Grosses Up**  
• Continued from page 72

seven of the first nine days, the only two days our receipts were off—and then only slightly—were on the first two days, usually among the lightest of the fair, Sedlmayr added.

An all-time single day ride and show gross for the fair here was set Saturday, (2) when the Royal's many units piled up a total take of \$43,154.60. The previous high was \$42,016, set on the corresponding day in '56.

"This should be an extremely good year for carnivals at fairs," Sedlmayr maintained in recapping on his shows' business. "I have always looked upon the business we get here as a barometer of business ahead, not only for us but for other shows."

The rides and shows were not the only segments of the midway to show impressive gains. Concessions, too, were up. And this reversed the trend of recent years in which concession receipts declined while ride grosses moved up and shows held firm to past levels.

The concession operation here was distinguished by the generous distribution of merchandise. "We are throwing out a world of merchandise," reported one concessionaire. Others up and down concession row echoed the same report.

O. J. (Whitey) Weiss, serving as concession manager for the first time, supervised the concession operation. He was assisted by the ailing Sam Gordon, for many years the Royal American Shows concession head, who will not take to the road this season.

Of the back-end units, Leon Claxton's "Harlem in Havana" racked up by far the biggest business. Receipts for the Claxton unit were up sharply from last year. The Helicopter, which appeared in the Royal line-up here for the first time, impressed visiting carnival owners. At least one show placed an order for the ride during the fair here.

Considerable new Arcade equipment was worked for the first time in the Sportland operated by Harry Julius, and Julius was pleased with the yield of all of the new units. Exhibit Supply Company was represented by Soft League, baseball game; Barrels, Penny Peep Shows, Kiss-o-Meter, Nudist Colony, Ants and House. Peep Shows. Mike Munves Corporation presented Peppi the Clown, Pan-Oram and The Lord's Prayer. Of these units, Nudist Colony, operated at 5 cents, had the best results, Julius said.

**FOR SALE**

No. 8 El Wheel, V-belt drive, good condition. Also 18-car Streamlined Allan Herschell Caterpillar, good condition. Cheap for cash.

**M. & K. RIDES**  
Box 301 Valdeosta, Ga.  
Phone 2304-W

**Miami Club's Picnic Sunday**

MIAMI—The annual picnic of the Miami Showmen's Association will be held Sunday (17) in Crandon Park. Joe Ross is chairman of the event, aided by Willie Lish, Sam Generallo, Mike Roman, Ernie Buzzella and Fred Conti.

**Brashear Inks Harry Lamon**

KINGSVILLE, Tex.—Harry Lamon has been signed as concession manager of American Midway Shows, Don Brashear, owner-manager announced here last week.

Brashear also reported signing to provide the midway attractions at the Woodward, Okla., fair, bringing the total fairs on the route to 16.

**THOMAS JOYLAND SHOWS**  
WANT WANT WANT

**SCENIC ARTIST AND PAINTER**

CONCESSIONS AGENTS

Photo Gallery, High Striker, Basketball, For Six Cats, Buckets, Swinger, 1-Ball, Age and Scales, Hoop-La. Balloon Darts, Pitch Games. Also Clerks for Bingo.

**FOREMAN FOR RIDES, MUST DRIVE**  
**CONTACT: L. I. THOMAS, MGR.**  
1701 N. W. 83d St., Miami 47, Florida

**ROCKY MOUNTAIN EMPIRE SHOWS**  
WANT FOR SAN ANGELO STOCK SHOW, MARCH 7 THRU 10

Clean Concessions of all kinds. Want Cook House. Late model Rides that do not conflict, Motor Drome, Fun House. Reliable Ride Help—must drive.

Contact **FRANK SWARTZ**  
GENERAL DELIVERY, ODESSA, TEXAS

**PAN AMERICAN SHOWS**  
OPENING BATON ROUGE, LA., SATURDAY, FEBRUARY 16

Want Hanky Panks of all kinds, Cookhouse, Grab, Photos, Custard, Scales, Bear Pitch, Glass Pitch, Long and Short Range Lead Galleries. Want Shows. Talker and Performers for Minstrel Show, Operator for Funhouse and Monkey Speedway, Manager and Acts for Sideshow and Snake Show. Will book Shows with own outfits. Want Animal or Wildlife. Ride Help: Foremen for Tilt-a-Whirl, Octopus, Chairplane and Kid Rides. Also Second Men on all Rides. Winter quarters now open. All replies:

1536 LAUREL ST., PHONE 2-4147, BATON ROUGE, LA.

**WANTED**

Kiddieland Rides for Chicagoland Fair on Navy Pier—June 28-July 4. Want to rent Rides with Operators. Interested in Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Miniature Train, etc. Maximum space 20,000 sq. ft. Anticipated audience, half million people.

Contact **Geraghty, Chicago Association of Commerce**  
1 NORTH LA SALLE STREET, CHICAGO Franklin 2-7700

**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

\*\*\*\*\* of \*\*\*\*\*

**AMUSEMENTS OF AMERICA**  
A STAR SPANGLED MIDWAY

**6TH ANNUAL HOME SHOW AND 1ST ANNUAL MARDI GRAS**  
HIALEAH, FLA., FEB. 26-MARCH 5  
FREE GATE—FREE GATE

"QUEEN CONTEST"—MARDI GRAS PARADE—8 DAYS & NIGHTS—2 BIG KID DAYS. Can place Concessions of all kinds—Eats—Drinks—1 or 2 more Rides, not conflicting —Any good Grind Show, Drome.

50,000 — ATTENDANCE LAST YEAR — 50,000  
Address: JOHN VIVONA, 9674 10th Ave., N.W., Miami, Fla.

**EDDIE MORAN'S SOUTHERN VALLEY SHOWS**

Attention, Fair Secretaries—Louisiana, Arkansas, Missouri and Mississippi—show is under new management. Have a few open dates for the coming season.

OPENING IN MONROE, LA., FEB. 15, 10 BIG DAYS AND NIGHTS. FOLLOWED BY THE BIG NORTHEAST LOUISIANA DISTRICT LIVESTOCK SHOW, DELHI, LA., FEB. 25 THRU MARCH 2. HAVE A GOOD SPRING ROUTE TO FOLLOW.

CONCESSIONS: Can use a few more Hanky Panks, especially want Bear Pitch and flashy Bingo. SHOWS: Can use Athletic Show and Fun House, also other Shows of merit that have something inside. RIDE HELP: First and Second Men on all Rides, must drive semi trucks and trailers, must have chauffeur's licenses.

**ALL REPLIES TO: EVIE MORAN or JOE SHARP**  
P. O. Box 39 (Phone: 5-4221. No collect calls.) Monroe, La.

**BLUE GRASS SHOWS**

Wanted for Florida Strawberry Festival, Plant City, Fla., Feb. 18-23, followed by the Great Pinellas County Fair, Largo, Fla., week Feb. 25-March 2

CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds, Glass and Bear Pitch, High-Striker, African Dip, Derby Racer, French Fries, Custard, Ice Cream On-a-Stick, Name-on-Hats, etc. HELP: Foremen for Rolloplane and new 12-Car Dodgem and Second Men on all major Rides. Must be licensed semi drivers. Want Carpenter with own hand tools for immediate placement. Must have show experience.

All wire **BLUE GRASS SHOWS**, care Western Union, Tampa, Fla., or phone C. C. GROSSCUTH, Tampa 749362

**THOMAS JOYLAND SHOWS**  
WANT WANT WANT

**SCENIC ARTIST AND PAINTER**

CONCESSIONS AGENTS

Photo Gallery, High Striker, Basketball, For Six Cats, Buckets, Swinger, 1-Ball, Age and Scales, Hoop-La. Balloon Darts, Pitch Games. Also Clerks for Bingo.

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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

**Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!**

**Send \$15 for sample package of 10 items**

You may re-order any of the individual numbers you desire. Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.

If you are not satisfied with our selection we will refund your money. 25% dep., bal. C.O.D., F.O.B. Chicago.

**DIVISION SALES** 3341 W. Roosevelt Rd., Chicago 24, Illinois  
Phone: LAwndale 2-7377

**WRITE FOR FREE 1957 LOUIS WATCH BROCHURE**

## SUPER TOOL KNIFE

**Includes**

- SCISSORS
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- BOTTLE OPENER
- CAN OPENER
- SCREW DRIVER
- LEATHER PUNCH
- CORKSCREW
- SCALER
- SAW
- FILE
- FORK



**\$2.00 EACH**

"Write for our FREE VALUE PACKED BROCHURE" In lots of 6 or more. Sample: \$2.50 each.

**NATIONAL DISTRIBUTING CO.** 1751 W. Flagler St., Miami, Fla.  
Phone: Franklin 1-6473

## MERCHANDISE TOPICS

Tropical Trader, 2600 Biscayne Boulevard, Miami, has hula skirts from Jamaica which are made of real hula raffia. The No. 1 child size may be had for \$6 per dozen, No. 2 ladies' size at \$9 per dozen, No. 3 ladies' size with more raffia, \$12.75 per dozen, and No. 4 fat ladies' size, \$15 per dozen. Also available are Jivaro shrunken heads, which the firm claims are terrific for customer interest. They have long hair, a sewed mouth, and are made of sloth skin. The heads are imported from Ecuador and come in balso wood coffins. Information for lectures is included. The price of \$13 each, prepaid, will be refunded if not satisfied.

Unprecedented sales are reported by J & F Enterprises, 941 Feldkamp, Springfield, Ill., of its Wonderfoam ironing board cover pad. First introduced at Illinois State Fair there, it was a sellout at Ohio State Fair, Columbus, and at 10 additional fairs last year. This is the original improved Wonderfoam ironing board cover pad which needs not be attached to the ironing board and is said to make for exceptional demonstrations. It retails for \$1 and has sold for \$2. A sample dozen postpaid is \$5. If you order 100 the price is \$32 per 100. If you order 500 it drops to \$30 per 100. Operators now working this item say every woman wants one and most buy it.

Despite the rise in costs of plush and other materials for making the 30-inch carnival bear, Tee Jay Toys, 48 West 20th Street, New York, continues to hold to its price of \$20 per dozen, the firm announces. Concessionaires are urged to get their orders in early so that they may get prompt deliveries.

Kipp Brothers, 240 South Meridian Street, Indianapolis, is first in the field to offer St. Patrick Day specials. Among these are emerald green vinyl carnations at \$5.50

per hundred or \$50 per thousand, St. Patrick's button with green silk ribbon at \$5.40 per gross and silk shamrocks at \$1 per gross. Other items include silk shamrocks with pipe or hat, five-inch clay pipe, St. Patrick's flat crepe hat, St. Patrick's bonnet and complete St. Patrick's decorating kits. Write for complete listing on these timely products.

Hand-tooled American-made purses are being offered for the first time by Majestic Sales, 432 Diane Drive, Longview, Tex. These are made with genuine cowhide leather lacing and come in 10 by 7 1/4 by 2 1/2-inch size at \$11 each. They are equipped with two inside compartments, which are beautifully lined, and adjustable shoulder straps. They are offered for resale only, f.o.b., Longview.

Providence Ring Company, 49 Westminster Street, Providence, R. I., again presents its No. 185 men's ring, which is claimed to produce sensational profits. This is a gold-finish ring with white brilliant center stone and red and green side stones. Because this number is exceptionally brilliant, it continues to pull a strong volume of sales. Offered to the trade at \$3.25 per dozen, the price drops to \$3 per dozen when you order a gross. Get samples of this ring and see the firm's entire listing.

Alrich Manufacturing Company, Inc., Dept. B, Box 469, Great Neck, N. Y., reports excellent response from Billboard buyers to its Color-Pix TV. The product may be attached to any black and white TV receiver in a few seconds without tools. Instantly, vivid real-as-life color comes into being, eliminating glare and eye-strain. A sample demonstrator may be had for \$1. See this item and change to it if your present location is saturated.

## PIPES FOR PITCHMEN

By BILL BAKER

### 10 Years Ago In Pitchdom

Richard Arcand, carding from Los Angeles, stated that he planned to spend the summer on the East Coast, including a try at the Canadian National Exhibition, Toronto. . . . Fred Langer, Buffalo gadget ace, was corraling fair business with his layout in Neisner's, Cincinnati. . . . Bill Shaw was working trade papers to A-1 business in Indianapolis. . . . Mae Lithgow was working herb tea at the F. W. Grand store, Milwaukee. . . . Word from Harrisonburg, Va., was that Pat Malone and Jack (Bottles) Stover were on the hustle again.

Purveying yuke oil at Milwaukee's F. W. Grand store was Bob Williams. . . . Doc Stubbs was reportedly working to successful turns in New Orleans. . . . Charles Mickenhous, jewelry worker, was getting the do-re-mi with his layout in Corpus Christi, Tex. . . . Al Rinehart, gadget purveyor, was working Milwaukee to solid returns. . . . M. G. Bishop and Ralph B. Parks were in Gettysburg, S. D., planning cleaner stands and toy demonstrations for department stores. . . . Irvin L. Tiller was at his Cleveland home planning a med pitch. . . . A. G. Goldberg was reported to have done well with sheet at the Denver Stock Show.

Frank L. Sullivan was wintering in Moultrie, Ga. . . . Prof. Jack Scharding was in Tampa and reported he held exclusive contracts

to work Florida fairs with horoscopes. . . . Charles (Blackie) Entrie was doing well with sheet in Charlottesville, N. C. . . . Bob Sandberg, eye-glass cleaner purveyor, and Joe Mann, gadget and balloon worker of Chicago, were vacationing in Hot Springs after a successful year. . . . Doing terrific business at the Detroit Shrine Circus were Little Joe Poole, George Duncan, Big Murphy, Little Lou, Sam Wexler and Jack Siegel.

**A RECENT SLUMP.** . . . in the flow of news to the Pipes desk prompts us to urge members of the fraternity to pipe in and let their friends know about their activities. For instance, it's been some time since there has been word from A. D. Grant, Leo Heller, Doc Slocum, Red McCool, Bill Barlowe, Chick and Marian DeCorey, Charlie Winkle, Dorothy Thompson, Harvey Rice, Bill and Alice Pierce, Dave Lewis, Marty Halloran, Dave Blythe, Bob McDonald, Phil Kraft, Madaline Ragan, Jack Clark, Bill Summers, Heavy Rittenhouse, Earl Davis, Danny Morehouse, Smiley Ward, Big Al Wilson, Tony Hicks, E. C. Jones, Jack Anthony and a host of other well-known campaigners. Come on folks, unburden those ink sticks and let the fluid flow.

**W. F. SIMMONS.** . . . demonstrator, writes from Beaumont, Tex., that he is working home, food, builders' and sportsmen shows in the Southwest during the winter.

**FIRST TIME OFFERED AT LOW PRICE 4-Piece WOOD CANNISTER SET**

Hand Painted • Colorful Design • Seasoned Natural Varnished and Lacquered Hardwood.

**\$2.00** per set Minimum order 4 sets. Sample \$3.00 prepaid. 25% dep. with order, F.O.B. Chicago. Cashier's check or money order.

**COOK BROS.** 916 S. Halsted St. Chicago, Ill.



## WANTED LIVE-WIRE PITCHMEN, CONCESSIONAIRES, AGENTS, DEALERS

Will give protected areas to sell the hottest item to hit the market. A chrome, stainless steel, copper, silverware, etc., Rust Remover-Cleaner Polish combined to do a job in one operation. Just wipe on—wipe off. Removes rust fast, easy. No scrubbing. So easy a child can do it. You get tremendous results on demonstration. Sells in Farmers Market, all types of indoor shows, wholesale to Service Station Car Dealers and wherever stainless steels are used. Also good for many household uses. Tremendous sales potentialities for rusty bumpers in Northern States where salt is used on city streets and highways. You must try it to believe it. A one-pound package retails for \$1.25. Send \$1.00 for trial package.

**PINNACLE INSECTICIDE & INDUSTRIAL CHEMICAL CO.** 608 Pinnacle Rd. Pittsford, N. Y.

## Buy direct from Costume Jewelry Manufacturer

Offers a full line of Earrings, Scatter Pins, Necklaces and Earring Sets, Religious Jewelry, Rings, Bracelets, Idents, etc. **OVER 150 DIFFERENT, fully illustrated and easy to sell jewelry items.** COMPARE OUR PRICES & QUALITY! Also: Men's and Ladies' Watch Sets.

**THIS WEEK'S SPECIAL** Men's Hand-Set Rhinestone Rings, Ladies' adjustable Rhinestone Rings, Lasting Gold Finish. Each dozen in hinged jeweler's tray. \$3.00 per doz.

**PACKARD JEWELRY CO.** Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

## SHAMROCK CHARM BRACELET

or Necklace with Genuine Blarney Stone from Blarney Castle, Ireland; encased in clear Lucite ball. Also Pins and Ears. Choice \$5.75 ds. All items carded—free counter card. 20% deposit, balance C.O.D. Please order early!

**MASTERCRAFT JEWELRY MFG. CO.** 96 High Street Pawtucket, R. I.

## JEWELRY CLOSEOUTS

- E-1—Tailored earrings, asst. gr. \$18.00
  - E-2—Stone earrings, asst. gr. . . . 21.00
  - B-1—Bracelets, asst. gr. . . . 24.00
  - T-1—Tailored Tie Sets, bxd., ds. 3.50
  - T-2—Stones Tie Sets, bxd., ds. 4.50
  - O-1—Odd lot necks & braces, gr. 15.00
  - R-3—Men's stone rings, asst. ds. 2.75
  - 2160—Stone neck & ears, bxd., ds. 5.50
  - 2164—Stone neck & ears, bxd., ds. 9.00
  - 2256—3-piece pearl set, bxd., ds. 12.00
  - W-1—6-piece Watch Set, each. 5.95
  - W-3—Ladies' Watch Set, each. 6.25
  - C-1—Cufflinks, carded, ds. . . . 1.25
  - T-2—Tieside, carded, ds. . . . 1.25
  - W-8—Men's stone dial wat., bxd. 5.50
  - R-164—Rel. medals, asst. bxd., ds. 9.75
  - L-3—Stoned pen & liter, bt. ds. 19.80
  - E-3—Pierced hoop earrings, gr. 8.50
- Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

**NEW ENGLAND JEWELRY BUYERS** 124 Empire St., Dept. 8 Prov. R. I.

## WONDERFOAM IRONING BOARD COVER PAD

Introduced at Illinois State Fair and sold out at Columbus, Ohio, State Fair, Indiana State Fair, Louisville State Fair, Oklahoma City State Fair, Tulsa State Fair, Little Rock State Fair, Oklahoma Home Fashion Show, Chicago Int. Livestock Show. This is the original, improved Wonderfoam Ironing Board Cover Pad as advertised in the Jan. 5 issue of The Billboard. Retails for \$1.00—has sold for \$2.00. Sample dozen ppd., \$5.00.

100 quantity . . . . . \$32.00 per 100  
500 quantity . . . . . 30.00 per 100  
25% with order—Bal. C.O.D.  
Jobbers & Distributors, write for Bulk Quantity Prices.

**J & F ENTERPRISES** 941 Feldkamp Springfield, Illinois Phone 4-2978

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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, Including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

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**WHOLESALE CATALOG**

**325 PAGE CATALOG**

**GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!**

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

**GEM Sales** 533 Woodward Dept. A Detroit 26 Mich.

**OVER 3000 TERRIFIC VALUES!**

**1957 CATALOG NOW READY—WRITE FOR COPY TODAY**

**B. PALMER SALES CO.**  
1431 SECOND AVENUE DALLAS 10, TEXAS

**FOR ENGRAVERS**

**Necklaces and Bracelets Boy Alone - Girl Alone Or Combination**

Made of Aluminum and Gold or Nickel Plated.

**MILLER CREATIONS**  
With It Since 1907  
7729 So. Avalon Ave. Chicago 19, Ill.  
Phone: Waterfall 8-8855  
DAY AND NIGHT SERVICE

**ST. PATRICK'S DAY SPECIALS**

Badges w/ribbon, \$2.25 per 100, \$20.00 per 1,000.

Badges w/shamrock, pipe or hat, \$3.50 per 100, \$32.50 per 1,000.

12x30 Pennants, \$15.00 per 100.

18" Irish Harp Flags, \$2.00 Doz. \$22.50 Gr.

12" Irish Harp Flags, \$1.25 Doz. \$15.00 Gr.

Irish Buckrum Derbies, \$1.75 Doz. \$20.00 Gr.

Irish Plastic Derbies, Swiss Hats or HI Hats, \$1.90 Doz. \$21.00 Gr.

1/3 deposit with order, balance C.O.D.

**Schattur Novelty Co.**  
142 Park Row New York 7, N. Y.  
Cortlandt 7-8986

**THE BEST SALES BOARDS and JAR GAMES**

Write for information and prices

**GALENTINE COMPANY**  
Dept. B  
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South Bend 17, Ind.

**WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS**

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at very reasonable prices.  
Phone: Wheeling—Cedar 34283

**COLUMBIA SALES CO.**  
302 Main St., Wheeling, W. Va.

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T.<br>Rose, Kenneth<br>Rose, Ronald<br>Rosenfeld, Sol<br>Russell, William H.<br>Russo, Frank A.<br>Ryser, Herbert<br>Sanders, Alfred J.<br>Sands, James R.<br>Saprito, Salvatore J.<br>Saunders, Dudley | Schafer, George<br>Schultheis, Ray<br>Schwepe, Louis<br>Sciortino, Joe<br>Seever, Lew<br>Seever, Terry<br>Shaffara, James<br>Shannon, Wilburn<br>Shapiro, Henry E.<br>Shaw, Johnny<br>Shelton, Julius<br>Shemer (or Sherner)<br>Sherrill, Louis<br>Sherwood, Roberta<br>Shey, Kitty (Pete)<br>Shoop, Harold<br>Simmons, Steve & Mrs.<br>Sims, Bob<br>Sims, Edward Leroy<br>Sims, Walter Frank<br>Skolchekovich, John<br>Slate or Sloie, Mrs. Ruby<br>Slayton, Whittie<br>Smith, Eugene<br>Smith, Frank<br>Smith, Joseph D.<br>Smith, Lucky<br>Stafford, Ed<br>Stanley, George<br>Starr, Johnny<br>Staurat, James H.<br>Stear, Melvin M.<br>Stephen, Gene J.<br>Stewart, William D.<br>Stewart, Miguel<br>Stewart, Robert E.<br>Stewart, Thomas<br>Stickroth, Richard<br>Stingham, Paul E.<br>Stokes, Leo<br>Storms Jr., Henry<br>Strickland Jr., John W.<br>Strickland, Myrtle<br>Strickler, Thomas E.<br>Stuckey, A. W.<br>Summers, James<br>Sutherland, Frank W.<br>Sutton, Robert Lee<br>Swanzer, Clarence<br>Swank, Harry<br>Switzer, Jackie<br>Tatro, Frederick D.<br>Taylor Brothers<br>Taylor, Earl R.<br>Taylor, R. L. (Bob)<br>Taylor, Robert<br>Taylor, Shirley<br>Theodor, Mack<br>Thomas, George<br>Thomas, Jimmie<br>Thompson, Jerry<br>Thompson, Sylvia<br>Timberlake, Billy<br>Timmerman, Tim<br>Toler, C. H.<br>Travers, Eugene<br>Travis, Jimmie<br>Triska, Gighware<br>Troupes<br>Tuggles, Alonzo<br>Utter, David E.<br>Valley, M. 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J.<br>Harris, Frank<br>Hayden, Lee<br>Hergert, Joe<br>Hollinbeck, Harold<br>Holston, J. F.<br>Hughes, Joe S.<br>Gordon, James<br>Jackson, Gypsy Red<br>Jones, W.<br>Julian, W.<br>Kelly, Dave<br>Kerry, Pat<br>Kerner, Dorothy<br>Kernes, Jim<br>Kieley, John M.<br>King, Larry<br>Korman, Carroll<br>Laski, John W.<br>Lee, Toni<br>Lennon, Mrs. Pauline<br>Lewis, Oscar<br>Lewis, Sammy<br>Lutz, Fritz<br>McDonner, Mack<br>McHenry, M. F.<br>McLendon, Leon<br>McMillan, R. J.<br>Maddigan, Cliff<br>Mahan, Mike<br>Malone, James Jr.<br>Massey, James C.<br>Meeke, John K.<br>Melbye, Vilgo<br>Melody<br>Moore, Westley<br>Morris, Mr. & Mrs.<br>Murry, Joe & Babs<br>Nelms, Leila V. | Newman, Syd<br>O'Dea, James<br>O'Malley, Pat<br>Pait, Fred<br>Parks, J. M.<br>Pendleton, C. T.<br>Phillip, Don<br>Pierson, Orvil<br>Pitre, Allen<br>Pope, Ernest H.<br>Poole, James W.<br>Ransom, Leila<br>Radford, Ronell<br>Reeves, William S.<br>Regan, Mrs. E.<br>Rendelle, Jo Ann<br>Renner, Edward<br>Rhodes, E. C.<br>Rice, W. B.<br>Richardson, Chris<br>Rosenner, William<br>Sandusky, A. D.<br>Shermerhorn, Frank J.<br>Shields, Roy<br>Silva, Bill<br>Silva, Caryl I.<br>Simons, Helen M.<br>Sudduth, William F.<br>Taylor, Arletta<br>Taylor, Earl<br>Taylor, Harry<br>Thompson, Frank N.<br>Timmerman, Clarence M.<br>Vaughn, Ross Dean<br>Wallace, Max<br>Wallace, Rockey C.<br>Wallace, Vernon Max<br>Ward Concessions, Francis<br>Warren, Russell E.<br>Ward, Forest E.<br>Whitson, L. W.<br>Willis, Thomas Jr.<br>Winburn, Herb<br>Wood Dutton L.<br>Zaner, L. E.<br>Zucco, Joseph |
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OR  
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**5,000**

FACTORY GUARANTEED  
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BEAUTIFULLY BOXED  
FACTORY TAGGED \$49.50  
CLOSING OUT ENTIRE STOCK AT \$14.40  
EACH IN LOTS OF SIX OR MORE  
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P. O. BOX 261  
OCEAN DRIVE BEACH, S. C.  
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She actually gives answers to questions

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**\$15.84** per gross  
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3 different color ball pens with ink to match, handy comb and plastic pocket saver.

