

The Billboard



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See Majors in TV Film Field to Stay

No Domination of Industry Foreseen But Companies Will Play Vital Role

By BOB SPIELMAN

HOLLYWOOD—Are the majors on the way to playing as dominant a role in television film production as they have in feature pictures? Probably not, although they have made remarkable strides in a short time, and will undoubtedly be one of the three or four principal elements to eventually emerge in the TV industry.

Certainly, they've come a long way in the past two years. It was just about this time in 1955 that ABC-TV prexy, Leonard Goldenson, scored what was at that time considered one of the great coups of video history by signing two of the majors to the picture-plugging "Warner Bros. Presents" and "M-G-M Parade." This was followed soon thereafter by CBS-TV's deal for "20th Century-Fox Hour."

Each of the three approached television rather haphazardly and somewhat egotistically. The results were unfortunate. M-G-M's attempt was so abortive that the company declared a temporary moratorium on TV, and is only now starting all over again. Warner's and 20th Century-Fox fared somewhat better, but it was not until last year when the picture plugs were quietly dropped that they began to regard television as a business in its own right rather than a sort of side show for their feature pix.

Columbia Builds

Meanwhile, back at Gower Gulch, Columbia Pictures had been gradually building up its subsidiary, Screen Gems, as a TV operation with a considerable amount of autonomy from the parent company. This enlightened control, as it might be called, has resulted in Screen Gems becoming the largest single telefilm production company today.

Statistically, what does this mean? In 1953, the majors were

Another Part Of the Forest

HOLLYWOOD—It is the former and present theater men now operating TV stations who seem the most convinced that TV will eventually be dominated by the Hollywood majors. As they see it, it would be a snap for the picture companies to "take over" TV because it is a medium of a mere 470 outlets, whereas the theater business, in which they became "majors," involved 20,000 outlets.

According to the prognosis, the Hollywood giants would dominate TV not thru the control of time, as networks do, but thru the control of the best programming talent.

producing a half hour per week for television. By 1955 this had increased to five hours, and by 1956 to six and one-half hours. One can only guess at what 1957 will be but, with certain commitments already indicated, a figure close to 10 hours per week is probably not out of line.

This seems, among other things, portended by the sharp of program development which the majors are doing. In 1955 they were offering seven shows for the new season; in 1956 it was 15, and in 1957 it is 35. The figure has more than doubled itself each year.

Ready When Time Comes

Within their own circle, the majors have never made any bones about the fact that they were out to get a considerable share of the TV market. Commenting on this, Barney Balaban, president of Paramount, recently said that several years ago he had predicted that "when the time comes, we'll all be in it." An M-G-M exec, when asked three years ago why his company did not move into television, replied: "It's less expensive to let somebody else make the experi-

(Continued on page 18)

THE 'BIG ONE' OPENS; STILL THE GREATEST

By TOM PARKINSON

NEW YORK — A new Ringling Bros. and Barnum & Bailey Circus got under way here Wednesday (3) at Madison Square Garden. Make no mistake; it's still the Greatest Show on Earth. For this 87th Barnum show and 74th Ringling edition there has been plenty of major surgery and overhauling. More is in the works. The result is a new show that is all things to all people.

Those who have bought the show for arena dates and fairs have signed for a first-rate circus, the biggest and best in the land as it stands here.

Those who are looking for a new organization and operation will find it here in Ringling's rebuilt apparatus, its different concept in programming of acts in keeping with indoor dates and fairs.

Those expecting to see the new Ringling as routine, among the established indoor circuses, will spot acts and methods from the others.

But those who are expecting to see Ringling produce something more than is customary in the established indoor shows, will see their answer in the Ringling-sized

(Continued on page 89)

Year of Decision Finds TV Networks' Future in Balance

Probers Must Weigh Concentrated Control Vs. Service Disruption

By MILDRED HALL

WASHINGTON — This could be the "year of decision" for the future of network television. The prophecy was made by Representative Celler, during hearings at which Antitrust Chief Victor Hansen revealed the breadth and depth of the Department of Justice's study of American network-television. Surgery may be years away—but the diagnosis is being drawn up now.

No cure has yet been found to give natural expansion to the channel stricture cramping U. S. television. The inevitable dominance of a few networks in the straight jacket situation has climaxed an all-out pressure by those who feel there is a desperate need for access to the medium by more programmers, more stations, more advertisers, more networks.

Some would cut the Gordian knot by hacking away at network advantages like option time and must-buy, as major villains in the shut-out of new blood. Others would divest the networks of

owned stations, or program production, or both. The networks themselves warn of the danger in cutting networking arteries on which their national telecasting was predicated. Crude surgery might mean the destruction of the great-events programming that only a web can provide for a nationwide audience.

D. C. Probers

Studying the deadlock from every angle are Washington probers. The Senate Commerce Committee, under Chairman Magnuson, is now entering its fourth year of TV investigation. Celler and his House Antitrust Subcommittee are new to broadcasting, but veterans in antitrust and monopoly. The Justice Department, first to lower the boom on a net's alleged pressure tactics, in the NBC-Westinghouse suit, is in its third year of study, aided by the Federal Bureau of Investigation.

The four-man network study committee of the Federal Communications Commission, is examining network activities under the agency's 15-year-old Chain Broadcast Rules. Dean Barrow, heading the increasingly sinewy study, favors setting up "maximum" public interest criteria for networking, at the FCC—rather than antitrust "minimums" via the Justice Department suit or consent decree.

The full FCC is basing its hopes for a better competitive TV situation on future enlargement thru the use of all channels. After long study, it has set up a handful of new outlets across the country by means of a wavering deintermixture policy that frequently robs Peter to pay Paul. Backgrounding

(Continued on page 9)

Capitol Mum On Toll TV

WASHINGTON — Quiet has settled on the toll TV question here. Emergency appendectomy of Federal Communications Commission Commissioner Doerfer last week (29) will mean no more pay TV meetings until after his return on the 16th or later. Silence also prevails at the Senate Commerce Committee, where the "leaked" staff report recommending limited trial for pay TV is still officially in "confidential status."

The Senate Committee status quo has held on toll TV since Chairman Magnuson's (D., Wash.) original announcement that the FCC commissioners would be questioned on the basis of the staff report.

NEWS OF THE WEEK

Tim McCoy, Western Film Actor, Returns to Circus Business . . .

Col. Tim McCoy, Western movie star who has a TV film series and whose old movies also are televised, is returning to the circus business as a feature with the Al G. Kelly & Miller Bros. Circus. He was on the Ringling-Barnum circus several years and in 1938 had his own Col. Tim McCoy wild west show. . . . Page 94

Upcoming ASCAP Pact Keys Big Music Poser at NARTB Huddle . . .

The expiration of the contract of the American Society of Composers, Authors and Publishers with broadcast interests focuses attention on music licensing at this week's National Association of Radio & Television Broadcasters' convention in Chicago. . . . Page 2

United Artists Steps Into Nat'l Sales With New Film Package . . .

United Artists' new feature package for TV, which includes "Moulin Rouge" and "African Queen," is reported to have attracted the interest of three national sponsors, for either a network or spot ride. . . . Page 29

A&R Men Become Shoppers As Purchased Masters Take Over . . .

Bought master records are coming into increasing prominence in the disk business. Three of current pop best seller crop were bought by the labels now cashing in on them. Other

examples are numerous. Artist and repertoire function now includes sharp buying as well as intelligent knob twisting. . . . Page 42

U. S. Publishers' Disking Activity Diminishes Overseas; Costs Soar . . .

U. S. publishers are fast forsaking the once prevalent practice of producing lush instrumental sides abroad for release on the American LP market. Rising costs and increased competition from the majors are among the factors responsible for a sharp decline in this phase of publisher activity. . . . Page 45

Seeburg Distribbs Show New Juke Box Models . . .

Distributors of J. P. Seeburg began operator showings last week of the firm's new 200-selection and 100-selection phonograph models. Distributors will continue showings on a nation-wide basis thru April 14. . . . Page 104

DEPARTMENTS AND FEATURES

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This week's issue of The Billboard is in two sections:
Section I—Regular Issue featuring the NARTB Special Section
Section II—The Spring Outdoor Amusement Directory

ASCAP PACT SIGNPOST

TV Music Becomes Major Issue at NARTB's Confab

By PAUL ACKERMAN

CHICAGO — This week's sessions of the National Association of Radio & Television Broadcasters dramatizes and focuses attention upon one of the industry's most troublesome problems—one which will demand increasing thought from broadcasters in the months immediately upcoming. This is the matter of re-evaluating the TV music licensing situation in the light of experience gained in the last 10 years and in the light of the complications raised by the Songwriters of America suit against Broadcast Music, Inc., wherein the writers seek damages of \$150,000,000 and a divorce of broadcaster interests from the licensing agency. Forcing an examination of the whole matter is one fact: The American Society of Composers, Authors and Publishers' TV music contract expires December 31.

The NARTB in itself cannot negotiate. This can only be done by an all-industry committee set up by broadcasters and empowered to act. The NARTB is providing the time and place for this to jell, and at publication time this is likely to

be in the works. Beyond this, what lies ahead?

From the broadcasters' point of view, several important matters must occupy the attention of the negotiating committee. One of the most important of these will be an attempt by broadcasters to seek a clearer and narrower meaning of the term "gross."

ASCAP's levy on broadcasters has traditionally been based on a percentage of the gross. This pattern was set in the early days of AM broadcasting and has carried over into TV. Last week, highly placed broadcasters indicated their dissatisfaction with ASCAP's concept of what constitutes "gross."

The Society, it was stated, lumped into that figure not only

time costs, but also payments for studio facilities, production costs, etc. A fairer concept of "gross," it was argued, should be the income accruing only from the sale of time. A percentage of such a figure would, of course, cut down the music bill.

Whereas broadcasters will attempt to shave music costs, ASCAP, in the months ahead can be expected to exert every effort to obtain a most profitable contract. This is seemingly obvious, but there is more to the statement than meets the eye. A chief motivation, for instance, is the fact that the music business in the last 10 years has undergone profound changes, with the result that once-important

(Continued on page 46)

FULL SELL-OUT

CBS Buys 'Lucy' For \$5 Mil Plus

NEW YORK — CBS-TV last week bought ownership of "I Love Lucy" from Desilu Productions for an estimated \$5,000,000 plus, said trade sources. The package includes 178 half-hour films already produced in the series and ownership of whatever films, hour or half-hour in length, which may be produced in the future.

The top-rated situation comedy which debuted in the fall of 1951 has won numerous awards thruout the years during which it remained at the top or near the top of the various rating reports. It was first sponsored by Philip Morris, then by General Foods and for the last several seasons was shared by the latter sponsor and Procter & Gamble.

The show for two seasons was sponsored in a rerun version by Lehn & Fink. Next fall another rerun version is expected to be slotted Wednesdays 7:30-8 p.m. on CBS-TV where it will be bank-

rolled by Gold Seal Wax and American Dairy Association.

The "I Love Lucy" plans for next fall also call for several hour spectaculars to be presented, probably Monday 9-10 p.m. which have yet to be sold. The CBS purchase price shows that it has paid in excess of \$27,000 for each episode, not regarding whatever future product is made.

'Matinee' May Go Evenings

NEW YORK—"Matinee" may make it as a nighttime attraction this summer. NBC-TV is playing around with the idea of presenting an hour version of the show, or the best of its kinescopes in the Monday night 9:30-10:30 slot as a replacement for "Robert Montgomery Presents."

Another possibility is that the summer version of the Montgomery show would replace itself.

NBC in Time Fuss With Three Clients

NEW YORK — NBC-TV and three of its important clients—Gulf Oil, Kaiser Aluminum and the Armstrong Cork Company — last week were in the midst of several hassles which could result in the sponsors moving their business elsewhere.

Gulf has asked the web to allow it to take a summer hiatus on "Life of Riley," its long-time Friday 8:30-9 p.m. property. The advertiser is, in return, willing to give the network a fall renewal for the time period and program.

NBC, however, is unwilling to permit Gulf to move out of the valuable time period because of the example it might set for other clients who also wish summer relief. The future of the program is

Nielsen Top Ten TV Web Shows

(Two Weeks Ending March 9, 1957)

TOTAL AUDIENCE	
Rank—Program & Network	Rtg.
1. I Love Lucy (CBS)	46.9
2. Ed Sullivan Show (CBS)	44.0
3. G.E. Theater (CBS)	43.4
4. Alfred Hitchcock Presents (CBS)	41.2
5. 564,000 Question (CBS)	40.0
6. Twenty-One (NBC)	39.8
7. December Bride (CBS)	39.5
8. Perry Como Show (NBC)	39.5
9. Disneyland (ABC)	39.4
10. Arthur Godfrey's Scouts (CBS)	39.2

AVERAGE AUDIENCE	
Rank—Program & Network	Rtg.
1. I Love Lucy (CBS)	43.9
2. G.E. Theater (CBS)	40.8
3. Alfred Hitchcock Presents (CBS)	38.2
4. 564,000 Question (CBS)	37.4
5. December Bride (CBS)	37.1
6. Twenty-One (NBC)	37.0
7. Gunsmoke (CBS)	35.8
8. Arthur Godfrey's Scouts (CBS)	35.4
9. The Millionaire (CBS)	35.2
10. I've Got a Secret (CBS)	34.8

'50-50' BREAK

Ruth Lyons Featured in SEP Article

CINCINNATI — Ruth Lyons, high priestess of the "50-50 Club," heard 12 noon to 1:30 p.m., Monday thru Friday, over WLW-TV, Cincinnati; WLW-D- Dayton, O., and WLW-C, Columbus, and long considered one of the hottest pieces of TV property in the nation, is the subject of an illustrated feature article in the April 6 issue of The Saturday Evening Post.

In the piece, titled "The Lady Lays Down the Law," author James A. Maxwell speaks of Miss Lyons as "one of the most influential housewives alive." "To have her speak well of their products," says Maxwell, 35 sponsors pay some \$2,000,000 annually to the Crosley Broadcasting Corporation, and there is a long list of would-be advertisers eagerly awaiting the day when they may join the select group.

Curtis Publishing Company executives were in town Tuesday (2) to exploit and promote the SEP story thruout the Midwest area covered by the three Crosley stations. They, together with local news men, were guests of WLW-TV at a luncheon party to celebrate the event.

Exactly 100 fans per day comprise the studio audience on "50-50 Club." Tickets for these performances—at \$1.25 each to pay

(Continued on page 14)

Demand Grows At NBC, CBS For Big Specs

NEW YORK — Spectaculars have suddenly come alive again. Both NBC-TV and CBS-TV have had more demands for the one-shot TV vehicles this spring than in the past several years when selling, to say the least, was difficult.

The reason is difficult to assess. Some insiders see the smash success of "Cinderella" on CBS and the more modest success of "The Great Sebastians" on NBC as just two more straws in the warm wind blowing the spectacular's way.

NBC has already pacted Hallmark, Swift, RCA Victor, Oldsmobile, John Hancock Life Insurance, Edsel and Timken Roller Bearing, and Standard Oil of Indiana will offer an impressive anniversary spectacular on the web. CBS, of course, has signed du Pont for a series of 10 dramatic spectaculars.

Among the long list of clients still looking for spectaculars are various General Motors divisions, including Buick and Pontiac; some of the big aviation companies, including North American and Boeing; Pepsi-Cola, Edsel, the new division of Ford Motors, and virtually every other large company whose product needs big splash advertising.

The fact that fewer spectaculars will be produced, primarily by NBC, puts these networks in a fairly strong position. The quality of the shows is certain to improve.

(Continued on page 14)

Gillette May Nix Fri. Bouts

NEW YORK — Gillette is reportedly trying to move out of its Friday night sponsorship of the fights on NBC-TV next fall. The sponsor recently signed a long-term deal with the International Boxing Club to bankroll the bouts, but there is said to have been a change of heart on the part of the sponsor.

The ostensible reason is reported to be the recent decision by Justice Sylvester Ryan declaring the IBC a "monopoly," and indicating a break-up of its far-flung interests. This would mean that Gillette would have to negotiate directly with individual promoters. Gillette has sponsored the fights for more than 10 years.

Lanigan Goes To Compton

NEW YORK — John Lanigan last week resigned from his post as head of NBC-TV daytime sales to join the Compton Agency as a vice-president and account supervisor. Lanigan has been with NBC since 1952, during which time he was Eastern sales manager.

The sales executive previous to that was with ABC-TV where he was vice-president in charge of sales.

Port Arthur College Gets Texas TV Grant

PORT ARTHUR, Tex. — Port Arthur College, which operates radio station KPAC here, has been granted a license to operate a TV station here on Channel 4. The grant followed withdrawal of competing applications for the same channel by Smith Radio, and the Jefferson Amusement Company which operates a circuit of theaters in this area. Jefferson has an option to buy a half interest in the college TV station.

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CBS-TV Pilots Panel Stanza

HOLLYWOOD—CBS-TV has shot a kinescope pilot of a new live panel show titled "We Pay Your Bills." Gimmick would be for panel to try and guess what a person's bill is, and this would then be paid by the program. Ann Sheridan, Vincent Price, Billy Pearson and a number of others have been tried out for the show.

CBS also has a live daytime stanza, "Heartbeat," in the works. This is intended as an advice to

Miss Wyman Shifts to Mon.

NEW YORK—The Jane Wyman show will be slotted Mondays, 8-8:30 p.m., next season. The show, which has been dropped by Procter & Gamble, is being moved from Tuesdays 9-9:30 to the new time period.

NBC as yet has not offered it to a new sponsor. The program is produced by Revue Productions.

the lovelorn series, and personality to headline show is now being sought.

Agronsky to D. C. For NBC Shows

WASHINGTON — After 14 years with the ABC network, Martin Agronsky will come to Washington as reporter-commentator for NBC's Washington news staff. The announcement was made last week by NBC Station WRC here.

Agronsky will do radio and TV programs and participate in NBC public affairs programming. The newsmen began broadcasting 17 years ago, and in 1940 was an NBC roving reporter.

Sponsors Eye CBS Sat. Slot

NEW YORK—Lever Bros. and American Home Products are interested in the Saturday 9:30-10 p.m. time slot on CBS-TV. The web has tentatively scheduled "Have Gun, Will Travel" for the spot.

It is reported that both clients have placed orders for both time and program which the network has not as yet accepted. The show stars Dick Boone.

MORE BLURB

'Matinee' Ups Commercial Time 3 Mins.

NEW YORK—"Matinee," the NBC-TV 3-4 p.m. daytime strip, will increase the amount of commercial time it will give its clients. The show previously allowed them nine minutes of commercial time. The new schedule will see 12 minutes of commercial time presented.

The change was made necessary by the purchase by Procter & Gamble of its second quarter-hour strip. P.&G. made its buy contingent upon being given more commercial time, so that it could get in more plugs for its products.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on February TV audience measurements of AMERICAN RESEARCH BUREAU

By Program Type:

DRAMATIC PROGRAMS
SITUATION COMEDIES

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

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

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

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

Drama Programs

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$1.96
2. THE MILLIONAIRE (Colgate, CBS)..... 2.35
3. PLAYHOUSE 90 (Bristol-Myers, Singer, Ronson, Amer. Gas, Philip Morris, Royal McBee (CBS)..... 2.39
4. U. S. STEEL HOUR (U. S. Steel, CBS)..... 2.46
5. ALCOA HOUR (Aluminum Co., NBC)..... 2.67
5. G. E. THEATER (General Electric, CBS)..... 2.67
7. STUDIO ONE (Westinghouse, CBS)..... 2.81
3. KRAFT THEATER (National Dairy, NBC)..... 2.89
9. SCHLITZ PLAYHOUSE (Schlitz, CBS)..... 2.90
10. JANE WYMAN (Procter & Gamble, NBC)..... 3.19

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$2.53
2. G. E. THEATER (General Electric, CBS)..... 2.78
3. THE MILLIONAIRE (Colgate, CBS)..... 2.97
4. PLAYHOUSE 90 (Bristol-Myers, Singer, Ronson, Amer. Gas, Philip Morris, Royal McBee, CBS)..... 3.06
5. U. S. STEEL HOUR (U. S. Steel, CBS)..... 3.35
6. KRAFT THEATER (National Dairy, NBC)..... 3.76
7. CONFLICT (Chesebrough-Ponds, General Electric, ABC)..... 3.90
8. LORETTA YOUNG (Procter & Gamble, NBC)..... 4.14
9. ALCOA HOUR (Aluminum Co., NBC)..... 4.17
10. STUDIO ONE (Westinghouse, CBS)..... 4.21

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$1.81
2. PLAYHOUSE 90 (Bristol-Myers, Singer, Ronson, Amer. Gas, Philip Morris, Royal McBee, CBS)..... 2.04
3. THE MILLIONAIRE (Colgate, CBS)..... 2.06
4. U. S. STEEL HOUR (U. S. Steel, CBS)..... 2.25
5. G. E. THEATER (General Electric, CBS)..... 2.45
6. STUDIO ONE (Westinghouse, CBS)..... 2.48
7. SCHLITZ PLAYHOUSE (Schlitz, CBS)..... 2.67
8. JANE WYMAN (Procter & Gamble, NBC)..... 2.75
9. KRAFT THEATER (National Dairy, NBC)..... 2.78
10. LORETTA YOUNG (Procter & Gamble, NBC)..... 3.00

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. CONFLICT (Chesebrough-Ponds, ABC).....\$3.47
2. PLAYHOUSE OF STARS (Schlitz, CBS)..... 3.85
3. CLIMAX! (Chrysler, CBS)..... 3.97
4. THE MILLIONAIRE (Colgate, CBS)..... 4.32
5. TELEPHONE TIME (Bell, CBS)..... 4.60
6. G. E. THEATER (General Electric, CBS)..... 4.89
7. CROSSROADS (General Motors, ABC)..... 6.73
8. PLAYHOUSE 90 (Bristol-Myers, Singer, Ronson, Amer. Gas, Philip Morris, Royal McBee, CBS)..... 6.92
9. NOAH'S ARK (Liggett & Myers, Max Factor, NBC)..... 6.99
10. LORETTA YOUNG (Procter & Gamble, NBC)..... 7.41

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Situation Comedies

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. DECEMBER BRIDE (General Foods, CBS).....\$2.12
2. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 2.44
3. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 2.78
4. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.79
5. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.85
6. LIFE OF RILEY (Gulf, NBC)..... 3.08
7. FATHER KNOWS BEST (Scott, NBC)..... 3.25
8. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 3.30
9. BURNS AND ALLEN (Carnation, Goodrich, CBS)..... 3.39
10. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.41

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. DECEMBER BRIDE (General Foods, CBS).....\$3.03
2. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 3.15
3. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 3.33
4. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 3.39
5. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 3.87
6. MR. ADAMS AND EVE (Colgate, R. J. Reynolds, CBS)..... 4.12
6. LIFE OF RILEY (Gulf, NBC)..... 4.12
8. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 4.39
9. BURNS AND ALLEN (Carnation, Goodrich, CBS)..... 4.41
10. FATHER KNOWS BEST (Scott, NBC)..... 4.68

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. DECEMBER BRIDE (General Foods, CBS).....\$1.84
2. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 2.22
3. MR. ADAMS AND EVE (Colgate, R. J. Reynolds, CBS)..... 2.40
4. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.61
5. LIFE OF RILEY (Gulf, NBC)..... 3.00
6. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)..... 3.05
7. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 3.13
8. PHIL SILVERS (Procter & Gamble, R. J. Reynolds, CBS)..... 3.19
9. FATHER KNOWS BEST (Scott, NBC)..... 3.20
10. BURNS AND ALLEN (Carnation, Goodrich, CBS)..... 3.25

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS).....\$2.45
2. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.84
3. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.92
4. I LOVE LUCY (General Foods, Procter & Gamble, CBS)..... 3.04
5. LIFE OF RILEY (Gulf, NBC)..... 3.09
6. MR. ADAMS AND EVE (Colgate, R. J. Reynolds, CBS)..... 3.22
7. DECEMBER BRIDE (General Foods, CBS)..... 3.26
8. BLONDIE (Nestle, Toni, NBC)..... 3.29
9. FATHER KNOWS BEST (Scott, NBC)..... 3.38
10. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.79

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

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

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Carlisle
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Mt. Carmel
Bloomsburg
Hagerstown
Frederick
Westminster

STEINMAN STATION
Clair McCollough, Pres.
Representative: **MEEKER**
316,000 WATTS

COMING COST PER THOUSAND ANALYSES:

Next week: News-Commentary and Adventure-Mystery-Western Shows
April 27: The Top 20 for March
May 4: Quiz and Comedy-Variety-Music Shows
May 11: Dramas and Situation Comedies

This One



JW5R-22T-SUG1

UP TO REDHEAD

Godfrey to Decide Fate of Wed. Show

NEW YORK—The question of whether Arthur Godfrey will continue for still another season with his Wednesday night hour on CBS-TV awaits his return a week hence.

Such an answer must be forthcoming almost immediately, if the network is to have a chance to make plans in the event he decides against continuing with the hour.

But Godfrey may feel that the

Wednesday night show is too heavy a burden to be continued indefinitely. It is true that the use of tape may make it easier for Godfrey, the tape, up to the present, has only been used on his Monday night "Talent Scouts."

However, the decision will be made by Godfrey alone. The network feels strongly enough about the redhead's contribution thru the years to its present affluence to give him carte blanche.

P&G Buys Big NBC Day Hunk

NEW YORK—Procter & Gamble last week bought still another healthy chunk of NBC-TV daytime. The advertiser purchased four alternate quarter hours of "It Could Be You," the 12:30-1 p.m. strip.

The newest P&G purchase is in addition to its buy of a second quarter-hour strip of "Matinee," and four and a half quarter hours of "Tic Tac Dough."

Pasadena Alumni In Stage, TV Work

NEW YORK—Pasadena Playhouse Associates of New York, long an inactive group of playhouse alumni here, has taken legal steps to become a force in TV and stage circles.

Among present members of the PPA are Sylvester (Pat) Weaver, Russell Arms, Albert McCleery, Marcella Cisney, David Crandell, Charles Hill, Peter Cookson and Mike Enserro.

Sponsors Okay Fall 'Omnibus'

NEW YORK—"Omnibus" is expected to return to ABC-TV next fall in the Sunday 5:30-7 p.m. time period. Union Carbide and Aluminium, Ltd., its two sponsors of the past season, have agreed to rejoin the show if a third advertiser is procured by the web.

Robert Saudek, producer and new owner of the series, has been negotiating with celebrities and organizations for stanzas of next season's series.

OWN CIRCUIT

TV Studio Hooks Up Y&R, Clients

NEW YORK—The first direct TV link between an ad agency and a client will be available in June, when Young & Rubicam completes installation of its transmission facilities.

J. Walter Thompson was the first agency to build a TV station for private use, but its auditions and test programs are received only in the company's main headquarters here.

Lever Studies 'Slezak & Son'

NEW YORK—Lever Bros. is giving a long look to "Slezak and Son," the situation-comedy which CBS-TV would like to slot Tuesdays 8:30-9 p.m. next fall.

Also giving the series consideration is Shulton, which is shopping for an alternate week half hour.