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Bitzer, Marilyn Mae  
Black, Joe  
Blood, Clarence & Delores  
Bowman, Roscoe H.  
Burgess, David E.  
Burto, Leon H.  
Cabil, Wilbur  
Carr, Robert C.  
Chambers, Jesse  
Chambers, Louise  
Chastine, Mr. & Mrs. Bill & Eunice  
Cheney, Herman M.

Christensen, George  
Cogle, Shorty  
Cone, LeRoy  
Cool, James  
Cooper, Earl  
Cotter, E. L.  
Cougill, Robt.  
Cox, Ralph CS  
Crittes, Mr. & Mrs. Charles  
Daniels, Charles  
Dion, Ted  
Disiva, George  
Dodson, Troy Leon  
Dubau, Barbara  
Dunn, David B.  
Ferranti, Richard  
Ferris, Carl  
Finley, Evelyn  
Foltz, Russel  
Forbes, Jimmy  
Freeland, Raymond

Goilke, Murray  
Kierhoff, Mary E.  
La More, Grant  
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Muse, Charles E.  
Newman, Vic  
Payhem, Joseph  
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Reid, John  
Richards, Miller E.  
Romero, Don  
Sutton, Vivian Van  
Travis, Emmett  
Wolfson, A.

Christensen, George  
Cogle, Shorty  
Cone, LeRoy  
Cool, James  
Cooper, Earl  
Cotter, E. L.  
Cougill, Robt.  
Cox, Ralph CS  
Crittes, Mr. & Mrs. Charles  
Daniels, Charles  
Dion, Ted  
Disiva, George  
Dodson, Troy Leon  
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Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

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Tailored Earrings, asst. styles ..... 1.50 dz.  
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Pierced Earrings on display ..... 1.75 dz.  
4 Pc. Pearl Set, boxed ..... 13.50 dz.  
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Crystal Beaded Necklaces ..... 5.00 dz.

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**COMPLETE YOUR HIGH SCHOOL AT** home in spare time with 60-year-old school. Texts furnished. No classes. Diploma. Information booklet free. American School, Dept. X-114, Drexel at 58th, Chicago 37, Illinois. ch

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**NEW SCIENTIFIC DISCOVERY — 60 SEC-** ond white wall tire cleaner. Just brush, wipe or spray on. Hose off; tires sparkling white. Wonderful 30-second demonstrator. 400% profit. Private labels, no extra cost. Lifetime opportunity. Details free. Pittman Co., Box 992-B, Porterville, Calif.

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FOR SALE — 3 CUSTOM-BUILT CANDY Floss Machines (not junk), complete with stand and camp trailer to haul entire unit. Price and details on request. E. V. Anderson, 356 Lenox Road, Bridgeport 3, Conn.

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**MINIATURE (RENSELAER) TRAIN; 1952** model Loco & 3 cars, 16" gauge, 26/54 pass.; low mileage, extra good, with 2,400 ft. of track, \$8,000. B. E. Roberts, 1676 Noble Dr., N.E., Atlanta, Ga. fe16

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**COLLECTORS OF RARE AND UNUSUAL** photos; send for information, I do not handle art photos. Martin, Box 705, Gilroy California. fe16



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PRESS CARD—GAIN ADMITTANCE FREE almost anywhere. \$1. Wholesale House of America, 210 Fifth Ave., New York 10, New York. fe16

PHOTO SUPPLIES DEVELOPING—PRINTING

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative 25% additional for each different photo. Jack Koons, Huntington Mills, Pa. fe16

PRINTING

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TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md. fe23

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Matlo Press, 767-B Leith St., Flint 5, Mich. mh2

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-142, Chicago 32, Ill. fe23

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, nurses, doctors, others. All popular miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. B-109, New York 11, N. Y. np

GOLDMINE OF \$60 MONEY MAKERS—Free copy. Specialty Salesman Magazine desk. 22-B, 307 North Michigan, Chicago 1, Ill. ch-1n

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NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfit. Bright colors, concentrated black ink. Catalog free. Milt Zeis, 728 Lesley, Rockford, Ill. 1813

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

WANTED—STORE OR GIFT SHOP. Summer resort within 300 miles of N. Y. Box C-134, c/o Billboard, Cincinnati 22, Ohio. fe16

WILL BUY LARGE OR SMALL KIDDIE Ride Route, Amusement Arcade, Kiddie Park or Amusement Machine Business in South or Gulf Coast area. Will buy Mills Pancams. B. W. Langford, 1123 Hub, Houston, Tex. Ph: WA 6-7001.

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Forms Close Thursdays for the Following Week's Issue

EXPERIENCED MANAGER—PROFESSIONAL for Kentucky rink; good salary plus commissions; extensive references required, write Box C-138, c/o Billboard, Cincinnati 22, Ohio.

IF YOU WANT TO EARN MONEY FAST

I'll send you free sample stocking of newest Stretch DuPont Nylons to sell at only \$1 a pair. American Mills, Dept. 604, Indianapolis 7, Ind. np

MUSICIANS WANTED—ALL CHAIRS

Need Commercial Drummer with a beat. Sharpest transportation available. Guaranteed salary, 50 weeks a year. Little John Beecher, 1811 City National Bank Bldg., Omaha, Neb. fe23

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JOB LOTS CLOSEOUTS

BE SURE TO CONTACT US IMMEDIATELY.

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CIRCUS & CARNIVAL

ELECTRICIAN WITH CONCESSIONS—Many years' successful experience; last four with retiring John H. Marks Shows. Averaging 20 Rides, 10 Shows, 60 Concessions, five Diesels and Transformers. Married; strictly sober, reliable and top performance of duties. Go anywhere, anytime. Arthur R. McGuire, 32 Main St., Garden City, Savannah, Ga. fe16

MISCELLANEOUS

A VARIETY SHOW IN A TRIO—DIFFERENTLY staged entertainment. Two lovely girls and a man in juggling, balancing, magic and rhythm guitar with vocalist doing C&W tunes with yodel. At liberty after February 12. Box C-137, c/o Billboard, Cincinnati 22, Ohio.

ELECTRICIAN & BUILDER—TRANSFORMERS or Diesels. Prefer 6-10 Ride Truck Show. Have Concession. Fred Shujett, 2635 S. Karlov, Chicago 23, Ill.

FORMER ARCADE MANAGER, 35, GOOD appearance, dependable, responsible. Would like to connect with showman as assistant, learn production. Good talker, hustler, not afraid of work. Box C-135, c/o Billboard, Cincinnati 22, O. fe23

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30

MAGICIAN FOR NITE CLUBS, THEATRES, hotels, supper clubs, lounges, parks, fairs, celebrations, etc. Contact Rollin, 2110 Seventh Ave., Altoona, Pa. fe23

TATTOO ARTIST AT LIBERTY. WILL take location in any place to make money at 25¢. Jack Bailey, 206 E. Main St., Bessemer City, N. C.

MUSICIANS

AT LIBERTY—COWBOY SINGER AND Guitarist, good wardrobe, will travel; available after March 1. Write Rambler, Red Brown, Box 49, Liberty, Ill. fe16

DRUMMER—DOUBLE VOCALS, DESIRES location spots with combo. Own car, neat, dependable; union. Write, wire Johnny Bonino, 125 Sunny Rise Blvd., North Miami Beach, Fla. mh2

COMING EVENTS

Continued from page 67

Tampa—Babe Zaharris Boat Show (Hester Army), Feb. 14-17. Winter Haven—Fla. Citrus Expo, Feb. 11-16. Philip E. Lucey.

Georgia Atlanta—Southeast Boat & Sports Show, March 1-8.

Illinois Chicago—National Boat Show, Feb. 8-17. Guy W. Hughes.

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 23-30. Laurence Hamley.

St. Louis—St. Louis Expo. & Sports Show (Municipal Aud.), April 12-14. Marc Cox.

Waterloo—Northeast Ia. Sports & Vacation Show (Hippodrome Aud.), April 4-7. Arien N. Prekings.

Kansas Wichita—Kansas Sport, Boat & Travel Show (Forum), April 3-7. Bob Maya.

Kentucky Louisville—Kentuckiana Home and Improvement Show (Armory), April 7-14. Joseph Brooks.

Louisiana Delhi—Northeast La. Dist. Livestock Show, Feb. 25-March 2.

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.

Topfield—Sportsmen's and Boat Show (Fairgrounds), April 18-21. Danvers Fish & Game Club.

Michigan Bay City—Better Homes Show, March 15-20. Jack Davis, Box 12.

Detroit—Detroit Sports & Travel Show (Fairgrounds), March 9-17. Frank Jenkins.

Minnesota Minneapolis—Northwest Sports, Travel & Boat Show (Municipal Aud.), April 8-14. F. W. Kahler.

St. Paul—Land-o-Lakes Boat, Marine & Tackle Show (Auditorium), March 15-24. Noel Van Tiburg.

Missouri Kansas City—Kansas City Auto Show, March 2-10. Springfield—Springfield Outdoor Show

DRUMMER INTERESTED IN FLORIDA OR

Nevada. Prefer location work with combo. Young, car, new equipment; member 655. Good beat. Paul Lewth, 110 Avon St., New Haven, Conn. LO 27992. fe16

DRUMMER—READ, FAKE, SOLO. TRAVEL own car, new equipment; drums, voice and good appearance. Roukie Hager, 208 Warren St., Columbus 8, Ohio. AX 1-4004.

ELECTRIC GUITAR—TAKE-OFF OR rhythm. Read or fake. Double piano. Sing; union. Prefer small combo. Can work alone. John E. Meyer, Box C-136, c/o Billboard, Cincinnati 22, Ohio. mh9

FINE TAKE-OFF GUITARIST DOUBLING Trumpet and Trombone. Jazz, read and arranger. Good vocals, including group. Musician, 777 S. E. Eighth St., Evansville, Ind. Harrison 5-9112.

HAMMOND ORGANIST WITH OWN LATEST model instrument with percussions. Now completing third season. Internationally famous health resort. Available May 1. Gulf Coast or elsewhere. Union. Please write Organist, Safety Harbor (Spa), Fla.

MODERN INSTRUMENTAL, SEXTET WISHING summer employment. Experienced, union, college students, music majors, sober. Will add vocalist if desired. Prefer location, but will travel. Gary Behm, 311 North Gilbert, Iowa City, Iowa.

PIANO—READ, FAKE, SING SMALL combo. On location preferred. Can work alone. No shows. Male, white, union. Musician, 2260 N W 27 Ave., Miami 37, Florida. fe16

ROCK 'N' ROLL FIVE-PIECE STRING Band; have uniforms; Presley-style vocalists; will do floorshows; prefer theatre booking; non-union; will join. Wayne Cochran, Route 5, Thomaston, Ga. Phone 5994. fe16

TENOR CLARINET, FINE TONE. JOIN trio or quartet. Good commercial, dixie; hotel or club. Union, sober, 36 years old. Read well, fake anything, know hundreds of tunes. Musician, Box 364, Tustin, Calif. Phone: Kimberly 39246.

PARKS & FAIRS

FAMOUS PROF. PAMAHASIKA—OWNER of the Pamahasika's Studio. Have the Props for white cockatoo, macaws, parakeets, canaries, dogs, ponies, chimps, monkeys 1 present, train, teach 3504 N. 8th St., Philadelphia 40, Pa. fe23

HIGH FIRE DIVING AS FEATURED BY Fox Movietone. A stunt man demonstrates his most dangerous assignment. A wonderful sight to behold. Impressive results wherever shown. A Capt. Mac Production, 456 Lamphier Place, Warren, O. Tel. 45337. fe16

RAY'S CIRCUS REVUE NOW SOLICITING officers for season 1957. You can't go wrong with this combination. Magnolia, O. Route #1. fe16

VOCALISTS

ATTRACTIVE GIRL VOCALIST TO JOIN band. Good wardrobe, hand experience, will travel. Jill Winters, 415 Bickett Blvd., Raleigh, N. C. Temple, 3-1487.

Oklahoma City—Okla. 4-H & FFA Live-

stock 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, 1635 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. Allland.

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—Better Homes Expositions, Feb. 13-17. Patrick O'Toole, Hilton Hotel.

Fort Worth—Fort Worth Boat & Sport Show (Will Rogers Bldg.), Feb. 20-24.

Harlingen—Fiesta Turista Celebration, Feb. 10-16. Don M. Brashear, c/o Chamber of Commerce.

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 Pat Stock Show, March 7-10.

San Antonio—San Antonio Rodeo, Feb. 8-17. W. L. Jones.

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 and Motor Boat Show (Arena), March 19-24. John E. Raine.

Washington Spokane—Sports Show, March 19-24.

Tacoma—Better Homes Exposition, March 19-24. Dorothy H. Godfrey.

Wisconsin Milwaukee—Sentinel Sports & Vacation Show & Great Lakes Boat Show (Arena and Aud.), March 23-31. Charles D. Collins.

Milwaukee—Milwaukee Auto Show, Feb. 9-16.

Canada 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.

LITTLE ATOM World's Smallest Pistol COMPLETE WITH BARREL AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

ACTUAL SIZE \$12.00 Dealer's Cost... \$1.95 ea. List... \$1.95 ea. Actually shoots caps with terrific report... sells on sight with a bang!

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COIN MACHINE OPERATORS—TOBACCO JOBBERS

NATIONALLY ACCEPTED BY PLAYERS AND OPERATORS NO FEDERAL TAX OR WAGERING STAMP REQUIRED BIG PROFITS FIVE CARD DRAW 640 CARDS—25¢ PLAY TAKES IN \$160.00 Pays Out . . . (Av.) \$83.00 Profit . . . (Av.) \$77.00 For Information Write—Wire—Phone 633 Plymouth Ct. Chicago 5, Illinois Phone: HARRISON 7-297

## Wholesale Cigarette Price Increase Predicted Soon

**Ops May Jump to 27c on Regulars; Rush for Multi-Price Units Looms**

NEW YORK—The long-awaited general increase in wholesale cigarette prices should come within the next 60 days, possibly a lot sooner, according to rumors which have been sweeping the trade here.

Consensus is that the increase will result in a 1-cent-a-pack boost in retail store prices for regulars, filters and kings. For the vending operator the increase should mean a lot of headaches.

Take the regular pack situation in New York, for example. Currently, regulars sell for 23 or 24 cents over the counter and a flat 23 cents in vending machines. Taxes are 4 cents—3 cents to the State and a cent to the city.

### Need 26 Cents

With a wholesale increase, most retail outlets will get a straight quarter, with a few at 24 cents. But at a 25-cent vend, the operator will have a paper-thin margin. He needs 26 cents.

As a pack of cigarettes won't hold four pennies, the operator must then vend regulars for 27 cents, with three pennies in each pack. This puts the vending operator 2 to 3 cents higher than the retail seller.

But the increased price differ-

tial should work against the operator. While most persons who buy from vending machines do so on impulse, or because cigarettes aren't available elsewhere, there is a sizable percentage of smokers who will buy from a machine when counter service is available. A 3-cent differential is going to drive these people away from the machines.

### 2 Cents More

On the surface, it would appear that the operator can make up for his loss in volume by increasing his profit margin: his wholesale per-pack cost rises less than a cent, but his selling price goes up 2 cents. However, it doesn't work out that way.

The expense and bother of putting pennies in cigarette packs is considerable. With a 25-cent vend,

the operator wasn't faced with the problem. With a 27-cent vend he is.

The impending wholesale cost increase comes in the wake of a rising tax situation in many States. Some States, like Connecticut and Pennsylvania, have "temporary" taxes of a cent a pack, in addition to the regular taxes. How temporary these taxes are remains to be seen.

### Price Structure

But with any increase in the wholesale price, an operator in a 3-cent tax State must consider going to 27 cents on regulars. Chances are that kings will be vended at 28 cents, with 30 cents for filters.

The likelihood of filters vending for more than 30 cents is slim for the time being. Operators in met-

(Continued on page 82)

## PROBABLE CIG BOOST WILL BE 23c A THOUSAND

NEW YORK — The first concrete indication of a general increase in the price of cigarettes came last summer when Liggett & Myers announced a general wholesale boost. L&M rescinded the increase within 24 hours when it learned that the American Tobacco Company would not follow suit. At that time, tho, American did not have a filter tip. Now it does: Hit Parade.

Trade talk has it that the increase will be first announced by either American or R. J. Reynolds. The boost will probably be 23 cents a thousand at wholesale.

The cost of tobacco has gone up 20 per cent in the last year, with advertising running 10 per cent higher. O. Parker McComas, president of Philip Morris, predicted that regulars, filters and kings would go up in price this year, but he declined to say when.

## U. S. Votes to Keep Cigarette Excise Taxes

WASHINGTON — Hope for lower tax rates on cigarettes was shattered last week (8) when the House Ways and Means Committee approved legislation extending current excise rates another year.

Approval came shortly after Treasury Secretary Humphrey told the committee that Treasury needs the \$185 million a year tax from cigarettes, and the revenue from liquor and automobile taxes, to prevent red-ink financing.

Humphrey said, "The present rates are too high," but he believes "the most important tax change would be to reduce the rates for all taxpayers when our fiscal situation permits."

Current levies were set during the Korean War, and have been extended every year since. They were scheduled to drop April 1.

The bill which the committee approved (H.R. 4090) also extends the current 52 per cent tax on corporate incomes. House passage of the measure is expected within several weeks. Bill will then go to the Senate for action.

## Sees \$10 Billion Vend Sales by '67

**Hinkle Predicts 400% Increase Over '56 With More New Vended Products**

NEW YORK — Total vending sales of \$10 billion a year by 1967, an increase of 400 per cent over the 1956 figure of \$2 billion, were predicted by E. F. Hinkle, president of the Automatic Canteen Company of America.

Hinkle made this statement Thursday (7) at a luncheon meeting of the Financial Analyst Society of Philadelphia at the John Bartram Hotel.

He pointed out that "until 1950, our business was pretty much confined to candy, gum, nuts and cold beverages. Since 1950, sales in these categories have continued to grow. But in addition, new products, new types of vending machines and new locations have come into being.

### Smaller Percentage

"Consequently," he continued, "while the sale of our original product lines is today larger in dollar volume than it has ever been, it still represents a smaller percentage of total vending industry sales than ever before.

"It is my prediction," he added, "that sales of these original products will continue to grow in dollar volume, but that the percentage that they represent of the industry's total sales will decrease because of the addition of new products."

Hinkle took a swipe at operators' attempt to gain locations by outbidding the competition on commissions. He added that the average commission paid out by the operator is more than twice the operator's net profit, and this is not a fair ratio considering the equipment investment, operating overhead and risk. Service, not commission, should be the operator's principal sales argument, said Hinkle.

### Progress Cited

He struck an optimistic note, tho, when he said that the problem is being overcome. "Thru education," he explained, "we have been able gradually to reduce commissions. I am glad to say that in most cases, when we discuss our accounts, and show them accurate profit and loss statements, we've been receiving a

fair audience and have arrived at mutually agreeable adjustments."

Hinkle traced the growth of Automatic Canteen, pointing out that it was founded with a capital stock of \$30,000 in 1929. By 1943, its retail sales and other revenues were up to \$14,700,000, and by 1951 the gross was \$36,700,000. In 1955 sales jumped to \$99,700,000, and in fiscal 1956 they hit a high of \$104,200,000.

The profit picture reflected the sales, he added. Profit margin, before taxes, was 4.6 per cent last year, 3.9 per cent in 1955 and 3.4 per cent in 1954.

## Philip Morris Gross 10% Ahead of 1955

NEW YORK — Sales last year for Philip Morris, Inc., were more than 10 per cent ahead of 1955 figures, with earnings keeping pace, according to O. Parker McComas, PM president. In 1955, the firm grossed \$283,000,000, with a profit of \$3.63 a share.

McComas predicted that first quarter sales for 1957 would be ahead of last year's quarter.

While the Philip Morris brand in regular and long sizes dropped 15.2 per cent from the 1955 total unit sales, McComas pointed out that the decline since the label change and the repacking in a flip-top box has been less than the decline for other non-filter brands. Last year, 19.5 billion Philip Morris cigarettes were sold.

McComas said that the firm is laying heavy emphasis on its filter-tip Marlboro, introduced in 1955. Marlboro is now the nation's 10th major brand, with 14.3 billion units sold last year. The gain, 120 per cent, was the highest in the industry.

Moreover, Marlboros were selling at the rate of 20 billion units a year at the end of 1956. Marlboro is the top filter seller in the New York area, but nationally it

## Apco Popcorn, Self-Brew Unit In Production

NEW YORK—Apco has begun production on its self-brew coffee and popcorn units, with the hot food machine slated to come off the lines April 1.

Mel Rapp, Apco executive-president, said that more than 2,000 orders for the new coffee machine have been received, with deliveries scheduled to begin in late February or early March. Rapp said that it will take about 60 days to fill current orders.

He added that the popcorn machine has been in production for two weeks, with initial deliveries set for March. Both units, Rapp said, have undergone tooling changes since they were exhibited.

## Superior Dist. Faces False Ad Charge by FTC

WASHINGTON—Superior Distributing Corporation, Denver, was charged last week (8) by Federal Trade Commission with misrepresenting the value of its three-in-one hot drink vending machine as a source of high profit to purchasers.

The complaint charges that Superior, in its newspaper ads, misrepresented the profit actually earned by operating the machines. It further charges that, contrary to its ads, Superior seldom, if ever, obtains locations for the machines. Locations that are secured, FTC alleges, are ordinarily not satisfactory.

FTC also charges that Superior does not give exclusive territories to purchasers, despite statements to that effect. According to FTC, the company "will sell to anyone who wants to buy, for placement wherever 'e desires."

In a further allegation, FTC said that Superior does conduct surveys

(Continued on page 82)

## Bally Vending Plans Move to New Quarters

CHICAGO — Bally Vending Corporation announced they will move their entire manufacturing, sales and service facilities to new quarters located at 2432-60 George Street here.

The site will be a one-story building, providing approximately 70,000 square feet of space for the organization.

Fred Mills Jr., Bally Vending sales manager, announced the move will be made to provide Bally with additional space needed for their rapidly expanding manufacturing and sales operation. The new quarters will enable Bally Vending to consolidate their manufacturing, service and sales organizations under one roof.

## Vend Tax Rates For L. A. Given

LOS ANGELES — Assessed valuations with \$15 to be added for cash and cigarette inventories have been set by the office of John R. Quinn, Los Angeles County Assessor and Tax Collector.

Tax rates will average approximately \$7 per \$100 valuation. Beverly Hills has the lowest rate with \$5 and Redondo Beach the highest with \$15. The ad valorem for machines in the city of Los Angeles is \$6.8809. Quinn's office collects taxes for all of the county except Pasadena and Long Beach, where offices are maintained.

According to the list, candy vending machines are assessed, with additions for cash and mer-

(Continued on page 82)

## Reynold's Sales Up for Year, Camel Leads Pack

WINSTON-SALEM, N. C. — Sales of the R. J. Reynolds Tobacco Company reached a record high of almost a billion dollars for 1956, according to the firm's annual report released by John C. Whitaker, chairman, and E. A. Darr, president.

The firm noted that Camel was still the country's largest selling cigarette, but that sales for that brand had declined from 1955. They added, however, that filter-tip cigarettes are rapidly gaining a major share of the cigarette market, and now represent 30 per cent of all sales in the industry.

Reynolds stated their Winston brand was the largest selling filter cigarette, widening its 1955 margin. The firm also produces Cavalier king size cigarettes, and Salem, a king-size, mentholated filter-tip cigarette.

The report showed that the company's 1956 net sales totaled \$957,366,846, compared with \$866,425,772 the previous year. Earnings rose from 1955's net of \$53,267,637 and equaled \$5.91 a common share or 10,000,000 shares of stock, against \$5.05 the year before. The book value of the stock increased from \$30.45 a share to \$33.33 a share.

**NEW YORK**—The U. S. Patent Office has denied registration of the trade-mark, Kay Koola, by Joseph P. Kayatta, of Providence, R. I. The Coca-Cola Company had filed opposition against use of the name for a soft drink.

### 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  
 DUGRENIER MODEL 5, 7-column, king-size... 45.00  
 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.

**NATIONAL VENDING SERVICE CO.**  
 308 Furman St. Brooklyn, N. Y.  
 TRiangle 5-1857

### FINEST RECONDITIONED VENDORS

The new pack was tested last month in New England and some mid-Atlantic, West Coast and Southern States. National advertising in consumer magazines and on television will plug the new pack.

Silver King, 5c ..... \$ 8.50  
 Acorn, 1c or 5c ..... 10.00  
 N. W. Model 49, 1c or 5c . 12.50  
 Master, 1c & 5c Comb ... 8.50  
 3 Col. Hot Nut ..... 19.50  
 Asco Hot Nut ..... 7.50  
 N. W. Model 39 ..... 7.50  
 N. W. Model 33, Ball Gum 7.50  
 Du Grenier 6-Col., 1c Tab . 14.50  
 Du Grenier 4-Col., 1c Tab . 10.95  
 Mills, 6-Col., 1c Tab .... 17.50  
 N. W. 1c 10-Col., Tab Gum 19.50  
 Porfumo Machine ..... 19.50  
 8-Col. Stoner, Post War... 185.00  
 Ball Point Pen, New ..... Write  
 2-Col. Stamp, New ..... Write  
**OAK'S PREMIERE CARD**  
 VENDOR .... Write for Price

All machines completely checked and ready for location—Order with complete confidence.  
 1/3 deposit, balance C.O.D.

**Rake Coin Machine Exchange**  
 609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

**ELVIS PRESLEY BUTTONS**  
 3 colors & designs  
**\$62.50**  
 per carton of 5,000, F.O.B. factory. Cash with order.

**TERRIFIC PACKAGE!**  
**4 VICTOR Standard TOPPERS**  
 plus **10,000 Beautiful Pearlized BEADS**  
 plus **25 lbs. 210 Ball Gum**  
**\$79.95**  
 1/2 deposit, balance C.O.D.

**H.B. Hutchinson Jr.**  
 860 North Ave., N.E. Atlanta, Ga.  
 Phone: TRinity 5-4300

### Zausner Develops Cheese & Cracker Vending Market

**MINEOLA, N. Y.** — Zausner Foods of New Jersey, a Long Island cheese company, is building up a market for its products among vending operators. According to Hy Zausner, president of the firm, 10 selections are available, but three—gruyere, cheddar and a mixture of Swiss and kummell—account for most of the sales to automatic merchandisers. Zausner explained that one-ounce and two-third-ounce foils of cheese are being vended with crackers for 10 cents. He added that the National Biscuit Company and his firm promote each other's products. The cheese portions come attached to the cracker packs and are dispensed as one unit thru pastry venders. Sales are on a national basis, with Zausner factory representatives selling directly to operators.

### New L&M Pack Sold Nationally

**NEW YORK** — National distribution of the Liggett & Myers Tobacco Company's crush-proof box for L&M filter-tip cigarettes is now complete. The brand is now available in crush-proof box, regular and king packs.

The new pack was tested last month in New England and some mid-Atlantic, West Coast and Southern States. National advertising in consumer magazines and on television will plug the new pack.

### Sheppard Baking Eyes Vending Mkt.

**NORTH BERGEN, N. J.**—The Sheppard Baking Company here has gone into production on a cake line for vending operators. The cakes, which will fit into all standard pastry and candy venders, come packed 12, 14, 16 and 18-count, according to the selection, and are designed for a 10-cent vend.

Cakes include raisin slice, plain slice, chocolate cup, jelly bar, streusel bar, applesauce bar and oatmeal cookies.

Currently, Sheppard is distributing only in the New York metropolitan area. According to E. Hannan, sales manager, the firm will consider national distribution.

### 1c Ticket, Napkin Vender: Erickson

**NORTH SACRAMENTO, Calif.**—The Jewel, which vends tickets with quiz questions and answers, and also dispenses paper napkins, has been put into production by F. E. Erickson Company, Inc., here.

The unit will sell for \$24.50, including 500 tickets. Features include chrome finish, large capacity and compactness, taking no more space than the conventional napkin holder. The Jewel may be adapted to vend any one of three types of tickets by changing the name plate and ticket supply.

### Territory Enlarged

**NEW YORK** — Richard E. Gibbs, general sales manager for Arthur H. Du Grenier, Inc., announced that Oklahoma has been added to the territory of the McDonald Distributing Company, Dallas. W. G. McDonald now represents the firm in Texas and Oklahoma.

### NEW FRONTIER Soup Vending Invades Land Of Agencies

**NEW YORK**—The hot canned soup vender, originally meant for the realm of overalls and work gloves, has found a home in the land of the sack suit and the big ball of wax.

Two Fedam 10-selection soup machines are on location in the heart of Madison Avenue, in the Batten, Barton Durstine & Osborn building, no less.

Soups vended in the machines are exclusively those of the Campbell Soup Company. BBD&O is the Campbell advertising agency. The machines have been on location for two weeks.

Both units are located near the elevator, one on the sixth floor and the other on the 11th floor. According to a company spokesman, those of the 13,000 BBD&O employees to patronize the machine do so mostly during snack breaks rather than at lunch time. Cans vend for 15 cents each. Operator is Walter Coleman, Coleman Affiliates.

### Lorillard Promotes Davis and Hoffman

**NEW YORK**—Two executives of the P. Lorillard Company were promoted last week. George O. Davis, director and treasurer, has been named vice-president and director of finance, while George A. Hoffman has been appointed director of manufacturing and elected to the board.

Davis has been a director since 1955 and treasurer since 1949. He remains treasurer. Hoffman, who had been with the firm since 1920, was assistant director of manufacturing. He succeeds Joseph J. Blacknall, who retired recently.

### Reynolds Reports Record Sales, Net

**NEW YORK** — The highest earnings and sales in the 81-year history of the R. J. Reynolds Tobacco Company were reported for 1956 by J. C. Whitaker, board chairman.

The annual report had net earnings at \$61,912,680, an increase of 16.2 per cent over the previous record of \$53,267,637 set in 1955. Sales jumped 10.5 per cent to \$957,366,846 from the 1955 figure of \$866,425,722 and 8.6 per cent over the previous high of \$881,424,999 in 1952.

### Guggenheim Ready On Magic Letters

**NEW YORK** — Karl Guggenheim, Inc., has gone into production on a line of Magic Letter charms. The charms are plastic polyethylene letters which link together for use as bracelets, necklaces or for forming words.

Bob Guggenheim, head of the firm, said that current sales are running well ahead of last year, with January volume 40 per cent ahead of January, 1956.

**J. SCHOENBACH**  
 Distributor For  
 oak Manufacturing Co., Inc.  
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 PResident 2-2900  
 PHONE OR WRITE FOR PRICES



## STANDARD SPECIALTY

Now offering **Northwestern TAB VENDING EQUIPMENT**

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.

**STANDARD SPECIALTY CO.**  
 5115 E. 14th St. Oakland, Calif.



## ATLAS MASTER Penny-Nickel BALL GUM-CHARM VENDOR

Penny-nickel mechanism... one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip, nor take washers.

**EXCLUSIVE NAT'L SALES AGENT**  
 World's Largest Selection of Miniature Charms  
**PENNY KING COMPANY**  
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Fully Automatic Popcorn Machine

10c Hi Profit %

**\$159.00**

TERMS: 1/3 Deposit With Order, Balance C.O.D.  
 WRITE, WIRE OR PHONE

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the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

**oak's famous ACORN all purpose vender**

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

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### 5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00** DOWN

BALANCE \$10.00 PER MONTH

### WATLING MFG. CO.

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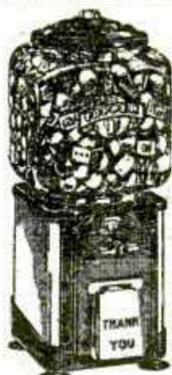
GIVE TO DAMON RUNYON CANCER FUND

### Superior Dist.

Continued from page 80

of localities to determine the number of machines that can be placed profitably, despite statements to the contrary. In many instances, machines are not delivered within the time promised, FTC said. The Commission concluded that such claims "deceive the public and unfairly divert trade from competitors, in violation of the FTC Act."

Named in the complaint is the company's president, Glenn E. Mercer. The parties have been granted 30 days to file an answer to the complaint. A hearing is scheduled for April 15 in Denver before an FTC hearing examiner.



**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each**

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List.**

**VEEDCO SALES CO.** 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

## SUPPLIES IN BRIEF

### Confect'ery Sales Down

Sales of confectionery and competitive chocolate products by manufacturers were estimated at \$96,321,000 in December, 1956—19 per cent below November,

### Cigarette Price

Continued from page 80

ropolitan areas have been getting 30 cents for filters, so they will absorb the wholesale increase, which still leaves them a fair margin. On kings, they will penny the pack with 2 cents instead of 3 cents.

Probably one of the greatest equipment rushes in the history of the industry will take place with the price increases. Single-price 25-cent machines will be obsolete in many areas and, with the cost of conversion averaging \$20 a machine, a great many units will be headed for the scrap heap.

### Used Equipment

Few operators will be financially able to replace the bulk of their equipment with multi-price electric machines. But they will buy what they can afford, and they will also snap up reconditioned used equipment.

Spurring the sale of new equipment will be the \$40-odd available in the form of subsidies on 20-column machines.

The general price increase should also spur the sale of filters in vending machines. Currently, 30 per cent of the nation's cigarette sales are filter brands, and that figure is considerably higher in metropolitan areas.

### Filter Sales

With many seven thru 11-column machines still on location, filter sales in vending have been restricted. A general price increase boost will serve to upgrade equipment, give the operator more selectivity, and hence make more filter brands available. Operators may not be able to afford the luxury of not carrying filters.

Recent State tax increases may pad the effect of the wholesale price boost when it comes. The tax hikes have forced many operators to move into multiple pricing, and most progressive operators are a lot better prepared for the 27-27-30-cent price structure than they were a year ago.

### Vend Tax Rates

Continued from page 80

chandise machines as follows: Cigarette type: five-column machine, \$16 valuation; six or seven columns, \$21; eight or nine columns, \$32; 5-cent gum-mint machine, \$5; double column or bowl machine, \$5, and single column or bowl machine, \$2.50. Attachments are to be added in the valuation.

### Cigarette Machines

Electric cigarette machines, with \$15 for inventory and cash, are assessed: eight column, \$60; 9, 10, or 11-column, \$70, and 12 to 20-column, \$90. Manually operated cigarette venders are assessed as follows: six or seven-column, \$24; 8-15-column, \$35, and 17 to 20-column, \$80.

Peanut and gum vending machines are taxed as follows: double-column or bowl, \$5, and single column or bowl machine, \$2.50. An extra assessment is made for cash and merchandise in the machines.

Scales made in 1941 and prior, of the ticket type are valued at \$12 and the non-ticket type, \$10. Later model scales are assessed at cost less normal depreciation. Additional taxes are collected for the cash in the machines.

1956, and 4 per cent below the December, 1955, total, according to Commerce Department. Sales of manufacturer-wholesalers at \$60,244,000 were 34 per cent below November, 1956, and 5 per cent below December, 1955. Sales by chocolate manufacturers in December were 25 per cent below the preceding month, and 8 per cent below December, 1955. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for 1956 were 6 per cent above the 1955 level. Dollar sales for 1956 were 4 per cent above the 1955 level.

### Glass Containers Up

Factory shipments of machine-made glass containers during December, 1956, totaled 9,856 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 636 thousand gross of the total, an increase of 179 thousand gross over November, 1956, shipments. Non-returnable beverage containers ac-

counted for 83 thousand gross of the total, an increase of 32 thousand gross over the November, 1956, figure. Cumulative figures indicate that shipments of returnable containers during 1956 totaled 9,239 thousand gross, an increase of 674 thousand gross over the amount shipped in 1955. Non-returnable beverage containers shipped in 1956 totaled 1,188 thousand gross, an increase of 11 thousand gross over the amount shipped in 1955.

### 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  
Keq of 21,000, size 9/16 ..... 21.00  
Keq of 17,000, size 5/8 ..... 19.00

Shipments made at once F.O.B. factory. Freight or truck.

FULL CASH WITH ORDER.

5% discount on marble orders received in February.

### ELVIS PRESLEY

### BUTTONS

3 Colors

6 designs

\$62.50



per carton of 5,000, F.O.B. factory. Cash with order.

### ROY TORR

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Giving friendly service & liberal financing since 1910

### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c ..... \$12.00  
N.W. DeLux 1c & 5c Comb. .... 12.00  
N.W. #39 1c Porc. .... 7.95  
N.W. #33 1c Porc. B.G. .... 6.50  
Columbus 5c Bulk ..... 6.50  
Silver Kings 1c B.G. or Mdee. .... 7.45  
ABT Guns ..... 30.00  
Acorn, 1c or 5c ..... 8.50

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen ..... .75  
Pistachio Nuts, Large Tulp ..... .75  
Pistachio Nuts, Vendor's Mix ..... .45  
Pistachio Nuts, Sheik ..... .53  
Cashew Whole ..... .64  
Cashew Butts ..... .61  
Peanuts, Jumbo ..... .45  
Spanish ..... .37  
Mixed Nuts ..... .37  
Tabby-Lets, 520 ct. .... .30  
Rainbow Peanuts ..... .30  
Boston Baked Beans ..... .32  
Jelly Beans ..... .28  
Licorice Gems ..... .28  
Leaflets, 550 ct. .... .48  
M & M, 550 ct. .... .50  
Hershey-ets ..... .43

Rain Bio Ball Gum, 60 ct. .... \$ .28  
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. .... .36  
Rain Bio Ball Gum, 100 ct. .... .32  
200 lb. minimum, prepaid on all Rain Bio Ball Gum.  
Adams Gum, all flavors, 100 ct. .... .48  
Wrigley's Gum, all flavors, 100 ct. .... .45  
Beech-Nut, 100 ct. .... .45  
Hershey's Chocolate, 200 ct. .... 1.49  
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

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Ball and VENDING

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Bubble Ball Gum, 140-170 & 210 ct. .... 27c lb.  
Chicle Ball Gum, 130 ct. .... 35c lb.  
Chloro-Vend Ball Gum ..... 40c lb.  
Chloro-Vend Chicks, 320 ct. .... 40c lb.  
Chicle Chicks, 320 & 520 ct. .... 36c lb.  
Bubble Chicks, 320 & 520 ct. .... 27c lb.  
Tab (short stick), 100 ct. .... 28c box  
5-Stick Gum, 100 packs ..... \$1.90

F.O.B. Factory. 150 Lb. Lots  
AMERICAN CHEWING PRODUCTS  
4th & Mt Pleasant • Newark 4, N. J.

### EGGS IN SKILLET



Beautiful Black Skillet with yellow and white fried eggs.

Plastic ..... \$15.00 per M  
Plated ..... 17.50 per M

At your distributor or write direct.

### Distributors

We are already getting repeat orders on this. If you haven't ordered, it's well worth a try.

**ALBERT FISCHER CO.**  
2320 Joyce Ave. Newport, Ky.

### Northwestern® VENDERS



are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

### NORTHWESTERN 5c PACKAGE GUM VENDER

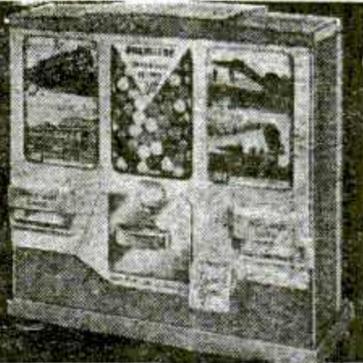
For full information on our complete line of profit-making venders write to—

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2273 ARMSTRONG ST. MORRIS, ILL.

### SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

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For Victor Vending Corp.  
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# COINMEN YOU KNOW

## Detroit

By HAL REVES

William L. Miller, head of the Miller-Newmark Distributing Company, of Grand Rapids and Detroit, advises that his firm is exclusive Michigan distributor for Williams Manufacturing Company's Roll-A-Ball. . . . Maurice J. Feldman, Central Coin Machine Exchange, reports business solid in games, with considerable activity in skee-balls and shuffleboards still holding popular interest.

Steve Brancaleone, owner of Gaycoin Distributors, is planning to replace a number of his older juke boxes with new equipment. . . . James A. Passanante, formerly one of the city's biggest juke box operators, as head of the old J. & J. Novelty Company, is suffering from an eye ailment.

A new operating company, the Crown Amusement Company, is making its debut, specializing in amusement games in the metropolitan area. Partners are Arthur P. Sauve, one of the oldest active coinmen in the area, in years of service and head of A. P. Sauve and Son, and Samuel J. Rose, Rose, at one time associated with the Isidor Edelman interests, is returning to the coin machine field after some years' absence, and will be active manager of the new firm.

Norman LaFleur of the Michigan Nickel Company is planning a trip to Florida. . . . The writer of this column is leaving upon a writing trip thru the Gulf Coast States, and the column will be handled in his absence by Doris Milatz, Phone K E N W O O D 5-2494.

Phil Jones of the Angott Distributing Company one-stop operation reports the record business running very strong. . . . Fay Grossman, office secretary at United Music Operators of Michigan, has resigned to take another post, and Adele Storm, who has been mistress of ceremonies for the association's record hops, is filling the post temporarily. . . . Mrs. Marvin J. Blank became the proud mother of eight pound Jody Gail on January 21 at Mount Sinai Hospital. The father, who is with the J. G. Music Company, is reported very nervous.

## Memphis

By ELTON WHISENHUNT

Clarence A. Camp, president of Southern Distributing Company, and Parker Henderson, general manager, brought in their fifth and sixth oil well in the Mahoney-Hayes field near El Dorado, Ark. The drilling company is Ce-Lin Developing Company, owned entirely by Camp and Henderson. They flew to El Dorado for the big event, with Henderson piloting the company plane.

Edward H. Newell, owner of Ormatt Music Company, presided at the recent Southeast district Boy Scouts' annual appreciation banquet. He is vice-president of the council.

Memphis operators seen at the courthouse last week getting city, State or county licenses: Jake Kahn, Tri-State Amusement; Robert Harbin, Harbin Amusement; Joe Cuoghi, Poplar Tunes Record Shop; June Bodenheimer, Shelby Amusement; Jimmy Rutledge, Ace Music; Doug Highfill, Rainbow Amusement; Rose Werner, Dixie Music Service; Earl Montgomery, S & M Sales; E. T. Bailey, Forsythe & Bailey Music; Jack Canipe, Canipe Amusement; Edward H. Newell, Ormatt Music; Joe Bar-

sotti, O. J. Barsotti & Company; John Hornsby, Hornsby Cigarette Service; Douglas Partee, Southern Cigarette Service, and Drew Canale, Canale National Tobacco Distributors.

Allen Dixon, general manager of S. & M. Sales Company, was on jury duty at the courthouse. . . . Parker Henderson, general manager of Southern Amusement Company, is pleased with the new target bowler games. He's got 20 on location.

Bill Fitzgerald, manager of Music Sales Company, says hottest records in Memphis now are "I Ain't Got No Home," by Clarence Henry on Argo, and "Young Love," by Tab Hunter on Dot. Bill also reports Carl Perkins' new Sun record, "Your True Love," is moving well. Bill says trend now is to calypso. . . . Joe Hill Louis, Canale Amusement Company, who is an entertainer on the side, had a new record cut for a local label. It's "Glamour Girl," backed with "Keep Your Arms Around Me."

Mid-South operators in Memphis recently, shopping: George Heard, Heard Amusement, Newport, Ark.; H. H. Hays, Jefferson Music, Pine Bluff, Ark.; Carlton Collins, Crystal Amusement, Grenada, Miss.; Harold Young, Broadway Music, Carruthersville, Mo.; M. B. Morris, Morris Amusement, Somerville, Tenn.; Lavaughn and D. C. Johnson, Johnson Amusement, Corinth, Miss., and M. L. Armstrong, Armstrong Music, Brinkley, Ark.

Drew Canale is busy these days running two routes. He and partner Waldrop Brown bought Service Amusement Company. . . . Giving the new route top service are C. L. Luckett, Thomas D. Blankenship Sr. and Thomas D. Webster. Former owners, Charles Marshall, will take over a beer distributorship; William Marshall, his brother, retired to his farm at Pope, Miss., and Luther Dickens will operate two grocery stores and other interests.

Chester Roe, Southern sales representative for National Vending Machine Company, had a showing at Holiday Inn of the new National 20-column cigarette vending machines and the new candy machines. . . . Charles Heard, owner of Heard Music Company, Newport, Ark., finally got to Memphis for shopping after being iced in for several days during a recent storm.

Other operators in town were Elgie Foster, Foster Music, Bolivar, Tenn.; Roy B. Morris, Morris Amusement, Somerville, Tenn.; Bill Foster, Foster Amusement, Pine Bluff, Ark.; Harold Young,

Broadway Music, Carruthersville, Mo.; Henry Hitchcock, Hitchcock Music, Jonesboro, Ark., and E. K. Eby, Pine Bluff Music, Pine Bluff, Ark.

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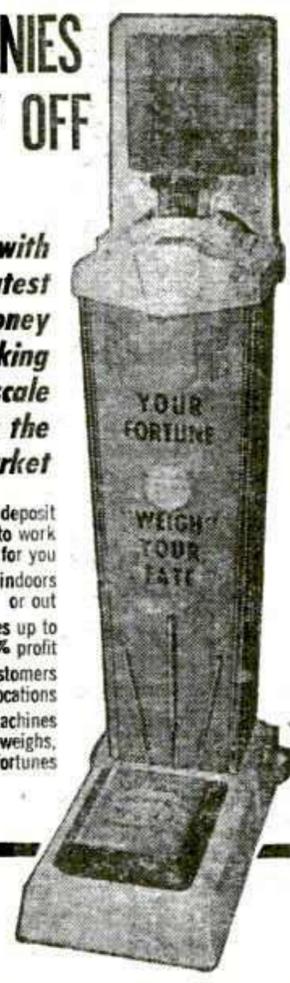
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## CMMA Hosts 500 At Annual Banquet

Operators and Distributors Hear Civic Officials Wish Industry Success

LOS ANGELES — The California Music Merchants' Association State-wide banquet and ball was held for the first time in Southern California with more than 500 operators, their families, allied industry representatives and civic officials here Saturday night (2) in the Ambassador Hotel Grand Ballroom.