Radio Cincy Buys Storer's WBRC

BIRMINGHAM — The Storer Broadcasting Company has sold WBRC-TV and WBRC Radio, here, to Radio Cincinnati, Inc.

Storer made the sale in compliance with the Federal Communications Commission, which allowed Storer's purchase of WPFH-TV, Wilmington, Del., and WIBG Radio, Philadelphia, if it divested itself of one radio and one TV station in its possession.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on February TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the comparative monthly cost efficiency of Class A time network programs and of cost efficiency by audience composition.

sponsor, readers are urged to utilize this material as a guide rather than as the absolute yardstick in assessing the relative merits of different programs.

The figure shown for each program represents the sponsor's cost for reaching 1,000 TV homes, men, women or children per minute of commercials.

ing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau.

Automotive & Petroleum Sponsors

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- 1. DODGE (Lawrence Welk, ABC).....\$.99
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.61
3. DODGE (Welk's Top Tunes, ABC)..... 1.68
4. CHRYSLER (Climax!, CBS)..... 1.96
5. PLYMOUTH-DESOTO (You Bet Your Life, NBC).. 2.17
6. AMER. MOTORS (Disneyland, ABC)..... 2.18
7. AMER. OIL (Person to Person, CBS)..... 2.24
8. FORD (Ernie Ford, NBC)..... 2.58
9. FORD (Zane Grey, CBS)..... 2.70
10. CHRYSLER (Ray Anthony, ABC)..... 2.96

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- 1. DODGE (Lawrence Welk, ABC).....\$.98
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.52
3. DODGE (Welk's Top Tunes, ABC)..... 1.98
4. DESOTO-PLYMOUTH (You Bet Your Life, NBC).. 2.44
5. CHRYSLER (Climax!, CBS)..... 2.53
6. FORD (Ernie Ford, NBC)..... 3.09
7. AMER. OIL (Person to Person, CBS)..... 3.12
8. FORD (Zane Grey, CBS)..... 3.18
9. AMER. MOTORS (Disneyland, ABC)..... 3.54
10. CHRYSLER (Ray Anthony, ABC)..... 3.55

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- 1. DODGE (Lawrence Welk, ABC).....\$.79
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.31
3. DODGE (Welk's Top Tunes, ABC)..... 1.46
4. CHRYSLER (Climax!, CBS)..... 1.81
5. PLYMOUTH-DESOTO (You Bet Your Life, NBC).. 1.92
6. AMER. OIL (Person to Person, CBS)..... 1.93
7. CHRYSLER (Ray Anthony, ABC)..... 2.36
8. FORD (Ernie Ford, NBC)..... 2.37
9. FORD (Zane Grey, CBS)..... 2.92
10. GULF (Life of Riley, NBC)..... 3.00

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- 1. AMER. MOTORS (Disneyland, ABC).....\$1.30
2. DODGE (Lawrence Welk, ABC)..... 1.86
3. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 2.49
4. GULF (Life of Riley, NBC)..... 3.09
5. FORD (Zane Grey, CBS)..... 3.38
6. CHRYSLER (Climax!, CBS)..... 3.97
7. U. S. RUBBER (Navy Log, ABC)..... 4.04
8. FORD (The Brothers, CBS)..... 5.02
9. BURNS AND ALLEN (Goodrich, CBS)..... 5.06
10. DODGE (Welk's Top Tunes, ABC)..... 5.62

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Home Appliance & Furnishings Sponsors

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- 1. RCA (Perry Como, NBC).....\$1.96
2. REMINGTON (What's My Line?, CBS)..... 1.98
3. SINGER, RONSON, ROYAL McBEE (Playhouse 90, CBS)..... 2.39
4. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.46
5. ALUMINUM CO. (Alcoa Hour, NBC)..... 2.67
6. GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.67
7. GENERAL ELECTRIC (Broken Arrow, ABC)..... 2.68
8. WESTINGHOUSE (Studio One, CBS)..... 2.81
9. MEET THE PRESS (Johns-Manville, NBC)..... 2.86
10. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.91

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- 1. RCA (Perry Como, NBC).....\$2.19
2. REMINGTON (What's My Line?, CBS)..... 2.26
3. JOHNS-MANVILLE (Meet the Press, NBC)..... 2.60
4. GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.78
5. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.01
6. SINGER, RONSON, ROYAL McBEE (Playhouse 90, CBS)..... 3.06
7. U. S. STEEL (U. S. Steel Hour, CBS)..... 3.35
8. GENERAL ELECTRIC (Cheyenne, ABC)..... 3.59
9. GENERAL ELECTRIC (Conflict, ABC)..... 3.90
10. SYLVANIA (The Buccaneers, CBS)..... 4.08

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- 1. RCA (Perry Como, NBC).....\$1.56
2. REMINGTON (What's My Line?, CBS)..... 1.65
3. SINGER, RONSON, ROYAL McBEE (Playhouse 90, CBS)..... 2.04
4. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.25
5. GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.45
6. WESTINGHOUSE (Studio One, CBS)..... 2.48
7. JOHNS-MANVILLE (Meet the Press, NBC)..... 2.89
8. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.01
9. SCOTT (Father Knows Best, NBC)..... 3.20
10. ARMSTRONG, KAISER (Circle Theater, NBC)..... 3.24
10. GENERAL ELECTRIC (Cheyenne, ABC)..... 3.24

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- 1. U. S. STEEL (20th Century-Fox, CBS).....\$1.58
2. SYLVANIA (The Buccaneers, CBS)..... 2.30
3. RCA (Perry Como, NBC)..... 2.35
4. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.45
5. REYNOLDS (Circus Boy, NBC)..... 2.73
6. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.19
7. SCOTT (Father Knows Best, NBC)..... 3.38
8. GENERAL ELECTRIC (Conflict, ABC)..... 3.47
9. BELL (Telephone Time, CBS)..... 4.60
10. GENERAL ELECTRIC (G. E. Theater, CBS)..... 4.89

COMING COST PER THOUSAND ANALYSES:

Next week: Toiletries, Drugs & Household Cleanser Sponsors
April 27: The Top 20 for March
May 4: Food-Beverage & Cigarette-Tobacco Sponsors
May 11: Automotive - Petroleum & Appliance - Furnishings Sponsors

one!
two!
three!

COUNT ON SUCCESS

123

**WESTERN
FEATURES**

*The best from the West...consistently outrates competition...
TV's most profitable hour strip...*

STRIP FOR

GENE AUTRY

starring in

56

hour-long features

made by Republic Pictures Corporation
and available to local advertisers
and stations



- ★ Stripped by stations everywhere!
- ★ 50% adults every time!
- ★ National spot advertisers

like Alka Seltzer, Montgomery Ward, Arrid, National Dairies, Chef Boy-ar-dee, Poll Parrot Shoes, Reddi-Wip, Prince Macaroni, Hostess Cup Cakes, Top Value Stamps, Wonder Bread, Nabisco, My-T-Fine, Baker's Chocolate, Bosco, Toni, Revlon, Snow-Crop, Robert Hall Clothes, Beeman's Gum

ACTION!

ROY ROGERS

starring in

67

hour-long features

made by Republic Pictures Corporation
at an original production cost
of \$250,000 each!



- ★ The best from the West!*
- ★ Low, low cost per thousand
for kids and adults
- ★ **KDKA Pittsburgh** has just
bought multiple runs of all 123 features and
will devote 5 hours a week for 2½ years to
WESTERN FEATURES STARRING GENE
AUTRY and WESTERN FEATURES STARRING
ROY ROGERS. Call us about sensible price pat-
terns whether for one, two or three years of
programming!

*Consistently tops direct network and local competition
(ARB—October, 1956 thru January, 1957).

mca tv

Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

COUNT ON SUCCESS...RATING SUCCESS...SALES SUCCESS
WITH THESE 123 FULL-HOUR **WESTERN FEATURES**

56

STARRING
GENE AUTRY

67

STARRING
ROY ROGERS



WITH HOLLYWOOD GREATS LIKE

Jimmy Durante
John Carradine
Ann Miller

Andy Devine
Ann Rutherford
Sterling Holloway

Dale Evans
Paul Kelly
Buster Crabbe

Gabby Hayes
Sons of the Pioneers
Gale Storm

give a hoot and a holler to
your representative at

mca tv



598 Madison Avenue, New York 22, N.Y. (PLaza 9-7500) and principal cities everywhere

183 Film Properties Up for Fall Sponsors

HOLLYWOOD—Herewith is a listing of 183 new TV film properties currently being offered to national advertisers for fall sponsorship. A pilot film has been completed on 110 of them. They are listed according to format.

For an analysis of these program offerings, see separate story.

KEY:

- *—Program slotted into network sked as of now.
- C—Pilot completed.
- Ser-C—Series completed.
- 2-C—Two films completed.
- IP—Pilot in production.
- Ser-IP—Series in production.
- ND—No definite date set for pilot production.
- April—Pilot scheduled to roll in April.
- F—Foreign production.
- H—Hour program.
- L—Scheduled part live and part film.
- Sy—Aimed or probably intended for syndication.
- 56—Pilot produced in 1956, but still on market.
- S—Star.
- P—Producer.

REFERENCES:

- 1—Effort being made to sell without a pilot.
- 2—New pilot on show, "Knight of the South Seas," available for sale last season.
- 3—Bought for one-half sponsorship by Mennen.
- 4—Originally intended for CBS film.
- 5—Half-sponsorship by Seven-Up.
- 6—Bought by Plymouth.
- 7—Pilot shown on 20th Century-Fox Hour.
- 8—Bought by Chemstrand.
- 9—New pilot. Original pilot on same property filmed by Matthew Rapp 2 years ago.
- 10—26 on order by ABC-TV.
- 11—New pilot in works. Original shot with Paul Kelly, now deceased.
- 12—New slant on old series.
- 13—Bought by P&G for summer airing.
- 14—Bought by Wildroot.
- 15—Seen locally in Los Angeles.
- 16—Summer replacement for General Foods.
- 17—Aimed for 1958 market.
- 18—Bought by Chesterfield.
- 19—Stars Negro performers.
- 20—Summer replacement for P&G.
- 21—Optioned by ABC-TV.
- 22—OK'd for series production by CBS-TV for 1958 market.
- 23—Pilot on Playhouse 90.
- 24—Alternating weekly.

ACTION AND ADVENTURE

Name	Prod. Status	Prod. Organization	Agent or Sales Organization
Adventures of the Big Man	Ser-C (F)	Charles Wick	
S: Wayne Morris			
African Patrol	C (F)	Gross-Krasne	Gross-Krasne
S: John Bentley		P: Guy V. Thayer, Jr.	
Amazon Trader	IP (F)	Warner Bros.	ABC-TV
Anything, Inc.	IP	TCF-TV	NTA
S: Marshall Thompson		P: Ben Felner, Jr.	
Assignment Mexico	C (F)	Harry Ackerman	CBS-TV
Assignment Foreign Legion	Ser-C (F) (Y) (Sy)	Intelfilms	CBS Film
S: Merle Oberon		P: Tony Bartley	
Marco the Magnificent	Ser-IP (F) (Sy)	Sapphire Films	Official Films
S: Edmund Purdom			
Capt. Horatio Horoblower	ND (F)	CNP	NBC Film
Charter Pilot	ND	Ben Fox	RKO
Clipper Ship	ND	Screen Gems	Screen Gems
Col. Humphrey Flack	C	Stark-Layton	CBS Film
S: Allan Mowbray, Frank Jenks			
Danger Is My Business	ND	Screen Gems	Screen Gems
P: Irving Briskin			
Don Quixote	May (F)	Grifford Prods.	NBC-TV
S: John Carradine		P: Gordon S. Griffith	
*Escape	ND (H) (L)	Delbert Mann-David Shaw	NBC-TV
Ethan Allen	C	Goodson-Todman	CBS-TV
S: Rex Reason		P: Harris Kettleman	
Exclusive	C (F)	ABC Film	ABC Film
S: Kieron Moore		P: Bernard Luker	
The Fox	IP (F)	Bischoff-Diamond-NBC	NBC-TV
S: Anthony Dexter			
The Gaucho	ND (F)	Odyssey Pictures	Sol Lesser
P: Douglas Fairbanks Jr.			
Gulliver's Travels	GI ND (1)	Harry Saltzman	Four Star
S: Charles Boyer, David Niven, Jane Powell, Jack Lemmon			
Ivanhoe	C (F)	Screen Gems	Screen Gems
S: Roger Moore, John Pike			
James Michener Presents	IP (F)	South Sea Prods.	
S: Gloria Talbott, Lyle Bettger		P: Orville Hampton	
Johnny Nighthawk	C	Briskin Prods.	Screen Gems
S: Scott Brady, Richard Erdman		P: Joseph Hoffman	
Johnny Wildlife	2-C	Briskin Prods.	Screen Gems
S: Paul Langdon, Tony Dowd, Trudy Marshall		P: Jack DeWitt	
Jon Hall Show	C (2)	Jon Hall	Bob Braun
S: Jon Hall, Peter Lorre			
Jungle Boy	C	Gross-Krasne	Gross-Krasne
S: Michael Hartley		P: Guy V. Thayer Jr.	
McLain of Hudson's Bay	C	Associated Screen News	Wm. Morris
At Pistol Point	C (F) (3)	Sapphire Films	ABC-TV
P: Jules Buck			
Pistol Point	Ser-IP (F) (Sy)	Official Films	Official Films
S: Louis Hayward			
Richard the Lion-Hearted	C(56) (F) (4)	Danziger Bros.	TPA
Rikki of the Islands	C	Desilu	NTA
S: Ricky Vera		P: Ed Hallie	
Sabu and the Magic Ring	C	Interstate TV	Interstate TV
S: Sabu		P: Maurice Duke	
The Sea Hunt	C (Sy)	Ziv-TV	Ziv-TV
S: Lloyd Bridges			
The Swamp Fox	ND	Mark Stevens	Wm. Morris
The Sword	C	Revue Prods.	MCA-TV
S: Jacques Sernas			
Tarzan	April	Sol Lesser-NBC	NBC-TV
Tugboat Annie	C	TPA	TPA
S: Minerva Urecal, Walter Sande		P: Leon Fromkees	
The White Hunter	IP (F)	Bernard L. Schubert	
*Zorro	Ser-IP (5)	Walt Disney	ABC-TV

COMEDY

Adventures of a Model	C (56)	Desilu	Wm. Morris
S: Joanne Dru			
Alexander Botts	C	NBC-TV	NBC-TV
S: Don Adams		P: Tom McKnight	
Baby Snooks	April	NBC-TV	NBC-TV
S: Martha Raye			
Bachelor Father	C	Revue Prods.	MCA-TV
S: John Forsythe			
Ben Blue's Brothers	April	Blue J-Roach	Wm. Morris
S: Ben Blue		P: Jerry Stag	
Cindy	ND	Alex Gottlieb	Wm. Morris
S: Evelyn Rudie			
*Date With the Angels	Ser-IP (6)	Don Fedderson	Don Fedderson
S: Betty White			
Favorite Son	May	Harry Ackerman	CBS-TV
*Follow That Man	C (F)	NBC-TV	NBC-TV
S: Milton Berle		P: Sheldon Reynolds	
Here Comes Buster	April	Hal Roach	Wm. Morris
S: Buster Keaton		P: Mort Briskin	

(Continued on page 22)

CBS Girds to Up Production In the East

NEW YORK — CBS-TV is quietly girding itself for increased production of both live and film shows in the East, with the casting and technical departments first to feel the expansion. The success of the Phil Silvers show, chosen to be shot here as an experiment against the trend westward, convinced top web execs that New York is a better locale for many kinds of shows. CBS this week is completing the fourth pilot here among its fall entries. All four series, "Nancy Drew, Detective," "Slezak and Son," "Precinct 21" and "World in White," are going to be continued this summer in New York if sponsors appear. A fifth series, "You Are the Jury," will combine live and film segments in a daily strip also originating here.

In addition to new-originated summer shows like "Westinghouse Summer Theater," the web has four well-received public affairs programs which will continue thru next season to produce here: "Camera Three," "Lamp Unto My Feet," "Odyssey" and "Look Up and Live."

Big One-Shots

Network plans for next season include one-shot specials of the scope of "Cinderella," which telecast prompted the hiring of Eddie Blum, production assistant to Dick Kollmar, as casting director for variety and musical stanzas. The projected plans will necessitate enlargement of several departments to take care of the increased activity here. The other networks show little sign of following suit, but CBS has worked out its organizational problems for crews, production schedules and arts departments in order to tap what one executive calls "the forgotten talent pool of the East."

Edsel Bows Out On 'Perry Mason'

NEW YORK—The new Edsel division of the Ford Motor Company, which last week indicated strong interest in "Perry Mason," the new CBS-TV Saturday night 8-9 p.m. entrant, this week bowed out of the picture. No reason has been given.

The network, however, has had expressions of interest from several other important clients.

Year of Decision On Network Future

• Continued from page 1

their hopes are the efforts of a group of engineers and manufacturers in the Television Allocations Study Organization who are busily—but not too successfully—trying to diagnose the ailments of the UHF service itself.

Pressure on FCC

Shooting from a statutory tangent, the House Commerce Committee intends to ask whether the FCC is regulating the broadcast industry or being regulated by it. The problem of political and industrial pressures on the FCC and other agencies was also topic of last session's House Small Business Subcommittee, under Representative Joe Ewins. Overshadowing this area is the Celler bill to restore the primary jurisdiction of the Attorney General over agency "expertise" in antitrust matters. The Celler committee says courts have mistakenly granted antitrust "immunity" to network practices under the mistaken tendency to let agency rulings be the final word in broadcast matters, as in common carrier fields.

Dancing around the edges of the major operation on TV are the proponents and opponents of subscription television who crop up in all phases of the probes. The pay service has Senators, Congressmen and FCC commissioners battling over it. Pay TV itself says that it will help UHF to survive and will enable small stations and advertisers to get free of need for net programming and make money on their own.

Time Element

The time element could produce crisis action, as pressure mounts for wider access to the medium. UHF says it can't wait. Independent film programmers and station owners say they can't wait. Money runs out with time, and investments fold, while studies and reports grind to conclusion, and actual relief could take anywhere from several years to a whole generation for long-range allocations readjustment.

Paradoxically, the networks themselves have received high praise at all probes, for their leadership, their pioneering in programming and public service television. Within the framework of their present privileges, only a few instances of unfair competitive tactics by individual networks stood up under hearing investigation. On the other hand, net affiliates formed an almost comical parade of praise for net daddy-o's at Senate hearings.

None of this amounted actually to a recanting of over-all complaint of shutout by network structure. As blame receded from the net-

works themselves, it fastened on the protective framework of networking as the true villain, second to allocations. Hill probes converged on the danger in natural gravitation of bigness to bigness. They noted the mass-pull of networks to multiple-owner affiliates, of nets to big advertisers and vice versa, of big advertisers to big-city stations and net affiliates—coming full circle to multiple owners and nets again.

Movie Parallel?

The Justice Department asks if this permeation of TV by networking makes a "deadly parallel" to the movie chains that were divested of outlets by consent decree in the Paramount case. Network affiliation with over 90 per cent of all TV stations "dwarfs" the extent of the movie chain ownership of theaters, Hansen points out.

Even in the absence of evidence of any "collusion" between networks or networks and multiple owners, the Justice Department can invoke the "power to exclude competition." If this is proved—and there is an "if," Hansen points out—Justice could ask curtailment or divestiture in such areas as program production, must-buy (possibly an antitrust violation per se), option time and even net ownership of stations, in certain cases.

Where has all the probing left the independent film programmers and station owners who did the complaining? Between the devil of financial shut-out and the deep blue sea of losing profitable relationships with present network heads. Only a few stand foursquare for emasculation of networking. Archangel of these is Richard A. Moore, who wants a clean sweep of option time and must-buy. He wants concurrent ruling against any station taking more than 75 per cent programming from "any one source." His theory is: "Let nets compete on an equal basis with independent programmers."

ATFD Plaintiff

Typical of unhappy second-thought of TV film producers at probes was the recant by the four-some of Association of TV Film Distributors. They started with heavy complaint of independent program-bumping by nets, despite sponsor choice, and asked Barrow's study committee to cut back the network option time. However, at Celler hearings, they put the blame on the allocation muddle and said cutting option time was only recommended "as an interim measure." The "many cases" of pro-

(Continued on page 14)

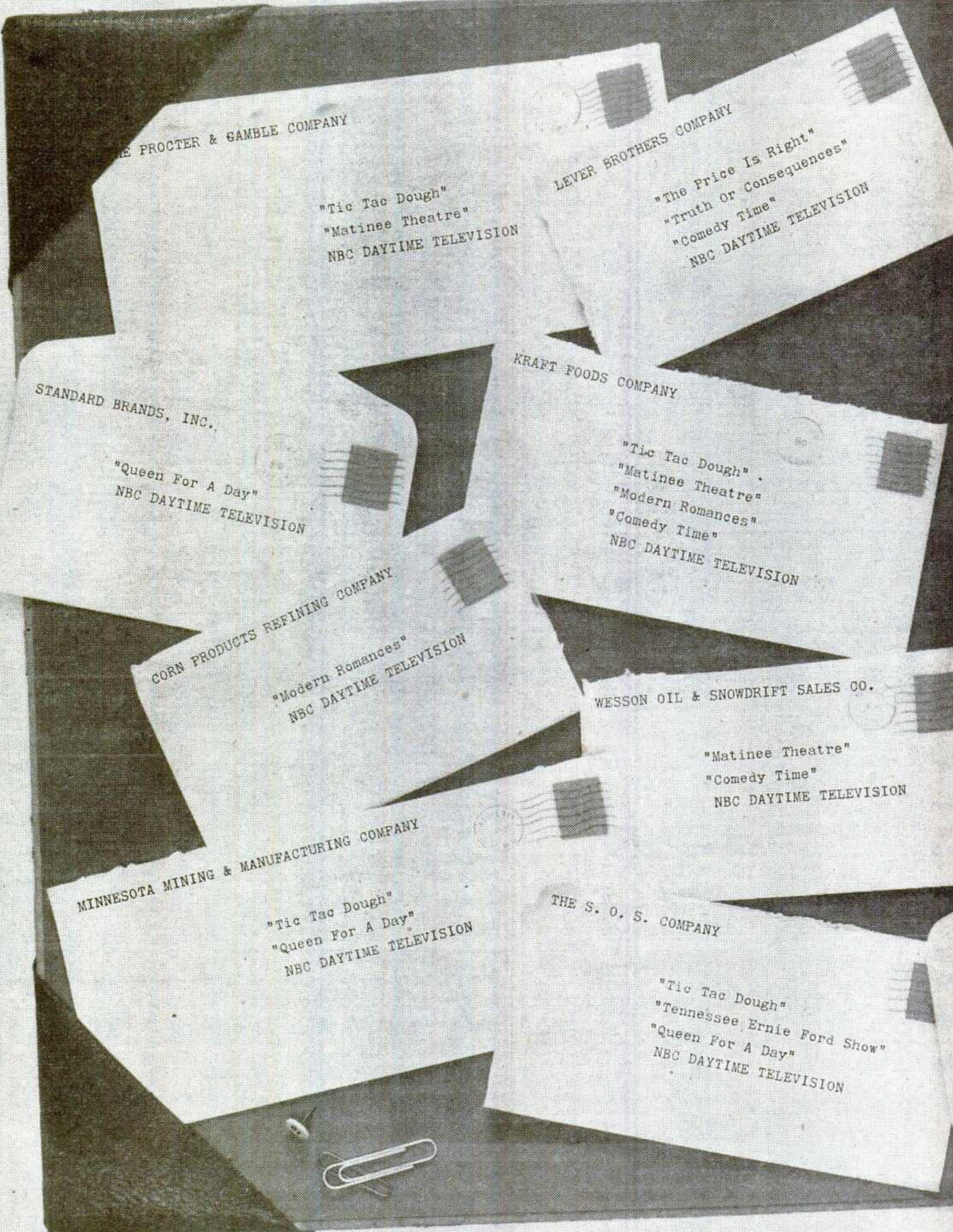
AT THE NARTB CONVENTION

Come to the BILLBOARD EXHIBIT

at the Conrad Hilton Hotel,

April 7-11—Room 537

... for the complete word on the TV industry's most potent and economical advertising package—weekly Billboard and monthly Billboard TV Program and Time Availabilities.



THE PROCTER & GAMBLE COMPANY
 "Tic Tac Dough"
 "Matinee Theatre"
 NBC DAYTIME TELEVISION

LEVER BROTHERS COMPANY
 "The Price Is Right"
 "Truth or Consequences"
 "Comedy Time"
 NBC DAYTIME TELEVISION

STANDARD BRANDS, INC.
 "Queen For A Day"
 NBC DAYTIME TELEVISION

KRAFT FOODS COMPANY
 "Tic Tac Dough"
 "Matinee Theatre"
 "Modern Romances"
 "Comedy Time"
 NBC DAYTIME TELEVISION

CORN PRODUCTS REFINING COMPANY
 "Modern Romances"
 NBC DAYTIME TELEVISION

WESSON OIL & SNOWDRIFT SALES CO.
 "Matinee Theatre"
 "Comedy Time"
 NBC DAYTIME TELEVISION

MINNESOTA MINING & MANUFACTURING COMPANY
 "Tic Tac Dough"
 "Queen For A Day"
 NBC DAYTIME TELEVISION

THE S. O. S. COMPANY
 "Tic Tac Dough"
 "Tennessee Ernie Ford Show"
 "Queen For A Day"
 NBC DAYTIME TELEVISION

**\$17 MILLION
WORTH OF
LOVE LETTERS...**

were signed, sealed and delivered to NBC Daytime Television during the first 14 weeks of 1957. That's the amount invested in new daytime business on NBC by ten of America's leading advertisers.

Why?

Because Nielsen, Trendex and ARB all show that the greatest audience swing in daytime television history is on. Millions of viewers are shifting to NBC's new daytime line-up—making NBC the Number One network in daytime television.*

Advertisers are finding NBC's imaginative new shows and glittering array of star sales-personalities attractive, too. Ten of them took pen in hand to prove it...by sending NBC some of the nicest fan mail a network ever received.

NBC TELEVISION NETWORK

*11 am-7 pm, 2-30-5-30 pm, M-F

ZIV's THRILLING *NEW, ALL-NEW*

HIGH-TENSION
• THRILLS!

EXPLOSIVE
• SUSPENSE!

BREATH-TAKING
• ADVENTURE!



“The **NEW** Adventures of

MARTIN KANE

Starring

WILLIAM GARGAN

... to the viewing public he IS Martin Kane!

MARTIN KANE'S CREDO:

**“I WORK WITH THE POLICE
-NOT AGAINST THEM!”**

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



VISIT ZIV'S
CONVENTION
EXHIBIT,
APRIL 7-11
ROOMS 556-57
CONRAD HILTON HOTEL
CHICAGO

MYSTERY-ADVENTURE SERIES...

FLASH!

ALREADY BOUGHT BY

- ANHEUSER-BUSCH
in 7 markets
- STROH'S BEER
- DREWRY'S BEER
- PROGRESS BEER
- HUMPTY DUMPTY
Supermarkets
- FALSTAFF BEER

and stations:

- KERO-TV in Bakersfield
- WTVY in Dothan
- KTTV in Los Angeles
- KPHO-TV in Phoenix
- KOA-TV in Denver
- KOAT-TV
in Albuquerque

FILMED *ON LOCATION* IN COLORFUL FOREIGN COUNTRIES!