George A. Miller, president of both the Music Operators of America and the CMMA, introduced the honored guests, along with the executives of the various CMMA branches. Seated with Miller were civic officials, including Clifford E. Rishell, mayor of Oakland, and wife; Phil Davis, Barbara Davis, Horace Gillette

and wife, of the Los Angeles division of the California Motor Vehicle Department; Earle D. Baker, Ransom M. Callicott and Eugene Wyman with their wives, all of the Los Angeles city council.

The association executives included Walter Hemple, president, Los Angeles division of CMMA, and wife; Ben Korte, MOA director and Los Angeles CMMA vice-president, and Marjorie Frost; Joe Silla, Oakland CMMA vice-president, and CMMA board chairman; Harry Snodgrass, MOA secretary, and Genevieve Rupp; William Black, Bakersfield CMMA president, and wife; Larry Marvin, Sacramento CMMA president, and wife, and Vincent Passaro, Los Angeles CMMA business manager, and wife.

### Mayor's Message

Councilman Baker read a telegram from Norris Poulson, Los Angeles mayor, wishing the operators success and expressing regret at his inability to be present.

Miller introduced local phonograph distributors who included Wayne Copeland, Sierra Distributors; Gary Sinclair, Wurlitzer Western sales representative; Jean Minthorne and Hank Tronick, Minthorne Music; Lucille and Paul A. Laymon, Paul A. Laymon, Inc., and William R. Happel, Badger Sales.

Members of Selective Music, Inc., producer of "Juke Box Derby," took bows. Fresno was represented by Wes Elster. Miller praised Sam Ricklin and Gabe Orland, of California Music, for their work in making the event a success. Ricklin was credited with selling 11 tables for the event.

The stagershow, directed by Rodney Pantages, featured recording stars, who offered a series of numbers backed by Alvin Rey and his orchestra. Bobby Sargent emceed the show, which featured the Four Preps, Nora Hayes, the Collins Kids, Jeri Sothern, Gale Storm, Barry Gordon, Pat Boone and Milt Rogers, Margie Minor, Koldiph Singh, Robin Robinson and the King Sisters. Sargent and Sid Fields also entertained with a skit.

Door prizes, donated by distributors and suppliers, were awarded.

## CITE PROGRESS FOR S. D. OPS

MOBRIDGE, S. D.—"Another year of progress" was cited by Harold Scott, secretary of the South Dakota Phonograph Operators' Association, as being achieved by the group in 1956 in a recent letter to officers and members.

Pointing to accomplishments achieved by the organization, namely, improved public relations and State tax and license reforms, he urged all operators not currently active to "move in and carry their share of the job."

The association's next meeting has been tentatively scheduled for April 28-29 at Salem.

## CAUTIOUS!

### 'Wait and See' To EP Slash, Milw. Ops Say

MILWAUKEE — Recent price cuts by record companies on EP's may affect some Milwaukee operators but most of them are approaching the new development with a wait-and-see attitude.

One-stops, on the other hand, appear to be far more confident of the anticipated effect of the EP cut on their sales.

A typical operator comment came from Doug Optiz, Hilltop Coin, who noted that his firm is approaching the use of EP's cautiously.

"We have been adding many dime-play spots with regular records," Optiz stated. "Why tamper with these good results by adding longer playing EP's at the same dime price?"

Other operators surveyed by The Billboard indicated that their EP usage is due to increase but they didn't yet know by how much.

Main deterrent voiced by most operators to the use of EP's, was in giving twice as much music for the same dime price. The feeling seemed to be that if they could get 15 cents for the extended play disks, it might be more feasible.

### One Stops

The feeling expressed by one-stops, however, gave indications of

(Continued on page 96)

## Decree Won't Hurt Business: Seeburg

Distributors Still Primarily Responsible For Own Territory; No Adverse Effects

CHICAGO — A top Seeburg official declared last week that the firm does not believe changes required by the consent decree will hurt business.

Noel M. Seeburg Jr., vice-president and counsel, J. P. Seeburg, a division of Ft. Pitt Industries, said that his firm does "not feel that the changes in our business required by the consent decree will prove burdensome or adversely affect our good relations with our customers."

Seeburg pointed out that "distributors will remain unchanged." He said that "each distributor remains, and is happy to remain, primarily responsible for the adequate distribution of Seeburg equipment in his assigned territory."

Since Seeburg entered into the consent decree, he explained, the firm and its distributors "intend to live within its spirit and its letter." He said that "while we deplore what we consider an unnecessary suit, we will abide by its result."

A civil anti-trust suit filed by the government against the firm and 31 distributor co-defendants was settled January 31 with a consent decree (See The Billboard, February 9, for the complete text of the decree).

### Why Decree

In explaining a primary reason for Seeburg entering into a consent decree, the executive pointed out that "the process of litigating this issue would have been long, exhausting and extremely costly." He said, "we feel that our primary concern is the manufacture, sale and service of... phonographs..."

"A protracted legal battle would take our key executives from their desks and center our corporate attention away from our daily tasks," he explained.

"These and other considerations led us to settle the case by a consent decree which accordingly was negotiated with the Government. In this we followed the lead of such companies as International Business Machines, Eastman Kodak, and Philco," he added.

In discussing the alleged violation of anti-trust laws charged by the government, Seeburg declared:

"In the first place it should be

borne in mind that the facts and business methods alleged in the decree were not admitted by us nor do we agree that these facts and methods, even if true, would constitute a violation of the anti-trust laws. A system of exclusive distributorships is a common technique in many American industries. We feel that there is no body of law which stigmatizes this system as an unreasonable restraint of trade."

## Orleans Ops Voice Reaction New EP Price

NEW ORLEANS — News of the cut in prices on EP's was met with mixed reaction here by operators and one-stops alike.

Several operators polled by The Billboard indicated that they did not feel that EP's were meeting with public favor and were consequently viewing the situation with great caution.

While there were several exceptions, notably sides of Belafonte and Presley, which operators would buy at any price, most EP offerings were viewed coolly.

Operators in general expressed the feeling that they would buy EP's only if the public demanded them, and then a bit reluctantly. However, if the disks weren't "hot," they wouldn't take them at any price.

### Op Dissents

One exception to this general feeling was expressed by a leading juke box operator in New Orleans, Tac Amusement Company. Nick Caruso, at Tac, said that his firm bought three times as many EP's in 1956 than in 1955. He feels the EP trend is growing all the time.

His firm now has approximately 40 of its 350 music boxes on EP play. He says Tac buys about two new EP's per machine each week.

Two of the top one-stops, Frank's Record Shop and One Stop Record Shop, Inc., feel that the reduction in prices will have

(Continued on page 98)

## Memphis Ops Say So What? To EP Disk Cut

MEMPHIS — A survey conducted among Memphis operators by The Billboard indicates they won't be buying more EP's for juke boxes, even tho the price has been cut by record companies.

There is a difference of opinion from one-stops, tho, in that they plan to sell more of the extended-play disks to operators because of the slash.

There are several reasons for operators feeling the way they do. As Edward H. Newell, owner of Omat Music Company, put it: "EP's are not grooved for this business. We are interested in getting the play over with and getting another record on."

"The EP's take up too much playing time. There are only a few hours a day for us to get a few dimes from our investment in the machines. We are not mercenary about it. We are just business men trying to pay expenses and make a living."

### One Stops

One-stops took a brighter view of the price cut, however. Joe Cuoghi, partner in Popular Tunes Record Shop, said he expects to sell "two or three times" as many

(Continued on page 98)

## Wis. Juke Ops Discuss State Tax Proposal

MILWAUKEE — The possibility of a new State tax on juke boxes was discussed February 4 at a meeting of the Wisconsin Music Merchants Association at the Eagles Hall, Milwaukee.

C. S. Pierce, Brodhead, president of the group, presided at the meeting. Explained to the members was the fact that the State was in dire need of funds and legislators have viewed the music industry as a possible source of added revenue.

The State has conducted several surveys to find out the income possibilities from juke boxes.

Also under discussion at the meet was the status of dime play. Pierce reported that according to

(Continued on page 98)

## THE BATTLE FOR DOLLARS

### Expenses Outstrip Grosses In '56; Key Problem in '57

Continued from page 1

tainly there is no denying the effects of the upward spiraling economy, with the value of the dollar dipping to a new low in comparative values.

Literally every business has responded to this change. Prices have been pushed up to enable businessmen to continue an economically sound operation. And the juke box operator has been affected by these higher prices. His costs of doing business have as much as doubled over but a few years past.

### Income Lags

But while expenses have climbed, income has lagged behind. Where music operators used to get a

nickel for a tune, many find they can do no better today. The dime has been slow in coming to the juke box business, and where it has come, it's not proven to be the complete answer.

Commission splits between the location owners and the juke box operators have likewise out-dated themselves. The majority of today's operators still find themselves being strangled by a straight 50-50 cut with the locations. And again, too few have been able to overcome tradition and obtain a more equitable share of the take.

It is for these reasons that operators are turning to newer equipment, better programmed as means

to getting better commission arrangements to bolster their dwindling take.

As one Arizona operator stated: "Expert programming of a juke box is an operator's lifeline."

Thus operators are turning to a bid for more customer play of their juke boxes, and are planning to buy a greater variety of new records to do it.

Expanded plans for extended play disks is also significant. With the advent of the large 200-selection juke boxes, the EP album type music is gaining wider operator acceptance as a means of attracting a more diversified customer market.

## Pa. Ass'n Names Ben Sterling Pres. For Second Term

WILKES-BARRE, Pa. — Ben Sterling, Moosic operator, was re-elected president of the Anthracite Music Operators' Association last week in a meeting at Mack Novelty here.

Also named for a second straight term was Buddy Holback, Harvey's Lake, treasurer. Newly elected officers are Joseph Deluca, Wanamie, vice-president, and Milton Bainbridge, Crystal Lake, secretary. Skeets Aquilina was appointed to engage legal counsel for the association.

Most of the business session was devoted to 10-cent play. Current plans call for converting the city of Kingston, with neighboring communities to follow.

After the business meeting Mack Novelty served refreshments. A poker session followed.



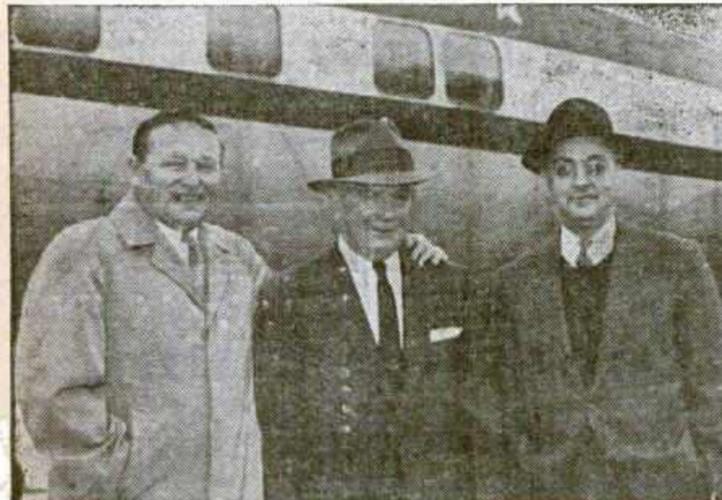
MRS. CLIFFORD RISHELL; Clifford E. Rishell, mayor of Oakland; Mrs. George A. Miller and Miller (left to right) at the first Southern California CMMA banquet in Los Angeles.



JOE SILLA, vice-president, Oakland CMMA Division; Mrs. Silla; Harry Snodgrass, MOA secretary, and Genevieve Rupp (left to right) at the California Music Merchants' Association State-wide dinner held for the first time in Southern California.



MRS. EARLE D. BAKER; Earle D. Baker, Los Angeles City Council member; Mrs. Ransom M. Callicott and Callicott, Los Angeles City Council, at the CMMA banquet and ball in Los Angeles.



SANDY MOORE, head of Howard Coin Machines, Inc.; Herman Maas, president of the Fort Neck National Bank, and Judge George Maccaro, executive vice-president at Fort Neck (left to right) prepare to board a plane at New York's Idlewild Airport for a three-week South American trip. The trio will inspect South American banking facilities in connection with Howard's coin machine export program. Howard is the export division head of Suffolk-Nassau Sales.

## COINMEN YOU KNOW

### New York

By AARON STERNFIELD

The game operation of Galanti and Wagner has joined the Associated Amusement Machine Operators of New York. . . . Jack Semel is back from his Florida vacation and Sandy Warner has just left for Miami. . . . Ed Fisher, Gordon Amusement, has been confined to the hospital with a bad back.

Abe Lipsky, of Young Distributing, was on the road visiting operators last week. Young reports that sales of the new bowling games have been going well.

Some 30 operators and routemen attended the Seeburg programming school at Atlantic-New York Monday night (4). Jack Gordon, regional Seeburg representative, was in charge of the session. He was introduced by Meyer Park-off.

Barney Sugerman, Runyon Sales, is enjoying his Florida vacation. . . . Ray Gilleadeau, Monticello, N. Y., operator, is recovering from a recent operation. . . . Felix Fleischmann, Runyon Newark, is home ill.

Sam Schlesinger, Square Amusement, Poughkeepsie, N. Y., is recuperating from a recent illness. . . . Recent visitors on 10th Avenue were Tom Mahaffey, Cue-ball, Port Chester, N. Y.; Carl Pavesi, White Plains, N. Y., and James De Maire, Highland, N. Y.

Mr. and Mrs. Jack Greco, Greco Brothers, Glasco, N. Y., are back from a five-week Florida vacation. . . . Frank Greco has bought a two-year-old trotter, Lucille Brewer, from Russ Carpenter, Chester, N. Y., operator who also raises horses. . . . Fred Yolen, Modern Tobacco, is on an extended Florida vacation.

### Chicago

By NICK BIRO

Chicago game operator Ben Polo back from a three-week business and pleasure jaunt to Mexico. . . . Pennet Levy, partner with Dave Brody in National Popcorn Concessions, game and kiddie ride operation, pulled a real switch lately. His wife, Charlotte, was expecting a baby, but it was Levy who wound up in the hospital. All is fine now. Levy is over his illness and his wife presented him with a son.

Al Warren, Genco sales manager, on the road recently visiting Minneapolis, Cincinnati and Louisville. Ralph Sheffield, director of sales, planning an Eastern trek. Mrs. Avon Gensburg, wife of the Genco vice-president, in Florida on a three-weeker.

Jim Marzano, co-owner with Arcade operator Ted Kruse in the Enchanted Forest Amusement Park, off for a month in Miami, where he'll visit brother Joe, a Florida coin operator. . . . John Casola, United roadman, in New Orleans recently, with Al Thoeke come guest at the Chicago Independent Amusement Association meet recently was Art Weinand, who furnished the refreshments for operators present on behalf of Williams Manufacturing Company. Bill Van Gessel, Grand Rapids, Mich., stopped at World Wide for a visit with Fred Skor and Len Micon.

### Los Angeles

By SAM ABBOTT

Aubrey Stemler is planning a vending machine sales office for (Continued on page 88)

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Totals are for the 1st 10 months of 1956  
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**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**  
Totals are for the 1st 10 months of 1956  
Juke Boxes ..... \$11,300,998  
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**TOTAL \$24,094,086**

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April.

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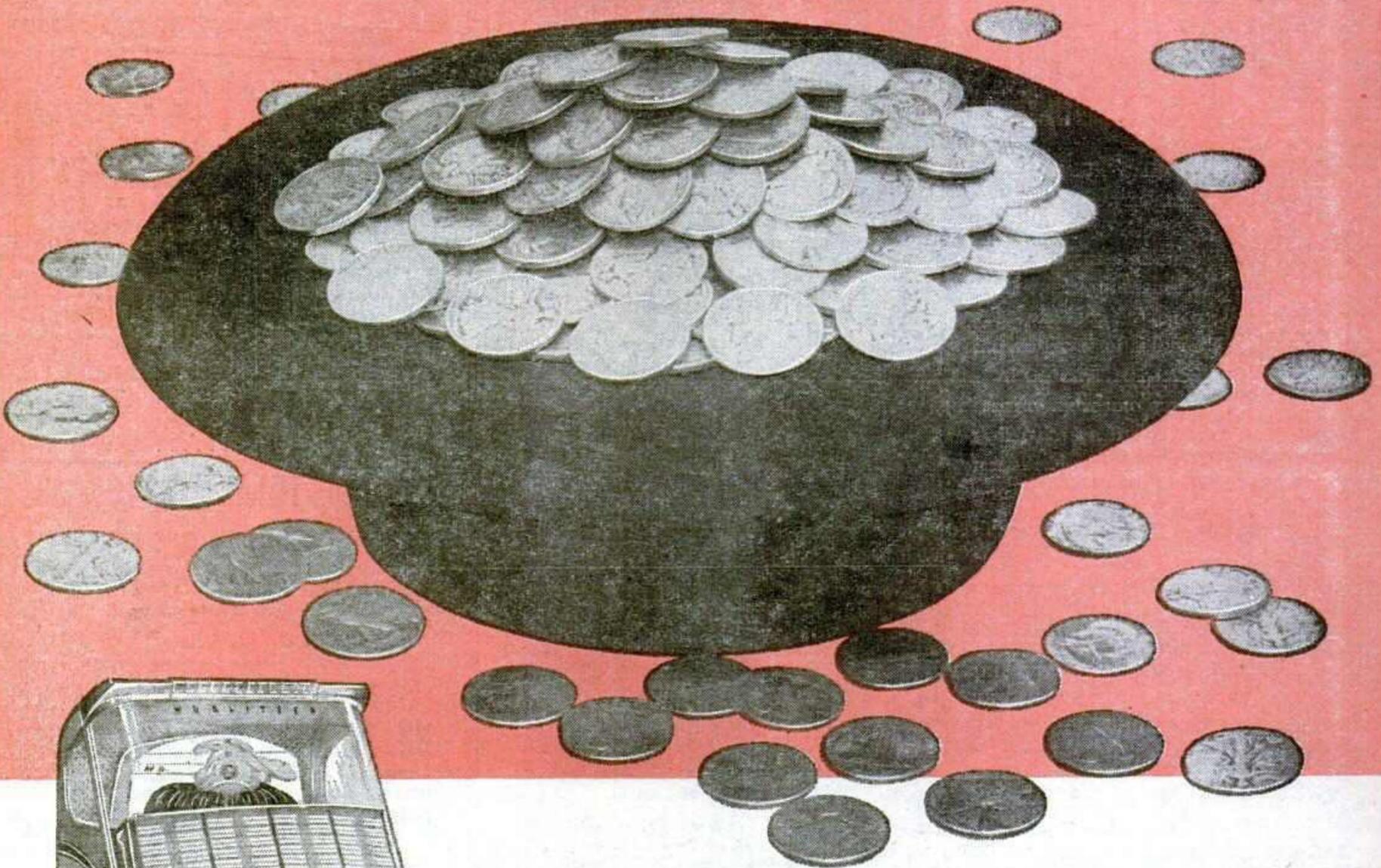
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# MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throught the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to: Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

## What Operators Say:

### The Question:

What is your biggest problem in getting more favorable commission arrangements? How can that problem be solved?

### The Answers:

H. J. Whitfield, Whit's Music Shop, Hopkinsville, Ky.: "Competition is offering each location \$100 to \$300 and first two weeks' collection. This is our biggest problem." Herschel Taylor, Belleville, Ill.: "Our biggest problem is the distributors operating juke boxes. They put somebody in business just to get their boxes on location."

An Indianapolis operator, who asked that his name be withheld: "I really don't have any problems. Rentals, front money and guarantees are only a means of allowing a location better equipment than is possible on a 50-50 split basis." An Alabama operator, who asked that his name be withheld: "The inherent habit of locations who have been used for 20 years or more to purchase their own machines. Since we are getting about 75 per cent 10-cent we have not tried for higher commission arrangements."

A Rhode Island operator who asked that his name be withheld: "Locations are not interested in operators' problems, and getting them to agree to a flat minimum guarantee plus percentage is our biggest problem."

### The Question:

What commission arrangement do you like best and how do you get it?

### The Answers:

Harry M. Manning, Chattanooga, Tenn.: "On new machines I think we should get first \$20, location next \$20, and if there is more it should be split 50-50." Leo Konwinski, Iron River, Mich.: "The first \$500 a year should go to the operator. The next \$300 a year to the location, and the balance split 50-50."

A Wyoming operator, who asked that his name be withheld: "I am all in favor of front money of about \$8 per week and commission." E. H. Stockham, Bloomingdale, Mich.: "I would rather get 76 per cent, as expenses are so high, but most of my locations are not in favor of this. About 60 per cent of my locations are on 75-25 split. I think if a location gets more, he is apt to promote your music more, so you make as much in the end."

## POCKETS PINCHED

# Skirt Commissions To Hike Net Income

- Locations reluctant to give better splits. Majority of operators turn to dime play to make ends meet.
- Service to locations suffers, with drop-off in customer play seen as result.

This is the last part of a four-part Forum series on operator commission arrangements.

While operators in general agree that they have to hike their income to cover the increased expenses they face today, the majority feel that they will have to do it thru means other than commissions at the present time.

This is not by choice, either, but a realization of the dilemma the music business finds itself in today.

Once operators placed juke boxes into a location, giving nothing to the location owner but music and good service. But competition gradually forced the operator to give the location a split of the take, to keep the location owner from turning to some other operator who would do the same.

The same competition forced operators to give more and more to the location, until the take was sliced right down the middle, 50 per cent for the location and 50 per cent for the operator.

Today, this very same competition, aided by the strangle hold of tradition, is keeping the operators' share of his juke box receipts at but one half of the gross.

### Economy Skyrockets

Certainly there is no denying the change in our economy, a change which has sky-

rocketed the nation's price index to an all-time high. Conversely, too, the value of the dollar has dipped to a new low in comparative values.

Literally every business has responded to this change. Prices have been pushed up to enable businessmen to continue an economically sound operation. And certainly the juke box operator has been affected by these higher prices. His costs of doing business today have as much as doubled over but a score of years past.

Thus the operator finds the noose tightening around his neck. He's caught in a pinch and he knows it. Costs are going up. Take is down. He's in the middle.

He's afraid to press location owners for a better split, for fear of upsetting a cordial relationship he has with them, for again the ugly head of cut-throat competition confronts him. "I'd rather have 50 per cent than nothing," said one music operator, echoing the feelings of most.

"We need better commissions, but we can't force them upon our location owners," said another. "If we don't give them a 50-50 split, someone else will step in and do it."

### Turn to Dime

As a consequence, operators have turned to other income boosters that aren't as objectionable to their locations. In this week's Forum, 57 per cent of the operators indicated that dime play was more important to them for increasing their income. Only 35 per cent leaned toward 60-40 split, and even less, 18 per cent, rested their hopes on front money.

### Best Stops

The reasons given by many indicated that they felt that dime play was more favored by locations, since under it both the location and the operator received more, whereas with improved commissions, only the operators' lot was improved, and then at the location owner's expense.

Significantly enough, almost one half of the operators answering the Forum indicated that all of their best stops were on dime play. A still higher percentage, 65 per cent, said that 80 to 100 per cent of their best stops were on dime play.

Yet, when asked about front money on their dime play machines, only 7 per cent of the operators stated that they had been

## How They Voted

1. Which of the following is most important to increase your income?

Dime play.....	57%
60 per cent of gross.....	25%
Front money.....	18%

2. Are all your best stops on dime play?

Yes .....	42%	No .....	58%
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3. What percentage of your best stops are on dime play?

None .....	21%	26% to 79% .....	7%
1% to 25% .....	7%	80% to 100% .....	65%

4. Do you get front money on all your dime play machines?

Yes .....	7%	No .....	93%
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successful in obtaining it for all of their 10-cent machines.

The results of this failure to obtain better commissions have been many, but the sum and substance of the whole thing is that operators have had to make up for the deficit in take elsewhere. They have.

Service to the locations has had to be trimmed to the bone. Older machines, less new records and infrequent service calls have been the result, and where this shows up most is in less customer play.

One answer many operators turn to lies in the role of associations. By organizing operators and setting down codes of operation that all will conform to, the association can do for the operators what they have been unable to do singly.

Operators are responsible for selling to locations improved commission splits. They will have to show how it benefits the location by benefiting the operator.

Operators are responsible for selling to locations improved commission splits. They will have to show how it benefits the location by benefiting the operator.

**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.  
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 THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22



HOWARD GREENBERG, head of Viking Export, boards a plane at Idlewild Airport for South America. Viking specializes in shipping juke boxes and games to Latin America.

### COINMEN YOU KNOW

Continued from page 85

the Pacific Coast. He has been in the coin machine field for 20 years and was manager here for the Wurlitzer Company for over five years. For the past five or six years, Stemer represented Eastern Electric in the West. . . . Larry Collins and family attended the California Music Merchants' Association banquet, first to be held in Southern California. Among the group were four of Larry's children. One was left at home in Whittier.

Jean Minthorne, Minthorne Music, and his bride, the former Melanie Magnan, returned recently from a trip to Honolulu. Mrs. Minthorne held the crown as the champion figure skater in Austria in 1948. . . . Emil Perrier is now associated with Walt Hemple in the operation of First National Music in San Fernando.

Among up-State operators attending the CMMA banquet and ball at the Ambassador Hotel Saturday (2) were George Young and wife, Selma, Calif. The Youngs are interested in ranching and their daughter has won ribbons with purebred Herfords at fairs in their area. . . . Wayne Copeland, Sierra Distributors, marked another birthday on February 2. He and Mrs. Copeland attended the CMMA banquet with Sierra representatives. . . . Larry Johnson and wife marked their 27th wedding anniversary. Johnson is Ben Korte's right hand man. They also attended the CMMA affair.

The many friends of Charles Hipp will be glad to hear that he plans to be back on his bulk merchandising route within the next couple of weeks. He was discharged from the UCLA Medical Center five weeks ago following surgery. Since that time he has been taking it easy.

Phil Robinson, West Coast representative for Chicago Coin, is trying to get reservations on the Lurline sailing the middle of the month. The trip is to be part of the Robinsons 40th wedding anni-

### 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 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- February 12—California Music Merchants' Association, Los Angeles Div., monthly meeting, Headquarters, Los Angeles.
- February 12—Automatic Phonograph Owners' Association, Hotel Sheraton-Gibson, Cincinnati.
- February 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- February 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- February 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- 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 17—Iowa Music Operators' Association, State-wide meet, Des Moines.
- 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.

versary celebration. . . . Gary Sinclair, Western sales representative for Wurlitzer, left Sunday (3) for Tucson, Ariz., to meet A. D. Palmer and Robert Bear, of the Wurlitzer organization. He hopes to end his travels the middle of this month and return to his home in Redwood City. . . . Phil Sreden, Western Vending Machine Company, is busy installing bulk vendors in outdoor locations for summer business.

Johnny Nelsen's daughter, Pamela, has returned to school following an operation. . . . Bill Fritz, Paul A. Laymon, Inc., and wife have returned from a week in Mexico City. . . . Jim Wilkins and Don Peters, of the same firm, showed the new Rock-Ola phonographs at the U. S. Grant Hotel, San Diego. . . . Earl Fast, Santa Ana operator, made one of his infrequent trips to Los Angeles recently for parts and supplies. . . . Roy Andrews, Shuffleboard Refinishing Company, was spotted along coin row last week. . . . Don Swalm, of Aztec Music, San Diego, is reported to have opened another arcade, his third, in that city. . . . Larry Collins, of Whittier, Calif., made the coin row

rounds last week, stopping off at Badger Sales Company.

### Twin Cities

By JACK WEINBERG

Harold Lieberman and Lew Ruben, Lieberman Music Company, visited Chicago recently, stopping at Bally. . . . Harold Harter, head of the service department at Sandler Distributing Company since the place opened several years ago, has resigned to take a similar job with Ted Bush in Miami. Harter has been ailing and the warm weather of Florida is expected to suit him much better.

Manley Brahs was promoted to shop foreman by Irving Sandler as a replacement for Harter. . . . Con Kluz, Browerville, Minn., announced he was switching to dime play, five for a quarter, on his juke boxes. . . . Ben Jahnke, operator from Hutchinson, Minn., just moved into his newly built home there, he told distributors on his trip to town to talk about music and long bowlers.

Harlan Beach and Nels Nelson, operators of Alexandria, Minn., and Tom Mathews, Osakis, were planning to meet to lay plans for going

(Continued on page 94)

### 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 1-2777. ch-1fn

### Parts, Supplies & Services

Special Introductory Offer  
**HAMPTON HOUSE INSTANT COFFEE**  
 Perfect for vending.  
 Write for details to:  
**Hampton House Vending Coffee**  
 180-10 Brinkerhoff Ave., Jamaica 33, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. ch-1e23 7-1448.

### Positions Wanted

ENGINEER BEVERAGE VENDING EQUIPMENT, 20 years' experience, earning \$12,000 yearly. Desires to work in Florida. Excellent references. Box #87, The Billboard, 1564 Broadway, N. Y. C.

### 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 Latex & Comb Machines. Write for information and prices.

**TEXAS ASSOCIATED ENTERPRISES**  
 P. O. Box 1068 Amarillo, Texas

FOR SALE—WURLITZER 1100 CONVERTED to 45 RPM, \$75; Wurlitzer 1400 converted to 45 RPM, \$150; Wurlitzer Wall Box Model 5204, like new, \$25. Send 1/2 deposit. Frank Guerrini 1211 West 4th St., Lewistown, Pa. fe16

FOR SALE—2 BERT MILLS 500, \$175; 2 D-53 Spacarb, \$350; 1 Stoner Coffee 300, \$145; 1 Bert Mills M-54, \$250; 5 Stoner, 8-col., pre-war, \$80; 1 Keeney Cigarette, \$90; 1 6-12 Smoke Shop, \$85; 1 Low Boy Smoke Shop, \$95. All machines in working order. F.O.B. Marion, Ind. R. D. Dwyer Co. fe16

SEEBURG JUKE BOX ELECTRIC PLAYER  
 Planos. Reconditioned, restored like new. Late rolls available. Lee Co., 934 N. Lancaster, Dallas, Tex. fe16

SHIPMAN DUPLEX STAMP MACHINES,  
 \$10 each; Triplex, \$29.50 each. Like new. U.S.P., Waterbury 5, 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 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe23

### Wanted to Buy

CASH FOR SEEBURGS, 5 BALLS, SHUFFLE ALLEYS, BINGOS, etc. State exact condition in detail. Box 287, Marshalltown, Iowa.

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, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-1fn

**CHECK ROSENFELD'S "AFTER-TRADE-IN" PRICE**

before you buy any make phonograph . . . check our price on the new **ROCK-OLA**

Let us prove it! Rosenfeld's "after-trade-in" price will be impossible for you to turn down. Be sure . . . check Rosenfeld's deal before you buy!

**SPECIAL DEALS FOR "NO-TRADE" BUYERS**

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- Complete accessibility

**AMI . . . music that makes more money for you . . . originator of the automatic selective juke box in 1927—ahead then, ahead now.**

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**JUKE BOX OPERATORS**  
 Get The Billboard's Music Record Programming and Buying Guide NOW!

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1467 Record Manufacturers and Labels and a directory of distributors.

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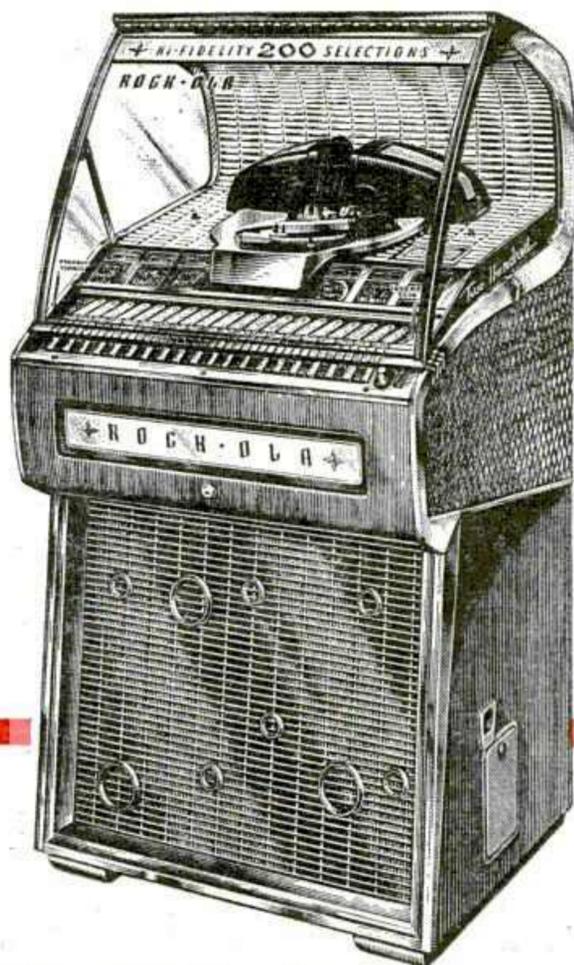
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# ROCK-OLA

200, 120 and 50 Selection Phonographs  
manufactured by  
**ROCK-OLA MANUFACTURING CORPORATION**  
800 N. Kedzie Ave., Chicago 51, Illinois



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*in 1957 only* **ROCK-OLA**

gives you a complete line of 200, 120 and 50 Play Phonographs

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*in 1957 only* **ROCK-OLA**

has one button selection...using the original Rock-Ola rotating program

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*in 1957 only* **ROCK-OLA**

gives you illuminated picture window programming

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*in 1957 only* **ROCK-OLA**

offers the universal "Flip-a-switch" dual pricing system...nothing extra to buy!

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*in 1957...* the smallest multi-selection phonographs in the world are on display now

at your nearest **ROCK-OLA** distributor!

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THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

## How to Use the Index

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.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

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. 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.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

### MOST ACTIVE EQUIPMENT

(For four-week period ending with issue February 16, 1957)

ARCADE EQUIPMENT	HIGH	LOW	MEAN AVG.
1. GENCO— Champion Baseball...\$295.00	\$295.00	\$245.00	\$285.00
1. EXHIBIT— Dale Gun.....	55.00	50.00	55.00
3. WILLIAMS— Sidewalk Engineer...\$175.00	\$175.00	\$165.00	\$165.00

MUSIC MACHINES	HIGH	LOW	MEAN AVG.
1. AMI—Model D-80..\$350.00	\$350.00	\$150.00	\$295.00
2. SEEBURG— M-100-B .....	495.00	395.00	425.00
3. AMI-1436 A.....	295.00	179.50	220.00

SHUFFLE GAMES	HIGH	LOW	MEAN AVG.
1. UNITED—Royal .....	\$95.00	\$75.00	\$85.00
2. CHICAGO COIN— Hollywood .....	275.00	215.00	270.00
2. CHICAGO COIN— Thunderbolt .....	275.00	205.00	245.00

VENDING MACHINES	HIGH	LOW	MEAN AVG.
1. Rowe Diplomat Electric (8 Col.).....\$105.00	\$105.00	\$95.00	\$95.00
2. Stoner Candy (8 Col.)	165.00	110.00	110.00
3. Acorn, 5c or 1c.....	10.00	8.50	10.00
3. Du Grenier (7 Col.)	50.00	45.00	45.00
3. Northwestern 33 Ball Gum .....	7.50	6.50	7.50
3. Northwestern 39, 1c.	7.95	7.50	7.50

### PINBALL GAMES

BALLY	HIGH	LOW	MEAN AVG.
1. Yacht Club.....\$65.00	\$65.00	\$35.00	
2. Miami Beach.....	225.00	200.00	
2. Nite Club.....	450.00	425.00	

GOTTLIEB	HIGH	LOW	MEAN AVG.
1. Wild West.....\$325.00	\$325.00	\$225.00	
2. Skill Pool.....	75.00	50.00	
3. Duette.....	225.00	210.00	
3. Flying High.....	85.00	85.00	
3. Sluggin' Champ.....	195.00	185.00	

UNITED	HIGH	LOW	MEAN AVG.
1. Leader .....	\$110.00	\$50.00	
2. Cabana .....	45.00	25.00	
3. Hawaii .....	75.00	39.50	

WILLIAMS	HIGH	LOW	MEAN AVG.
1. Deluxe Baseball.....\$135.00	\$135.00	\$85.00	
2. Quarterback .....	285.00	225.00	
3. Hayburner .....	75.00	75.00	

### PINBALL GAMES

BALLY	High	Low	Mean Avg.
Beach Beauty (1/55)....	\$345.00	\$335.00	\$345.00
Beach Club (2/53)....	75.00	25.00	49.50
Beauty (11/52).....	65.00	35.00	60.00
Bright Lights 5/51)....	49.50	35.00	49.50
Broadway (12/55).....	395.00	375.00	375.00
Gayety (3/55).....	195.00	110.00	125.00
Gaytime (6/55).....	195.00	160.00	195.00
Ice Frolics (1/54).....	75.00	50.00	65.00
Miami Beach (9/55)....	225.00	200.00	225.00
Nite Club (3/56).....	450.00	425.00	435.00
Palm Springs (11/52)..	60.00	40.00	60.00
Variety (9/54).....	135.00	100.00	125.00
Yacht Club (6/53)....	65.00	35.00	50.00

CHICAGO COIN	High	Low	Mean Avg.
Basket Ball Champ (10/49) .....	\$195.00	\$145.00	\$145.00

GOTTLIEB	High	Low	Mean Avg.
Duette (3/55) .....	\$225.00	\$210.00	\$215.00
Flying High.....	85.00	85.00	85.00
Harbor Lights (2/56)....	210.00	175.00	120.00
Mystic Marvel (3/54)....	155.00	110.00	135.00
Score-Board (3/56)....	305.00	275.00	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	185.00
Southern Belle (6/55)....	175.00	155.00	175.00
Wild West (8/51).....	325.00	225.00	295.00

UNITED	High	Low	Mean Avg.
Cabana (3/52) .....	\$45.00	\$25.00	\$39.50
Hawaii (6/54).....	75.00	39.50	39.50
Leader (10/51).....	110.00	50.00	85.00
Pixie (9/55).....	195.00	195.00	195.00

WILLIAMS	High	Low	Mean Avg.
Deluxe Baseball .....	\$135.00	\$85.00	\$135.00
Grand Champion (8/53)..	95.00	45.00	95.00
Hayburner (6/51).....	75.00	75.00	75.00
Quarterback (10/49)....	285.00	225.00	275.00

### ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mulo—Mulo; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walting

All Star Baseball (W) ...	\$175.00	\$135.00	\$175.00
Basketball (G).....	195.00	195.00	195.00
Bat-A-Score, Sr. (Ev) 8/48) .....	145.00	105.00	105.00
Big Inning (B) (47)....	95.00	85.00	95.00
Carnival Deluxe (U)....	210.00	205.00	210.00
Champion Baseball (G)...	295.00	245.00	285.00
Coon Hunt (S) (2/54)..	175.00	85.00	150.00
Dale Gun (Ex).....	55.00	50.00	55.00
Derby, 4 Player (CC) (3/52) .....	150.00	99.50	145.00
Coalee (CC) (1/46)....	99.50	95.00	95.00
Jet Fighter (W) (10/54)	225.00	225.00	225.00
K O Fighter.....	355.00	325.00	345.00
Midget Movies (CC)....	145.00	125.00	135.00
Rifle Gallery (G) (6/54).	175.00	175.00	175.00
Shooting Gallery (Ex) (6/54) .....	175.00	110.00	115.00
Sidewalk Engineer (W) (5/55) .....	175.00	165.00	165.00
Silver Bullets (Ex) (11/49) .....	125.00	125.00	125.00
Sky Fighter (M) (9/53)..	130.00	99.50	99.50
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
Sportland (Ex) (11/51)..	225.00	155.00	175.00
Sportsman (K) (11/54)..	195.00	175.00	195.00
Telequiz (1/49) (T)....	95.00	95.00	95.00
Undersea Raider (2/46)..	125.00	120.00	125.00

### MUSIC MACHINES

AMI	High	Low	Mean Avg.
Model A (46) 40 sel., 78 RPM .....	\$100.00	\$95.00	\$100.00
Model B (48) 40 sel., 78 RPM.....	125.00	75.00	125.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	150.00	295.00
Model E-120 (53) 120 sel., 45 RPM.....	450.00	375.00	425.00
Model F-120 (54) 120 sel., 45 RPM.....	695.00	569.00	675.00
1436 A-(53) 120 sel., 45 RPM.....	295.00	179.50	220.00
1438 (54) 120 sel., 45 RPM.....	450.00	449.00	450.00

SEEBURG	High	Low	Mean Avg.
M-100-A (49) 100 sel., 45 RPM .....	\$225.00	\$200.00	\$215.00
M-100-B (51) 100 sel., 45 RPM.....	495.00	395.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	575.00	525.00	545.00
M100G (54) 100 sel., 45 RPM.....	695.00	625.00	669.00
M-100-R .....	775.00	765.00	769.00

WURLITZER	High	Low	Mean Avg.
1250 (50) 48 sel., 45 or 78 RPM .....	\$165.00	\$124.50	\$145.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	174.50
1500 (52) 104 sel., 45-78 RPM Mix.....	395.00	225.00	249.50
1650 (53) 48 sel., 45 RPM.....	295.00	249.50	259.00
1700 (54) 104 sel., 45 RPM.....	675.00	395.00	539.00
1800 (2/55) (W).....	830.00	625.00	825.00

### SHUFFLE GAMES

Advance Bowler (CC) (5/53) .....	\$150.00	\$75.00	\$95.00
Arrow (CC).....	265.00	225.00	245.00
Banner (U) (8/54).....	155.00	145.00	150.00
Bikini (K) (6/54).....	135.00	125.00	125.00
Bonus Score Bowler (CC) (4/55) .....	275.00	195.00	225.00
Carnival (K) (5/53)....	75.00	50.00	50.00
Clipper (U) (5/55)....	265.00	215.00	235.00
Criss-Cross (CC) (11/53)	150.00	110.00	125.00
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	160.00
Domino (K) (5/53)....	75.00	60.00	65.00
Double Score (CC) (3/53) .....	75.00	65.00	65.00
Feature (CC) (7/54)....	145.00	125.00	125.00
Fireball (CC) (11/54)..	195.00	100.00	195.00
Flash (CC) (9/54).....	195.00	185.00	190.00
Gold Cup (CC) (7/53)..	115.00	110.00	115.00
Holiday Match Bowler (CC) (9/53) .....	175.00	150.00	150.00
Hollywood (CC) (5/55)..	275.00	215.00	270.00
Imperial (U) (9/53)....	95.00	65.00	95.00
League Bowler (U) (1/54) .....	125.00	89.00	125.00
Lightning (U) (2/55)....	225.00	185.00	215.00
Mystic Bowler (B) (12/54) .....	150.00	125.00	150.00
Name Bowler (CC) (1/54) .....	65.00	55.00	60.00
Olympic (U) (8/54)....	85.00	70.00	75.00
Pacemaker (K) (9/53)..	95.00	80.00	85.00
Playtime Bowler (CC) (10/54) .....	215.00	195.00	210.00
Rainbow Shuffle Alley (U) (8/54).....	110.00	110.00	
Royal (U) (8/54).....	95.00	75.00	85.00
Speedy (U) (8/54)....	175.00	150.00	175.00
Super Bonus Deluxe (U)..	355.00	290.00	335.00
Super Frame (CC) (5/54)	125.00	100.00	110.00
Team Bowler (K) (10/52)	125.00	75.00	125.00
Tenth Frame (K).....	55.00	50.00	50.00
Tenth Frame Bowler (CC)	75.00	65.00	65.00
Thunderbolt (CC).....	275.00	205.00	245.00
Triple Score Bowler (CC) (6/53) .....	95.00	50.00	80.00
Triple Strike Bowler (CC)	275.00	235.00	235.00

### VENDING MACHINES

Acorn, 5c or 1c.....	\$10.00	\$8.50	\$10.00
Du Grenier (7 Col.)....	50.00	45.00	45.00
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
P X (8 Col.).....	90.00	85.00	85.00
Rowe Diplomat Electric (8 Col.).....	105.00	95.00	95.00
Stoner Candy (8 Col.)...	165.00	110.00	110.00

## Mencuri Quits Exhibit, Moves To California

CHICAGO — Frank Mencuri, director of sales for Exhibit Supply Company here, has resigned his post, and is leaving this week for California. His future plans could not be confirmed at press time.

He had been with the amusement game manufacturing firm since February, 1955, and prior to that, had been with the Exhibit sales staff for seven and one half years beginning in 1946.



Sam Lewis, Exhibit president, expressed regret that Mencuri has

(Continued on page 93)

## Tenn. Gets Bill To Clip Teen Pin Game Play

MEMPHIS—A bill has been introduced in the Tennessee Legislature which would make it illegal for anyone under 18 to play pinballs. It is not known how much support the bill has or whether it will pass.

The bill, in the House of Representatives, was introduced by Rep. Allen O'Brien, Springfield. It would make the location owner responsible to ascertain the age of those playing the machines.

It provides that misrepresenta-

(Continued on page 99)

## 600 Attend Baltimore Operator Assn. Dinner

BALTIMORE — A record 600 operators, distributors, manufacturers' representatives and their guests gathered Sunday night (3) at the Lord Baltimore Hotel for the ninth annual dinner-dance of the Amusement Machine Operators of Greater Baltimore.

City, State, county and federal officials turned out to break bread with the operators. Among the dignitaries present were Leon Abramson, president of the city council and acting mayor; Thomas Biddeson, city solicitor; Supreme Court Justice Edwin Harlan, the United States Maryland congress-

## Nominate Slate For AAMONY; Voting, Feb. 27

NEW YORK—An officer slate for the Associated Amusement Machine Operators of New York was nominated Thursday (6). The membership will elect its officers for 1957-58, February 27, at the Hotel Shelburne.

Three incumbents were nomi-

(Continued on page 97)

### NEW BOWLER

## Genco Cites Smooth Action Of Ball Return

CHICAGO—Smooth ball-return action was cited last week as the key feature of Genco Manufacturing & Sales Company's new Deluxe Skill Ball target-bowler.

Because of the improved ball return system, which resembles the bowling-ball return in use on the new 14-foot long-alley games, Avron Gensburg, Genco vice-president, estimates that the game can operate as much as 3 per cent more efficiently than the firm's previous target-bowling model, Skill Ball.

The return action delivers to the player three balls at a time, at finger-tip level. The action is 50 per cent faster than on the previous model, according to Gensburg.

Deluxe Skill Ball is the same length as Skill Ball, 9½ feet, but the game is three inches wider. It's a six-player model, with similar scoring as its predecessor. It has foam-rubber playfield, plastic target cups, and a plexi-glass shield.

Five target holes score from 10

(Continued on page 93)

## Long-Alleys, Target-Bowlers Bring Trade 1-2 Sales Punch

### 14-Footers Priced High, But Win Prize as Best Grossers in Years

By KEN KNAUF

This is the first of a two-part series on the effect of the new long-alley games and target-bowling games on operations throughout the country. This article includes reports from Chicago, Los Angeles and Denver. Next week's article will cover Milwaukee, Detroit, Miami, Memphis and Salt Lake City.

CHICAGO — New long-alley bowling games and the shorter, lower priced target-bowling units are giving operators a one-two punch as novelty items on locations.

Response to the new type games differs from area to area across the country, but the games are making real headway as solid attractions in the field.