Double-cross in
AMSTERDAM!



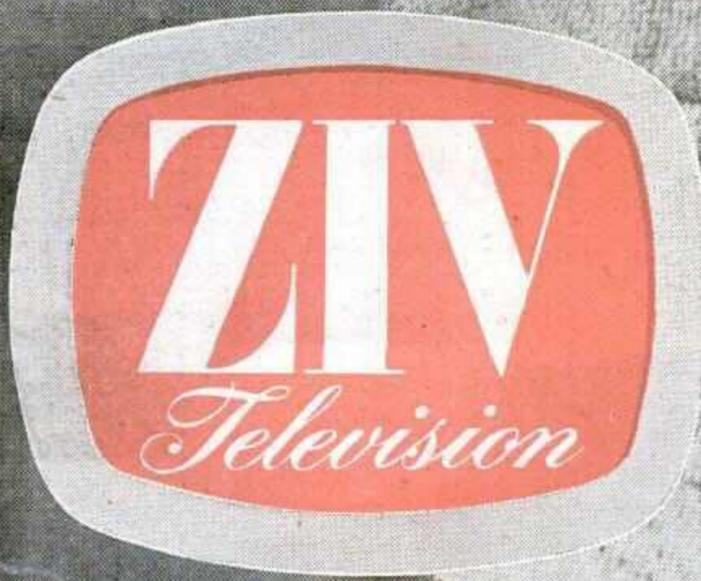
Suspense in
LONDON!



Mystery in
PARIS!



Danger in
MADRID!



Put it
on your
calendar
for next
Monday

**APRIL
15**

You are cordially invited
to see the exhibit of
entries in

**The Billboard's
TV PROMOTION
COMPETITION**

BEN FRANKLIN HALL
THE ADVERTISING CLUB
23 PARK AVENUE
NEW YORK, N. Y.

The exhibit will be open
2:30—5 p.m.

Come and see the top promotions
of 1956

Ruth Lyons

• Continued from page 2

for the lunch which precedes the show—are sold out three years in advance. Incidentally, a new series of tickets went on sale via mail April 1, and letters bearing that postmark alone were sufficient to sell out the studio capacity for five years. Crosley officials announced Wednesday. It is planned to increase the daily studio audience to 125 to accommodate partially the flood of requests.

NBC, CBS Specs

• Continued from page 2

and with it the audience receptivity may also be increased. Another consideration may be the fact that as the three network competition continues to cut down ratings, the showing of spectaculars looks better and better.

AND PACKING, TOO

**ABC in Activity Rush
Before Confab Starts**

NEW YORK — ABC-TV had another week of screenings, options, sales and renewals just before the top brass took off for the Chicago convention. Revlon decided on Fridays 10-10:30 p.m. for its buy of the Guy Mitchell show. Also on Fridays, another General Motors division will join with Buick as sponsors of an adult Western series in the 8:30-9 p.m. slot. John Wayne, rumored to be host or star, will not be connected with the show, according to ABC. Best Foods has renewed "This Is Galen Drake" for Saturdays, 7-7:30 p.m., thru next season. Ralston-Purina, which held options

on three nights for the 8:30 p.m. time, was to have chosen its "Bold Journey" period by April 8.

Pillsbury will probably buy alternate weeks of "Zorro," half sold already to Seven-Up, but the show's ultimate haven on Thursday nights depends on a number of possible sales. These sales can put a choice of film shows, for which pilots have been financed by the web or bought, into "Zorro's" 7:30 p.m. time. Pilots being peddled by ABC now include "Snowfire," "Tim Pan Sally," "Primrose," "Casey Jones," "Showboat," "UF 61," "Amazon Trader," "Man Against Crime," "Anchorage" and "Publicity Girl."

Backstopping

On the theory that it's better to waste \$500,000 worth of pilots than to be caught short in programming material, ABC has backstopped every series with at least one other of similar mood and type.

The Mennen Company has bought the Thursday 9:30-10 p.m. time, deciding to forget "O.S.S." and look thru the web's available pilots. Also shopping last week at the web were Procter & Gamble, Viceroy and Lever Bros., the last named for a possible daytime strip.

**America's 6th, 7th, 8th and 9th markets
... WBC television delivers them all!**

Boston, Pittsburgh, Cleveland, San Francisco . . . in every one of these key cities, the WBC television station covers more than a million TV homes. So to reach these big audiences, for big sales action, put your spot campaigns to work where they'll do the biggest job—on the WBC stations.

To plan that campaign, check availabilities direct with the stations. Or call A. W. "Bink" Dannenbaum, WBC VP-Sales, at MURray Hill 7-0808 in New York.

No selling program is complete without the WBC TV stations

WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO: BOSTON, WBZ-WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX

TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

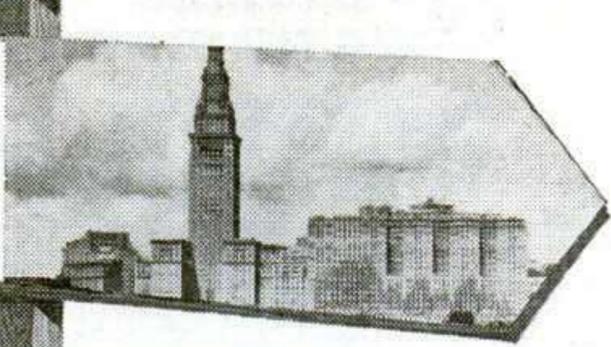
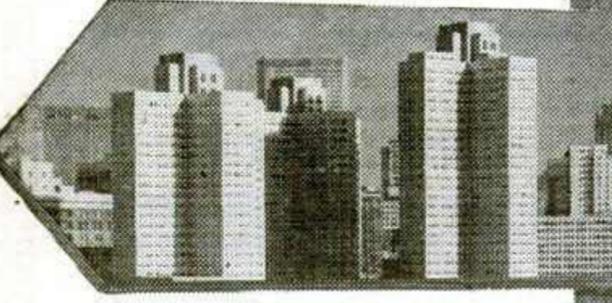


CHANNEL 4, BOSTON
IN BOSTON, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th TV market, 1,400,000 TV homes. (NBC)

6

7

CHANNEL 3, CLEVELAND
IN CLEVELAND, KYW-TV, Channel 3, Northern Ohio's new Sight and Sound delivers America's 7th TV market, 1,200,000 TV homes. (NBC)

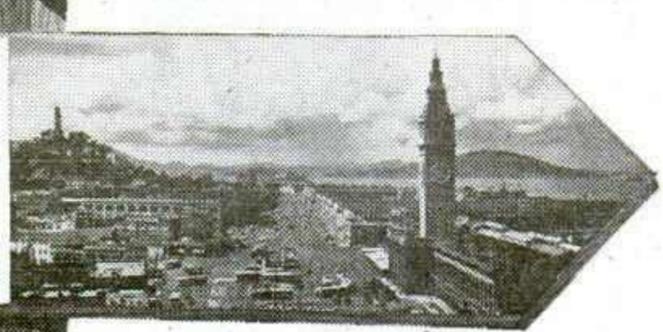



CHANNEL 2, PITTSBURGH
IN PITTSBURGH, KDKA-TV, Channel 2, Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes. (CBS) (NBC) (ABC)

8

9

CHANNEL 5, SAN FRANCISCO
IN SAN FRANCISCO, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 9th TV market, 1,100,000 TV homes. (CBS)



Year of Decision

• Continued from page 9

gram bumping dwindled to a very few.

On the Senate side, too, only a few instances of network pressure in favor of its own program product stood up to close questioning. Claims that the networks chose with a profit motive only and not in the public interest or as matter of "taste" were hard to prove. The claim lost much significance in later months, when a fickle public itself began "bumping" both network programming and independent TV film, in favor of Hollywood feature film fare on their sets. Now the feature films themselves are under Justice study, for evidence of block-booking carried over into television, as it was in the movies.

As for film syndicators, no matter which way he probes go, they appear to have a shaky future, according to testimony sent the Magnuson group. Syndicators said their films had been downgraded as a result of the networks' shut-out on prime time. (Nets say the blame should be laid to inferior product.) Spot marketing was termed too risky as a basis for large expenditures for better shows. Altho networks were their nemesis, the syndicators said they were all bidding to get network airing, to clear costs and make a profit on first showings.

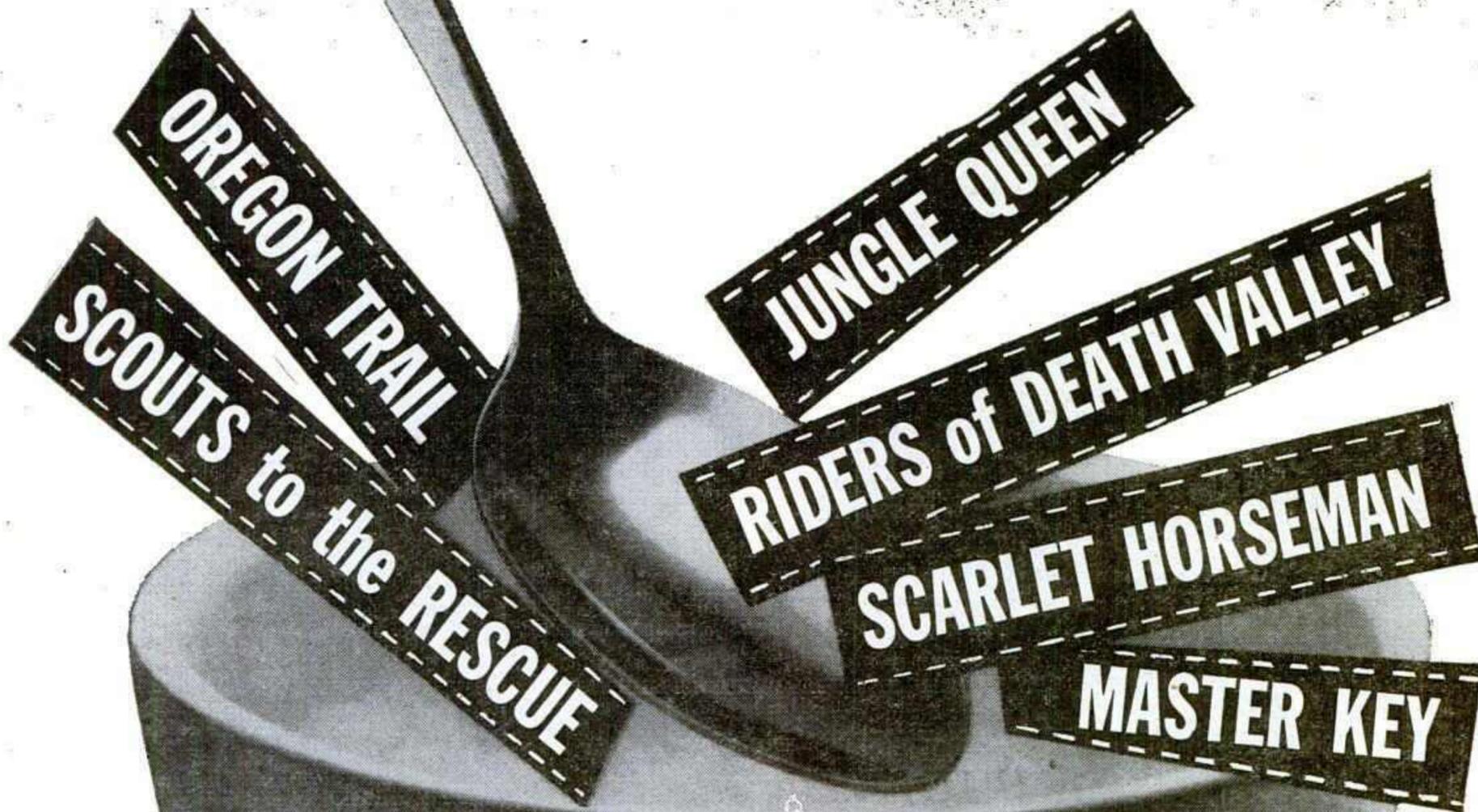
Toting up all evidences of net shut-out of independents, and net advantages in time, outlet and financing—the probers ask: How many of these advantages are necessary, as network claim, to maintain their high quality of programming? Say the nets, "100 per cent." The probers aren't so sure.

Another toe-stubber for those who would juggle allocations: What of the fury of those segments of the public who lose service or are shunted—at their own expense—to a weaker service? And those in smaller communities left to finance stations and programming, if big city coverage is cut back as some probers recommend?

The pie of equitable distribution of TV revenue and TV facilities is still in the broadcasting sky. Until it is closer to practical reality, the probers will have to weigh the dangers of "concentrated control" of communications by major networks, against disruption of a service unequaled anywhere else on the globe.

FEED 'EM SERIALS!

They're eating 'em up daily across the board
In Frisco, Chicago, Tampa and 21
other top TV markets!



SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

presents **679** episodes of
53 exciting serials!

IDEAL STRIP PROGRAMMING FOR THE JUVENILE AUDIENCE!

For information call

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter St.
Empire 2-4096

Take a pencil and

In each market only one show can rank first, second*, or third. 18 times 3 equals 54 possible chances to win, place or show.

*Except in Chicago, where a Net. B show ties a Net. C show.

*ABC-TV wins places or shows 20 times
Net. B-19 times Net. C-15 times*

Give 3 points to the top show in each market, 2 points to the second show, 1 point to the third show.

*ABC-TV: 2 firsts 7 seconds 5 thirds - 13 points
Net. B: 3 firsts 6 seconds 10 thirds - 31 points
Net. C: 7 firsts 6 seconds 2 thirds - 35 points
ABC-TV wins*

Try this! Give first place 3 points. Second place 3 points! and third place 3 points!

*ABC-TV: 2 firsts 7 seconds 5 thirds - 60 points
Net. B: 3 firsts 6 seconds 10 thirds - 57 points
Net. C: 7 firsts 6 seconds 2 thirds - 45 points
ABC-TV still wins*

Compare ABC-TV with Nets. B and C in terms of the top five shows

<u>ABC-TV</u>	<u>Net. B:</u>	<u>Net. C:</u>
8 firsts	3 firsts	7 firsts
7 seconds	6 seconds	6 seconds
5 thirds	10 thirds	2 thirds
4 fourths	11 fourths	3 fourths
5 fifths	10 fifths	4 fifths
<u>29 wins</u>	<u>40 wins</u>	<u>22 wins</u>

you can't win em all

PLAY RATE-O

Rate-O (sounds like Plato) is the exciting TV rating game that's sweeping the industry. Any number can play. If you can add, multiply and divide, you're ready for Rate-O. Throw Rate-O parties. Start Rate-O clubs. It's fun. It's educational. It's the best way to find out exactly how ABC-TV rates in the eighteen ARB February-rated 3- or 4-channel markets where all networks have equal or comparable facilities. So, don't just stand there . . . sit down and play Rate-O!

READ THESE SIMPLE RULES:

- 1 Players must use the latest (Feb.) ARB Reports. If your figures indicate that ABC-TV's top program ratings on its affiliates beat the other networks' (see examples at left), you win. If they don't, start over.
- 2 Base all arithmetic on these facts: In 8 of the 18 markets, an ABC-TV show has the highest rating. In 7 of them, an ABC-TV show has the second-highest rating. In five of them, an ABC-TV show has the third-highest rating. (Networks B and C don't do so well.)
- 3 Remember: these 18 markets comprise one-third of the nation—11,672,000 TV Homes. (*Very little Rate-O is played in these markets. People are too busy watching ABC-TV.*)

PLAY FUTURE RATE-O! This involves higher mathematics and is based on what's *going* to happen when ABC-TV's fabulous new fall line-up hits these (and many new) markets. Frank Sinatra, Pat Boone, Mike Wallace, Walt Disney's Zorro, The Real McCoys, Guy Mitchell and The Californians are all top properties. And they are only part of ABC-TV's fall line-up. Will ABC-TV have a superb year? It figures!



MOVIES IN VIDEO

Major Pic Firms to Play Important Role

• Continued from page 1

ments and mistakes, and then go out and buy the talent."

In many instances things haven't quite worked out in the fashion expected, but the basic pattern is clear. The majors have the facilities. They need to put these to use. They have the financial backing and, because of their size and strength, they can afford to make mistakes and yet come back stronger than they were before.

The majors are not confining themselves to one facet of the business either. Twentieth Century-Fox is affiliated with NTA in the

film network. M-G-M is a leading feature film distributor. Screen Gems is one of the top program producers. U-I is the largest single commercials producer, and Republic, M-G-M and Warner Bros. are all in the commercials business (20th Century-Fox and Columbia to a lesser extent). Paramount is apparently going all the way with pay-as-you-see TV.

Is the television industry, then, in danger of becoming dominated by the majors? There is always a possibility, but it isn't very likely. For one thing, television has built

up its own majors such as Ziv-TV, MCA-TV, Desilu Productions and Hal Roach Studios. The networks will almost certainly continue their own production. And there are a host of independents, such as Four Star Productions, Sharpe-Lewis, Don Fedderson, et. al., for whom there must always be a place.

The fact that production has such a four-cornered base tends to create its own checks and balances. These were perhaps most dramatically demonstrated when the nets seemed to threaten the Hollywood production companies last year. The resulting hullabaloo caused a retreat on the part of the networks, without any official action being taken or perhaps even being necessary.

It's certain that the majors are now in television to stay. How strong their eventual impact will be depends primarily on themselves.

TV CAMERAS TO THE MOON

WASHINGTON — Television programmers who dote on science fiction may be able to give their viewers a better glimpse of outer space. Dr. G. Edward Pendray, pioneer rocket engineer, told the spring meeting of the American Rocket Society Wednesday (3) that television cameras may be rocketed to the moon within the next five years to show us at close range what that satellite looks like.

Dr. Pendray, who helped found the society in 1931, said it is one of the fastest growing technical groups in the country, despite the fact that it "struggled along before World War II."

INSURANCE

Daytime Good Slot for a Nighttime Try

NEW YORK — Daytime slotting, for a one-shot or a season, is ideal insurance for a later nighttime network success, according to Bill Bacher, producer of "Washington Square." The chance to iron out kinks in less critical time periods will be taken voluntarily by more and more programs, he thinks.

Bacher, who candidly admits that the Ray Bolger series landed in its Sunday afternoon slot far from willingly, is sure the 26 daytime shows have made a perfect "out of town" break-in for the dancer's upcoming evening specials and a probable slotting of "Washington Square" next fall in prime time.

The producer's concept agrees with the "New Haven and Boston" metaphor coined last month by Rodgers and Hammerstein, who kinescoped "Cinderella" twice in advance of the actual live telecast. "The industry has paid lip service to the idea of video shakedown cruises for some time with little positive action," says Bacher, "but now TV is developing its New Havens like legit theater."

Improvements

Steadily improving "Washington Square" without "constant harrassment and the usual nighttime disaster reports," Bacher lauds daytime TV and "mortuary slottings" as perfect for overhauling an otherwise prohibitively expensive series.

Among the daytime shows which are headed for evening berths next fall are "The Price Is Right" and "Tic Tac Dough" over NBC-TV, while the web's Tennessee Ernie Ford show made the transition this season. "Truth or Consequences" did a successful reverse, switching from nighttime to daytime this year.

P&G Due to Slice CBS Soaper Coin

NEW YORK—Procter & Gamble is expected to cut back on its sponsorship of its two half-hour soap operas on CBS-TV. The advertiser will cut its sponsorship of both shows in half, and CBS will sell them off to other clients.

"As the World Turns" is telecast 1:30-2 p.m., and "Edge of Night," 4:30-5 p.m.

NBC, Miami's Cotton Club Huddle on Spec

NEW YORK — NBC-TV has been huddling with the owners of the Cotton Club in Miami Beach to televise the "Cotton Club Revue" as a "special" later this year. The 90-minute show starring Cab Calloway is being transplanted for a limited run to the Royal Nevada Hotel in Las Vegas, Nev., next week. It is undecided whether to televise it from Florida or Nevada.

WQED Adds Sundays Via NBC Education Tie

PITTSBURGH—WQED, here, which has been telecasting five days per week, will add Sundays to its schedule, thanks to the NBC-TV Educational Project. The network lines brought in for the carrying of the five new educational shows will also be used by WQED to receive "Zoo Parade," "Meet the Press" and other NBC Sunday programs not now seen in this market, beginning April 7.

It takes the



RIGHT two!



76,701 MORE TV HOMES FROM PITTSBURGH TO HARRISBURG

IT'S A FACT! With the *right two*—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 more TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA



Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNEF-AM • FM • TV, Binghamton, N. Y.

WHOB-AM, Harrisburg, Pa./WFBG-AM • TV, Altoona, Pa./WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

LOVE THOSE KING-SIZED MGM RATINGS

- 50.5 OMAHA
- 24.3 ALTOONA
- 30.6 LOS ANGELES
- 33.8 ATLANTA
- 33.1 KANSAS CITY
- 40.8 PHOENIX
- 25.3 MINNEAPOLIS
ST. PAUL



- 42.4 CHICAGO
- 27.3 SEATTLE
- 17.9 PHILADELPHIA
- 20.3 DENVER
- 17.8 HARTFORD
- 43.0 SYRACUSE
- 28.4 NEW YORK

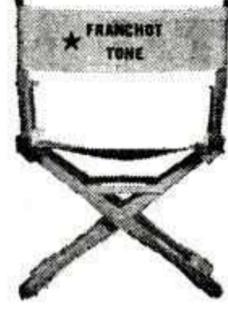
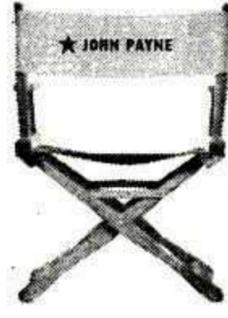
FIND OUT HOW YOU CAN START ENJOYING
TV'S HIGHEST FEATURE FILM RATINGS
VISIT **MGM-TV** · NARTB

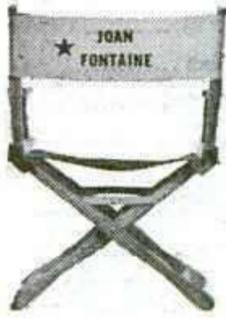
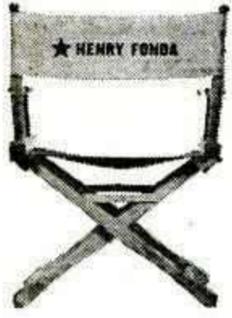
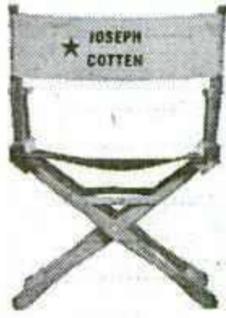
Conrad Hilton Hotel · Room 534

Convention Apr. 7-11



Contact:
RICHARD A. HARPER,
General Sales Mgr.
701 7th Ave., N. Y. C. 36
JUdson 2-2000





No wonder all America*

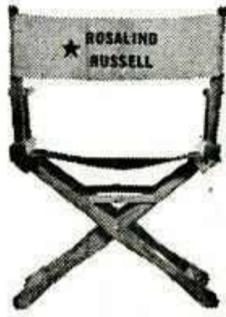
always** looks at

GENERAL ELECTRIC THEATER...

they're star-gazing!



*No. 1 NEILSEN Average Audience Second Report, February 1957



produced by revue productions



distributed by

mca-tv



**renewed for 1958

20% INCREASE OVER '56

Deluge of TV Pilots Poses Problem for Ad Agencies

HOLLYWOOD — The annual shell game of which can holds the right pilot (also sometimes called Russian roulette, because for every hit there'll be five misses) is in full swing and, if ad agencies don't have a harder time picking the grain from the chaff than ever before, it won't be the fault of the program producers.

The Billboard's compilation of pilot films for the 1957 season lists 183, of which 110 are already completed or now in production. An effort has been made to include in the list only those properties which will definitely be available to advertisers, screening out the many proposed projects which never reach production except in print.

20% Ahead of 1956

The 110 pilots which are now available, or will be available for screening within the next month, is the largest number ready at this date in the annals of TV. It tops 1956, the largest previous production year (in actual pilots made, as distinguished from those merely projected) by almost 20 per cent.

It's estimated that the pilots already made represent an investment of \$4.5 million, again 20 per cent ahead of last season, and that the total is almost certain to hit \$6 million.

For how much of this will time be available in 1957? The best estimate is that between 15 and 20 hours of new film programming will be able to find slots on the network skeds, depending both on sponsor cancellations, some of which are still doubtful, and the amount of live production.

Musicals on Upswing

As far as types are concerned, the trend in production has definitely been toward the mystery-adventure-Western. Dramas have contin-

ued in a steady decline, comedy remains about the same as in 1956, and musicals seem to be on the upswing after reaching a low ebb about a year ago. No separate category is allotted this year for kid shows because of the emphasis on aiming at the family audience rather than youngsters.

Here is the 1955 to 1957 breakdown:

	1955	1956	1957
Dramas	62	—	—
Ser. Dramas	—	43	21
Dram. Anthol.	—	13	10
Comedy	45	30	38
Musicals	25	3	10
Adventure	22	29	38
Mystery	14	23	31
Westerns	11	18	31
Kid Shows	12	8	—
Miscellaneous	23	7	4
Totals	214*	171	183

*The 1955 figure is more representative of projected pilots than those which actually reached filming stage.

Screen Gems Heads List

Among production companies, Screen Gems, with 21 pilots, heads the list. Other leaders are Desilu Productions (12), MCA-TV (11), NBC-TV (11), CBS-TV (9), TCF-TV (6), California National Productions (5), MGM-TV (5), Four

Ziv-TV Starts On Sea Hunt

HOLLYWOOD — Ziv-TV has started offering another new series for syndication, the third since the beginning of the year in what appears to be the greatest TV sales push by the company since its inception. The property is "The Sea Hunt," an underwater adventure series starring Lloyd Bridges. The pilot film was shown here earlier this year.

The other shows which Ziv has already brought out are "Harbor Command" being produced by Herb Strock and "Adventures of Martin Kane," which is being filmed in England.

In the past, Ziv has stuck fairly closely to a policy of three series a season, usually aiming one each for release in fall, winter and spring. This pattern has been highly successful for the company, and it indicates the bullish state of the syndication market that Ziv is now apparently willing to increase the number of its first-run syndicated series.

Star Productions (5), Goodson-Todman (4), Warner Bros. (4), General Teleradio (3), TPA (3), Don Feddersen (3) and Ziv-TV (3).

With ad agencies viewing this many pilots, it's inevitable that salesmanship in presenting the shows will have almost as much to do with whether a series is bought or not as the craftsmanship of the program itself.

There's no doubt that agencies are caught in a dilemma. The basic reaction seems to be "let's see them all before we buy," the only problem being that by the time they've seen them all those they liked best will probably be gone.

One producer summarized this condition as "celluloid psychosis."