Marked enthusiasm has been

shown, especially for the long-alley bowlers, and probably the one thing that has kept them from being an immediate all-round success is their size (up to 14 feet long) and their price (in the \$1,000 range).

Because of these factors, most operators have been slow to buy long-alley games in quantity, although operators in most areas have added them to at least top gross locations on their routes.

### Smaller Models Fill In

Where the operator can't afford to buy the long-alley piece, or can't buy as many as locations demand, he is filling in with the regular priced target-bowlers. The long-alleys feature fly-away bowling pins, while the target-bowlers have plastic-ringed ball holes as targets. Both types utilize balls rather than shuffle pucks.

In many cases operators of the

(Continued on page 92)

## Hoosier Senate Kills Bill to Ban Pinballs

By JOSEPH KLEIN

INDIANAPOLIS — Two of three bills proposing further regulations of the coin machine business were acted on by the Indiana State Legislature.

The most severe of the bills, a

proposal to brand all pinball machines as "gambling devices" and to purge the State of all of them, was killed February 1 by the Public Policy Committee of the State Senate.

A bill that requires that all coin equipment must bear the name and address of the owner passed the House of Representatives by a lopsided vote of 93-0, and now goes to the Senate, where its adoption, in the opinion of most legislative observers, appears to be certain.

A third bill, assigned to committee, would amend the 1955 anti-gambling law by deleting the sanction of free plays on coin games. The bill was still in committee as of February 1.

### Ask High Court

In still another move, exerted almost at the same time with the introduction of legislation, the State's Supreme Court was asked for an expeditious decision upon the validity of the free-play provisions of the 1955 anti-gambling law.

In addition, a petition was addressed to the Indiana Supreme Court for a hurried adjudication of an appeal from a lower-court injunction which restrains Indianapolis law-enforcement agencies from confiscating certain types of amusement apparatus.

The drastic pinball measure, voted down by the Senate, which would have outlawed all pinballs, even when their use was restricted to amusement, was offered by Senator Thomas C. Hasbrook of Indianapolis. It was one of a series of similar bills sponsored by Hasbrook over the past five years. Senator

(Continued on page 96)

## Coin Exports Jump Ahead 46% in Oct.

CHICAGO—Export of U. S. coin games, vending machines and juke boxes took a giant step forward in October, racking up a 46.6 per cent gain over the same month of 1955.

Each of the three categories—jukeboxes, games and venders—pushed to relatively high totals during the

month and each bettered its October, 1955, level. Grouping all three categories, exports hit a volume of \$1,940,465 on 8,043 machines shipped. (See export chart.)

Mexico, a market that has been consistently near the top, but never at the top, came into its own in October, and with the help of just under a \$300,000 trade in jukeboxes, paced all other markets during the month. The Mexican juke imports were by far the heaviest of any market in October, with Belgium trailing by a full \$100,000 in volume.

According to U. S. Department of Commerce figures, Mexico led Venezuela, Belgium, Canada and West Germany in total October import volumes in respective order. Mexico registered a total volume of \$318,186 during the month. Venezuela, just slightly off the pace, hung up a \$304,074 mark, while Belgium, Canada and West Germany all notched into the \$200,000 bracket.

The amusement game markets

(Continued on page 100)

## Coin Machine Exports

October, 1956

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Mexico .....	458	\$ 299,311	563	\$ 18,875	.....	.....	1,021	\$ 318,186
Venezuela .....	227	186,204	432	28,883	479	\$ 88,987	1,138	304,074
Belgium .....	450	190,002	1,701	78,701	1	630	2,152	269,333
Canada .....	292	123,832	214	45,528	1,081	88,510	1,587	257,870
W. Germany...	236	180,556	96	34,181	1	630	333	215,367
France .....	13	5,635	205	51,800	46	27,924	264	85,359
Netherlands ..	132	66,650	42	2,260	7	4,480	181	73,390
Switzerland ..	75	50,433	54	17,940	2	2,270	131	70,643
Austria .....	51	41,165	.....	.....	.....	.....	51	41,165
Cuba .....	124	35,230	200	2,240	.....	.....	324	37,470
Italy .....	6	2,000	163	29,156	2	1,842	171	32,998
Sweden .....	18	15,495	58	10,085	1	500	77	26,080
British Malaya..	44	18,003	.....	.....	.....	.....	44	18,003
Philippine Rep..	20	17,280	.....	.....	.....	.....	20	17,280
French Morocco.	2	1,690	48	13,605	.....	.....	50	15,295
Costa Rica.....	19	15,088	.....	.....	.....	.....	19	15,088
Other .....	263	91,603	157	38,841	60	12,420	480	142,864
<b>TOTALS ....</b>	<b>2,430</b>	<b>\$1,340,177</b>	<b>3,933</b>	<b>\$372,095</b>	<b>1,680</b>	<b>\$228,193</b>	<b>8,043</b>	<b>\$1,940,465</b>

## Hoosier Mayor Purges Pinballs, Ignores Ruling

INDIANAPOLIS—This city of almost a half million people, was to be purged of all pinballs in 24 hours under orders issued Thursday (7) by Mayor Phillip L. Bayt.

Reminded that an injunction protects the machines against police interference, Bayt said that if his action was in violation of a court order, he was ready to go to jail as a matter of principle.

In ordering the owners of taverns, restaurants, drugstores and other retail outlets to remove the equipment, Bayt admitted that he

(Continued on page 97)

# New Bowling Units Hypo Sales

• Continued from page 91

long-alley units have arranged for 60-40 location splits in place of the standard 50-50 split arrangements,

which they feel is required to meet the high investment.

Operators who have thus far held back on purchases of the long-alleys are those who fear that grosses on the games may not hold up to their present high levels and leave them with heavy losses on the investment. Others fear that the market may become flooded with these games and that their investment will suffer with the resultant drop in value.

Actually, there are no indications that this will occur. The games have been out on locations, in many cases since the end of last year,

and grosses have for the most part held up exceedingly well. Few operators have reported being sorry for buying the long-alleys, and while production of the games by two manufacturers, United and Bally, has been steady, it has not reached the volume industry-wide output which came with shuffle bowlers and pool games when they were first introduced. The reason: Price and size have created a more limited market.

### Long-Term Market

At least one other manufacturer, Chicago Coin Machine Company, is in production on long-alleys, but has not yet started regular shipments. Other manufacturers are expected to enter the field in the future. The market is seen as one of long-term duration.

In Chicago operators were cautious at first about adding many of the new bowlers to their routes, but now most of them have at least a few long-alleys, and a number of target-bowlers on locations. Long-alley grosses are reported exceedingly high, with many bringing in over \$100 a week. Grosses have remained fairly steady over the past month. Many are placed on 60-40 split arrangements. Local distributors report steady sales.

Joe Robbins, Empire Coin Machine Exchange, predicted: "The long-alley will become one of the greatest games ever produced in the coin machine business. It has already become a stable item."

Chicago operators have had their locations filled about half and half with shuffle bowlers and coin pool games. The new long-alleys and target bowlers are gradually moving in, replacing these games, but still account for a small proportion of total games out.

### Los Angeles Acclaim

Los Angeles operators and distributors are viewing target bowlers and the long-alley games particularly, as the answer to the business drop-off which followed the dip in pool game popularity.

Problems of price and size are being overcome fairly rapidly by the fact that the 14-footers are recouping revenue equal and above that of shuffle bowlers at their peak.

Al Bettelman, manager for C. A. Robinson Company, United distributor, feels that the long-alleys comprise from 2 to 3 per cent of the games on location, with the new target-bowlers filling 10 per cent. Bettelman stated he thought that long-alley popularity would continue.

At Paul A. Laymon, Inc., Bally representative, the Bowling Lanes in 14-foot size are more in demand than the 11-foot sizes, according to Ed Wilkes, manager. He estimates that all game operators here have some of the long-alleys on location, but adds that it is still a problem of supplying the demand, a situation that is healthy and one that has not been felt for some months.

### Replace Shuffles

Ray N. Powers, of M.A.C. Vendors, and operating firm, is using the long-alley to replace shuffle bowlers in the better spots. Revenue where the installations have been made is ahead of shuffles when they were in the top money, Powers said.

Clyde Denlinger, Newport Beach, Calif., operator, bought his first order of long-alleys several weeks ago. He has since placed another order for more than twice the number first ordered. This game is being used in his area to replace in-line pin games.

Other local operators are hesitant about buying long-alleys. They are still waiting to "see how they do," and "if they are grossing what some of the operators claim."

In Denver the new games, particularly the 14-footers, have been

an outstanding success. Denver operators who have installed the 14-footers regard it as "an ideal successor to shuffleboard," pointing out that where play has gone down to a trickle in tavern shuffleboard locations, the long-alleys

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100R .....	695.00	Kirk HiBoy .....	45.00
		Rock-Ola LoBoy .....	35.00
ROCK-OLA			
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1438, 120 Sel. ....	395.00	Now on Location. We Are the	
1446, 120 Sel. ....	495.00	Original Owners—Not Bought for	
1250 Wurlitzer .....	69.00	Resale.	

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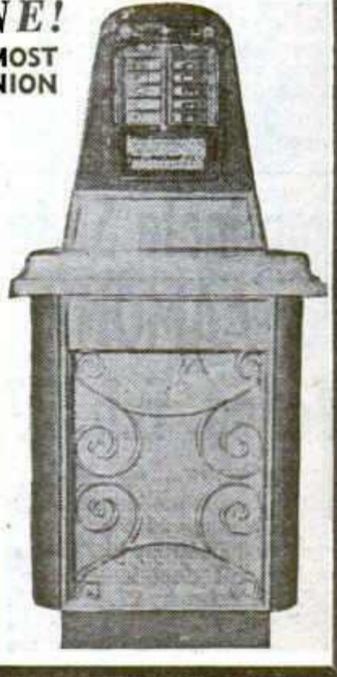
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have shown a better return than did shuffleboards when first installed. Play has been heavy without exception, especially since the winter months are without much of the competition from other amusement sources.  
Operators currently installing

long-alleys include Modern Music Company, Century-Supreme, Ray Ruhland and Mid-West Music Company, each reporting that from 10 to 15 per cent of the equipment now in operation consists of long-alleys. There are few target-bowlers being placed on location, the average operator reporting that he prefers to make the high investment for one long-alley game with its high return than spend less for two target-bowlers of smaller size.

These operators report that about 25 per cent of their equipment consists of shuffle bowlers, 25 per cent pool games and the remainder in assorted target games and Arcade pieces. Each plans to increase the number of long-alley installations, replacing lower-take shuffle bowlers and shuffleboards.

There has been some resistance to the price of long-alleys, Denver distributors report, but this is secondary to the problem of finding locations which can accommodate so large a game. Most of the taverns in which similarly sized shuffleboards have been operated have already been converted to long-alley equipment, and consequently, it is difficult to find a location in which the owner is willing to sacrifice so large an area. One operator has two machines set up awaiting the construction of two cocktail lounges which will permit adequate space.

Consequently, operators have gone farther out into suburbs and surrounding communities where bars are universally larger.

Operators in Denver generally agree that the long-alley is the best bet for amusement machine play to come along for several years, and are definitely not expecting anything like an all-round game to replace them. Grosses on the new machines have been so outstanding that the half dozen operators currently using long-alleys expect them to have years of popularity ahead.

**Mencuri Quits**

• *Continued from page 91*  
resigned. Mencuri stated, "I've enjoyed my associations here and will miss many of my old friends."

Mencuri has been in the coin machine business since 1941, most of that time spent with Exhibit. He started in 1941 with the Rock-Ola Manufacturing Company, then worked for an operation in Detroit.

During World War II, Mencuri worked in defense industries, and joined Exhibit in 1946 as assistant sales manager. In 1953, he left his post as sales manager at Exhibit to join Chicago Coin Machine Company, Chicago, in a similar capacity.

In 1954, he moved to the West Coast and joined the Minthorne Music Company. He returned to Exhibit as vice-president and director of sales in February, 1955.

Mencuri's wife and family have moved to California to make their home and he will join them there.

**New Bowler**

• *Continued from page 91*  
to 50, with single, double and triple scoring, as indicated on the back-glass scoreboard. The game delivers three balls per player per frame and is set on a four-frame basis. Extra balls per frame can be earned by players.

**5 Days for 5 Lashes**

BRIDGEPORT, Conn. — Charles McManus, 54, is doing five days in the local jail because of a difference in opinions over pinball machines. When McManus learned that his son was "playing around pinball machines," he gave the youngster five lashes. City Court Judge Samuel J. Tedesco then gave the elder McManus five days—one for each lash.

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ARABIAN KNIGHTS.....110
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COLORS.....110

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United DLX. LIGHTNING.....215
Bally GOLD MEDAL.....225
Bally MAGIC.....175
Bally JET.....145

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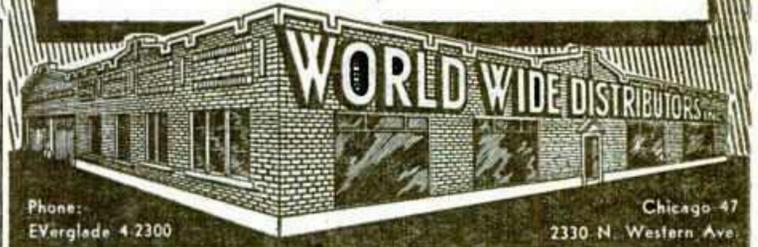
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UNITED VENUS TARGETTE.....175	CHI. COIN SKI BOWL.....Write
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 40 WALTHAM STREET BOSTON 18 MASS

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



**COINMEN YOU KNOW**

Continued from page 88

to dime play on their individual juke box operations. Night clubs will be three for 25 cents and other locations five for a quarter.

Sid Levin, Lieberman Music Company, a resident of the Minneapolis suburb of St. Louis Park, and Billy Grumow, operator from Hopkins, another suburb nearby, are pretty interested in the outcome of the St. Louis Park-Hopkins High School basketball game. . . . Forrest Dahl, Fergus Falls, Minn., reported an unexplained slow-down in business, but said his new long bowler is holding up well, nevertheless. . . . Stan Woznak, Little Falls, Minn., said action on his machines has been "just fair," but with a February thaw things might open up.

Frank Davidson, Spooner, Wis., in town buying music, continues to make steady improvement since the illness which kept him away from his business for many months. . . . Ike Sundem, Montevideo, Minn., reports business good. He bought the conventional bowling games on his stopover. . . . Repeats on the large bowlers came from Chet LaDoux, Virginia, Minn.; Stanley Baeder, New Rockford, N. D.; Chuck Karter, Star Novelty Company, St. Paul; Harry Adkins and Jack Ravine, United Machines, Minneapolis, and Ted Lawn and Dave Chapman, Minneapolis. . . . George Mellem, Minot, N. D., in the Twin Cities last week to buy his first large bowler. . . . So did Jack Tomar, Two Harbors, Minn. . . . Pete Vanderhyde, Dodge Center, came in to buy music. Gordon Stout, Pierre, S. D., bought both music and large bowlers.

Shoppers at Minneapolis-St. Paul distributors included Ernie Kiekler, Park Rapids, Minn., looking at music; Lar-

ry Heinen, St. Cloud, Minn., games; Jim Donatel, Spooner, Wis., music; Kelly Diedrick, Shakopee, Minn., games, and Frank Grant, St. Cloud, Minn., music.

Mike Young, Soldier's Grove Wis., in for long bowlers and music. . . . Jim Lucking, Benson, Minn., was shopping. . . . Jim Stansfield, Winona, Minn., looked at the new long bowlers. . . . Lieberman Music Company, Minneapolis, got word that their Omaha, Neb., branch office was broken into several days ago and robbed of an undetermined number of records and phonograph players. The same thing happened there in December.

**Milwaukee**  
 By BENN OLLMAN

Surprise party for Johnny O'Brien, retiring head of Major Distributing Company, lured a large contingent of music operators to the Miller High Life Inn last week. The veteran Mercury Records distributor, leaving his post due to ill health, will be succeeded by Ken Wendel, former James H. Martin representative. . . . Mary Humiston, sister of Joe

**WANT TO BUY UNITED BOLEROS**  
 In working condition. Write or wire prices wanted.  
**Houser Amusement Co.**  
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**PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...**

- ROTATION PLAYFIELD Regular Size \$29.50 each
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Also available in Jumbo Size

Above Tops Include Rack, Oversize Cue Ball and Instruction Card

Rotation Balls, 1 to 10 . . . . . Set \$18.50  
 Kelly Bottle and Peas . . . . . Set 2.25

**POOL SUPPLIES**

Cue Sticks . . . . . \$1.50	Anti-Warp Adjusters, set of two \$8.95
Chalk, Gross . . . . . 3.50	Billiard Ball Brush, doz. . . . . 6.00
Plastic Cups, red, white, yellow .50	Cue Repair Kit . . . . . 4.95
Plastic Bumpers, red or white. .50	Write for complete list of parts.

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CC FIREBALL . . . . .	195.00
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CC CRISS CROSS BOWLER . . . . .	110.00
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UN. SUPER BONUS . . . . .	325.00
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EX. RINGER BALL . . . . .	Write

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**ARAMITH ROTATION BALLS** (10 Balls Numbered 1 to 5 or 1 to 10) \$17.95 Set

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 Gentlemen: Please rush me information on your 50c play unit.

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**NEW! 4-HOLE BUMPERLESS RACK POOL PANELS**

Fits all games. Hole in each corner. Reg. size, w/ rack and oversize Cue Ball. Panel only each **\$29.50**

**2-HOLE RACK POOL PANELS** with Rack and Oversize Cue Ball each **\$25**

Refinished Like New

**POOL TABLES** Reg. Size **\$125**  
Jumbo **\$175**

Complete: NEW 4-HOLE PANEL; 4 New Cues; New 5 Red, 4 White Rotation Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle.

Get Our List, New-Used Games, All Types **CHARLEY PERI**

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Chicago Basketball Champs \$125.00  
Chicago Midget Skee-ball 125.00  
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Muto. Voice-O-Graphs Write  
Muto. Silver Gloves Fighter 195.00  
Midget Movies 150.00  
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Scientific Pokerinos 125.00  
Scientific 3-in-Line & Bingorens Write  
Scientific Field Goal 95.00  
Hockey, 2 player 75.00  
Bally Big Inning Baseball 85.00  
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Williams Deluxe Baseball, high or low back 125.00  
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**New Machines**

"Squirts" Water Polo Write  
Exhibit Jungle Hunt Write  
Williams Roll A Ball Skee-ball Write  
Williams Peppy the Clown Write  
Williams Sidewalk Engineer Write  
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**PIN BALL**

**Operation**

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**BOX 879, c/o The Billboard**

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Pelligrino, partner in P. & P. Distributing Company, is now handling the disk buying chores for the firm. She is also in charge of the clerical department.

Roman Sarwas, in charge of vending sales promotion for Dairy Lane Co-Operative, informs he is installing milk and ice cream vending equipment in the basement of another large apartment house on Prospect Avenue. . . . Lloyd Pundsack is the newest addition to the payroll at Hastings Distributing Company. He handles maintenance and service work around the plant.

Joe Hoffman, one-stopper of Kenosha, made his regular deliveries to local operators last week with the latest hit tunes. He comes to Milwaukee at least twice a week. . . . A former Memphis, Tenn., coinman, Bobby Davis, is now working for Paster Distributing Company in the service department.

According to Bob Thompson, sales manager for Capitol Records, operators are latching on to several new releases, particularly "Ballarina," by Nat Cole, and Sinatra's "Can I Steal a Little Love." Stopping in at the Capitol headquarters were Ed Kay, Mitchell Novelty; Harold Struck, Automatic Phonograph Company, and Joe Hoffman, Kenosha one-stopper.

Ken Kulow, Kendon, Inc., is spending the next few weeks relaxing in Florida. Partner Doug Opitz reports everything in fine order. Their Avenue Arcade receipts are increasing following a sharp decline right after the Christmas holiday. . . . Also basking in the Florida sun is Sam Hastings, of Hastings Distributing Company. In charge of affairs during his dad's absence is young Jack Hastings.

Art Kay, local sales rep for RCA Victor, has been named sales director of the RCA Victor office in Honolulu. He expects to move there in about a month with his family. . . . Doug Opitz informs that in the last week two of his locations were hit by serious fires. Luckily, his juke boxes remained untouched by the flames.

**Boston**

By CAMERON DEWAR

Sid Redd, Redd Distributors, says the recent Wurlitzer showings gave the new Wurlitzer phonograph the shot in the arm it needed. Now between the "half dollar box," as operators in these parts call it, and Bally Bowling Lanes, things are really popping despite a tough weather break. . . . Al Levine and Jim Sisti are taking orders in Vermont and Connecticut respectively, while Bob Jones covers Springfield.

Barney Blatt, Atlas Distributors (AMI), will take a month off and treat his wife to a Florida vacation, while brother Louis minds the store. Louis reports music going particularly well. . . . Jack Sager, Boston Record Distributors, has a new addition to his family, a third child.

Another proud father, Marshall Caras, Trimont Automatic Sales Corporation, finding things easier now that he and his wife are getting used to handling their first

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born. The firm's sales manager, Irwin Margold, reports lots of re-orders on music, with business showing an increase. Pinball games also are on the upgrade, with Williams' Shamrock and Gottlieb's Flagship going strong.

Dave Baker, Melo-Tone Music and president of the Music Operators' Association of Massachusetts, anxious for a big turnout at the group's monthly meeting February 14 in the Beaconsfield Hotel. . . . Seen around coin row last week looking over music and games were Eddie Fields, Needham; Henry Brooks, Dover; Don Swanson and Joe Herbert, Lowell; Al Yorkowitz, Brockton, and from New Hampshire, Louis Taube, of Manchester, and Freddie Ferratra, of Concord.

**NOTICE! NOTICE!**

We will exchange two Mutoscope Voice-O-Graphs, one Muto. Photomatic, two Lane Carousels for late Bally Bingsos, Gott. Pingames, Rifle Galleries, Seeburg Music. Contact us now, we'll get together!

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United Handicap, floor sample \$475.00  
United Top Notch 395.00  
Genco Skee Ball, two player, floor sample 425.00  
Genco Shuffle Pool 49.50  
Bally Jet Bowler 135.00  
Chico Miami Shuffle, improved model 125.00  
United Mexico Bingo 40.00  
Marvel Pop Up Counter Game 10.00  
Wurl. 219 Steppers & 3020 Wallboxes 5.00  
Wurl. 104 Selection Wallbox 55.00  
Royal Mustang Bronco 290.00  
Chico Round the World Trainer 350.00  
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Muto. Lord's Prayer Write  
Muto. Voice Recorder 375.00  
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**CIGARETTE MACHINES**

**LEHIGH 12-Col.—NEW**  
All Coin Combinations \$235.00  
**EASTERN ELECTRICS, 12 Col., New 289.50**

Mercury, 9 Col. \$165.00  
National 930, used 95.00  
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P.X. 8 Col. 85.00  
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Mills 5-Col. Candy 65.00  
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**MUSIC**

A.M.I. A-40 \$100.00  
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Seeburg 100-A 225.00  
Seeburg A 100-45 R 250.00  
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Yacht Club 50.00

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**NO MORE PUCKS—NO MORE WAX**

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**KIT INCLUDES:**

- Ball lift (motor driven)
- Three 2¼" noiseless rubber balls
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**5 BALLS**

Safer	\$165.00
Blondie	250.00
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**BALLY A. B. C. BOWLING LANES**

14 ft. and 11 ft.

NOW DELIVERING—WRITE

Chicago Coin DeLuxe Skee Roll	Write
Genco DeLuxe Skill Ball	Write
Thunderbolt	\$225.00
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Magic	195.00
Chicago Coin Blinker Bowler	285.00
Keeney Bonus Bowler	95.00
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BALLY

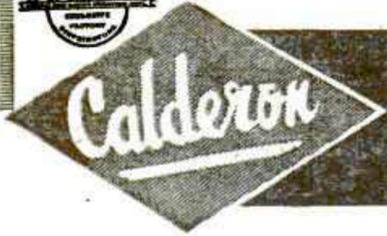
Key West	Write
Big Show	Write
Atlantic City	\$49.50
Beauty	60.00
Bright Spot	49.50
Bright Light	49.50
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Parade	450.00
Variety	135.00
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UNITED

Singapore	\$49.50
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**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	\$75.00		



**Distributing, Inc.**

450 Massachusetts Ave.  
Indianapolis, Indiana  
MEtrose 4-8468

**Hoosier Senate Kills Pin Bill**

Continued from page 91

Albert Wesselman, Evansville, chairman of the Public Policy Committee, stated that it was up to the cities to decide whether pinballs are to be outlawed.