BUSY DAMES

Daytime May Lose as Work Level Rises

WASHINGTON—Daytime television programming will continue to lose increasing numbers of working women and teen-agers with part-time jobs. Census reports say that 1956 had 18,900,000 women over 20 were employed, up 800,000 from the previous year, and teen-agers accounted for a 400,000 increase in the total job-expansion of some 2,500,000 over a 15-month period from spring of 1955 to mid-1956. A consoling factor is that when tired workers finally reach their TV sets, sponsors will have an audience with money to spend.

Among the teen-agers and older enrollees in schools and colleges, 3,400,000 were working at least part-time, according to an October, 1956, survey by the Census Bureau. About 1,900,000 of these were of high school age, and 1,500,000 were older.

On the whole, employment set new records in 1956, says the Census Bureau in its "Annual Report on the Labor Force: 1956." Total civilian employment for the year averaged an unprecedented 65,000,000, and went as high as 68,800,000 at the seasonal peak in summer.

183 Film Properties Up for Fall Sponsors

Continued from page 9

Name	Prod. Status	Prod. Organization	Agent or Sales Organization
Full Speed Anywhere	IP	Dayton-Four Star	Wm. Morris
S: Stubby Kaye		P: Jack Rayel	
Hey Mac!	C	Revue Prods.	MCA-TV
S: Gary Merritt			
Hey, Mom!	IP	NBC-TV	NBC-TV
S: Betty Hutton		P: Jess Oppenheimer	
How to Marry a Millionaire	IP	TCF-TV	NTA
S: Lori Nelson, Doe Avedon, Charlotte Austin		P: Harriett Parsons	
It's Always a Pleasure	ND	CBS-TV	CBS-TV
S: Eve Arden		P: Larry Berns	
Jacques & Jill	April	Gottlieb-Roach	Wm. Morris
S: Ann Jeffries, Robert Sterling		P: Alex Gottlieb	
Jane	IP	NBC-TV	NBC-TV
S: Nanette Fabray		P: Jess Oppenheimer	
Maggie	IP	McCadden Prods.	Wm. Morris
S: Margaret O'Brien		P: Bill Manhoff	
The Marie Wilson Show	C	McCadden Prods.	CBS-TV
S: Marie Wilson		P: George Burns	
Min and Bill	April	MGM-TV	MGM-TV
Mr. Belvedere	(7)	TCF-TV	TCF-TV
S: Reginald Gardner			
Sally	C (8)	Caulross Prods.	Wm. Morris
S: Joan Caulfield		P: Frank Ross	
Mother Is a Freshman	April	TCF-TV	NTA
S: Alexis Smith		P: Peter Packer	
My Man Sing	IP (9)	P. J. Wolfson	Wm. Morris
S: Larry Storch			
Publicity Girl	C	ABC-TV	
S: Jan Sterling			
The Perils of Pinky	April	Al Gannaway Prods.	Gannaway
S: Pinky Lee			
*The Real McCoys	Ser-IP (10)	Marterto	ABC-TV
S: Walter Brennan		P: Irving Pincus	
Real Georgia	ND	O'Hanlon-Bare	Wm. Morris
S: Mary McCarty			
The Shape, The Face, and The Brain	C	Screen Gems	Screen Gems
S: Mamie Van Doren, Gale Robbins, Virginia Field		P: Harry Sauber	
Shore Leave	C	Screen Gems	Screen Gems
S: Paul Gilbert, Peto Marshal		P: Harry Sauber	
Slezak and Son	C	CBS-TV	CBS-TV
S: Walter Slezak			
There Goes Calvin	C	Art Lewis	Jimmy Saphier
Tom, Dick & Harry	C	Screen Gems	Screen Gems
S: Gene Nelson, Joe Mantell, Marvin Kaplan		P: Briskin Prods.	
Wally and the Beaver	IP	Gomalco Prods.	
S: Casey Adams, Barbara Billingsley, Jerry Mather			
You Can't Take It With You	ND	Screen Gems	Screen Gems

CRIME AND MYSTERY

Attorney	April	LaTourette-Moser	CBS Film
Clue	IP	Revue Prods.	MCA-TV
S: Dennis O'Keefe		P: Alfred Hitchcock	
Collector's Item	C	CBS-TV	CBS-TV
S: Vincent Price			
Cool and Lamm, Confidential	ND	CBS-TV	CBS-TV
*Crisis	IP (H) (L)	Revue Prods.	NBC-TV
		P: Alfred Hitchcock, others	
Decoy	ND	Official Films	
S: Beverly Garland			
*George Sanders Mystery Theater	18-C	Screen Gems	NBC-TV
I Love a Mystery	C (11)	Ziv-TV	Ziv-TV
Johnny Pilgrim	C	Pine-Thomas	MCA-TV
S: William Bishop			
Man Against Crime	ND (12)	Frank Cooper Assoc.	ABC-TV
S: Darrin McGavin			
Manhunt	C	Revue Prods.	MCA-TV
S: Lee Marvin			
Meet McGraw	Ser-IP (13)	Don Sharpe	Don Sharpe
S: Frank Lovejoy			
Mike Shayne	April	Mark Stevens	
S: Mark Stevens		P: Edward L. Rissien	
*Mystery Street	ND (H)	MGM-TV	ABC-TV
		P: Andrew L. Stone	

(Continued on page 26)

Videodex Top 15 TV Web Shows

Rank	Program & Distributor	Rtg.
1.	Dr. Hudson's Secret Journal (MCA)	19.9
2.	Men of Annapolis (Ziv)	18.9
3.	Sheriff of Cochise (NTA)	18.7
4.	Science Fiction Theater (Ziv)	17.6
5.	Highway Patrol (Ziv)	17.2
6.	Rosemary Clooney (MCA)	16.6
7.	Celebrity Playhouse (Screen Gems)	16.5
8.	I Spy (Gullid)	16.0
9.	State Trooper (MCA)	15.6
10.	Dr. Christian (Ziv)	15.5
11.	I Led Three Lives (Ziv)	15.4
12.	Hawkeye & Last of Mohicans (TPA)	15.3
13.	I Search for Adventure (Bagnall)	15.1
14.	Death Valley Days (U. S. Borax)	14.6
15.	Golden Playhouse (Official)	14.4



Reach, Podner... for one of the finest availabilities in the Baltimore market

ANNIE OAKLEY

5:30 to 6:00 p. m. SATURDAYS

AVAILABLE FOR FULL OR HALF-SPONSORSHIP

A solid favorite with the entire family—and one of the top-rated non-network shows in Maryland. Stake your claim now! Contact any of Annie's pals in our Sales Department, or your nearest Petryman.

WBAL-TV... BALTIMORE, MARYLAND

CHANNEL 11



Nationally represented by

Edward Petry & Co., Inc.

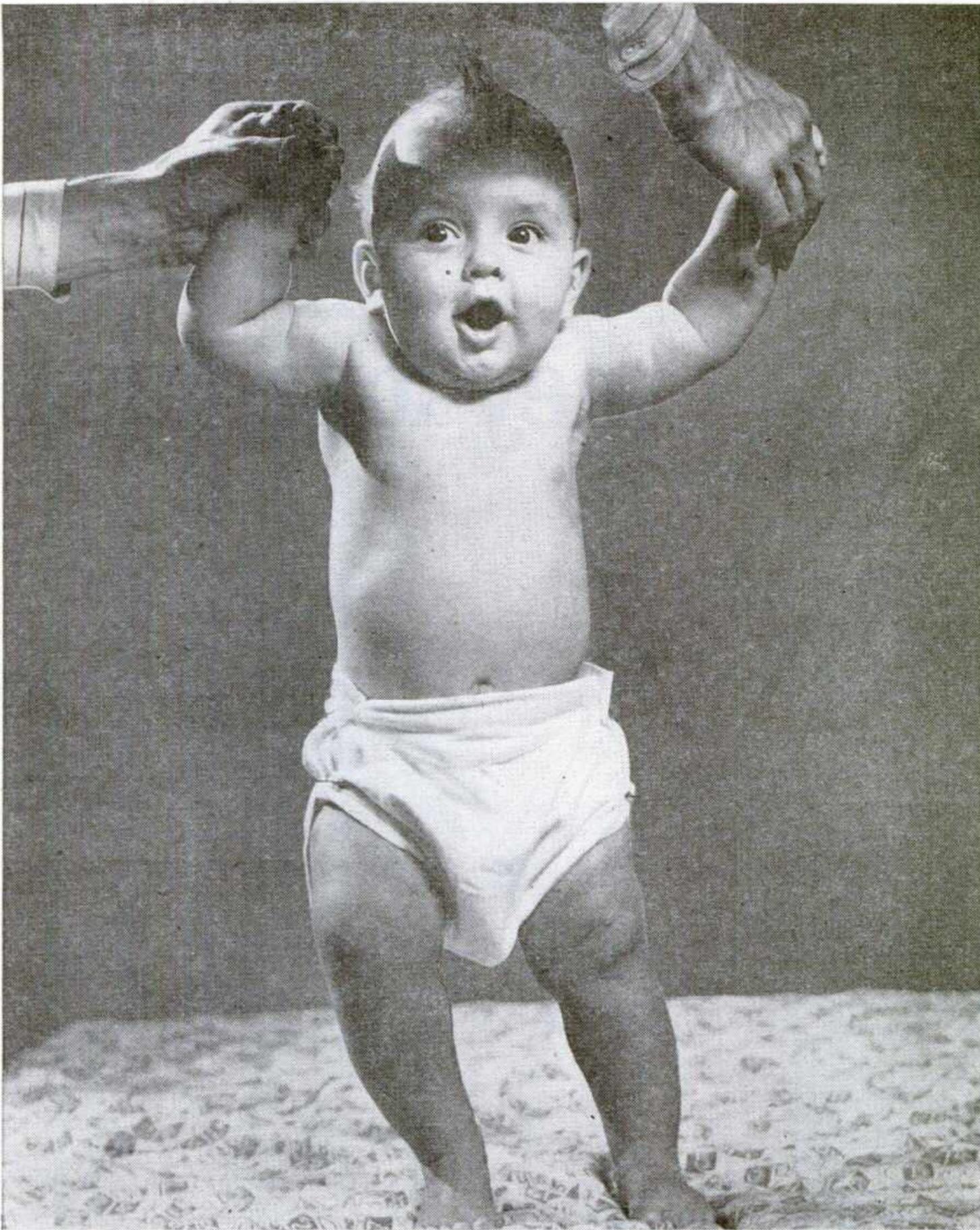
BIG DAYS

NBC Co-Op Programs Mushroom

NEW YORK—NBC-TV's daytime co-operative "block" is mushrooming, with "Club 60" jumping from seven to 62 stations within five weeks and "Close-up" from seven to 38 in four weeks.

The Chicago-originated variety show (WNBQ) reports availabilities from 60 to 78 per cent sold out in the original markets. "Club 60," now starring Dennis James as host, is colorcast Monday thru Friday, 1:30-2:30 p.m., EST.

"Close-up," the Tex and Jinx interview show, is 100 per cent sold in New York and, roughly, 50 per cent sold in the six other original markets. Both programs have adopted the no-break format for smooth progression whether co-op availabilities are sold or not.



The first commercial program series of the NTA Film Network, "Premiere Performance" starts this week...

on 133 TV stations, reaching 93.1% of U. S. TV homes... with 92.7% of effective buying income in the U. S. ... where 90.9% of U. S. retail sales are made...

SPONSORED BY SUCH LEADING NATIONAL ADVERTISERS, AS...

The Warner-Lambert Pharmaceutical Company, Inc., makers of...

Listerine, Quick Home Permanent, Bromo-Seltzer, Richard Hudnut Shampoos, Super Anahist, Antizyme Toothpaste...

P. Lorillard Company, makers of...

Old Gold Cigarettes (Filter, Regular, King Size)...

Hazel Bishop, Inc.

Sunbeam Corporation

Each and every week, all 133 TV stations will feature such great 20th Century-Fox triumphs as...

"LEAVE HER TO HEAVEN" starring Gene Tierney, Cornel Wilde

"13 RUE MADELEINE" starring James Cagney, Walter Abel

"TO THE SHORES OF TRIPOLI" starring Maureen O'Hara, Randolph Scott

"FOREVER AMBER" starring Linda Darnell, George Sanders

"GENTLEMAN'S AGREEMENT" starring Gregory Peck, Dorothy McGuire

... as well as many others of equal stature every week, for weeks to come!

...

Now Baby Takes His First Big Step Forward ...

... AS THE NTA FILM NETWORK STARTS COMMERCIAL OPERATIONS

This little fellow you see above has just begun to move forward with his first large-sized step. Namely: the start of commercial operation for America's dynamic new NTA Film Network.

On 133 TV stations...reaching 93.1% of U. S. TV homes...an important program series is being shown, as produced by that master studio,

Twentieth Century-Fox. Created by some of the most notable talents of our time, this remarkable TV series will be sponsored by some of the most distinguished leaders in American industry. Leaders, for example, such as: The Warner-Lambert Pharmaceutical Company, the P. Lorillard Company, Hazel Bishop, Inc., and the Sunbeam Corporation.

It's a resounding vote of confidence in a totally new television concept by some of the nation's major advertisers and their agencies. And as the NTA Film Network continues to grow, look for many other advances that, as any parent knows, follow quickly on that first big step forward.

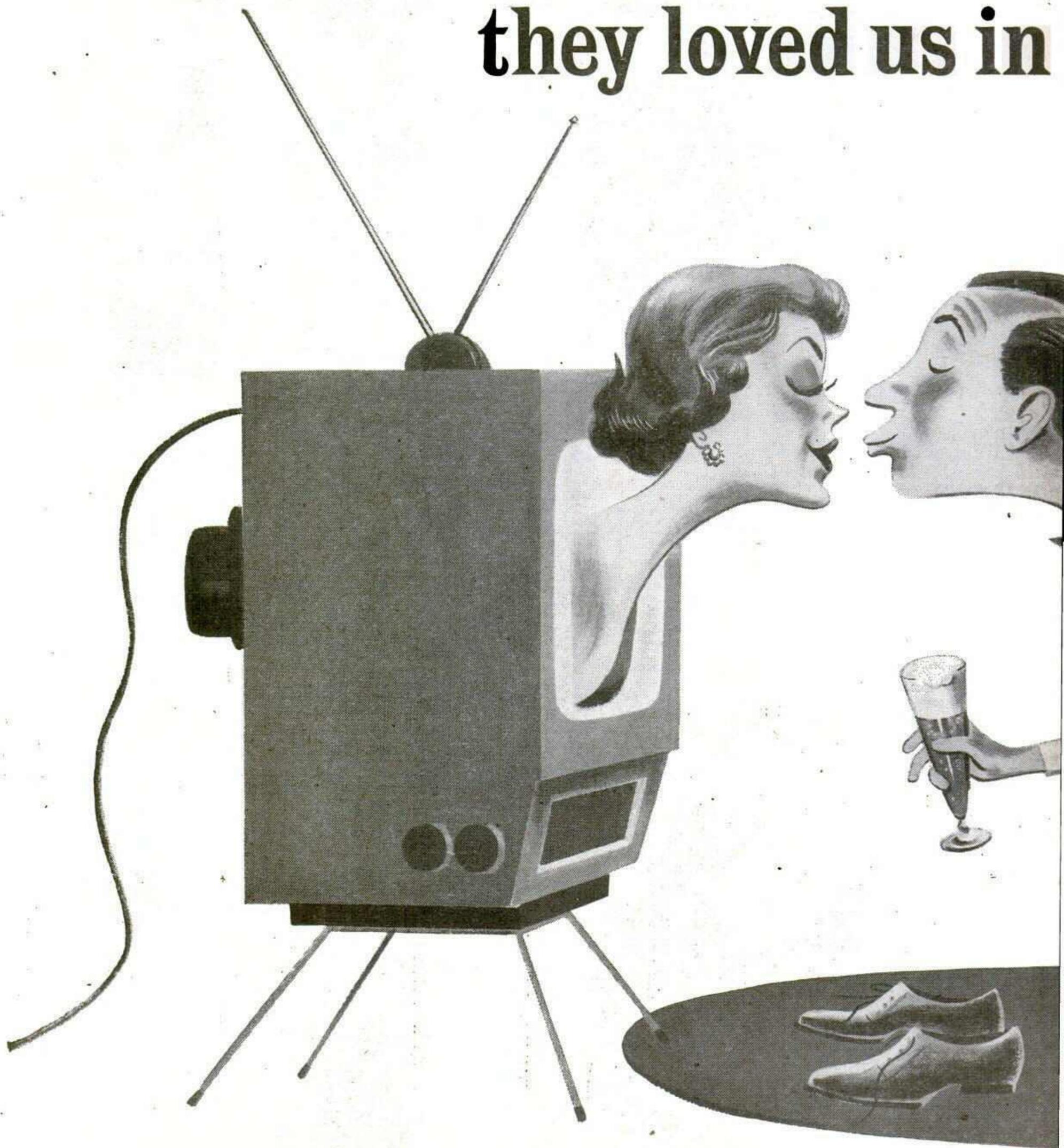
America's dynamic new



FILM NETWORK

an affiliate of National Telefilm Associates, Inc.

they loved us in



Milwaukee

We're still blushing. In a recent survey in Milwaukee, the "Schlitz Saturday Night Theatre," showing Warner Bros. pictures distributed by A.A.P., led the competition with an average of a 70% share of the total audience over a three week period.

J. Walter Thompson—agency for Schlitz Beer—conducted the survey to measure the audience appeal of the features of four major film companies, all shown concurrently on Saturday nights on four competing stations. The survey totalled 1200 phone calls on the nights of January 12th, 19th, and February 9th.

With an average of 77.3% sets in use in the hour-and-a-half time period, Warner Bros. features on WTMJ-TV averaged a rating of 54.1 for the three dates, against 11.1, 8.8, and 3.4 for the major film company features shown on the three competing stations.

The good people of Milwaukee are pretty much the same as audiences anywhere. To capture audience and advertiser alike in *your* area, write or phone:

a.a.p. inc.

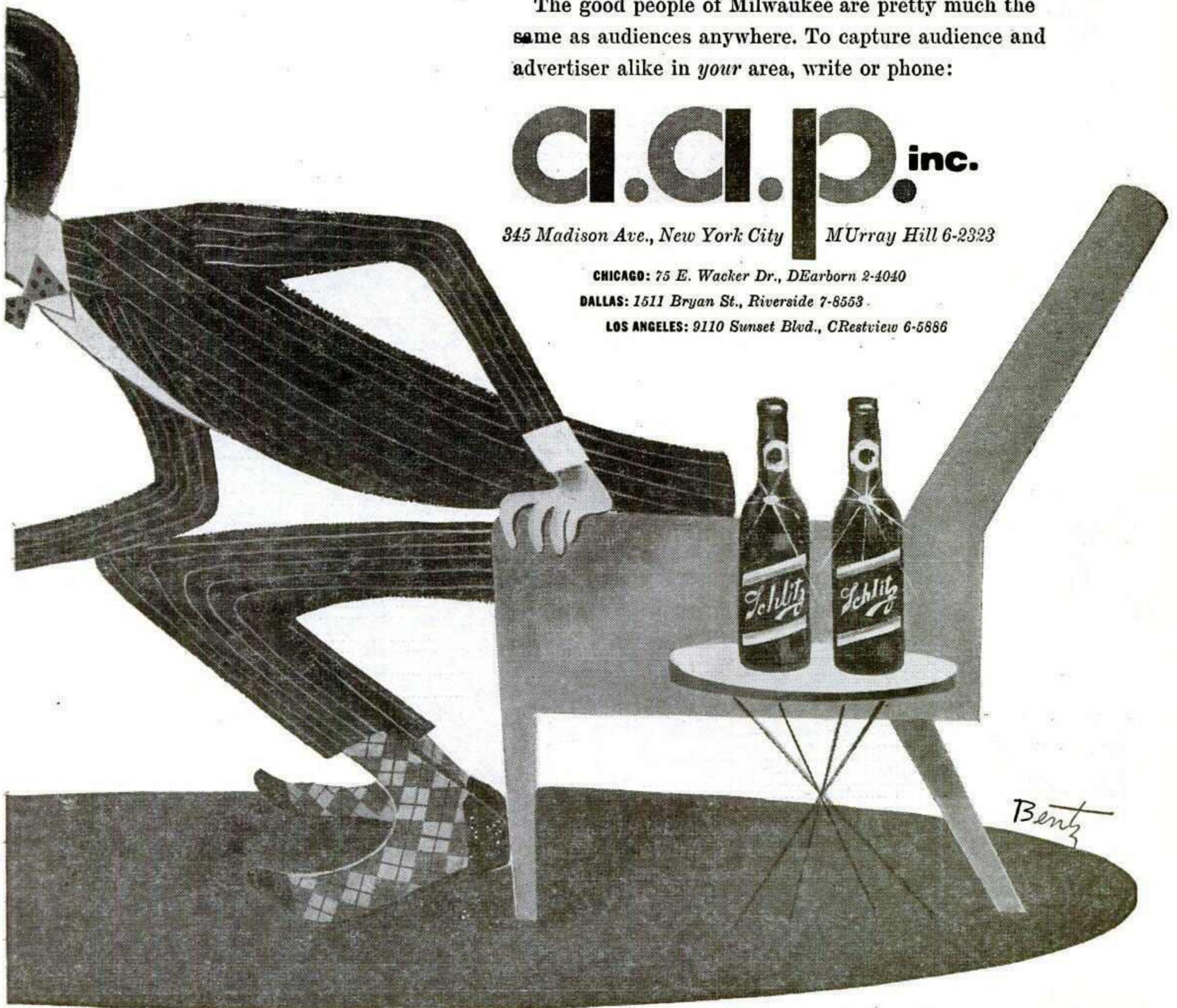
345 Madison Ave., New York City

Murray Hill 6-2323

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

DALLAS: 1511 Bryan St., RIVERSIDE 7-8553

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



Just like that . . . a bonus of
**100,000
MORE TV SETS**

for your advertising dollars



BOSTON

is operating from its new tower—1349 feet, the tallest man-made structure in New England.

The WBZ-TV coverage area has been increased to 1 1/2 million TV Homes.

For availabilities call:

Herb Masse, WBZ-TV Sales Manager, at ALgonquin 4-5670, Boston, or A. W. "Bink" Dannenbaum, WBC Vice-President—Sales MUrray Hill 7-0808, New York.



"BeeZee"



WESTINGHOUSE BROADCASTING CO., INC.

ADVERTISING MANAGER of a large Eastern Bank says:

"Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."

IT'S REMARKABLE!

AFTER 8 YEARS ON TV

LAUREL and HARDY IS STILL #1
TOPPING ALL THE NEW CHILDREN'S PROGRAMS

• **Top Film Shows Among Kids**

Rank Order	Show & Distributor	Kids Per 100 Homes
1	Looney Tunes (Associated Artists)	93
3	Ramar of the Jungle (TPA)	92
4	Popeye (Associated Artists)	91
4	Superman (Flamingo)	91
4	Buffalo Bill Jr. (CBS)	91
7	Annie Oakley (CBS)	89
8	Captain Midnight (Screen Gems)	87
9	Little Rascals (Interstate)	86
10	Sky King (Nabisco)	85

1...Laurel and Hardy (Governor) . . . 93

PULSE FILM RATINGS—JANUARY

Still the best buy in Television—for separate program or local integration.

GOVERNOR TELEVISION

151 EAST 46TH ST., NEW YORK, N. Y.

JUdson 6-3675

For complete details on Laurel & Hardy and other outstanding programming—be sure to see ART KERMAN, CONGRESS HOTEL, Chicago, Ill. during the NARTB Convention.

CNP Preps Two Westerns for Syndication

HOLLYWOOD — California National Productions is aiming two new pilots for the fall syndication market. The pair, both Westerns, are "Boots and Saddles," starring Charles Bickford, and "Union Pacific," which so far hasn't been cast.

The shows are scheduled to be shot this month and next, and will be available for screening in June or the first part of July. With "Silent Service" already on the air in some markets (The Billboard, March 16), it means that CNP in its first year of production is turning out three series for the syndicated market.

In the general new optimism about syndication, Jake Keever, director of sales for CNP, says that he believes the market will be able to absorb all the new product being turned out.

Keever thinks the upturn is due to a large extent to the merchandising and identification advantages which accrue to local and regional sponsors thru a first-run syndication series. These a sponsor can usually obtain only thru new product (reruns lack the prestige value), a factor which is coming to be recognized more and more.

In Keever's opinion it isn't necessary to have one or more large regionals to successfully launch a show (alho, of course, he has nothing against them). In the case of "Silent Service," for instance, the largest regional is for five markets. It is necessary, however, for the company to have enough financing to carry the load while the series gets under way.

As far as time availabilities are concerned, Keever says this hasn't been a real problem, that good time can always be found on a station if the program warrants it.

Heinz Renews 3d Year For 'Captain Gallant'

NEW YORK—The H. J. Heinz Company has renewed its sponsorship of "Captain Gallant" for a third year over NBC-TV. The Buster Crabbe adventure series just moved into a new time period, Saturdays, 11:30-12 noon.