One Hasbrook bill against pinballs was enacted in the 1955 session. The legislation had been quietly amended in committee. Not until its promulgation as law did it become generally known that it contained a provision legalizing free plays.

**Hit Free Plays**

That is the section of the law that the new bill introduced by Representative S. Paul Clay Jr., of Indianapolis seeks to strike out.

Gambling will continue to mean,

the bill provides, "any mechanism by the operation of which a right to money, credits, deposits, or other things of value may be created in return for a consideration, as the result of the operation of an element of chance; any mechanism which, when operated for a consideration does not return the same value or thing of value for the same consideration upon each operation thereof."

To be removed, if the Clay Bill passes, would be these vital lines of the 1955 law: "That in the application of this definition 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."

The proposal is still under study by the Public Policy Committee.

**Owner's Name Required**

A six-year effort to bring all coin machines within the reach of the local tax assessor bore fruit January 30, when the Indiana House of Representatives gave its overwhelming approval to a bill which provides that all coin equipment must bear the name and address of the owner.

Introduced by Representative William M. Evans of Indianapolis, the legislation provides that coin machines, in addition to ownership identification, must be scheduled as personal property on the county tax returns.

The Indiana Tax Policy Commission has been pressing for the enactment of the bill since 1950. Members of the panel have been contending that coin machine equipment has been left unassessed for tax purposes because the owners of premises have been unwilling or unable to identify proprietorship.

House Bill 91—the proposal sponsored by Evans—would place the tax responsibility on the premises where the names and addresses of the equipment owners are unavailable.

The bill also stipulates penalties for failure to schedule the machines as personal property.

Surprised by the ease and swiftness with which the bill moved thru the House, amusement equipment operators, particularly those in the pinball field, were exploring the legislation with fresh interest and left wondering, in the main, on its possible effect upon their business.

With rising local taxes, the bill would bring a new burden to many operators.

Real and personal property tax rates range up to \$10 in many Indiana counties. Thus a single machine, assessed at \$1,000, would be subject to a tax of \$100 annually.

**'Wait and See'**

Continued from page 84

a possible trend to the longer-play sides. Downtown disk buyer, Stu Glassman, of Radio Doctors, claims EP purchases by operators have shown a substantial increase during the last year. Price slashes, he feels, will kick off heavier buying of EP's for juke-box use.

"Instead of most operators using two or three EP's at a time, many will increase their ratio to 10 or 15 tended-play disks on each of their 100 and 200-selection machines," Glassman stated.

Barney Kuehn, Music Mart one-stopper, also reported increased interest in EP's as a result of the price drop. "The sole factor that may hinder the trend to EP's," Kuehn said, "is the time it takes to play them."

"Operators may be leery of cutting down receipts during peak periods, because EP's take longer to play. They may still favor the regular, shorter records," Kuehn added.

**Workman Named M.A.C. Manager**

LOS ANGELES — Thomas Workman was named general manager of M.A.C. Vendors, an operating company, to succeed Ray N. Powers, who resigned the post.

Workman, a veteran operator, was one of the original incorporators of the firm, which was formed by 10 operators in May, 1955. The company, which gets its name from "M" for music, "A" for amusement machines and "C" is operated as a separate company from that of the original investors.

Powers left for a trip into Northern California. He will announce future plans upon his return. A veteran in the coin machine field, Powers was with the E. T. Mape Company in the 1940's and in charge of phonograph sales at Badger Sales Company before assuming the M.A.C. post.

**BOWLERS' SALE**

All machines thoroughly reconditioned, cleaned and checked, ready for location.

**CHICAGO COIN**

Fireball w/Flashing Lights	\$130.00
Thunderbolt w/Flashing Lights	155.00
Feature Bowler	95.00
Miami Shuffle	95.00
Hollywood (Jackpot Girls)	185.00
Crisa Cross	85.00
Flash	95.00
Gold Cup (9 ft.)	75.00
Super Frame	85.00

**UNITED**

Imperial	\$70.00
Leader	80.00
Banner	135.00
Mars DeLuxe	150.00
Mercury DeLuxe	145.00

**MUSIC**

Seeburg "G" Hi-Fi	\$640.00
Rock-Ola 1436 (45 rpm)	
120-sec. "Fireball"	180.00
Wurlitzer 1400 (45 rpm)	170.00
Wurlitzer 1700	550.00
Wurlitzer 1800	710.00
Wurlitzer 1250	130.00

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Wurlitzer 1800	\$815.00
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Seeburg 3W-1 Wall Boxes—As Is	42.50

**SIERRA DISTRIBUTORS**

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FOR THESE LOW PRICED SPECIALS WITH THE FAMOUS DAVIS GUARANTEE (Available preset for 10c play if requested)

**Davis Guarantee**

- Mechanics Done Clean
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Replaced
- Cabinet Professionally Refinished

**SEEBURG**

HF100R	\$769
HF100G	669
100W	649
M-100C	539
M-100BL	419
M-100B	395
148ML	89

**AMI**

G-200	Write
E-120	\$439
D-40	189

**WURLITZER**

1700	\$539
1650	259
1217 HIDE-AWAY	119
1100	89

**ROCK-OLA**

1434	\$219
1428	89



\$57.50

SEEBURG 100-selection wall boxes are available at \$57.50. Chrome covers . . . new selection buttons and new instruction plates . . . backed by Davis 6-point Guarantee—(Canadian and American operators, wire or write for special volume prices).

Cable Address: "DAVDIS." 1/3 deposit required. Private Western Union wire.

Shoot-the-Bear	\$85
Coon Hunt	\$85

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- Bonus
- Vacation
- Must have car

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The Billboard  
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GIVE TO DAMON RUNYON CANCER FUND

**Williams**  
**Now Delivering:**  
**"SHAMROCK"**  
 2-Player 5-Ball  
**"ROLL-A-BALL"**  
 6-Player  
 Skee Roll Game  
**"PERKY"**  
 Single Player 5-Ball  
**Williams**  
 MANUFACTURING  
 4242 W. Fillmore St., Chicago 24, Ill.

**Hoosier Mayor**  
 • Continued from page 91

acted against the advice of Corporation Counsel Michael B. Reddington and Police Chief Frank A. Mueller.

When Mueller told the mayor that they might be in contempt of court for defying the injunction, Bayt said: "If we have to go to jail, we'll go to jail together."

The mayor's decree was brought into prompt execution by Chief Mueller. Policemen were ordered to visit all premises where pins are known to have been installed. Proprietors were told to get rid of them in 24 hours. Where machines were still in operation at the expiration of the 24-hour period, they were to be confiscated.

"We know too many youngsters are being allowed to play these machines," Mayor Bayt said. "Many of them are using their lunch money for pinball games."

The injunction restraining the police chief, sheriff and prosecutor was handed down last June in Superior Court by Special Judge Earl C. Townsend Jr., who based his interpretation on the 1955 anti-gambling law which legalizes free plays.

The Marion County (Indianapolis) Prosecuting Attorney's office appealed the decision and it was indicated here that the Indiana Supreme Court would rule on the issue in 60 days. Music Operating Inc., an Indianapolis firm, obtained the injunction.

"I can't believe it," John A. Royse, attorney for the corporation, said today. "The mayor is flouting a lawful order of a court of competent jurisdiction."

**Judge Rules Pins Legal in Kansas**

WICHITA, Kan.—A Common Pleas Court judge ruled here January 31 that pinballs are not "gambling devices" under the statutes, and thus not subject to destruction.

Keith Sanborn, deputy county attorney, said the decision would be appealed. He said such an appeal would clarify State statutes on what constitutes a gambling device.

The decision affected a number of similar cases in which the county attorney's office had sought to destroy pinballs.

**SEEBURG**  
 M-100A.....MH-100A  
**CONVERSION**  
 to 33 1/2 RPM ..... to 45 RPM  
 \$24.50 • \$69.50  
 F.O.B. Los Angeles.  
**CALCOIN CORP.**  
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**CLEARANCE SALE! CHALLENGER PISTOLS**  
 Like new, with chrome floor stand and Bull's-Eye Target; one year old (14 or 16). **\$29.95**  
 Complete in lots of 3 or more, \$39.95 lots of 1 to 4.  
**WOW! STAR SHOOTING GALLERY...\$105.00**  
**SPORTLAND SHOOTING GALLERY... 139.50**  
 (In good working order)  
**WHILE THEY LAST!**  
**EXHIBIT** Rabbit Rudolph the Reindeer **BODIES.....\$17.50**  
 KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade. Send us your list and requirements.  
 Expert Inquiries Invited... All Prices F.O.B. Chgo. ... All Phones: Uptown 8-1369.  
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**SALE**

HUNTERS.....	\$295.00
SADDLE & TURF (Club Model).....	225.00
Genco CHAMPION BASEBALL (2 Player).....	275.00
SKY ROCKET GUN.....	275.00
Chi. Coin SUPER HOME RUN BASEBALL.....	150.00
Williams KING OF SWAT.....	275.00
<b>UNITED BOWLERS</b>	
HANDICAP.....	Write
LIGHTNING.....	225.00
SPEEDY.....	175.00
MERCURY.....	175.00
LEAGUE.....	125.00
<b>CHI. COIN BOWLERS</b>	
SCORE-A-LINE.....	\$295.00
BONUS SCORE.....	195.00
TRIPLE STRIKE.....	175.00
BOWLING TEAM.....	195.00
FEATURE.....	125.00
SUPER FRAME.....	100.00

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**We ONLY Advertise What We Have in Stock**  
 ALL MACHINES 100% CLEAN AND CHECKED  
 Refund in 10 Days if Not Satisfied  
**PIN GAMES**

Blondie—New.....	\$300.00
Surf Rider—New.....	295.00
Regatta.....	145.00
Snafu.....	145.00
Harbor Lights.....	175.00
Daisy Mae.....	175.00
Easy Aces.....	175.00
Rockettes.....	45.00
Cross Roads.....	45.00
Hay Burner.....	25.00
Wonderland.....	125.00
Astar Pool.....	85.00
Queen of Hearts.....	65.00
Shindig.....	75.00
Gun Club.....	45.00
Lulu.....	125.00
Mystic Marvel.....	110.00
Hawaiian Beauty.....	100.00
Virginia.....	25.00
Jack & Jill.....	25.00
Lazy Q.....	45.00
Cue Tee.....	75.00
Skill Pool.....	50.00
Dealer.....	45.00
Screamo.....	75.00
Grand Champion.....	45.00
China Town.....	50.00
Four Star.....	50.00
Nine Sisters.....	145.00
Super Home Run.....	125.00
Home Run.....	125.00
Bull's-Eye, Deluxe.....	145.00
Big Ben.....	75.00
Sky Way.....	70.00
Peter Pan.....	125.00
Paratrooper.....	25.00
Deluxe Baseball.....	95.00
Super World Series.....	50.00
Star Series.....	25.00
Army & Navy.....	45.00
Rose Bowl.....	25.00
Genco Champ. Baseball.....	245.00
Genco Hi Fly.....	275.00
Capri.....	245.00

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 1/3 with order, balance C.O.D.

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 Exclusive AMI Dist. Ea. Pa.  
 855 N. BROAD STREET, PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2903

**Baltimore Dinner**  
 • Continued from page 91

were Caren Chandler and Jack Pleis, both of Decca; the Lane Brothers, RCA-Victor; Al Martino, Capitol, and Martha Lou Harpe, Capitol. Music was provided by the Sid Cowen ork and by Los Americanos, a Latin group. Billy Vine was emcee.

The entire officer slate of the organization was re-elected recently, with Irv Goldner serving his seventh successive term as president. Other officers are Sam Gensler, vice-president; Harry Morganstein, secretary, and Moe Kaminsky, treasurer.

The only note of sadness in the evening was the recent death of Bernie Ross, past president and chairman of this year's event. Rose died last week.

**Nominate Slate**  
 • Continued from page 91

nated, Sandy Warner, president; Irv Holzman, vice-president, and Morris Wurtzel, sergeant at arms. Other nominations were Harry Schildcrout, vice-president; Al Koondel and Dave Lowy, treasurer; Lou Glatzer, financial secretary, and Lou Rosenberg, recording secretary.

Nominated for the board of directors were Mike Giannuzzi, Bob Jacob, Harold Prager, Hy Jaffee, Sol Tab, Irv Levine, Sid Wulfson, Sol Greitzer, Phil Sharf, Harry Berger, Ted Faith and Irv Fenichel. The board will consist of 15 members, including the six officers.

**HERE IS A SLEEPER**  
 Brand-new "Davy Crockett," Genco's latest gun.  
 The price will surprise you. Write  
**W. B. Distributors, Inc.**  
 1012 Market St.  
 St. Louis, Missouri

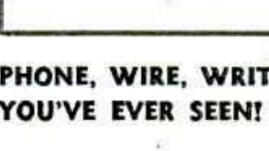
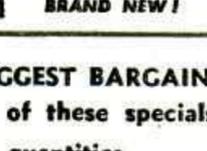
**WE NEED ROOM!**

Because Chicago Coin's sensational new **Bowling League** is the greatest game we have ever seen, we have ordered truckloads of these games to be delivered to us from the factory as fast as they can be manufactured.

**THAT MEANS WE NEED ROOM—LOTS OF ROOM!**

So we are sacrificing our entire inventory of the following brand-new equipment at unheard-of low prices!

Here is your opportunity to buy some of the finest new games on the market at **TREMENDOUS SAVINGS!**

 Chicago Coin <b>CHAMPIONSHIP</b> Regulation <b>BOWLER</b> BRAND NEW!	 Chicago Coin <b>CAPRI</b> FIVE-BALL BRAND NEW!	 Chicago Coin <b>TWIN</b> HOCKEY BRAND NEW!
 Genco <b>DAVY</b> CROCKETT KIDDIE GUN BRAND NEW!	 Chicago Coin <b>STEAM</b> SHOVEL BRAND NEW!	 Chicago Coin <b>SENIOR</b> POOL BRAND NEW!

PHONE, WIRE, WRITE OR COME IN TODAY FOR THE BIGGEST BARGAINS YOU'VE EVER SEEN! Send for special illustrated brochure of these specials!

Remember—quantities are limited! **FIRST** Come—**FIRST Served!**

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WILLIAMS PIN GAMES		GOTTLIEB PIN GAMES	
NINE SISTERS	\$ 59.50	GUYS & DOLLS	\$ 49.50
PICCADILLY	250.00	SOUTHERN BELLE	169.50
CIRCUS WAGON	195.00	DRAGONETTE	149.50
REGATTA	139.50	MARATHON	265.00
SCREAMO	89.50	GLADIATOR	235.00
WONDERLAND	149.50	GREEN PASTURES	89.50
SUPER SCORE	295.00	MARBLE QUEEN	89.50
SNAFU	145.00	HAWAIIAN BEAUTY	99.50
COLORS	125.00	PIN WHEEL	89.50
LULU	149.50	HARBOR LITES	189.50
20 GRAND	39.50	TOREADOR	295.00
KING OF SWAT	225.00	POKER FACE	79.50
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PEKANT BASEBALL	89.50		

\*\*\*\*\*

LARGE SELECTION OF PHONOGRAPHS AND ARCADE EQUIPMENT. WRITE, WIRE OR CALL FOR THE BEST DEAL.

**GENCO**

CIGARETTE MACHINES	
MC-12 M (Used)	\$150.00
MC-12 E (New)	225.00
DuGRENIER K 12	229.50
DuGRENIER K 14	247.50
DuGRENIER K 10	199.50
DuGRENIER CANDYMART	225.00
EASTERN ELECTRIC, 12-Column	239.50

**NEW GAMES**

CHICAGO COIN DELUXE SKEE BALL  
GENCO DELUXE SKILL BALL  
WILLIAMS ROLL-A-BALL

WILLIAMS SHAMROCK  
GOTTLIEB FLAG SHIP  
EXHIBIT RINGER BALL

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Say You Saw It in The Billboard

## 'So What?' Say Memphis Ops

• Continued from page 84

EP's now with the price lower. He said he sold twice as many last year as in 1955 and predicts a bright future for the EP this year. However, he sells a good many EP's to individuals. He has no break-down on the number sold to operators.

New price for EP's to operators now is 88 cents; the old price was 99 cents. Old price ranged from 89 cents to 97 cents.

All operators surveyed said they use few EP's, but a good example of one all used was Elvis Presley's EP, which includes the hits, "Love Me" and "When My Blue Moon Turns to Gold Again," available only on EP's.

### Ops. Cool

Other than this hot seller, all operators regard EP's coolly for their juke boxes. Allen Dixon, general manager of S & M. Sales Company, said he had very few EP's on his several hundred phonographs.

"The price cut doesn't mean anything to us," he said.

"We don't use EP's except where we have to. The Presley EP is an example of one we have to use."

He said he does not plan to buy more EP's because of the price cut.

E. H. Newell and Drew Can-

ale, owner of Canale Amusement Company, expressed the same view. These men are among the leaders in the industry here.

### Selection

All said they used maybe 1 per cent, or less, EP's in their record buying. All depend on singles for their machine. Canale said most customers "want to hear their favorite artist or tune, not something else."

"We used EP's a good bit a year or so ago in making the conversion to dime play. However, after that was cushioned, we didn't use them any more. It is giving too much for the money. Our investment is so large, we have to have the machines playing as much as we can to get a fair return."

"EP's also present a programming problem. It's hard to get two tunes and two artists typed on one strip for the machine," Canale added.

## Orleans Ops

• Continued from page 84

little or no effect on the business with juke box operators. They feel it might stimulate retail trade, but not juke box sales.

Frank Mancuso, who operates Frank's Record Shop, reports sales of EP's dropped in 1956 from 1955. He reports many operators became discouraged with dime play and EP's, and reverted to nickel play and regulars.

### One Stop

Mancuso stated his retail price on EP's is now \$1.47 and will drop to a \$1.29. He says he gives operators a 20 per cent discount, but operators will grab up an EP which is popular, such as Harry Belafonte number, no matter what the price is.

One of the operators corroborated this feeling, saying that if the public wants the tune and it's only on EP, they will pay top prices for the disk, but by the same token the one-stops can't give them away free if the record is not in public favor.

Joseph Assunto, who operates One Stop Record Shop, Inc., reports that his price to operators is \$1 for EP's, and he will reduce this to 88 cents. However, he doesn't expect to sell more. On the contrary, he foresees fewer sales.

He feels that less than 1 per cent of his business with juke box operators is on EP. He says people want popular items like Fats Domino's arrangement of "Blueberry Hill." If he tried to sell an EP arrangement of the same tune by another singer he would get no sales.

## Wis. Juke Ops

• Continued from page 84

a survey he made of operators outside the Milwaukee area, that between 40 and 50 per cent of machines in the State are on dime play. Pierce's own operation has about 80 per cent of machines on dimes. Ed Dowe, Beaver Dam, secretary of the group, reported that 90 per cent of his machines are set at a dime a disk.

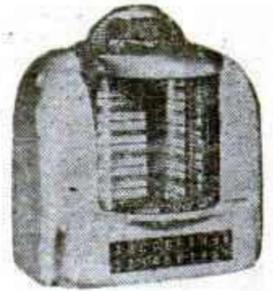
Attending the meet, in addition to Pierce and Dowe, were Cliff Bookmeier, vice-president, Green Bay, and his son, Roger Bookmeier; Doug Opitz, Ed Puzia and Woody Johnson, all of Milwaukee; Dick Wraight, Brodhead; Mrs. Lillian Williams and son, Stanley Williams, Baileys Harbor;

Paul Jacobs and Katherine Malich, Stevens Point; Herb Tonnell, Appleton; Dewey Wright, Wausau; Mr. and Mrs. Neil Nielson and son, Peter Nielson, Watertown, and Ben Ludewig.

# 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



SEEBURG 3W1  
100 WALL BOX SPECIAL  
\$49.50

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

### WURLITZER

MODEL "2000" (200 Sel.)	\$895.00
1900 (104 Sel.)	795.00
1500 (A)	249.50
1400 (45 R.P.M.)	174.50
1250	124.50

### ROCK-OLA

1436 (Fireball)	\$179.50
1434	124.50
WALLBOXES (Gray) 104 Sel.	35.00

### AMI

G-120	\$695.00
G-80	595.00
E-120	375.00
D-80	295.00
MODEL C	109.50

### SEEBURG

HF100-R	\$765.00
HF100-G	665.00
M100-C	545.00
M100-B	425.00
M100-A	215.00

Write for Illustrated Catalog

# SHAFFER Music Company

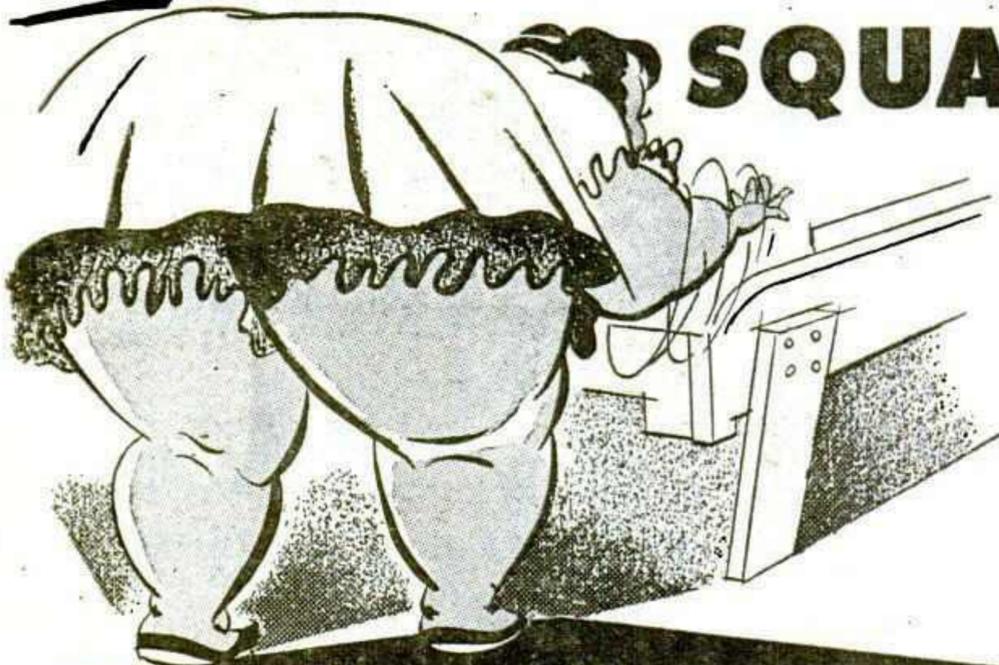
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# Now! NO STOOP NO SQUAT!



GENCO'S OFFICIAL DE LUXE

# 6-PLAYER SKILL BALL

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

The only game with playfield and rules of play just like the highly popular and successful original game

Featuring Sensational NEW BALL RETURN  
AUTOMATICALLY DELIVERS BALL at HAND LEVEL!

**GENCO** MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

### Tenn. Gets Bill

Continued from page 92

tion of age would be no defense. The location owner would be held responsible, the same as the beer and liquor law now holds the store owner responsible if anyone working for him sells beer or liquor to a minor.

The bill was seen as a move attempting to put further restrictions on amusement game operators who are already burdened far beyond other coin machine operators in the State.

There was a move by some legislators in the last session of the Legislature two years ago to double the State license fee on amusement games, which includes pinballs, shuffles and others. If this had passed, the fee would have automatically, by law, been doubled on county, city and federal taxes. The bill did not pass.

Present license costs are already considered exorbitant by operators. They are higher than on any other coin machine. Costs are State, \$15.50; county, \$15.50; city, \$15.25, and federal, \$10, a total of \$56.25.