183 Film Properties Up for Fall Sponsors

• Continued from page 22

Name	Prod. Status	Prod. Organization	Agent or Sales Organization
New Adventures of Charlie Chan	C (F)	TPA	TPA
S: J. Carol Nalsh		P: Leon Fromkess	
New York Confidential	IP (14)	TPA	CBS-TV
S: Lee Tracy			
Nightwatch	(15)	Bill Burrud Prods.	
Official Detective	C	Desilu	NTA
		P: Mort Briskin	
Personal Reports, Inc.	C	Desilu	NTA
S: Touch Connors, Wayne Morris		P: Lee Sholem	
*Perry Mason	C (H)	CBS-TV	CBS-TV
S: Raymond Burr, Bill Hopper, Barbara Hale		P: Gale Patrick Jackson	
Police Hall of Fame	IP	Bob Hope-NBC	Jimmy Saphire
Precinct 21	C	CBS-TV	CBS-TV
S: Edmund Ryan			
The Reluctant Eye	ND	Jack Chertok	
Richard Diamond, Private Detective	Ser-IP (16)	Four Star Prods.	
S: David Jansen		P: Dick Carr	
Seven Against Crime	C	Talent Assoc.	Talent Assoc.
Sixth Sense	ND	Arthur Dreifuss	Official Films
Stakeout	C	Famous Artists	Famous Artists
The Thin Man	ND	MGM-TV	MGM-TV
Tish	ND	MGM-TV	MGM-TV
(Mary Roberts Rhinehart Mysteries)			
*UF 61	C	Ashley-Steiner	ABC-TV
		P: Stanley Nils-Norman Frank	
Vice Squad	ND	Gramercy Pictures	
		P: Levy-Gardner-Laven	
The Web	4-C	Goodson-Todman	Screen Gems
		P: Harris Kettleman	

DRAMATIC ANTHOLOGY

Best of the Saturday Evening Post	C	Robert Enders Agcy.	Enders Agcy. (Washington, D. C.)
S: June Lockhart		P: Robert Friend	
The Book of Books (Biblical Series)	ND (H)	Screen Gems	Screen Gems
Cameo Anthology	13-C (H)	NBC-TV	NBC-TV
		P: Albert McCleery	
Gary Cooper Show	ND (17)	Ashton Prods.	CBS-TV
Courage	C	McCadden Prods.	MCA-TV
S: Dan Riss		P: Al Simon	
John Doe	May	Don Fedderson	Don Fedderson
Landmark	C (H)	Goodson-Todman	CBS-TV
Portrait	C	Revue Prods.	MCA-TV
S: Ronald Colman		P: Dick Lewis	
Standing Room Only	ND	Screen Gems	Screen Gems
University Award Theater	ND	Screen Gems	Screen Gems

MUSICALS

A Night in Havana	April (F)	Desilu	NTA
S: Ricardo Montalban		P: Fletcher Markle	
The Five Star Show	C	Splendex Enterprises	
S: Frances Langford		P: Charles Wicks	
*Frank Sinatra Show	IP (18)	ABC-TV	ABC-TV
Harlem After Dark	13-C (Sy) (19)	Studio Films	
*Here Come the Showboat	C	Screen Gems	ABC-TV
S: Rory Calhoun		P: Vic Orsati	
Judy Canova Show	April	Al Gannaway Prods.	Gannaway
Min and Bill	ND	Theatrical Enterprises	
S: Ed Wynn, Gracie Fields			
Those Whiting Girls	Ser-IP (20)	Desilu	Desilu
S: Margaret & Barbara Whiting			
*Tin Pan Sally	ND	Lou Edelman	ABC-TV
Western Ranch Party	8-C (Sy)	Screen Gems	Screen Gems
S: Tex Ritter, Jay Stuart		P: Bill Wagnon	

SERIES DRAMAS

Alarm	2-C (56)	Roland Reed Prods.	Roland Reed
S: Fred Waring			
Battle Flags	C	Four Star Prods.	Wm. Morris
S: John Forsythe		P: Everard Meade	
Blue Angels	C	Sam Gallu	NBC-TV
S: Navy Jet Team			
Border Patrol	ND	Sam Gallu	CBS-Film
Casey Jones	2-C	Briskin Prods.	Screen Gems
S: Alan Hale, Bobby Clark		P: Harold Green	
The Claudette Colbert Show	April	Desilu	Charley Wendling
S: Claudette Colbert		P: Norman Tokar	
Dr. Mike	C (21)	Screen Gems	Screen Gems
S: Keith Andes		P: Brian Foy	
Dogs Courageous	ND	Michael Kraike	Wm. Morris
Flight	ND	Batjac Prods.	
		P: Budd Small	
Forest Ranger	C (56)	RabCo	ABC Film
		P: Ben Fox	
The Gray Ghost	IP	Lindsley Parsons	CBS Film
Harbor Patrol	C	Lewman Prods.	MCA-TV
S: Neville Brand		P: Dick Lewis	
The Leathernecks	ND	Briskin Prods.	Screen Gems
Medal of Honor	April	Interstate TV	Interstate TV
		P: Henderson-Dean	
Nancy Drew	April	CBS-TV	CBS-TV
		P: Art Hoffe	
On Guard	13-C	Bill Taft-Aerojet General	
Rails	ND	Ben Fox	RKO-TV
The Smoke Jumpers	ND	TCF-TV	TCF-TV
This Is Alice	C	Desilu	NTA
S: Patty Ann Garrity		P: Sidney Salkow	
The Walter Winchell Show	C	Desilu	Desilu
S: Walter Winchell		P: Bert Granet	
The Wildcaters	C	Desilu	NTA
S: Lance Fuller, Ken Clark		P: Mort Briskin	
World in White	C	CBS-TV	CBS-TV

WESTERNS

Adventures of Mike Scott	C	Dayton Prods.	Four Star
S: Eddie Albert			
Adventures of Tom Mix	April	Family Films	Wm. Morris
S: William Campbell			
Billy the Kid	ND	Warner Bros.	Warner Bros.
S: Dennis Hopper		P: William Orr	
Boots and Saddles	ND	CNP	NBC Film
S: Charles Bickford			
*The Californians	C	Lou Edelman	ABC-TV
S: Adam Kennedy, Sean McClory		P: Robert Sisk	
Cavalry Patrol	Sept (22)	C. M. Warren	CBS-TV
Daniel Boone	ND	Briskin Prods.	Screen Gems

(Continued on page 34)



Albert McLaughlin
KPTV
Portland, Oregon



Percy Hearle
WAGA-Radio-TV
Atlanta, Ga.



Lola Montez
WBRC-Radio-TV
Birmingham, Ala.



Don Butler
WGBS-Radio-TV
Miami, Florida

COMMUNITY PROJECTS

*An integrated public service year-round activity
based on specific community needs judged to be most
important by the consensus of a carefully-selected
cross section of local citizens*



George Cushing
WJBK-Radio-TV
Detroit, Mich.



Maggi Wulff
WJW-Radio-TV
Cleveland, Ohio



Elizabeth Wagner
WSPD-Radio-TV
Toledo, Ohio



Edward W. Pollock
WWVA
Wheeling, W. Va.,

Storer stations are local stations—and their public service begins at home. To make sure that each station effectively serves the particular needs of its community, the men and women shown here coordinate projects which representative religious, educational, business and civic leaders have deemed most important to the community. During the past year projects have ranged from a strong, continuing drive for highway safety to a unique "Junior Citizens" organization for young people.

The joint radio-television campaign in behalf of each project is created with the same care given commercial accounts.

STORER BROADCASTING COMPANY



WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WBRC-TV Birmingham, Ala.	KPTV Portland, Ore.	WGBS-TV Miami, Fla.
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WBRC Birmingham, Ala.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—1111 Sutter Street, San Francisco, Sutter 1-8689

...we're proud and thankful

All of us at C.F.I. are more than proud of winning the coveted Billboard award in every laboratory category...7 in all. And we want to express our sincere thanks to all of you in the TV industry whose votes made our "grand slam" possible.

At C.F.I. our one desire is to achieve maximum economy for our clients by providing complete lab service at the greatest speed consistent with quality. But it takes more than desire to make a winner. We know we could not have won without the finest equipment, the determination to please and dedicated personnel comprising the best creative technicians in the world. So a very special thanks to Ted Hirsch, Lab Superintendent, Ted Fogelman, 16mm Supervisor; Ed Reichard, Chief Engineer and their respective staffs.

SID SOLOW/V. P. & GEN. MGR.

The C.F.I. Billboard Award Record

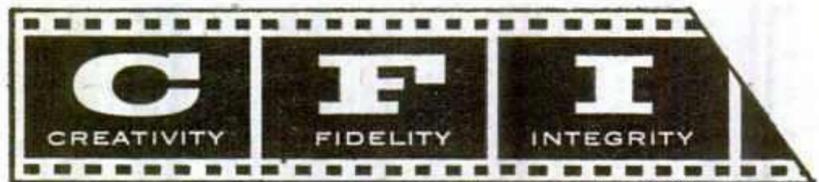
1953 (1st. year) C.F.I. won the first place award for quality

1954 (2nd. year) Three laboratory categories. C.F.I. scored a "grand slam" winning all 3 first place awards for quality, speed and economy

1955 (3rd. year) Three laboratory categories. C.F.I. again scored a "grand slam" winning all 3 first place awards for quality, speed and economy.

1956 (4th. year) Seven laboratory categories. C.F.I. scores its third consecutive "grand slam" winning all 7 first place awards...

1. HIGHEST QUALITY PROCESSING BLACK-AND-WHITE TV COMMERCIALS.
2. FASTEST SERVICE PROCESSING BLACK-AND-WHITE TV COMMERCIALS.
3. GREATEST ECONOMY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
4. HIGHEST QUALITY PROCESSING TV PROGRAMS
5. FASTEST SERVICE PROCESSING TV PROGRAMS
6. GREATEST ECONOMY PROCESSING TV PROGRAMS
7. HIGHEST QUALITY PROCESSING COLOR TV COMMERCIALS



CONSOLIDATED FILM INDUSTRIES

HOLLYWOOD: 959 SEWARD ST. HOLLYWOOD 9-1441

NEW YORK: 521 W. 57TH ST. CIRCLE 7-4400



The
Billboard
Award

*for outstanding achievement in
television film*

PRESENTED TO

**CONSOLIDATED
FILM INDUSTRIES**

VOTED BY THE
TELEVISION INDUSTRY FOR

- HIGHEST QUALITY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
- FASTEST SERVICE PROCESSING BLACK-AND-WHITE TV COMMERCIALS
- GREATEST ECONOMY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
- HIGHEST QUALITY PROCESSING TV PROGRAMS
- FASTEST SERVICE PROCESSING TV PROGRAMS
- GREATEST ECONOMY PROCESSING TV PROGRAMS
- HIGHEST QUALITY PROCESSING COLOR TV COMMERCIALS

IN 1956



*The TV Film Industry's Fifth Annual Service Awards
Sponsored by The Billboard*



Thanks
TO THE
TV industry*

For naming
us
the **TOP**

**OPTICAL HOUSE
OF THE NATION**

No.1 Fastest Service

No.1 Most Economical

and

No.1 on the West Coast

for
**Greatest technical and
creative ingenuity in
production effects**

HOWARD A. ANDERSON CO.

751 N. FAIRFAX AVE.
HOLLYWOOD 46, CALIFORNIA

* The Billboard-April 6, 1957

New TV Spot Campaign Chart

Contracts Set in Every Region
In Two Weeks Ending March 16

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)—Announcements; (ID)—Identifications; (Part.)—Participations; (Prog.)—Program Buy.

On Eastern Stations

- B & B Mushrooms, Grocery Store Products thru Ted Bates (Ann.)
- B P S Flatlux Paint, Patterson-Sargent thru D'Arcy (Part.)
- Bactine, Miles Labs thru Geoffrey Wade (Ann.)
- Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
- Bissell Carpet Sweeper thru N. W. Ayer & Sons (Ann.)
- Blue Jay Fling thru Leo Burnette (Part.)
- Chiclets Gum, American Chiclet thru Ted Bates (Ann.)
- Domino Sugar, American Refining thru Ted Bates (Ann.)
- Eight Top Hits, Whitehouse thru Parker (Part.)
- Fanny Farmer Candy thru Charles Rumrill (ID)
- Frenchette Salad Dressings, American Dietads thru Harry B. Cohen (Ann.)
- Gleem Toothpaste, Procter & Gamble thru Compton (Ann.)
- Grand Union Supermarket thru L. H. Hartman (ID)
- Heinz "57" Varieties thru Maxon (Prog.)

- Ivory Snow, Procter & Gamble thru Benton & Bowles (Ann.)
- Jet Tennis Shoes, Mishawaka Rubber & Woolen (Ann.)
- Keds, U. S. Rubber thru Fletcher D. Richards (Ann.)
- Kinney Shoes thru Scott (Ann., Prog.)
- Knickerbocker Beer, Jacob Ruppert thru Warwick & Legler (Ann., Prog.)
- Kool Shake, General Foods thru Foote, Cone & Belding (Part.)
- Marlboro Cigarettes, Philip Morris thru Leo Burnette (Prog.)
- Old Gold Cigarettes, P. Lorillard thru Lennen & Newell (Ann., ID, Part.)
- Pepto-Bismol, Norwich Pharmacal thru Benton & Bowles (Ann., ID)
- Purina Dog Chow, Ralston thru Gardner (Ann.)
- Rockefeller Center Restaurants Tours thru Neeoham & Groham Part.)
- "She Devil," (Movie) 20th Century-Fox thru Chas. Schlaifer
- Whitman's Chocolates thru N. W. Ayer (ID)

On Southern Stations

- Big Top Peanut Butter, Procter & Gamble thru Compton (Ann., Part.)
- Budweiser Beer, Anheuser-Busch thru D'Arcy (Prog.)
- C D R Roter Radiant thru Nelson-Stern (Ann.)
- Domino Sugar, American Refining thru Ted Bates (Ann.)
- Duke's Mayonnaise, C. F. Sauer thru Gordon-Manchester (Ann.)
- Flav-R-Straws thru Ruthrauff & Ryan (Part.)
- Ford Cars thru J. W. Thompson (Ann.)
- Grant Sald Mixer thru Arthur Meyerhoff (Part., Prog.)
- Hood Rubber & Canvas Footwear thru McCann-Erickson (Ann.)
- Keds, U. S. Rubber thru Fletcher D. Richards (Part.)
- Kool Shake, General Foods thru Foote, Cone & Belding (Part.)
- LeHigh Acres, Grant thru Arthur Meyerhoff (Prog.)

- Odum Sausage thru Culberison (Ann.)
- Pan-Am Gasoline thru Katz (Ann.)
- Pepto-Bismol, Norwich Pharmacal thru Benton & Bowles (Ann.)
- Preparation H Medical, Whitehall Pharmacal thru Ted Bates (Ann.)
- Purina Dog Chow, Ralston thru Gardner (Prog.)
- Qwip, Avoset thru Harrington-Richards (ID)
- Red Goose Shoes, International Shoe thru D'Arcy (Prog.)
- Royal Crown Cola, Nehi thru Compton (Ann., ID)
- SSS Tonic thru Day, Harris, Hargrett & Weinstein (Ann.)
- Scotch Tape, Minn. Mining & Mfg. thru Batten, Barton, Durstine & Osborn (Part.)
- White Lily Flour, V. Allen Smith thru Chase, Tombras (Ann., ID)
- Zest Beauty Soap, Procter & Gamble thru Benton & Bowles (Ann.)

On Midwestern Stations

- Bissell Carpet Sweeper thru N. W. Ayer & Sons (Part.)
- Bobbi Home Permanent, Toni thru Tatham-Laird (Ann.)
- Colonald, Carter thru Sullivan, Stauffer, Colwell & Bayles (Ann., Part.)
- Comet Cleanser, Procter & Gamble thru Compton (Part.)
- Consumer's Trading Stamps thru Julian Frank (Ann.)
- D-X Sunray Gas & Oil thru Potts-Woodbury (Prog.)
- Dr. LeGear Poultry & Animal Remedies thru Martin (Ann.)
- Domino Sugar, American Refining thru Ted Bates (Part.)
- Du Pont Paint thru Batten, Barton, Durstine & Osborn (Part.)
- Evinrude Outboard Motors thru Cramer-Krasselt (Ann.)
- Flav-R-Straws thru Ruthrauff & Ryan (Part.)
- Ford Cars thru J. W. Thompson (Ann.)
- GB Beer, Griesedieck Bros. thru Maxon (Prog.)
- Gleem Toothpaste, Procter & Gamble thru Compton (Ann., Part.)
- Hamm's Beer thru Campbell Mithun (Prog.)

- Italian Swiss Colony Wine, Petri Wines thru Honig-Cooper (ID)
- L & M Cigarettes, Liggett & Myers thru Dancer-Fitzgerald-Sample (Ann.)
- Maybelline thru Gordon Best (Ann.)
- Pepto-Bismol, Norwich Pharmacal thru Benton & Bowles (Ann., Part.)
- Poll Parrot Shoes, International Shoe thru Krupnick (Part.)
- Preparation H Medical, Whitehall Pharmacal thru Ted Bates (Part.)
- Regulol, Pharmaco thru Doherty, Clifford, Steers & Shenfield (Ann.)
- Royal Crown Cola, Nehi thru Compton (Ann.)
- Scotch Tape, Minn. Mining & Mfg. thru Batten, Barton, Durstine & Osborn (Ann., Part.)
- Standard Knitting Mills thru MacFarland-Aveyard (Ann.)
- Swift's Frankfurts thru McCann-Erickson (Part.)
- Tint N Set, Cosmetics Corp. thru Dunman & Jeffrey (Ann., Part.)
- Viceroy Cigarettes, Brown & Williamson thru Ted Bates (Part.)
- Vigoro Fertilizer, Swift thru J. W. Thompson (ID)
- Wilson Hams thru Needham, Louis & Brorby (Ann.)

On Southwestern Stations

- Blue Jay Fling thru Leo Burnette (Ann.)
- Bobbi Home Permanent, Toni thru Tatham-Laird (Ann.)

- Flav-R-Straws thru Ruthrauff & Ryan (Ann.)
- Standard Knitting Mills thru MacFarland-Aveyard (Ann.)

On Rocky Mountain & West Coast Stations

- Ad Detergent, Colgate-Palmolive thru Lennen & Newell (Part.)
- Avon Cosmetics thru Monroe F. Dreher (Ann., Part.)
- Beautyrest Mattresses, Simmons thru Young & Rubicam (Ann.)
- Big Top Peanut Butter, Procter & Gamble thru Compton (Part.)
- Bissell Carpet Sweeper thru N. W. Ayer & Sons (Part.)
- Budweiser Beer, Anheuser-Busch thru D'Arcy (Ann., Part.)
- Bumble Bee Salmon, Columbia River Packers thru Richard K. Manoff (Part.)
- C & H Sugar thru Honig-Cooper (ID)
- Chef-Boy-Ar-Dee Quality Foods, American Home Foods thru Young & Rubicam (Part.)
- Decaf Coffee, Nestle thru Dancer, Fitzgerald & Sample (Ann., Part.)
- Dentyne Gum, American Chiclet thru Dancer, Fitzgerald & Sample (Ann.)
- Dunne Paints thru Conley, Baltzer & Stewart (Ann., Part.)
- Du Pont Finishes thru Batten, Barton, Durstine & Osborn (Part.)
- Flav-R-Straws thru Ruthrauff & Ryan (Ann.)
- Fritos thru Ruthrauff & Ryan (Ann.)
- Gleem Toothpaste, Procter & Gamble thru Compton (Ann.)
- Green Mint Chlorophyll Mouth Wash, Block Drug thru Sullivan, Stauffer, Colwell & Bayles (Part.)
- Hamm's Beer thru Campbell-Mithun (Ann.)

- "The Hidden Treasure," Disabled American Veterans thru Clemons, Esau & Gericke (Prog.)
- Imra Depilatory, Arta thru Grey (Part.)
- Italian Swiss Colony Wine, Petri Wines thru Honig-Cooper
- Keds Footwear, U. S. Rubber thru Fletcher D. Richards (Part.)
- "Lizzie," (Movie) M-G-M thru Donahue (Ann., Part.)
- M-O-Lene & Woolens, Leeds Chemical thru Leeds & York (Part.)
- Mobilgas, General Petroleum thru Stromberger, LaVene, McKenzie (Ann., Part.)
- OK Rubber Welders thru Kendon (Ann.)
- P F Canvas Shoes, Hood Rubber thru McCann-Erickson (Ann.)
- Pepto Bismol, Norwich Pharmacal thru Benton & Bowles (Ann.)
- Philip Morris Cigarettes thru N. W. Ayer & Sons (Ann.)
- Preparation H Medical, Whitehall Pharmacal thru Ted Bates (Part.)
- Pyclope Tooth Powder & Brushes, Block Drug thru Sullivan, Stauffer & Colwell & Bayles (Part.)
- Red Goose Shoes, International Shoe thru D'Arcy (Prog.)
- Regal Pale Beer thru Guild, Bascom & Bonfigli (Ann., ID)
- Robot Gardner, Grant thru Arthur Meyerhoff (Prog.)
- Rolaids Antacid Products, American Chiclet thru Ted Bates (Ann.)

(Continued on page 40)

STILL HOTTER

Big Pix Heat Up Denver's Rating Fight

DENVER—The all-out rating war continues in this four-station market, with each outlet priming its projectors with formidable ammunition.

KOA-TV last week signed for "Hawkeye and the Last of the Mohicans" and sold it to two alternating sponsors for showing at the start of the new time change. KOA-TV also bought the new "Martin Kane" show. And Budweiser re-inked a 40-week contract calling for 15 spots a week.

Across town, KBTU signed a local Lincoln-Mercury dealer to a 52-week deal for sponsorship of the Tuesday night feature films. The package used by KBTU is the 20th Century-Fox, plus fill-ins taken from United Artists' "Top 39."

KTVR, owner of the M-G-M package here, is boosting its sales and realigning its shows for a stronger summer line-up. "This is where we expect to pick up a lot of audience," General Manager Hugh Ben LaRue pointed out. "People will not watch second-rate shows when there is a good movie on."

KTVR also is giving a big play to the new 20th Century-Fox package. "Rocket 86." Beginning this week the station moves its movie time to 8:30 p.m. every day, with the early evening show rolling at 6 p.m.

Across the street KLZ-TV re-inked "Stage Seven" for King Super Markets, but the grocery chain last week announced the sale of its stores to Atlantic & Pacific.

"Mr. District Attorney," "City Detective" and "Inner Sanctum" series are wrapped into a 90-minute package by KLZ-TV and billed each afternoon as the "Starr Yeland Mystery Matinee."

NTA 6-Month Income 275% Over '56 Half

NEW YORK—National Telefilm Associates' net income for the first half of fiscal 1957 was more than that of all of fiscal 1956. It beat the first half of 1956 by 275 per cent.

The net income for those six months, ending January 31, was \$508,631, or 77 cents a share. The net income for the same period of the previous year was \$135,813, or 20 cents a share.

In those six months NTA wrote \$7,178,392 in exhibition contracts, as against \$2,423,483 in the same period of the previous year.

In every respect the second quarter of the current fiscal year exceeded the first quarter.

At their meeting last Thursday (4) the NTA stockholders approved the management's proposal to float up to \$8,000,000 in convertible debentures and to increase the authorized capital stock from 1,000,000 to 2,000,000 shares.

Vic Bikel Joins N. Y. CBS Film Sales Office

NEW YORK—Vic Bikel, formerly of the NTA Film Network, has joined CBS-TV Film Sales, covering New York and a couple of nearby markets. He will sell stations and agencies. A veteran film salesman, Bikel signed up a great number of the affiliates in the new NTA Network.

BBD&O Runs Audience Test On New Pilot

NEW YORK—Batten, Barton, Durstine & Osborn is conducting a series of audience tests on a pilot film, "Adventures of a Model," in a tryout of a proposed new policy which would see all TV shows sneak-previewed before segments of the public.

The comedy-drama starring Joanne Dru is being tested in three cities. The Desilu production, being considered by an unnamed BBD&O client, possibly American Tobacco, was supposed to be tested on a current dramatic anthology series, but this idea was dropped in favor of what some agency brass believes is "better insurance."

Bishop, Sunbeam Nip in Just Before NTA Net's Debut

NEW YORK—Just before making its commercial debut last week, the NTA Film Network sold an additional commercial minute in its "Premiere Performance" movie program. Hazel Bishop and Sunbeam will alternate sponsorship of the last 10th of the show. Their segment derives from the running time in excess of 90 minutes that is being played on 126 of the 133 NTA affiliates.

Warner-Lambert sponsors one hour, in which it gets six commercial minutes, and Old Gold sponsors a half hour, in which it gets three commercial minutes.

The final sales were made thru Raymond Spector for Hazel Bishop and Perrin-Paus for Sunbeam.

Ampex Discloses 3 Tape Developments

CHICAGO—Three major developments in video tape were disclosed by the Ampex Corporation Sunday (7) to NARTB convention participants. They are:

(1) Readiness of the ABC net to tape and feed its programming on a time-delay basis to accommodate local schedules when daylight saving time takes hold in many areas April 28.

(2) Availability of video tape units to individual stations at a cost of \$45,000 each in June, 1958, or soon after. Production of the units will begin this November, but orders on hand now will consume the output until the following June.

(3) Tapes recorded on one machine may now be played back on another, overcoming a major stumbleblock in the development of video tape. This development enables shipping of tapes recorded in one city to another market for playback. Furthermore, it opens the way to syndication of taped programming, since recorded tapes may now be duplicated from a master tape, then shipped for video play elsewhere.

Ampex announced, too, the formation of a professional products division to service networks and stations on a manufacturer-to-customer basis. Robert A. Miner was
(Continued on page 41)

THE WINNAH!

AND STILL CHAMPION!

"Texas Rasslin"

Still on Top in All Surveys
And NOW Ready

THE ALL NEW SERIES No. 3
New Lighting New Angles New Dimensions

We Admit It Is Greater Than Ever

PHONE, WIRE OR WRITE — FOR AUDITIONS AND REALISTIC PRICES

MAURICE (MAURY) BECK Riverside 8-2083
Riverside 8-2173

"TEXAS RASSLIN" Cadiz & Industrial Blvd.
Dallas, Texas

"TEXAS RASSLIN" has been voted in the "TOP TEN" in sports for TV

183 Film Properties Up for Fall Sponsors

Continued from page 26

Name	Prod. Status	Prod. Organization	Agent or Sales Organization
Famous Sheriffs and Outlaws	IP (Sy)	Studio City TV	Hwd. TV Service
S: Jim Davis		P: Mort Scott	
*Have Gun, Will Travel	C	CBS-TV	CBS-TV
S: Dick Boone			
The Hawk	C	Revue Prods.	MCA-TV
S: Floyd Simmons		P: Robert Lewis	
Indian Scout	IP	Dayton-Four Star	Wm. Morris
S: Casey Tibbs		P: Jack Raye	
The Last Marshal	C	Desilu	NTA
S: James Craig		P: Harve Foster	
The Lone Woman	(23)	CBS-TV	CBS-TV
S: Kathryn Grayson		P: Ralph Levy	
MacKenzie's Raiders	ND	Ziv-TV	Ziv-TV
S: Richard Carlson			
The Man From Texas	ND	Briskin Prods.	Screen Gems
Man Without a Gun	April	TCF-TV	TCF-TV
S: Robert Rockwell		P: Peter Packer	
Northwest Passage	ND	MGM-TV	MGM-TV
Outpost	C	Pine-Thomas	MCA-TV
S: Lex Barker		P: Byron Haskin	
Pony Express	C	CNP	NBC-TV
S: James Best		P: Frank Rosenberg	
*Primrose	ND	Frank LaTourette	ABC-TV
The Quill and the Gun	ND	Goodson-Todman	G-T
		P: Matthew Rapp	
The Rifle Man	ND	Gramercy Pictures	
*Six Shooter	C	Revue Prods.	NBC-TV
S: John Payne			
*Snowfire	C	McGowan Prods.	ABC-TV
Stagecoach	ND (H)	Briskin Prods.	Screen Gems
*Sugarfoot-Maverick	IP (H) (24)	Warner Bros.	ABC-TV
S: Will Hutchins-James Garner		P: Art Silver-Roy Hug-gins	
Tombstone	C	Ziv-TV	Ziv-TV
S: Richard Eastham, Jan Merlin			
Trackdown	C	Dayton Prods.	Four Star
26 Men	C	Russell Hayden	ABC Film
S: Tris Coffin			
Union Pacific	ND	CNP	NBC Film
Vigilante	ND (H)	Don Sharpe	Don Sharpe
*Wagon Train	May (H)	Revue Prods.	NBC-TV
S: Ward Bond		P: Dick Lewis	
Winning of the West	C	Flying A	CBS Film
S: Carl Benton Reid			

MISCELLANEOUS

Life Size (Semi-Documentary)	C	Mark Stevens	Official Films
The Kertenkalls	6-C		NBC-TV
S: Bob & Ray (5-minute cartoons)			
Twig (Story of boy and mechanical animals)	April	Bob Clampett-Don Fed-derson	
You Are the Jury	April L	CBS-TV	CBS-TV
		P: Stanley Niss	

DALY A CASE

Actors' Blurb Work Crimps Series Jobs

HOLLYWOOD—Actors in ever-growing numbers are beginning to turn down offers to work in TV Film commercials, no matter how well they pay, as the result of conflict-of-interest situations which might arise later. The most recent incident involved actor James Daly, who had been tabbed to headline "The Quill and the Gun." Daly some months ago made a commercial for Camel cigarettes. When the producer at Goodson-Todman discovered this, they decided to find another star for the series, despite the fact that Daly fit all the specifications. Thinking was that the program, a Western, would probably appeal to a cigarette sponsor and that Daly's association with Camels might keep a sale from going thru.

'Whirlybirds' Straight Up On Ratings

NEW YORK — "Whirlybirds," the Desilu show syndicated by CBS-TV Film Sales, has taken off with sky high ratings. In Omaha it got 42.4, a 50 per cent increase over what its time slot had last year at the same time. In Oklahoma City it drew 35.6, also a 50 per cent increase. In San Antonio its 17.9 was good for 43 per cent share of audience, beating both competing stations.

In Philadelphia, playing WCAU-TV, Wednesday, 7-7:30 p.m., it moved the station up to top rating in the period, 17.8.

Here in New York "Whirlybirds" also shot WPIX to tops in the slot. It drew 13.4 on Thursday, 7:30-8 p.m.

CBS Pix Plan Tills 250G

NEW YORK—The "Six Star Plan," new discount structure set up by CBS-TV Film Sales to encourage stations to go into package programming, has resulted in more than \$250,000 in sales since its inception six weeks ago.

The plan allows for discounts up to 50 per cent based on the number of half hours from CBS Film programmed by the station. Programs which earn the discount are "Amos 'n' Andy," "Files of Jeffrey Jones," "The Whistler," "Life With Father," Gene Autry and "Fabian of Scotland Yard."

Stations which have bought the plan include WPIX, New York; WTTG, Washington; WCKT, Miami; WOI, Ames, Ia.; KVDO, Corpus Christi, Tex., and WTVY, Dothan, Ala.

CBS Names 3 Engineers

NEW YORK — CBS-TV has named three of its engineering staff to new posts. Adolph B. Chamberlain, chief engineer, will become director of engineering. Howard Chinn, chief engineer of the audio-video division, assumes the title of chief engineer, CBS-TV. Richard O'Brien, former chief project engineer, becomes assistant director of audio-video engineering.

Chamberlain and Chinn have been with the web for more than 25 years, O'Brien for 12.

PULSE FILM RATINGS for January

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

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

JANUARY RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Life of Riley (NBC)	16.2	1.	My Little Margie (Official)	87
2.	Amos 'n' Andy (CBS)	9.7	2.	Life With Father (CBS)	86
3.	Susie (TPA)	9.7	3.	Beulah (Flamingo)	84
4.	Great Gildersleeve (NBC)	9.3	3.	Mickey Rooney Show (Screencraft)	84
5.	Laurel and Hardy (Governor)	8.6	5.	Great Gildersleeve (NBC)	83
6.	My Little Margie (Official)	6.9	5.	Stu Erwin Show (Official)	83
7.	Stu Erwin Show (Official)	6.5	7.	Susie (TPA)	82
8.	Life With Father (CBS)	5.4	8.	Ray Milland Show (MCA)	81
8.	Mickey Rooney (Screencraft)	5.4	9.	Meet Corliss Archer (Ziv)	80
10.	Meet Corliss Archer (Ziv)	4.7	10.	Amos 'n' Andy (CBS)	79
10.	Life With Elizabeth (Guild)	4.7			

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Great Gildersleeve (NBC)	79	1.	Laurel and Hardy (Governor)	93
1.	Life of Riley (NBC)	79	2.	Meet Corliss Archer (Ziv)	50
3.	Ray Milland Show (MCA)	75	3.	Willy (Official)	45
4.	Amos 'n' Andy (CBS)	73	4.	Life With Father (CBS)	39
5.	My Little Margie (Official)	72	5.	Amos 'n' Andy (CBS)	36
5.	Stu Erwin Show (Official)	72	5.	Mickey Rooney Show (Screencraft)	36
7.	Life With Father (CBS)	69	7.	Life of Riley (NBC)	29
8.	Life With Elizabeth (Guild)	64	8.	Great Gildersleeve (NBC)	28
9.	Mickey Rooney (Screencraft)	63	9.	Susie (TPA)	23
10.	Beulah (Flamingo)	56	10.	Beulah (Flamingo)	22
10.	Susie (TPA)	56	10.	My Little Margie (Official)	22

Syndicated Film Mystery Shows

JANUARY RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	17.1	1.	Mr. District Attorney (Ziv)	90
2.	Code 3 (ABC)	13.4	2.	Highway Patrol (Ziv)	86
3.	Badge 714 (NBC)	12.0	2.	Mr. & Mrs. North (Schubert)	86
4.	San Francisco Beat (CBS)	10.0	4.	San Francisco Beat (CBS)	85
5.	City Detective (MCA)	8.6	5.	Public Defender (Interstate)	84
6.	Mr. District Attorney (Ziv)	8.5	6.	City Detective (MCA)	82
7.	Racket Squad (ABC)	7.3	6.	Whistler, The (CBS)	82
8.	Public Defender (Interstate)	5.9	8.	Lone Wolf (MCA)	80
9.	Boston Blackie (Ziv)	5.7	8.	Racket Squad (ABC)	80
10.	Whistler, The (CBS)	4.7	10.	Badge 714 (NBC)	79
			10.	Boston Blackie (Ziv)	79
			10.	Fabian of Scotland Yard (CBS)	79
				New Orleans Police Dept. (NTA)	79

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Lone Wolf (MCA)	84	1.	Badge 714 (NBC)	58
1.	Racket Squad (ABC)	84	2.	Highway Patrol (Ziv)	37
1.	Whistler, The (CBS)	84	2.	Uncovered (Thompson-Koch)	37
4.	Mr. & Mrs. North (Schubert)	83	4.	Boston Blackie (Ziv)	33
5.	Boston Blackie (Ziv)	82	5.	Cross Current (Official)	25
6.	Highway Patrol (Ziv)	81	5.	Sherlock Holmes (Guild)	25
6.	Inner Sanctum (NBC)	81	7.	City Detective (MCA)	21
6.	San Francisco Beat (CBS)	81	7.	Code 3 (ABC)	21
9.	Public Defender (Interstate)	80	7.	Lone Wolf (MCA)	21
10.	Mr. District Attorney (Ziv)	79	7.	Mr. & Mrs. North (Schubert)	21
			7.	San Francisco Beat (CBS)	21

Ratings Zoom With 2 Hrs. of Film at KDKA

PITTSBURGH—"The Big Adventure," the two-hour film block that KDKA-TV installed in its early evening strip in January, has increased the quarter-hour ratings in that period 34 to 73 per cent. The participating show has been continually s.r.o.

"Big Adventure" is the big show for which the station dropped a couple of its deeply entrenched local shows, "Nickelodeon" and "Buzz 'n' Bill."

But "Big Adventure" is not entirely film. A big part of its appeal is its live emcee, Hank Stohl, who uses appropriate costumes and props to lead into the films with humor.

According to the Nielsen Station Index for February, the "Big Adventure" opening at 4:45 p.m. with Warner Bros. cartoons pulled a 35.0 average, a 70 per cent increase over what CBS-TV's "Secret Storm" got in that strip in November.

Where the November ratings had shown fluctuation over two hours (up to 29.4, then down to 24.1 and then up to 29.4 again), the February NSI showed a steady increase up to 46.5 on the 6:45 p.m. segment, which winds up "Big Adventure" with a 10-minute news-and-weather stanza for Ford and Esso.

The steady rating increase is attributed to the kids coming home from the school and the fathers coming home from work.

The opening cartoons are followed by a feature at about 5:10 p.m. At 6:15 it gets adventure-Western syndicated shows, including "Wild Bill Hickok," "Lone Ranger" and "Soldiers of Fortune."

The old line-up had a syndicated show at 5:30 p.m., which in the November NSI pulled 27.2. The 6:15 p.m. syndicated shows in "Big Adventure" pulled a February NSI average of 43.3.

2 GREAT OFF-BEAT FILM SERIES

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20 half-hour Documentaries

Originally on CBS Network

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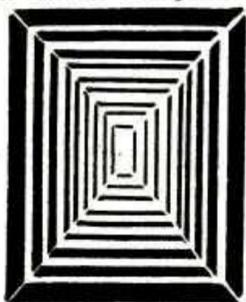


WOMAN ESCAPEE ON WABD "WANTED" LIST
The interesting story of the search for Betty Jane Mayer, who fled the Federal Reformatory for Women, Alderson, W. Va., will be presented on WABD Channel 5's authentic crime series, "Wanted," tonight (Wednesday) at 9 o'clock. The widely sought woman, sentenced to three years on 11 counts of Post Office burglary, escaped after serving one year in the reformatory.

PERSPECTIVE

52 half-hour Documentaries—Dramatic Stories

Perspective explores the off-beat path of problems that affect everyone:



- Drug Addiction
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SAM CHASE TV EDITOR THE BILLBOARD

350A MAR 31

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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FIRST - Quality Processing

FIRST - Fastest Service

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 FOR **COLOR** IN **1957**

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Sen. Magnuson Asks Questions on Ratings

WASHINGTON—The possible effect on TV program ratings "on the program service being furnished to the public" was the reason given for a query sent by Sen. Warren Magnuson to various rating and research services in late March and released for publication Thursday (4). The inquiry grew out of a number of "inquiries or complaints" sent to the Senate Commerce Committee about the rating firms. Intensifying rivalry between network evening programming and Hollywood features on independent stations which have received high and divergent ratings may have sparked some of the complaints.

The Commerce Committee chairman asked what affect the publi-

cation of ratings has on the success or failure of programs or stations; did the rating services make any attempt to correlate their results with each other? What percentage of the rating firm's business came from networks, from individual stations, ad agencies and others?

14 Questions

On the area covered, the 14-question inquiry asked what portion of the country was covered, with a list of specific cities, and how the national and/or local estimates were combined in final results. He asked how many services the firm supplied (such as ratings by sets in use, share of audience) and how large a sample was

(Continued on page 39)

Official Eyes More Series

NEW YORK—Official Films is reported to be talking to two more producers about TV film properties it would handle. Charles Weintraub, head of Quality Films, has been working on a series based on Mark Hellinger stories. A long-time feature film distributor, Weintraub is now interested in getting into production.

Official is also understood to be talking to Michael Saddlier about a TV film series based on "The Invisible Man." Saddlier and Bruce York, working as Mid-Ocean Productions, made "Aggie" and "Sailor of Fortune," which are now distributed by RKO-TV.

Signet TV Names Area Sales Reps

NEW YORK—Signet TV, distributor of the "Action Package" of 35 Pine-Thomas pictures, has named three sales representatives outside the Eastern Seaboard. On the West Coast the package is being sold by Tom Corradine.

In the Northwest, Signet's rep is Merriman Holtz. In the Midwest its rep is Bill Pomeroy, working out of Detroit.

Ziv-TV Casts Bridges In Underwater Pix

NEW YORK—Ziv-TV has cast Lloyd Bridges in the leading role of its new underwater series, being produced by Ivan Tors. The property is reported to have already aroused considerable ad agency interest.

Sen. Bill Asks Five Years on License Period

WASHINGTON—Extension of the broadcast license period to five years was the subject of a bill introduced last week by Sen. Warren Magnuson, chairman of the Interstate and Foreign Commerce Committee. Altho his bill was "requested" by the Federal Communications Commission, and does not constitute endorsement of the five-year licensing, it is felt that the move will speed action on the proposal, one way or another. House Commerce Committee Chairman Oren Harris has introduced a similar bill.

The five-year licensing bill could go to Senator Pastore's Communications Subcommittee for action first, and hearings could be held when current reports on last session's TV hearings are rounded out by special counsel Kenneth Cox. Cox will soon be returning to private practice, and Nicholas Zapple, regular committee counsel, would normally resume activities in that post if and when hearings on the five-year license are held.

Strongly differing opinions are held among legislators and within the FCC on the longer license periods. FCC Chairman McConaughy has asked extension for "practical" business reasons, and to mark television's "coming of age." Commissioner Bartley feels the five-year stretch ineffective, still leaving licensees on uneasy street in matters of loans and taxes on their investment. He would extend licenses indefinitely. Commissioner Lee would move more slowly, holding licensees to the shorter periods, until they had proved their operation in the public interest—after which they could graduate to longer periods.

Heavy disagreement on the five-year period could develop in both House and Senate, with legislators increasingly touchy on the whole subject of "trafficking" in licenses. FCC license grants have come under fire in the wake of some highly unpopular deintermixture moves and even more unpopular station grants and transfers to networks and multiple owners.

Official to Pay June Dividend

NEW YORK—Official Films is going to pay a dividend June 3, making it the first of the publicly owned TV film distributors to go on a cash dividend basis. The board of directors voted a semi-annual dividend of 5 cents payable to stockholders of record April 30.

Hal Hackett, president and board chairman, reported that gross sales for the first eight months of the current fiscal year, July 1 to February 28, were \$6,368,000, a 75 per cent increase over the \$3,638,000 sales for the same period of the previous year.

At the end of last week, Official stock, which sells over the counter, was priced at one and seven-eighths bid and two and a quarter asked.

Layton Shoots 'Flack' Series for CBS Film

HOLLYWOOD — Pilot for "Colonel Humphrey Flack," series originally aired live for the Du Mont network, was shot by Jerry Layton for CBS Film at Four Star Productions last week. Alan Mowbray and Frank Jenks star in the program.

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brings you
the newest and most
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AVAILABLE IMMEDIATELY!
★
GREAT STAR NAMES!
Dramatic Impact!
Every proven
AUDIENCE QUALITY!

Included are these top-rated hits...

"THE BABE RUTH STORY" Starring William BENDIX, Claire TREVOR, Charles BICKFORD
Ready and Hot for the Baseball Season!

"DILLINGER"
The Mightiest Crime Story Ever Told!

"Black Gold"
Starring Academy Award Winner ANTHONY QUINN

"Affair in Monte Carlo"
Starring MERLE RICHARD, OBERON TODD, LEO GENN

"THE UNDERWORLD STORY"
Starring DAN DURVEA, HERBERT MARSHALL, GALE STORM

Interstate TELEVISION CORPORATION

- NEW YORK N. Y. Lloyd L. Lind Murray Hill 8-2545
- CHICAGO ILL. Paul Blair Wabash 2-7937
- HOLLYWOOD CALIF. Robert Newgard Normandy 2-9181
- CINCINNATI OHIO Dick Ostrander Parkway 1-0179
- DALLAS TEXAS Jay Rubin Prospect 1658
- GREENSBORO N. C. Henri Profenius Greensboro 3-7551
- KANSAS CITY MO. William Kahan Harrison 1-2303

THINGS MOVE FAST IN TV

THE TV INDUSTRY is probably the fastest moving as well as the fastest growing industry in the nation. If ever the phrase "time means money" was appropriate for any one industry, TV is the business it applies to more than any other.

THAT'S WHY THE BILLBOARD is speeding up its own operations, so you can start your week right off with the most concise analytical concentration of the TV programming news and data that mean extra revenue to you.

**BEGINNING WITH THE ISSUE OF APRIL 29 THE BILLBOARD WILL BE
DATED MONDAY
DELIVERED MONDAY
IN THE NATION'S TOP 40 MARKETS**

**WHAT DOES THIS
MEAN TO YOU?**

The new Billboard delivery date will make Monday an even more productive day for you. It gives you an extra day to get the jump on new shows coming on the market, more time to take advantage of the latest programming information and trends, as brought to you first thing Monday morning!

NEW ADVERTISING DEADLINE

Beginning with the April 29 issue, advertisers will have their selling messages before TV program buyers when their attention is sharpest—as they start their week. However, earlier delivery requires earlier advertising deadlines. Therefore, the new TV ad deadlines will be as follows, beginning with the issue dated Monday, April 29:

- Wednesday of the preceding week in the Cincinnati office (one day earlier in New York and all other offices) for all ads requiring any amount of type composition.
- Thursday of the preceding week in the Cincinnati office (one day earlier in New York and all other offices) for complete plates.



Alexander Gets TV Rights to Two Pix

HOLLYWOOD—M&A Alexander Productions last week acquired TV rights to the features, "The Saxon Charm," starring Robert Montgomery, Susan Hayward, John Payne and Audrey Totter, and to "Red Canyon," starring Ann Blythe, Howard Duff and George Brent. The pix will be made available for television release immediately.

Visual Conference Puts TV on Sked

NEW YORK—When the 1957 Annual Visual Communications Conference is held on May 28-29 at the Waldorf Astoria, here, the afternoon of May 29 will be given over to the newest ideas and techniques in TV.

Richard Pinkham, vice-president in charge of advertising at NBC-TV, will guide the TV seminar. Other sessions will cover other aspects of advertising, sales, art, etc. Sponsored by the Art Directors' Club of New York, this conference is being held in conjunction with the 36th Annual National Exhibition of Advertising and Editorial Art.

KYW La Clooney Show Sold to A&P

CLEVELAND—KYW-TV here has sold the Rosemary Clooney show to the Atlantic & Pacific here, marking the food chain's entry into TV sponsorship in this market. The music show makes its debut for A&P next Tuesday, 7-7:30 p.m.

The Clooney show is distributed by MCA-TV, which in the past sold another one of its music shows, Guy Lombardo, to the A&P in a couple of other markets.

Four Star Preps 'Flight'

HOLLYWOOD—Four Star Productions last week began prepping a new series, "Flight Line," dealing with Air Force and aircraft stories. John Robinson is writing the pilot script.

KNAC-TV Makes New Appointments

FORT SMITH, Ark.—Station KNAC-TV, here, has made a raft of new appointments. From KOTV, Tulsa, Okla., Dick Campbell has moved to the station as general manager and Glenn W. White as program director. From KARK TV, Little Rock, R. L. Masters has moved here as chief engineer and Ralph Smith as assistant chief engineer.

Other appointments include the naming of Mary Cole, from KFPW, here, as traffic director. Also Gay Clapp, receptionist; Molly Bolling, bookkeeper; Norman Edman, chief director; Bob Hardy, film department man, and Milt Peters, sports director.

NEW METHOD

To Showcase Pilot Films in Anthologies

HOLLYWOOD—All over the TV networks this year's drama is getting to be next season's series as more and more pilots are being showcased in various anthology programs.

The practice is an inverse outgrowth of the cost-saving device of placing a pilot which failed to sell in an anthology series, so as to recoup at least part of the cost (first reported in The Billboard two years ago). From this stemmed the concept that the pilot might just as well be made part of a series in the first place, and that this in many cases serves as a good showcase to get audience reaction.

MCA-TV has been one of the leaders in the field, with several pilots getting airing on "Studio 57," "Schlitz Playhouse," et al. Latest to be screened was John Payne's "Six-Shooter," which was promptly sold to NBC-TV afterwards.

Four Star is using "Zane Grey's Theater" for the purpose of airing three new westerns: "Battle Flags," set in the Civil War period; "Trackdown," a story laid in Texas, and "Adventures of Mike Scott," a contemporary drama starring Eddie Albert as a writer, which is being considered as a possible anthology series.

CBS-TV has hown a couple of its projected skeins on "Playhouse 90." One, "Invitation to a Gunfighter," has already led to the okaying of the "Calvary Patrol" series; another, "Lone Woman," starring Kathryn Grayson, is still to be shown.

Newest of the Hal Roach-Jerry Stagg projects involves Bette Davis, who starred in a "Telephone Time" segment. Half-hour was considered good enough for the pilot of an anthology series which Miss Davis would host.

In most cases, unless a program is bought right off the air, different openings and closings are subsequently shot to give the show the air of a pilot film.

FORMS PICLEAR

New System Eliminates All Pic Scratches

NEW YORK—A system that eliminates scratches from film as it goes thru the projector has been invented by the head of the traffic department of RKO Television, Dick Sassenberg. He has formed the Piclear Company to market the device. It is being demonstrated publicly for the first time at the National Association of Radio & TV Broadcasters' convention in Chicago this week.

The Piclear unit, which easily attaches to any projector, will sell for about \$125. The first units will be ready for delivery in about six weeks.

The key to the system is the Piclear fluid, which the device daubs on the film just before the aperture gate, and which evaporates just before the take-up reel. Actually, the scratches are not permanently removed. But at the moment a frame is being projected, all and any scratches are invisible.

The fluid, Sassenberg's secret formula No. 49, will sell for about \$16 a gallon, and a gallon is expected to keep a unit supplied for about a month.



DOMESTIC SERVICE	
Check the class of service desired otherwise this message will be sent as a full rate telegram	\$
FULL RATE TELEGRAM	\$
DAY LETTER	E
NIGHT LETTER	

WESTERN UNION

INTERNATIONAL SERVICE	
Check the class of service desired, otherwise the message will be sent at full rate	
FULL RATE	
LETTER TELEGRAM	
SHIP RADIOGRAM	

NO. WDS. CL. OF SVC.	FD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED

MR. MAURICE LEVY
EASTERN EFFECTS
333 WEST 52ND STREET N.Y., N.Y.

DELIGHTED TO INFORM YOU THAT BY VOTE OF THE NATION'S TOP TELEVISION FILM PROGRAM AND COMMERCIALS PRODUCERS, EASTERN EFFECTS HAS BEEN NAMED FIRST IN THE NATION FOR

**GREATEST TECHNICAL AND CREATIVE
INGENUITY IN PRODUCING EFFECTS**

AND SECOND FOR FASTEST SERVICE AMONG ALL OPTICAL HOUSES.
CONGRATULATIONS AND BEST REGARDS.

SAM CHASE
TV EDITOR THE BILLBOARD

... and our promise

to continue to deliver commercial services of award-winning ingenuity and speed.

Maurice, Sam, Max Levy and staff

Motion Picture Opticals

ART to FILM • FINEST and FASTEST

Eastern Effects, Inc.

Circle 5-5280

333 West 52nd Street • New York 19, N. Y.

Trans-Lux Book Gives Ideas for Britannica Films

NEW YORK—Trans-Lux Television is taking a program counseling approach in its sale of the Encyclopaedia Britannica Film library, which is not a program itself but consists of building blocks from which stations make their own programs.

The distributor has pegged its promotion on a book titled "101 Programs for Television." It consists of programming suggestions by which to use the Britannica material. Suggested are such series as "Our America," a history show; "The World at Large," a travel show; "Bringing Up Your Baby," "Here's to Health," "Creative Arts," "Classroom of the Air" and "Animal Kingdom."

Close to 20 stations have bought the Britannica library so far, and most of them have their own programming concept of these films.

Among the Westinghouse stations, they are being programmed as follows. KDKA-TV, Pittsburgh, at the end of this month will start "Josie's Storyland," 9-9:30 a.m. daily, a show of fun and fantasy, with Josie Carey and Sterling Yates. KDKA has already been playing "Great Moments in History," 12:30-1 p.m. Sunday.

Cleveland Show

KYW-TV, Cleveland, has "One Nation," 9-9:30 a.m., Saturday, in which a Britannica film is followed by a discussion among local students.

KPIX, San Francisco, is using EBF in three kiddie shows, "Good Morning Show," 8:30-9 a.m. daily; "Adventure School," 10-10:30 a.m. daily, and in "Captain Fortune," a two-and-a-half-hour Saturday show.

WBZ-TV, Boston, uses them in six different shows, including its "Boston Movietime," early evening feature show with the Warner Bros. pictures.

All the WBC stations also use them in special one-shots tied into their various public service projects.

Senator Magnuson

• Continued from page 36

tapped for getting results in each service.

On the sampling method, the questionnaire asked the service to "spell out" in detail the criteria employed, and asked if more than one type of sampling was used. If results were based on phoned queries, was percentage of uncompleted calls published?

Tough Batters

On dealings of rating services with their clients, Magnuson asked some hard ones: "What affect, if any, does the type of service ordered by a broadcast interest have on the manner in which you conduct your measurements?"

"Does a quantity order by a specific broadcast group have any affect on the manner in which you conduct your measurements?"

Magnuson also asked how services were sold: On a regular, recurring basis? or did the service conduct special surveys in selected markets not ordinarily covered, on specific order from "interested parties?"

Most eloquent answers may come in on the query: "What is the advantage of your service over those offered by other rating bureaus?" None of the services are known to have come up with quick answers to these hard nuts.

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

RESTLESS PEOPLE

By CHARLOTTE SUMMERS

A number of important changes have been made in the copy department of Young & Rubicam, starting with Charles Feldman, who becomes executive copy director and assistant to George Gribbin, senior vice-president, and continuing with Harry Rubicam, named business manager, and the appointment of four new copy directors, Robert Work, William Colihan, Hanley Norins and Mary O'Meara. . . . Thomas F. O'Neil, RKO Teleradio Pictures' president, has been named chairman for Radio-TV for the National Sunday School Week observance.

Milton P. Kayle, a member of the White House staff under former President Truman and more recently counsel and director of

business affairs for Stone Associates, has joined Television Programs of America as resident counsel. . . . Richard P. Hogue, formerly with CBS-TV Spot Sales in New York, has been appointed general sales manager of WXIX, Milwaukee. . . . Bill Hooper has joined the Eastern sales staff of ABC Film Syndication, and Dick Hurley has joined its Midwest sales staff. . . . Leonard Zweig, producer, has joined WABD, New York, as director of News and Special Events and producer of "Night Beat."

Kenyon & Eckhardt has promoted two of its staffers to vice-presidents. W. Denning Harvey, account executive, and Bud Sherak, director of research, were the recipients. . . . Honeymooning on a

TNT Aims at 60 Sites With New Equipment

NEW YORK — Theater Network Television has purchased additional projection equipment to bring its network into 60 locations across the country. Valued at more than \$600,000, the big screen equipment, including mobile and portable projectors, provides the "most complete field servicing available in closed circuit TV," according to TNT.

Southern motor trip are Paul Louthier, vice-president and program director of WVET-TV-AM, Rochester, N. Y., and his bride, the former Jean Zoeckler. . . . Leonard Green, president of Mercury Artists Corporation, has expanded his office to include a fully revamped TV department. Renee Leff will head up the operation and Lois Balk will work in the variety end to augment the present staff.

NBC Sells Bits Of NCAA Grid

NEW YORK — NBC-TV has been racking up sales of its National Collegiate Athletic Association football package for this fall. One quarter of the nine-game football TV presentation has been bought by Bristol-Myers, another quarter by Sunbeam, which is on the verge of contracting for another quarter. This would leave the web with only one quarter available.

The network also pacted the Big Ten Conference, the Pacific Coast Conference and the Eastern Intercollegiate Colleges for the remaining four regional games which are to be presented on weeks when national games are not available to viewers.

... IMMEDIATELY AVAILABLE!!

Mark Stevens

in

"BYLINE

Steve Wilson"

Be Our Guest!

M AND A ALEXANDER PRODUCTIONS

cordially invites you

to visit Rooms 515A-517A, Hilton Hotel, Chicago, April 7-11, during the NARTB Convention to inspect their

ENTERTAINMENT PACKED PROGRAMS NOW AVAILABLE

NEW FEATURES • NEW 1/2 HOUR SHOWS

For one of the nation's TOP RATED SHOWS...