A doubled fee would have made them practically prohibitive. Play has dwindled on them over the State in the past several years. In Memphis, where the games on location have declined from 715 at the end of 1950 to 545 at the end of last year, pins are almost non-existent. Most of those on location are shuffles.

Operators, who have not yet rallied to fight the proposed restrictive bill, have expressed the ominous opinion that some legislators are trying to legislate them out of business.

### NEW POOL GAMES

Genco, King Size	\$125.00
Star Pool	125.00
Roto Pool	125.00
Spanish Pool	95.00
Baseball Pool	125.00
Pro Pool	145.00
Used Pool Games From \$50.00.	

### WANTED!

GOTTLIEB SUPER JUMBO AND JUBILEE  
WILLIAMS JOLLY JOKER—LATE BINGOS

### SHUFFLE GAMES

United Pool Alley	\$295.00	Mars	\$145.00
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	130.00
		Criss Cross Target	125.00

### 5 BALLS

GOTTLIEB		GOTTLIEB	
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	WILLIAMS	
Twin Bill	175.00	PERKY	Write
Mystic Marvel	135.00	SHAMROCK	Write
Daisy Mae	150.00	Can Can	\$245.00
Hawaiian Beauty	135.00	Super Score	250.00
Arabian Nights	125.00	Race the Clock	225.00
Green Pastures	125.00	Wonderland	180.00
Shindig	115.00	Smoke Signal	175.00
Queen of Hearts	110.00	Skyway	140.00
Pinwheel	110.00	Big Ben	135.00
Marble Queen	100.00	9 Sisters	110.00
Poker Face	100.00	Lazy Queen	110.00
Grand Slam	95.00	Screamo	110.00
		Grand Champ	95.00
		Jalopy	90.00
		Times Square	85.00

Proven . . . in  
THOUSANDS OF  
LOCATIONS!

## UNITED'S BOWLING ALLEY

(3-piece sections)

In Michigan, Northern Illinois, Wisconsin, Eastern Iowa, Northern Indiana.

CALL EMPIRE . . .  
GET THE BEST!!

### GUNS

PIRATE GUN . . . Write	Coon Hunt	\$175.00
DAVY CROCKETT . Write	Sky Gunner	145.00
State Fair	Nite Fighter	145.00
Deluxe BONUS	Bear Gun	145.00
500 Shooting Gallery	Invader	145.00
Jet Fighter	Silver Bullet	125.00
Carnival	Shoot's Gallery	110.00
Rifle Gallery	Anti-Aircraft	99.50
Sportland	Space Gun	95.00
	Mausier Pistol	89.50
	Dale Gun	85.00

### PHONOGRAPHS

- ✓ Steam Cleaned
- ✓ Expertly Recond.

SEEBURG		AMI	
HF 100 R	\$775.00	E 120	\$445.00
HF 100 G	665.00	D 80	345.00
M 100 C	825.00	D 40	225.00
M 100 B	425.00	E 40	295.00
V 200	Write	E 40 (48 r.p.m.)	365.00
Wurlitzer 1800	650.00	G 200	Write

1/2 Deposit, Balance Sight Draft or C.O.D.

**Empire** COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



GOTTLIEB'S

TWO  
PLAYER

# FLAGSHIP

6 TARGETS ADVANCE  
BONUS TO 250

TOP ROLLOVERS  
ROTATE SCORING  
FOR 5, 10 AND  
50 POINTS

2 SUPER-POWERED  
FLIPPERS

ALTERNATING LITES  
SCORE DOUBLE BONUS

CENTER SUPER HOLE  
SCORES 300 POINTS

AVAILABLE WITH TWIN  
CHUTES—ADJUSTABLE  
3, 4 OR 5 BALL PLAY

RED AND BLUE  
ROLLOVERS LITE  
TWO PAIRS OF POP  
BUMPERS FOR  
SUPER HIGH SCORE

CYCLONIC KICKERS  
LITE ALTERNATELY  
FOR HIGH SCORE

PROVEN MECHANISM—  
BEST BY TEST

**D. Gottlieb & Co.**  
1140-50 North Kostner Avenue • Chicago 51, Illinois

Subject to  
AMUSEMENT  
TAX  
Only!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

**BUY THE BEST... WE DO!**  
ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

# CASH IN NOW RACK POOL PLAYFIELDS, BUMPERLESS

Immediate Delivery

Regular Size—32"x48" ..... \$24.50  
King Size—32"x66" ..... 34.50

### Specify Style

No. 1—Holes away from cushions for rebound play.  
No. 2—Holes close to rails.

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  
REGULAR CUE BALLS, 2 1/4" . . . . . Each \$1.95  
2 1/4" 10-BALL RACKS . . . . . Each \$1.50  
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: MOntree 6-8855

### Coin Exports

Continued from page 92

were topped by Belgium, with a \$78,701 volume. A year ago Canada had dominated this market. In October, 1956, Canada ranked third to Belgium and France. France pushed to \$31,800; Canada reached \$45,528.

Vending machines found a home in Venezuela during October to the tune of \$88,987. Venezuela barely led Canada in the vending field imports, Canada turning in an \$88,510 order. No other market compared to Venezuela and Canada in vending machine imports. Next highest was France, with a slim \$27,923 total.

While more than double the number of coin machines were exported from the U. S. in October, 1956, over the same period of 1955, roughly 8,000 to 4,000, the average value per machine dropped off considerably in the latter year; Average value per juke box shipped was \$551; games averaged \$93, and vending machines hit \$131 per unit.

... guarantee  
Billboard advertisement  
a true measure  
of value

7 OUT OF 10 OPERATORS INSIST ON A

## NYACK SLATE TOP

GUARANTEED TO BE THE FINEST SLATE TOP ON THE MARKET!

WE ARE U. S. FACTORY REPRESENTATIVES FOR  
ARAMITH POOL BALLS

## NYACK SLATE CO., INC.

84 S. FRANKLIN STREET, NYACK, NEW YORK

NYack 7-2464

JOE ASH  
says:



### FOR SALE

Seeburg V-200's  
Seeburg M100-C's  
Wurlitzer 1700's  
Wurlitzer 1800's

WRITE FOR  
PRICES.  
IMMEDIATE  
DELIVERY

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co.,  
and Exhibit in S. Jersey, Del. and E. Penna.

ACTIVE  
MUSEMENT MACHINES CO.

666 N. Broad St.  
Phila. 30  
6Remont 7-4495  
Write or wire for prices

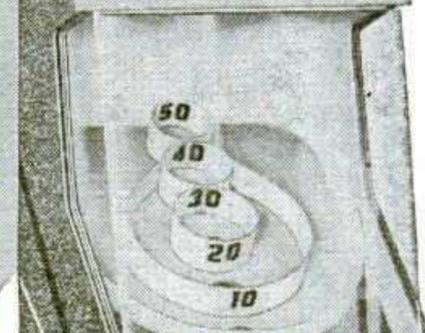
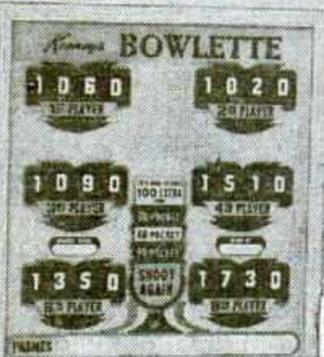
YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

when answering ads . . .  
Say You Saw It in The Billboard

## A BIG MONEY WINNER!

New!  
New!  
New!

Plexiglass  
Showcase  
Front



# Keene's 6 PLAYER REGULATION SKEE-BALL "BOWLETTE"

with BONUS SCORING  
"EXTRA BALL" FEATURE

WHEN  
MADE IN  
ROTATION

- 1st Ball Scores 100 BONUS Points
- 2nd Ball Scores 100 BONUS Points
- 3rd Ball Scores 100 BONUS Points

THIS BALL SCORES  
100 EXTRA  
FOR

- 30 POCKET
- 40 POCKET
- 50 POCKET

SHOOT  
AGAIN

Shooting ball into 50 Pocket in last frame gives player an extra ball as long as player continues to hit 50 Pocket!

Adjustable to: 5 Frame—  
7 Frame—10 Frame Play

### Designed to Fit All Locations:

- 9-foot cabinet can be increased to 12 or 14 feet overall length.
- 14-foot cabinet can be reduced to 12 or 9 feet overall length.



Players  
Prefer

Keene's  
"BOWLETTE"

WRITE — WIRE — PHONE —

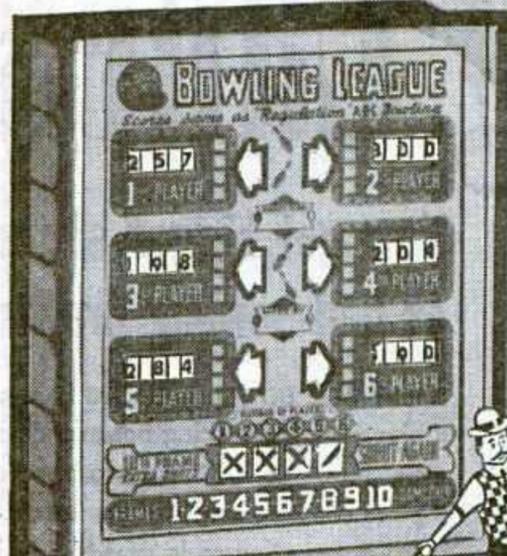
J. H. Keene & CO., INC.  
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

# 'Live Bowling'...

**NOW!**  
SET UP YOUR OWN BOWLING CENTER!...  
CASH IN ON BIG PROFITS FOR YEARS!

chicago coin's Sensational New

# BOWLING LEAGUE



**LOOK! NATURAL BOWLING!**

Player can Skillfully Control His Shots By Rolling A Straight Ball . . . Hook Or Back-up Ball. Roll 'Em Fast Or Slow!

**LOOK! AUTOMATIC REGULATION SCORING!**

Strikes . . . Spares . . . Splits . . . Regulation Leaves! Every Shot Gives Player All The Excitement . . . All The Thrills Of Real Bowling!

**LOOK! 3 INCH HARD RUBBER BALLS!**

They Look . . . Feel . . . Play And Simulate Every Action Of A Real Bowling Ball. Truly A Game Of Skill Where Every Player Can Become An Expert!

**LOOK!**

**NO STRAIN!  
NO STOOP!**

Ball Return Rack Operates The Same As Regulation Bowling!

**LOOK! GENUINE GUTTERS**

As In Real Bowling!

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

# chicago coin

MACHINE COMPANY

**LOOK! Equipped With National Slug Re-jector!**

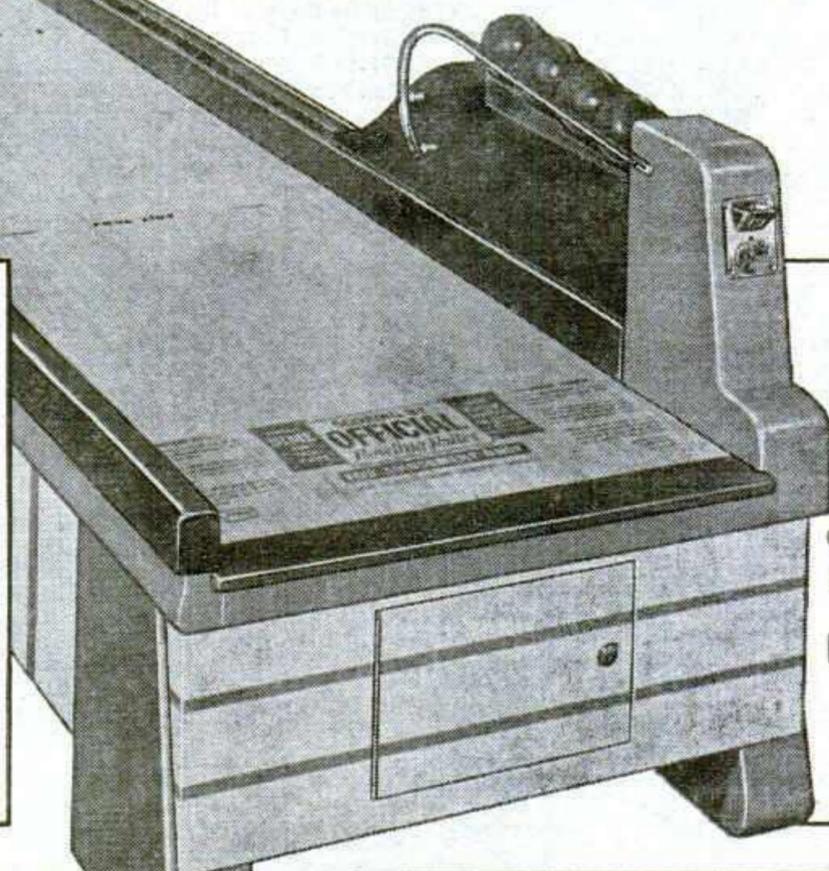
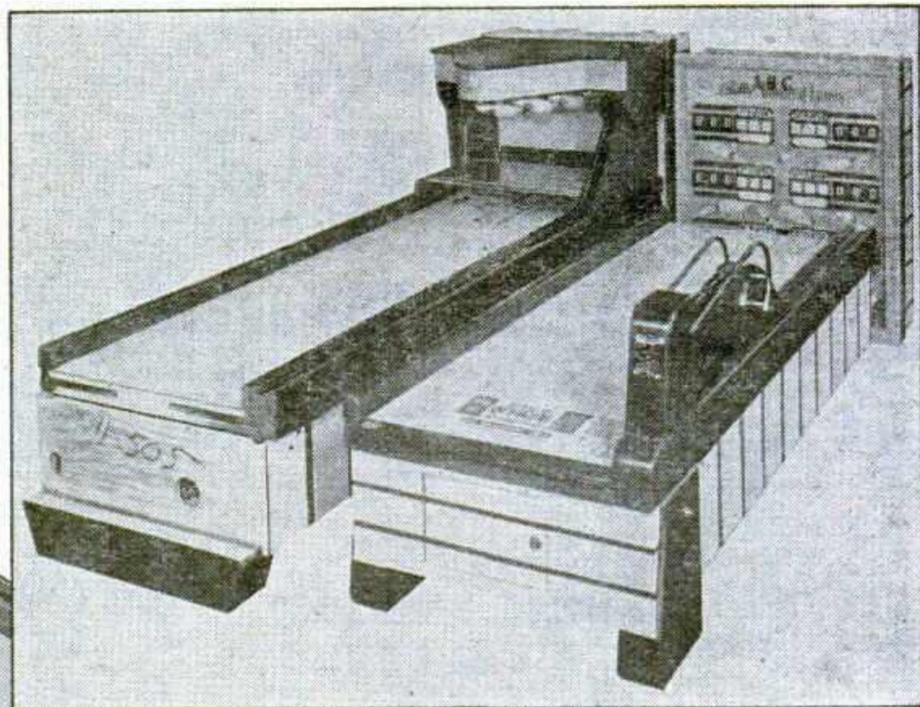
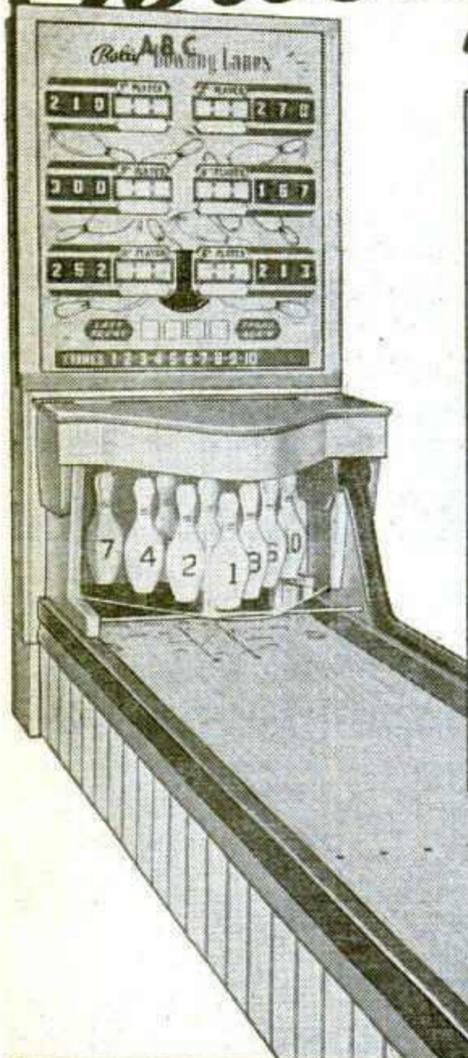
Sturdy Formica Playfield! Easy To Lift Playboard! Simple Mechanism!

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

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

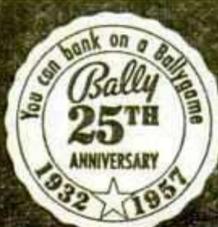
1, 2, 3, 4, 5 or  
**6 CAN PLAY**

2 POPULAR SIZES  
**14 ft. long - 11 ft. long**

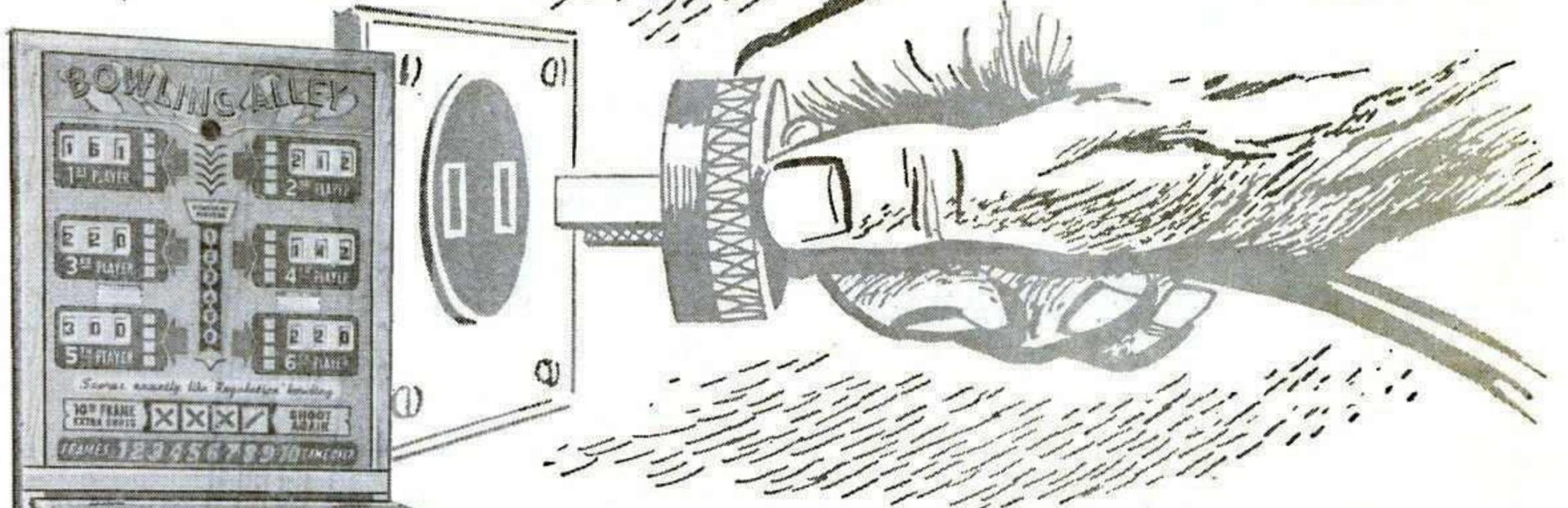
HIGH-SPEED LIGHT-UP TOTALIZERS  
HIGH-SPEED PIN-SETTER  
GIANT PINS

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**



# ...just plug it in...



# ...and start collecting

from  
**UNITED'S**

# **BOWLING ALLEY**

**ORIGINATED  
BY  
UNITED**

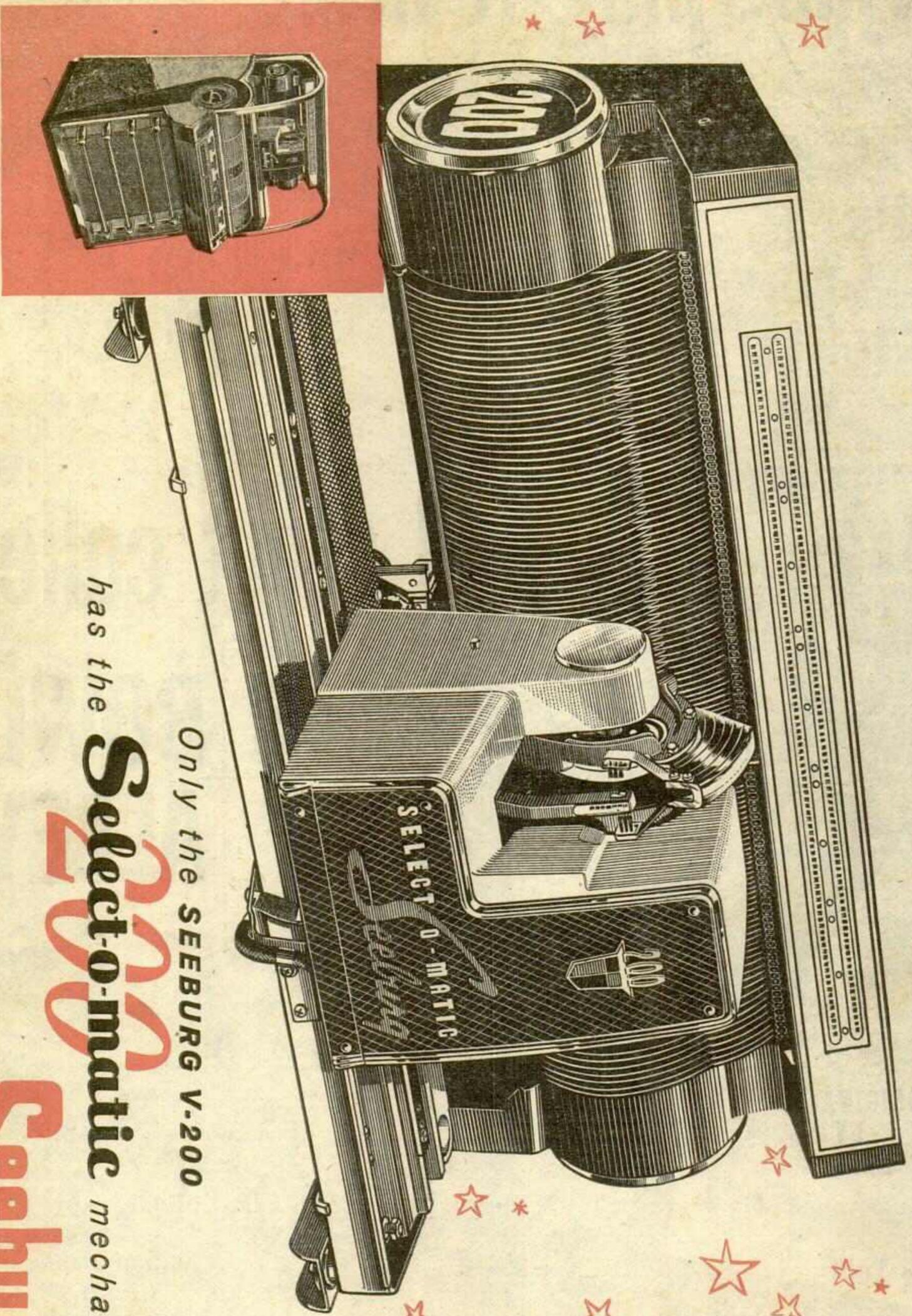
See Your

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 12, ILLINOIS

**United Distributor  
Today!**

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



Only the **SEEBURG V-200**

has the **Select-o-matic** mechanism

- ▶▶ Easier programming
- ▶▶ Longer record life
- ▶▶ The most efficient, trouble-free mechanism in the entire history of coin-operated music

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
**J. P. SEEBURG**  
 Chicago 22, Illinois  
 A Division of Fort Pitt Industries, Incorporated