PHILADELPHIA

3 TV STATIONS—1,124,300 TV HOMES
Population—4,076,300 (14th in U. S.)
Buying Income—\$7,695,112,000 (14th)
Retail Sales—\$4,628,585,000 (5th)
Food Sales—\$1,032,686,000 (5th)
Drug Sales—\$130,616,000 (5th)
Automotive—\$795,007,000 (15th)
Above figures include following counties: Burlington, Camden and Gloucester Cos., N. J.; Bucks, Chester, Delaware, Montgomery and Philadelphia Cos., Pa.

TOP SYNDICATED FILMS

1. Superman (Flamingo), WCAU, M.-7:00 27.5
2. Soldiers of Fortune (MCA), WCAU, S.-6:00 23.7
3. Essa Golden Playhouse (Official), WCAU, T.-10:30 22.0
4. Annie Oakley (CBS), WCAU, S.-5:30 21.5
5. Waterfront (MCA), WCAU, Su.-6:30 20.9
6. Sky King (Nabisco), WCAU, S.-5:00 18.5
7. Badge 714 (NBC), WCAU, W.-7:00 18.0
7. Highway Patrol (Ziv), WCAU, S.-7:00 18.0
9. By-Line (M & A Alexander), WCAU, S.-6:30 17.4
10. Wild Bill Hickok (Flamingo), WCAU, F.-7:00 16.9
11. Rosemary Clooney (MCA), WRCV, Th.-10:00 15.5
12. Studio 57 (MCA), WFIL, W.-10:00 14.7
13. San Francisco Beat (CBS), WCAU, T.-7:00 14.0
14. State Trooper (MCA), WRCV, M.-10:30 13.0
15. Amos 'n' Andy (CBS), WRCV, M.-6:00 12.8

PULSE LOCAL RATINGS

FROM BILLBOARD, MARCH 16, 1957

CIRCUS TEST

TV Emsees to Aid Ringling's Sun. Takes

By IRWIN KIRBY

NEW YORK—The guest ringmaster gimmick, a fixture at opening night benefits of the Ringling circus in Madison Square Garden, is being converted into a Sunday night feature this year. Joe Franklin, of WABD's "Memory Lane" show, and Claude Kershner, WOR-TV's "Looney Tune Circus" announcer, are being utilized. The results, it is expected, will serve the double function of stimulating attendance and increasing salability of the TV personalities.

Purely a reciprocal deal, the arrangement is viewed by parties concerned as offering everything to gain and precious little to lose. Sunday night shows have been a problem for all midtown attractions, coming as they do on the verge of a new work week. In (Continued on page 89)

L. A. CANDIDATE PULLS LOTS OF VOTES WITH TV

HOLLYWOOD—The power of television was dramatically demonstrated in last week's Los Angeles mayoralty race when a political unknown upset all predictions and swept into second place behind the winner.

Altho his showing wasn't strong enough to force a runoff, Bob Yeakel, auto dealer, garnered 141,306 votes (Mayor Norris Poulson was re-elected with 311,970), more than three times that of the next candidate (a politician) in the five-candidate race.

Yeakel had never run for public office before, and his only platform was that of a "family man." However, for the past two years he has been sponsoring an all-night amateur program which turned his automobile agency into one of the top Oldsmobile dealerships in the country.

In his somewhat haphazard campaign, Yeakel used primarily TV spots (not in a large number) and these, together with the name he had built up thru the TV show, enabled Yeakel to make yokels of the pundits.

PULSE LOCAL RATINGS FOR FEBRUARY

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

CLEVELAND

Population—1,616,800 (11th In U. S.)
Buying Income—\$3,597,116,000 (10th)
Retail Sales—\$2,136,950,000 (11th)
Food Sales—\$502,023,000 (10th)
Drug Sales—\$76,207,000 (10th)
Automotive—\$402,002,000 (11th)
Above figures include following counties: Cuyahoga, Lake

TOP NETWORK SHOWS

- 1. Disneyland, WEWS, W.42.6
2. Ed Sullivan, WJW, Su.39.4
3. I Love Lucy, WJW, M.39.2
4. Playhouse 90, WJW, Th.37.7
5. Godfrey's Talent Scouts, WJW, M.37.5
6. Lawrence Welk, WEWS, S.37.1
7. Wyatt Earp, WEWS, T.35.5
8. \$64,000 Question, WJW, T.34.2
9. Perry Como, KYW, S.33.4
9. Person to Person, WJW, F.33.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WEWS, M.-F.28.4
2. 6 o'Clock Adventure, KYW, M.-F.16.4
3. 11th Hour News, Weather, KYW, M.-F.15.8
4. Sports Final, Misc. (11 p.m.), WJW, M.-F.14.7
5. News Hilltes (6:30 p.m.), WEWS, M.-F.14.2
6. Queen for a Day, KYW, M.-F.13.8
7. 2 Star R. P. & R. Misc. (6:45), WEWS, M.-F.13.3
8. Noon Show, WEWS, M.-F.13.1
9. Theater 5, WEWS, M.-F.11.7
10. Jungle, Misc., KYW, M.-F.9.3

TOP FEATURE FILMS

- Once Weekly
1. G.E. Featurama, WJW, Su.-4:30-6:0020.9
2. Leisy's Premiere Theater, WJW, S.-11:15-12 mid.16.5
3. Home Theater, KYW, S.-11:15-12 mid.12.4
4. Sunday Night Feature, KYW, Su.-11:15-12 mid.8.6
5. Bass Playhouse, WEWS, F.-11:15-12 mid.8.3
Multi-Weekly
1. Western Theater, WEWS, S. Su.-5:00-6:0018.6
2. 1 o'Clock Playhouse, KYW, M.-F., Su.-1:00-2:009.4
3. Nite Owl Theater, WJW, M.-Th., Su.-11:15-12 mid.7.1
4. Late Show, WEWS, T.-Th., S.-11:15-12 mid.6.8
5. Late Matinee, WJW, M.-F.-5:00-6:004.9

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJW, T.-10:3029.2
2. Frontier (NBC), WJW, S.-10:3024.3
3. Range Rider (CBS), WEWS, Su.-7:0021.2
4. Annie Oakley (CBS), WJW, S.-6:3020.5
5. Sheriff of Cochise (NTA), KYW, Su.-10:3019.7
6. Death Valley Days (Pacific Borax), WJW, S.18.7
7. Soldiers of Fortune (MCA), KYW, Th.-7:0018.5
8. Legionnaire (TPA), WEWS, F.-7:0017.7
9. San Francisco Beat (CBS), WJW, T.-7:0017.5
10. Buffalo Bill Jr. (CBS), KYW, S.-11:3017.2
11. Science Fiction Theater (Ziv), KYW, T.-7:0016.5
12. Waterfront (MCA), WEWS, M.-7:0015.9
13. Mickey Rooney (Screencraft), KYW, M.-7:0014.9
14. Hopalong Cassidy (NBC), WJW, S.-6:0014.5
15. Mr. District Attorney (Ziv), KYW, M.-10:3014.2
15. Man Called X (Ziv), WJW, W.-7:0014.2

COLUMBUS, O.

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—\$140,831,000 (33d)

TOP NETWORK SHOWS

- 1. Ed Sullivan, WBNS, Su.43.5
2. Playhouse 90, WBNS, Th.40.4
3. I Love Lucy, WBNS, M.39.3
4. Godfrey's Talent Scouts, WBNS, M.36.9
5. Red Skelton, WBNS, T.35.2
6. \$64,000 Question, WBNS, T.34.9
7. G.E. Theater, WBNS, Su.34.5
7. Wyatt Earp, WTVN, T.34.5
9. Lassie, WBNS, Su.34.4
10. Private Secretary, WBNS, Su.34.2

TOP MULTI-WEEKLY SHOWS

- 1. Chet Long (7 p.m.), WBNS, M.-F.27.3
2. CBS News, WBNS, M.-F.27.1
3. Mickey Mouse Club, WTVN, M.-F.23.5
4. Filppos Gang, WBNS, M.-Th.19.6
5. News, Weather (11 p.m.), WBNS, M.-F.15.7
6. Western Roundup, WBNS, M.-F.14.9
7. Armchair Theater, WBNS, M.-F.13.9
8. Arthur Godfrey, WBNS, M.-Th.12.7
9. Captain Kangaroo, WBNS, WBNS, M.-F.12.2
10. Garry Moore, WBNS, M.-F.12.0

TOP FEATURE FILMS

- Once Weekly
1. Warner Brothers, WTVN, S.-7:30-9:0014.2
2. Saturday Showboat, WTVN, S.-1:30-2:3011.8
3. Porky's Playhouse, WTVN, Su.-11:00 a.m.-12:009.7
4. Bluebird Theater, WLW-C, Su.-12:30-1:309.5
5. Channel 10 Theater, WBNS, Su.-3:30-5:009.3
Multi-Weekly
1. Armchair Theater, WBNS, M.-F., Su.-11:15-12 mid.13.3
2. Midday Movie, WTVN, M.-F.-12:30-2:008.2
3. Ladies Home Theater, WTVN, M.-F.-10:00-11:30 a.m.7.6
4. Early Home Theater, WTVN, M.-F.-2:30-4:007.5
5. Home Theater, WTVN, M.-F.-11:15-12 mid.6.1

TOP SYNDICATED FILMS

- 1. Death Valley Days (Pacific Borax), WBNS, Su.-9:3031.5
2. Highway Patrol (Ziv), WBNS, T.-10:3029.5
3. Sheriff of Cochise (NTA), WBNS, Th.-7:3027.5
4. Men of Annapolis (Ziv), WBNS, F.-9:3026.9
5. Annie Oakley (CBS), WBNS, Th.-6:0022.4
6. Little Rascals (Interstate), WBNS, M.-F.-4:3019.8
7. Soldiers of Fortune (MCA), WBNS, W.-6:3019.5
8. Crunch and Des (NBC), WBNS, F.-7:3018.5
9. Rosemary Clooney (MCA), WTVN, T.-7:0018.2
10. Hopalong Cassidy (NBC), WTVN, M.-7:0018.0
11. Wild Bill Hickok (Flamingo), WBNS, T.-6:0017.9
11. Superman (Flamingo), WBNS, W.-6:0017.9
13. Looney Tunes (Guild), WTVN, M.-6:0017.5
14. Public Defender (Interstate), WBNS, M.-6:3016.7
14. Frontier Doctor (Hollywood TV), WTVN, F.-7:0016.7
16. Grand Old Opry (Flamingo), WBNS, S.-7:0016.5
17. Buffalo Bill, Jr. (CBS), WTVN, F.-6:0015.9

LOUISVILLE

Population—675,500 (28th In U. S.)
Buying Income—\$1,117,330,000 (33d)
Retail Sales—\$780,222,000 (30th)
Food Sales—\$171,641,000 (30th)
Drug Sales—\$30,701,000 (26th)
Automotive—\$168,858,000 (26th)
Above figures include following counties: Clark and Floyd, Ind.; Jefferson, Ky.

TOP NETWORK SHOWS

- 1. \$64,000 Question, WHAS, T.49.3
2. Ed Sullivan, WHAS, Su.49.1
3. Red Skelton, WHAS, T.45.3
4. I Love Lucy, WHAS, M.44.0
5. Millionaire, WHAS, W.43.3
6. Phil Silvers, WHAS, T.41.5
7. December Bride, WHAS, M.41.3
8. Gunsmoke, WHAS, S.40.5
9. Groucho Marx, WAVE, Th.39.8
10. Dragnet, WAVE, Th.39.3
10. Hayloft Hoedown, WHAS, F.39.3
10. I've Got a Secret, WHAS, W.39.3
10. Oh Susanna! WHAS, S.39.3
10. Person to Person, WHAS, F.39.3
10. Zane Grey, WHAS, F.39.3

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WAVE, M.-F.22.8
1. Today's News (6:15 p.m.), WHAS, M.-F.22.8
3. Small Talk, WHAS, M.-F.20.9
4. News, Misc. (10:30 p.m.), WHAS, M.-F.20.0
5. CBS News, WHAS, M.-F.17.8
6. My Little Margie, WHAS, M.-F.16.7
7. Sportraits, Misc. (10:45 p.m.), WHAS, M.-F.16.6
8. Queen for a Day, WAVE, M.-F.15.9
9. NBC News, WAVE, M.-F.15.1
10. News, Misc. (10:30 p.m.), WAVE, M.-F.15.0

TOP FEATURE FILMS

- Once Weekly
1. Mystery Film, WHAS, S.-11:00-12:0016.3
2. Flamingo Theater, WHAS, Su.-11:00-12:00 mid.15.4
3. Saturday Theater, WAVE, S.-11:30-12:00 mid.9.3
Multi-Weekly
1. Novelties, WHAS, M.-F. 11:00-12:00 mid.13.7
2. Starlite Theater, WAVE, M.-F., 11:00-12:00 mid.12.7
3. Movie-Midday, WAVE, M.-F.-12:00-1:0011.0

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WHAS, F.-8:3038.3
2. Rosemary Clooney (MCA), WHAS, S.-9:3037.5
3. Crunch and Des (NBC), WHAS, Su.-8:3036.3
4. I Led Three Lives (Ziv), WHAS, T.-9:3034.3
5. Studio 57 (MCA), WHAS, T.-8:0032.8
6. Federal Men (MCA), WAVE, Th.-8:0032.3
7. Superman (Flamingo), WHAS, Su.-6:0031.8
8. Stage Seven (TPA), WAVE, Su.-9:3031.5
9. Badge 714 (NBC), WHAS, F.-10:0030.3
10. Brave Eagle (CBS), WHAS, S.-12:3029.3
11. Susie (TPA), WAVE, W.-9:3026.5
12. Sky King (Nabisco), WAVE, Su.-5:0023.8
13. Captain Midnight (Screen Gems), WHAS, S.-10:0023.3
14. Grand Old Opry (Flamingo), WHAS, T.-10:0022.3
15. Men of Annapolis (Ziv), WHAS, M.-10:0021.3
15. Buffalo Bill, Jr. (CBS), WAVE, S.-4:3021.3
15. Great Gildersleeve (NBC), WAVE, S.-9:3021.3

MEMPHIS

Population—534,400 (42d In U. S.)
Buying Income—\$847,549,000 (44th)
Retail Sales—\$678,403,000 (37th)
Food Sales—\$140,470,000 (42d)
Drug Sales—\$18,391,000 (45th)
Automotive—\$148,541,000 (29th)
Above figures include following counties: Shelby Co., Tenn.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WREC, Su.43.3
2. Alfred Hitchcock, WREC, Su.39.5
3. G.E. Theater, WREC, Su.39.4
4. I Love Lucy, WREC, M.38.0
5. I've Got a Secret, WREC, W.34.5
6. Godfrey's Talent Scouts, WREC, M.34.2
7. Lawrence Welk, WHBQ, S.33.6
8. Top Tunes and New Talent, WHBQ, M.33.3
9. \$64,000 Challenge, WREC, Su.33.2
10. Millionaire, WREC, W.31.7

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WHBQ, M.-F.21.4
2. Popeye Playhouse, WHBQ, M.-Th.20.5
3. Range Rider, WREC, M.-F.20.1
4. Late Movie, WREC, M.-F.14.5
5. Arthur Godfrey, WREC, M.-Th.14.0
5. Little Rascals, Misc., WHBQ, M.-F.14.0
7. Garry Moore, WREC, M.-F.13.0
8. Captain Kangaroo, WREC, M.-F.12.5
9. Dewey Phillips, WHBQ, M.-F.11.8
10. Search for Tomorrow, WREC, M.-F.11.7

TOP FEATURE FILMS

- Once Weekly
1. Million \$ Playhouse, WREC, S.-10:00-11:0017.7
2. Western Theater, WNBQ, S.-2:00-3:0011.8
3. Million \$ Movie, WHBQ, S.-10:00-11:0011.4
4. Movie Matinee, WMCT, S.-3:33-5:007.9
Multi-Weekly
1. Late Movie, WREC, M.-Su.-10:30-12:0014.5
2. Million \$ Movie, WHBQ, M.-Su.-12:00-1:008.2
3. Early Show, WREC, M.-Su.-4:00-5:007.0
3. First Show, WMCT, M.-F.-4:30-5:307.0
5. Midday, WMCT, M.-F.-12:15-1:003.7

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WMCT, Su.-9:3026.0
2. Public Defender (Interstate), WMCT, Th.-8:0024.0
3. Stage Seven (TPA), WREC, T.-9:3023.5
4. State Trooper (MCA), WHBQ, T.-8:0021.9
5. Sheriff of Cochise (NTA), WREC, Th.-10:0021.2
6. Popeye Playhouse (Assoc. Artists), WHBQ, M.-Th.-6:0020.2
6. Cisco Kid (Ziv), WMCT, W.-7:3020.2
6. Amos and Andy (CBS), WREC, W.-10:0020.2
9. Range Rider (CBS), WREC, M.-F.-6:0020.0
10. Captain Midnight (Screen Gems), WMCT, S.-11:00 a.m.19.2
11. Dr. Hudson's Secret Journal (MCA), WHBQ, T.-8:3018.5
12. Golden Playhouse (Official), WREC, Su.-10:0018.2
13. I Led Three Lives (Ziv), WMCT, M.-9:3016.5
14. San Francisco Beat (CBS), WREC, M.-10:0015.0
15. Frontier Doctor (Hollywood TV), WMCT, W.-7:0014.2
16. Annie Oakley (CBS), WHBQ, F.-6:0014.0

NOT YET SURE

Private FCC Net Hearings Still Up in Air

WASHINGTON — The possibility of private hearings to be held by the Federal Communications Commission's network study staff, under Dean Barrows, to round up more specific information from certain segments of the TV industry, was still indefinite Thursday (4). The FCC's general counsel, Warren Baker, pointed out that there is a legal framework within which the commission can hold executive hearings, with only the

parties concerned attending. However, no decision has yet been made to carry this over into the network study of committee's activities, Baker said.

Recalcitrant parties in networking were the target of a recent FCC decision to make subpoena and hearing procedures available to the study group (The Billboard, March 30). Should they object to "secret" hearings by the network group, it would be pointed out that they could demand open, evidentiary hearings on whatever objections they had to the network study report, when it is made public.

Altho no decision had been made last week by the study group as to whether privately conducted hearings could or would be held, such an informal basis would be in line with the way network head Dean Barrows prefers to work. Also, FCC staffers point out, this method would be a shortcut. It

New TV Spot Campaign Chart

Continued from page 32

- Royal Crown Cola, Nehi thru Compton (Ann., Part., ID)
Saraka Laxative, Union Pharmaceutical thru Grey (Part.)
Schwinn Bicycles thru C. B. Juneau
Scotch Tape, Minn. & Mining Mfg. thru Batten, Barton, Durstine & Osborn (Ann.)
Standard Knitting Mills thru

- MacFarland-Aveyard (Ann.)
Twenty Mule Team Borax, Pacific Coast Borax thru McCann-Erickson (Prog.)
Vigoro Fertilizer, Swift thru J. W. Thompson (ID)
Wilson & Geo Meyer Fertilizer thru Foote, Cone & Belding (Prog.)
Zest Beauty Soap, Procter & Gamble thru Benton & Bowles (Ann., Part.)

would be a time saver in contrast to formal evidentiary public hearings. It would also shortcut the long process of rounding up subpoenaed information culled from any future questionnaires.

It is generally believed that should the private hearings be found the best answer to the problem, not more than a half dozen would be required, and these would have to be held fairly soon, in view of the June 30 deadline for the study report.

CBS Station Relations Ups Ward and Wood

NEW YORK — Carl Ward, formerly general manager of WCBS Radio, has been named national manager of CBS-TV Station Relations. His duties began Monday (8). Also, Robert Wood, formerly assistant director of Station Relations, CBS-TV, will head up the Contracts and Records division of CBS-TV Station Relations. Wood will report to Ward.

Advertisement for Woodward Hotel, Broadway at 55th Street, featuring amenities like private baths, showers, and radio/television. Rates from \$35 to \$50.

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specification. Although they thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

BUFFALO
Population—1,212,400 (14th in U. S.)
Buying Income—\$1,978,712,000 (14th)
Retail Sales—\$1,449,717,000 (14th)
Food Sales—\$346,398,000 (13th)
Drug Sales—\$40,931,000 (16th)
Automotive—\$263,038,000 (15th)
Above figures include following counties: Erie, Niagara

- TOP NETWORK SHOWS**
1. I Love Lucy, WBEN, M. 45.2
 2. 564,000 Question, WBEN, T. 42.7
 3. Ed Sullivan, WBEN, Su. 42.7
 4. Climax! WBEN, Th. 38.9
 5. Godfrey's Talent Search, WBEN, M. 37.5
 6. Alfred Hitchcock, WBEN, Su. 37.2
 7. Lawrence Welk, WGR, S. 37.2
 8. G. E. Theater, WBEN, Su. 36.7
 9. Wyaft Earp, WGR, T. 35.9
 10. Top Times and New Talent, WGR, M. 35.0

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WGR, M.-F. 21.1
 2. News (11 p.m.), WBEN, M.-F. 17.7
 3. News, Weather (11 p.m.), WGR, M.-F. 12.9
 4. Arthur Godfrey, WBEN, M.-Th. 12.7
 5. Search for Tomorrow, WBEN, M.-F. 12.6
 6. Guiding Light, WBEN, M.-F. 12.5
 7. Sports (11:15 p.m.), WBEN, M.-F. 12.1
 8. Love of Life, WBEN, T., Th. 11.9
 9. 11:30 Theater, WBEN, M., F. 11.6
 10. Gene Autry, WBEN, M., W.-F. 11.5

- TOP FEATURE FILMS**
- Once Weekly**
1. Molson's Theater, WBEN, F.-11:30-12 mid. 18.9
 2. Academy Playhouse, WGR, Su.-2:00-3:30 12.2
 3. Saturday Playhouse, WBEN, S.-11:30-12 mid. 9.5
 5. Feature Performance, WGR, S.-3:00-4:30 7.2
 4. Prize Playhouse, WBEN, M.-11:30-12 mid. 9.3
- Multi-Weekly**
1. 11:30 Theater, WBEN, T.-Th.-11:30-12 mid. 10.8
 2. Million 5 Movie, WBUF, M.-Su.-5:30-6:30 7.0
 3. Mid-Day Matinee, WGR, T.-F.-1:00-2:00 4.7
 4. Million 5 Matinee, WBUF, M.-F.-1:00-2:00 3.5
 5. Early Bird Theater, WBUF, M.-F.-9 a.m.-10 a.m. 2.8

- TOP SYNDICATED FILMS**
1. Stories of Century (Hollywood), WGR, M.-10:30 24.0
 2. Annie Oakley (CBS), WBEN, T.-7:00 23.8
 3. Cisco Kid (Ziv), WBEN, Th.-7:00 22.9
 4. Highway Patrol (Ziv), WGR, T.-10:30 22.5
 5. Superman (Flamingo), WBEN, W.-7:00 22.4
 6. Man Called X (Ziv), WBEN, M.-9:30 21.2
 7. Death Valley Days (Pacific Borax), WGR, Th.-10:00 18.0
 8. Sheriff of Cochise (NTA), WBEN, F.-7:00 17.5
 9. Studio 57 (MCA), WBEN, M.-7:00 17.0
 9. Dr. Christian (Ziv), WGR, S.-10:30 17.0
 11. Championship Bowling (Walt Schwimmer), WBEN, Su.-2:00 16.9
 12. City Detective (MCA), WGR, Th.-10:30 15.7
 13. Sky King (Nabisco), WGR, T.-6:00 14.0
 14. Wild Bill Hickok (Flamingo), WGR, F.-6:00 13.7
 14. Dr. Hudson's Secret Journal (MCA), WGR, F.-10:30 13.7

BALTIMORE
Population—1,481,600 (12th in U. S.)
Buying Income—\$2,360,849,000 (13th)
Retail Sales—\$1,662,028,000 (12th)
Food Sales—\$386,142,000 (12th)
Drug Sales—\$66,537,000 (12th)
Automotive—\$254,051,000 (16th)
Above figures include following counties: Anne Arundel, Baltimore City and Baltimore County, Md.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WMAR, Su. 40.1
 2. I Love Lucy, WMAR, M. 39.3
 3. I Love Lucy, WBAL, S. 34.7
 4. Alfred Hitchcock, WMAR, Su. 33.2
 5. Twentieth Century-Fox, WMAR, W. 32.8
 6. G.E. Theater, WMAR, Su. 32.7
 7. Playhouse 90, WMAR, Th. 32.3
 8. Disneyland, WAAM, W. 32.2
 9. Climax, WMAR, Th. 31.5
 10. Robin Hood, WMAR, M. 31.2

- TOP MULTI-WEEKLY SHOWS**
1. Amos 'n' Andy, WMAR, M.-F. 20.6
 2. Mickey Mouse Club, WAAM, M.-F. 17.8
 3. Public Defender, WMAR, T., Th. 17.3
 4. Dial Dollars, WMAR, M.-F. 14.0
 5. Guiding Light, WMAR, M.-F. 13.5
 6. Search for Tomorrow, WMAR, M.-F. 13.4
 7. Arthur Godfrey, WMAR, M.-Th. 13.0
 8. CBS News, MAR, M.-F. 12.8
 9. Final, Weather (7 p.m.), WMAR, M.-F. 12.3
 10. Love of Life, WMAR, M.-F. 12.3

- TOP FEATURE FILMS**
- Once Weekly**
1. Ford Film Playhouse, WAAM, F.-10:30-12 mid. 11.6
 2. Movie, WMAR, S.-4:30-5:30 10.6
 3. 20th Century Theater, WBAL, Su.-11:15-12 mid. 10.5
 4. Sunday Playhouse, WAAM, Su.-1:00-3:00 10.1
 5. Adult Theater, WAAM, S.-4:30-6:00 8.9
- Multi-Weekly**
1. Theater of the Air, WMAR, S., Su.-11:00-12 mid. 15.1
 2. Channel 2 Theater, WMAR, M.-F.-11:30-12 mid. 8.6
 3. Playhouse 13, WAAM, M.-F.-1:00-2:00 6.4
 4. Nocturne Movies, WAAM, M., Th., S., Su.-11:30-12 mid. 5.4

- TOP SYNDICATED FILMS**
1. Superman (Flamingo), WBAL, W.-7:00 25.0
 2. Amos and Andy (CBS), WMAR, M.-F.-6:00 20.6
 3. Federal Men (MCA), WMAR, F.-6:30 19.0
 4. Man Called X (Ziv), WBAL, S.-10:30 18.7
 5. Waterfront (MCA), WMAR, M.-6:30 18.2
 6. Men of Annapolis (Ziv), WMAR, S.-10:30 18.0
 7. Wild Bill Hickok (Flamingo), WBAL, F.-7:00 17.9
 8. Public Defender (Interstate), WMAR, T.-6:30 17.4
 9. Annie Oakley (CBS), WBAL, S.-5:30 17.2
 10. Captain Midnight (Screen Gems), WMAR, S.-6:30 16.4
 11. City Detective (MCA), WMAR, W.-6:30 16.3
 12. Cisco Kid (Ziv), WBAL, T.-7:00 16.0
 13. Science Fiction Theater (Ziv), WBAL, Su.-10:30 15.7
 14. Badge 714 (NBC), WBAL, Su.-7:00 15.0
 15. Studio 57 (MCA), WAAM, T.-10:30 14.9
 15. Soldiers of Fortune (MCA), WBAL, Th.-7:00 14.9
 15. Golden Playhouse (Official), WMAR, Su.-7:00 14.9

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

- TOP NETWORK SHOWS**
1. Ed Sullivan, KOIN, Su. 44.1
 2. Disneyland, KGW, W. 39.3
 3. I Love Lucy, KOIN, M. 38.0
 4. What's My Line? KOIN, Su. 35.2
 5. Lawrence Welk, KGW, S. 34.9
 6. G.E. Theater, KOIN, Su. 34.5
 7. Alfred Hitchcock, KOIN, Su. 33.7
 8. Climax, KOIN, Th. 33.5
 9. 564,000 Question, KOIN, T. 33.2
 10. Lassie, KOIN, Su. 32.4

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, KGW, M.-F. 28.2
 2. Cartoon Time, KOIN, M.-F. 19.0
 3. Mr. Moon, KOIN, M.-F. 18.3
 4. CBS News, KOIN, M.-F. 16.0
 5. Weather, Sports, News (6 p.m.), KOIN, M.-F. 15.0
 6. Arthur Godfrey, KOIN, M.-Th. 11.9
 7. Art Linkletter, KOIN, M.-F. 11.0
 8. Garry Moore, KOIN, M.-F. 10.5
 9. NBC News, Misc., KPTV, M.-F. 10.2
 10. News Beat (6:30 p.m.), KGW, M.-F. 9.4
 10. Nightbeat, Misc. (10:30 p.m.), KGW, M.-F. 9.4

- TOP FEATURE FILMS**
- Once Weekly**
1. First Run Theater, KOIN, Su.-11:15-12 mid. 9.3
 2. Saturday Film Fair, KGW, S.-7:00-9:00 9.1
 3. Academy Theater, KFOR, S.-7:30-9:30 8.5
 4. Sunday Star Time, KPTV, Su.-10:30-12 mid. 6.3
 5. Big Picture, KFOR, S.-3:30-4:30 3.2
- Multi-Weekly**
1. Premiere Theater, KFOR, M.-F.-8:30-10:00 9.8
 2. Channel 8 Playhouse KGW, M.-F.-10:45-12 mid. 7.9
 3. Showtime on 6, KOIN, M.-S.-11:30-12 mid. 7.3
 4. Your Afternoon Theater, KPTV, M.-F., Su.-5:15-6:30 5.7
 5. Morning Movie, KGW, M.-F.-10:00 a.m.-11:00 a.m. 5.4

- TOP SYNDICATED FILMS**
1. Science Fiction Theater (Ziv), KOIN, M.-8:30 32.4
 2. Highway Patrol (Ziv), KOIN, Th.-7:00 29.9
 3. I Search for Adventure (Bagnall), KOIN, Th.-7:30 26.7
 4. Grand Ole Opry (Flamingo), KOIN, S.-7:00 23.3
 5. Soldiers of Fortune (MCA), KOIN, S.-6:00 20.9
 6. Captain Midnight (Screen Gems), KOIN, S.-10:30 a.m. 19.9
 7. Code Three (ABC), KOIN, T.-10:00 18.0
 8. Wild Bill Hickok (Flamingo), KFOR, M.-6:00 17.5
 9. Last of the Mohicans (TPA), KGW, W.-6:00 16.5
 9. Sky King (Nabisco), KOIN, S.-11:30 a.m. 16.5
 11. My Little Margie (Official), KFOR, M.-7:00 15.9
 12. Superman (Flamingo), KFOR, T.-6:00 14.9
 13. Rosemary Clooney (MCA), KGW, T.-10:00 14.7
 13. Great Gildersleeve (NBC), KPTV, Th.-9:00 14.7
 15. Sheriff of Cochise (NTA), KFOR, F.-8:00 14.4

WASHINGTON, D. C.
Population—1,802,100 (10th in U. S.)
Buying Income—\$3,979,860,000 (8th)
Retail Sales—\$2,246,024,000 (9th)
Food Sales—\$499,346,000 (11th)
Drug Sales—\$98,952,000 (8th)
Automotive—\$420,335,000 (10th)
Above figures include following counties: District of Columbia; Montgomery and Prince Georges, Md.; Arlington and Fairfax, Va.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WTOP, Su. 43.3
 2. Perry Como, WRC, S. 36.2
 3. G.E. Theater, WTOP, Su. 33.7
 4. Alfred Hitchcock, WTOP, Su. 33.2
 5. 564,000 Question, WTOP, T. 30.2
 6. I Love Lucy, WTOP, M. 29.7
 7. What's My Line? WTOP, Su. 29.2
 8. Groucho Marx, WRC, Th. 29.0
 9. Producer's Showcase, WRC, M. 28.7
 10. 564,000 Challenge, WTOP, Su. 27.9

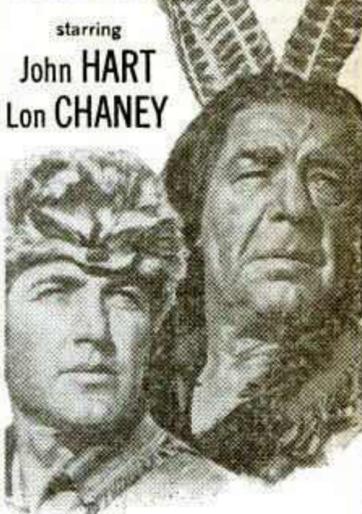
- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WMAL, M.-F. 15.7
 2. CBS News, WTOP, M.-F. 13.9
 3. 6:30 Spotlight, WTOP, M.-F. 13.4
 4. 11:00 p.m. Report, WTOP, M.-F. 13.3
 5. Cisco Kid, WTOP, M.-F. 12.7
 6. Guiding Light, WTOP, M.-F. 11.9
 7. Search for Tomorrow, WTOP, M.-F. 11.7
 8. Arthur Godfrey, WTOP, M.-Th. 10.8
 8. Love of Life, WTOP, M.-F. 10.8
 10. Queen for a Day, WRC, M.-F. 10.7

- TOP FEATURE FILMS**
- Once Weekly**
1. Safeway Theater, WRC, S.-10:30-12:00 16.3
 2. Sunday Movies, WTTG, Su.-1:00-3:30 9.0
 3. Premiere Playhouse, WTTG, S.-10:30-12:00 6.0
 4. Saturday Movies, WTTG, S.-1:30-4:00 5.7
 5. Star-West, WTTG, S.-11:30-1:00 4.9
- Multi-Weekly**
1. Late Show, WTOP, M.-Su.-11:15-12:00 mid. 9.1
 2. Footlight Theater, WRC, M.-F.-5:30-6:30 8.0
 3. Movietime, U.S.A., WTTG, 8:00-9:30 7.1
 4. People's Playhouse, WRC, M.-F.-1:00-2:00 6.1
 5. Washington Movietime, WTTG, M.-Su.-11:30-12 mid. 5.1

- TOP SYNDICATED FILMS**
1. Celebrity Playhouse (Screen Gems), WTOP, T.-10:30 17.9
 1. Frontier (NBC), WTOP, S.-10:30 17.9
 3. Highway Patrol (Ziv), WTOP, S.-7:00 16.2
 4. Star and the Story (Official), WRC, W.-10:30 15.3
 5. Ramar of the Jungle (TPA), WTOP, W.-7:00 15.2
 5. Brave Eagle (CBS), WMAL, F.-6:00 15.2
 7. Superman (Flamingo), WRC, T.-7:00 14.7
 7. Wild Bill Hickok (Flamingo), WRC, Th.-7:00 14.2
 9. Annie Oakley (CBS), WTOP, F.-7:00 13.3
 10. Jungle Jim (Screen Gems), WMAL, W.-6:00 12.9
 11. Cisco Kid (Ziv), WTOP, M.-F.-6:00 12.7
 11. Code Three (ABC), WTOP, Th.-7:00 12.7
 13. Soldiers of Fortune (MCA), WTOP, M.-7:00 12.5
 14. Legionnaire (TPA), WRC, M.-7:00 12.3
 15. Badge 714 (NBC), WTTG, F.-7:00 11.7
 16. Sheriff of Cochise (NTA), WTC, M.-10:30 11.5

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3 Ampex Tape Developments

Continued from page 33

named marketing manager of the division. Miner said that during the past four and one-half months video tape machines were furnished to networks only, so the equipment would be evaluated by the most able engineering talent. Mushrooming use of the units by CBS and NBC, he said, constituted endorsement of the equipment's success. ABC's bow on April 28 for daylight saving time delay is thought to be the most ambitious utilization of the machines to date. More than 100 machines are now on order, he said, with pressure from networks for delivery to key points around the country. New York and Los Angeles origination points have already been equipped. Heretofore, sales to

locally owned affiliates and independents have not been actively solicited pending the outcome of network experimentation, but the sales campaign now will be launched. So far, little is known about the potential of tape in combatting the flexibility of the motion picture camera for out-of-studio production. Miner predicted, however, that tape will "limit the use" of kinescope in recording studio-camera pickups. Tape offers a boon, Miner suggested, to the station with limited studio space by enabling it to schedule studio use more advantageously. A small station can produce its shows when studios are available, then broadcast them later at the desired time with the impact of live quality rather

Videodex Top Ten TV Web Shows

(March 1-7, 1957)

Rank	Program & Network	Rtg.
1.	I Love Lucy (CBS)	34.4
2.	Ed Sullivan (CBS)	33.2
3.	Jackie Gleason (CBS)	32.5
4.	Dragnet (NBC)	31.7
5.	The 564,000 Question (CBS)	30.9
6.	Alcoa Hour (NBC)	30.2
7.	Steve Allen (NBC)	30.0
8.	G.E. Theater (CBS)	29.4
9.	Perry Como (NBC)	28.9
10.	Playhouse 90 (CBS)	28.8

than the easily recognized flat quality of film. Research in the video tape recorder's convertability to color is "going on diligently," Miner said. Completion of the color design is expected in about 18 months, he concluded, and the slow tape speed of 15 inches per second will be retained in the new model.

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'Bought Masters' Building As Big Factor in Industry

Growing Awareness of Importance Reflected in Diskery Buys

By REN GREVATT

NEW YORK — Independent operators, in the form of clefters, publishers and free lance disk men, have brought back the so-called "bought master" disk into a position of prominence. It's gotten to the point where a label's a.&r. function includes crafty shopping and buying of outside wax to an extensive degree.

In many cases, writers and publishers turn to the "self-made" disk device to kick off a song, when getting a record at an established label becomes a problem. Most of the tunes recorded in this way have proven to be songs licensed thru Broadcast Music, Inc. Since annual BMI contracts are figured on the basis of performances, the independently cut record thus provides another outlet for performances. Too, today, there's always the chance that if even a small bit of excitement can be kicked up on an offbeat label, an established outfit will get interested enough to buy.

A major label's angle in purchasing a master can be twofold. In most cases, obviously, the intent is to distribute, promote and pick up some loot on the bought disk. In other cases, however, it's known that the "but it and kill it" theory has sometimes been the motivating factor. If a tune and its arrangement and reading appear to be strong enough, a label may but it to put it out of circulation and will re-record the tune with one of its own name artists.

Examples of the purchased master are plentiful in today's disk derby. For instance, three of the current top 25 pop best sellers are purchased masters. The new Rouof "Come Back to Me Darling," and "Hey Babe, Let's Go Down

lette label has two of these—Buddy Knox's "Party Doll," in third position and Jim Bowen's "I'm Stickin' With You," in the number 18 spot. Knox and Bowen were co-cleffer on both these tunes and supervised original diskings sessions. Both are now pacted to Roulette. The number six chart entry of the week, the Del Vikings' "Come Go With Me," on the Dot label, is also a bought master. In the past Dot also made hits out of "Transfusion," by Nervous Norvus, and "The Fool," by Sanford Clark, both masters from other labels. And one of Dot's biggest hits of all, Jim Loewe's "The Green Door," which made all three best selling charts at one time or another, was

(Continued on page 87)

Vox Sked Includes First \$1.98 Samplers

NEW YORK—Vox Records will issue its first two \$1.98 "sampler" records June 1. The company, for the balance of this year intends to cut down on the number of its releases, and to concentrate on building the names of artists already on the roster, according to George Mendelssohn, president of the world-wide disk indie, who returned to his main office in Paris Friday (5) after a four-week visit.

Vox's price specials will feature the label's top pop performer, pianist George Feyer, and top classical artist, pianist Guionar Novaes. The Feyer set will include selections from 11 different Feyer albums. The Novaes will carry 46 minutes of music, mostly complete works, excepting the Grieg Concerto, of which only the first movement will be included, and the Schumann Concerto, with just the last movement. Price to dealers will be \$1.50.

Outside of these sets, according to Mendelssohn, the label is holding the price line at \$4.98 for its regular line, and \$2.98 for its Pantheon line. Pop LP's are regularly \$3.98.

A growing part of the Vox picture this past year has been its deals with the Book-of-the-Month

Club. Vox has supplied the Club's disk wing with three selections so far, in addition to which, BOM has offered the label's complete Novaes catalog to its mailing list. BOM, at full retail price, sold more of each Novaes issue in two months last year than Vox itself did in the entire year preceding. In each instance where BOM has used a Vox disk for its monthly selection, Vox has withdrawn the disk from its own retail catalog for a period of several months. On re-instatement, the company has found that its retail sales on the number have

(Continued on page 80)

Victor Inks Gibbs, Adds Other Talent

NEW YORK — RCA Victor's record wing was mighty busy last week on the artists and repertoire front. The big event of the week was the signing, on Thursday night (4), of thrush Georgia Gibbs, whose Mercury contract expired just four days earlier.

Lena Horne, who has been with the label for several years, was resigned, and the company also inked the Ray McKinley-Glenn Miller band. Jennie Smith, a new vocalist was signed for Eddie Heller's new album talent department.

Chet Atkins, Victor guitar virtuoso, who has been conducting many of the label's country dates in Nashville, was named a full-fledged musical director for the company, to work under Steve Sholes, manager of Victor's specialty disk department.

Miss Gibbs, a consistent hit maker for a number of years on Mercury, is known to have signed at a substantial guarantee. Her contract is for two years. She will receive the maximum royalty of five per cent on all disks, including those sold in foreign countries—a

WOULD LOWER SHEET MUSIC POSTAGE RATE

WASHINGTON — Postage rates on sheet music will be lowered, if a bill introduced by Rep. Charles O. Porter (D., Ore.) becomes law. Under the terms of the bill, music in either sheet or book form would be shipped at the rate of eight cents for the first pound, and four cents for each additional pound, when the package is not in excess of 70 pounds.

The bill is currently in the hands of the House Post Office Committee, but no action is expected for some time. Similar measures were introduced in earlier sessions, but failed to pass both houses.

Goldner Debs Own New Disk & Pub Firms

NEW YORK—George Goldner, who recently sold out his interests in the Roulette, Rama, Gee and Tico labels, last week set up a new disk company, tagged Gone Records, and a Broadcast Music, Inc., publishing firm, Realgone Music.

Goldner has already acquired two masters, and is shipping them to distributors this week. Gone's distribution will be handled mainly by the same indie distributors carrying Tico.

The masters include a rock and roll platter, "Don't Ask Me to Be Lonely," by a vocal group, the Dubs (released here originally on the Johnson label, and purchased from Buddy Johnson's brother Hiram Johnson), and a rockabilly disk, "Mine," by warbler Jimmy Stone, purchased from Cross-country Records of New Jersey.

(Continued on page 87)

Decca Adds 4 New Acts To Roster

NEW YORK—Decca Records has added four new singers to its roster. Bob Ritterbush has debuted with "Tomorrow Night," and "Raindrop," while Glenn Reeves, a native of Jacksonville, Fla., is out with "She Traded Her Pigtails for a Toni," and "I Found a Dream." A 21-year-old Texan, Ray Doggett has cut, "It Hurts the One Who Loves You," and "That's the Way Love Is With Me," while 19-year-old Missourian Don Woody will shortly be out with two of his own tunes, "You're Barking Up the Wrong Tree" and "Bird-Dog." Woody is a sophomore at Missouri State College.

Last week, Decca signed composer-conductor Leroy Anderson to a long-term renewal pact. One of the top writers in the venerable Mills Music stable and cleffer of such standards as "Sleighride," "Blue Tango" and "Syncopated Clock," Anderson will set to work shortly on a new series of sessions.

ASCAP to Fete Capital Press

WASHINGTON — Jay Livingston and Ray Evans, writers of this year's Academy Award winning song, "Que Sera Sera," headline the annual ASCAP musical luncheon at the National Press Club, Tuesday (9). Sam Coslow, Jack Lawrence and Irving Caesar will also entertain the newsmen guests with appropriate "and then I wrote" routines.

Another feature of the session will be the old-time vaudeville team of Sissle and Blake, known for such cleffings as "I'm Just Wild About Harry," and "Love Will Find a Way." The entire show was produced by the Society's prexy, Paul Cunningham and Alex Kramer.

EMI Pacts Mado Robin

PARIS — Mado Robin, Coloratura soprano star of the Paris Opera and the Opera Comique, has signed a long-term contract with EMI-Pathe Marconi Records here, which means that hereafter her disks will be released in the States by Angel Records.

The canary, who reputedly has the highest range since Erna Sack was in her prime, already has cut her first LP, which will be released in the U. S. A. in the fall.

(Continued on page 87)

Dot Hunts for C.&W. Talent In Nashville

HOLLYWOOD — Mac Wiseman, country and western repertoire director of Dot Records, leaves here April 15 for Nashville for an intensive schedule of recording. While there, Wiseman will also engage in a thoro examination of talent prospects, allowing time during his stay for the audition of new artists.

He will make his headquarters at the Andrew Jackson Hotel, and plans on at least a week's stay in the South.

On the pop front, Dot finalized its deal with singer Margaret Whiting, who asked for and secured her release from a Capitol Records contract. Singer is expected to prominently figure in an upcoming biopic of her father, the late Richard Whiting, the latter to be filmed at Paramount, parent company of Dot.

Dot Records' Prexy Randy Wood will also be absent from his headquarters for a week, leaving for New York, where he will meet with Paramount President Barney Balaban and also attend the board of directors meeting of the RIAA.

Granz Sets 2 Concert Dates

HOLLYWOOD—Jazz promoter Irving Granz set two concert dates last week, booking a package headlining Nat Cole, June Christy and the Nelson Riddle orchestra at Seattle May 10.

Louis Armstrong, the Four Freshman, Anita O'Day and the Dave Brubeck Trio were also inked for a date in San Francisco May 26. The Brubeck group is still being dickered to work the Seattle concert as well.

Young to Ask CBS-BMI Split

NEW YORK—Publisher-writer Barney Young announced last week that at the annual CBS stockholders meeting he would seek to introduce a resolution asking that the network divest itself of stock in BMI. Young owns a block of CBS stock. He stated that Gloria Parker and other writers would be with him to lend weight to the proposal. Miss Parker also owns CBS stock.

Young believes in freedom of the air, and that the CBS-BMI tie-up was inimical to such a point of view.



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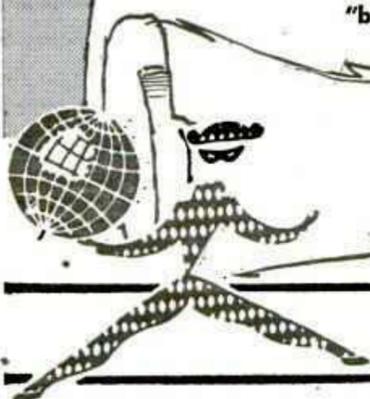
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A NEW WORLD OF SOUND



Freed Deals Add Up to Hefty Sked

NEW YORK — Deejay Alan Freed, WINS, here, is going ahead full-speed on several music, TV, movie and personal appearance deals, following his recent split with publisher - disk - promoter - manager, Morris Levy.

The jock has set up a new Broadcast Music, Inc., firm, Figure Music, which will be headed by Jack Hooke. He will also emcee his own half-hour TV show over ABC-TV May 4 and 11; following which he will ready a stage show package for a two-week presentation at the New York Paramount Theater, starting July 3.

Freed, who takes a stage show into the Brooklyn Paramount Theater April 19, plans to produce his own rock and roll movie this summer, and is scheduled to take another stage bill into the Brook-

(Continued on page 48)

Col. Charts C&W Toppers On Plug Trek

NEW YORK — Ray Price and Marty Robbins, hot Columbia Records country artists, left last week on an eight-day promotional tour covering jockeys, dealers, racks, etc. They are accompanied by Bob Burrell, label's c.&w. promotion exec. Trio took off shortly after Columbia veepee, Hal Cook, presented Robbins and Price with Gold Guitar awards. Cook made the presentation on the Prince Albert segment of "Grand Ole Opry."

Robbins on the tour will plug "White Sport Coat" and Price "Please Don't Leave Me." The artists and Burrell will cover Louisville, Cincinnati, Atlanta, Indianapolis, St. Louis, Kansas City, Dallas and New Orleans.

Cap Gets Pic Sound Track

NEW YORK—Capitol Records has acquired sound-track rights to Elia Kazan's new movie "Face in the Crowd," which stars Capitol artist Andy Griffith.

The sound-track, which features four vocals by Griffith, will be released as an LP, while four Griffith vocals from the track will also be packaged as an EP. Two of the sides — "Mama Guitar" and the title theme — were released as a single last week.

Griffith will plug the picture and album with jocks across the country for a solid month, when the film is released in June.

NEW CONCERT SERIES 'MUSIC FOR MODERNS'

NEW YORK—An unique subscription concert series, "Music for Moderns," is being organized by George Avakian and his concert violinist wife, Anahid Ajemian.

The series, which will be an annual project, will attempt to present varied types of modern music, including jazz, on the same programs in an effort to broaden tastes, demonstrate cross-developments, etc. According to Miss Ajemian: "Similar and contrasting uses of the same basic materials will be explored, thus attempting to bridge the traditional but artificial barrier between the so-called serious and light interpretations."

Most of the participants will be announced later, but for the opening event, to be held at Town Hall April 28, Dimitri Mitropoulos will conduct the Music for Moderns

GARNER TIE-IN WITH BALDWIN

HOLLYWOOD — Pianist Erroll Garner became the first contemporary jazz name to tie in with the Baldwin Piano Company here last week in a promotion agreement concluded between Garner's manager, Martha Glaser, and the piano firm.

Latter will henceforth supply Garner a Baldwin at all concert and location dates, with Garner's name to be used in all Baldwin advertising and programming.

Garner closed a four-week engagement at Peacock Lane last week, beginning a string of one-nighters with a concert at the Pasadena Civic Auditorium (5). Pianist is booked thru May 17, when he does a date at the Chicago Opera House.

3 Acts Rebel Against Rock, Roll Bookings

HOLLYWOOD — Singer Jeri Southern and Bill Ward and the Dominoes rebelled against working at a rock and roll club here last week, in what may be the first of several defections from local r.&b. ranks.

Both acts asked for and secured their release from their nitery date at Zardi's Jazzland on the premise that the club "rocks too much." Ward averred that "we aren't a rock and roll group anymore, and have been singing and playing a different type of music for the last three months."

Miss Southern canceled earlier in the week because of similar reasons, indicating she had accepted the booking because she thought Zardi's would continue with its jazz policy.

Because of the twin cancellations, house will hold over the Treniers. At press time, however, it was reported that American Federation of Musicians' Local 47 would not countenance the Dominoes' exit.

London Cues Ansermet Anniversary Special

NEW YORK—London Records has unveiled a special Ansermet Anniversary Program, in observance of the conductor's 25th anniversary of recording for the London — British Decca empire. The master musician is now represented on the label by 49 different 12-inch LP's or LP sets.

orchestra, Duke Ellington will appear with his band, and Miss Ajemian will be violin soloist. Subsequent concerts will feature the Modern Jazz Quartet, Mahalia Jackson, the Chico Hamilton Quintet, Metopera baritone Martial Singher, composer-conductor Virgil Thomson, pianist William Masellos, flutist John Wummer, violist Walter Trampler, harpist Edward Vito and Spanish composer-conductor Carlos Surinach, who will direct a percussion ensemble.

New works, both serious and jazz, will be premiered at all concerts. Other dates are May 12, 19 and 26.

Avakian, of course, is the well-known jazz authority and Director of Popular Albums for Columbia Records.

IT'S NO BARGAIN ANY MORE

Overseas Grooving of Mood LP's by U. S. Pubs on Wane

By JUNE BUNDY

NEW YORK—U. S. publishers are fast forsaking the once prevalent practice of producing lush instrumental sides abroad for release on the American LP market. Several factors have caused a sharp decline in this phase of publisher activity, with rising costs and increased competition from the majors the most important deterrents.

On one hand, the major record companies and many of the indies themselves are importing a far greater number of LP packages made in all parts of the world. On the other hand, the publisher activity itself has driven production costs abroad up to the point where it is no longer the bargain buy it was a year ago.

At that time American publishers — Robert Mellin, Lou Levy, Howie Richmond, etc.—had a gilt-edged outlet for the European product, with U. S. labels eager to purchase practically anything for release on the rapidly growing mood-music LP market. Today,

however, the market is nearing a saturation point on mood-music packages, both domestic and imported.

Capitol Records alone during the first few months has released almost 100 albums (60 pop, the rest classical) in its Capitol of the World LP series, culled from parent company E.M.I.'s catalogs. Columbia has similarly speeded up its own production in all parts of the world, in addition to its reciprocal deal with English Decca; and Columbia has imilarly speeded up its international production and release-exchange arrangement with Philips, giant Holland-based electronics combine.

Altho record production and studio costs abroad are still less than here, they are 30 to 40 per cent higher today than they were a year ago. Union scales for musicians in England and France have been upped considerably. Studio space is harder to find and — accordingly — rentals are more expensive. Office space is also at a premium, with U. S. manufac-

turers now paying \$100 a square foot in France. One indie manufacturer estimates it now costs around \$50,000 to open an office in France.

Costs have risen particularly high in England, France and Germany with the result that U. S. labels and publishers are now shopping around for countries where they can still get a bargain. Holland is still listed in that category, and South America is another desirable location. However, union scale for musicians was hiked within the past few weeks in Argentina.

Subsidiary recording costs are still low abroad—arrangements and copying services are available for a quarter of their costs here—but it generally takes longer to record, since the musicians are less disciplined and unaccustomed to the U. S. production pace.

Essex Holding Reins in Lee Capitol Dates

HOLLYWOOD—The mystery of singer Peggy Lee's upcoming appearance on the Capitol label was unraveled here last week when it was ascertained that Miss Lee will not be under contract to Capitol but rather to Frank Sinatra's Essex Productions.

Latter firm will produce the Peggy Lee dates, with Capitol releasing the material by contract with Sinatra. Reportedly Sinatra's own services are not directly contracted for with Capitol, but by way of secondary agreement thru the Essex firm.

Miss Lee actually started recording her Essex-Capitol material, using the Capitol recording studios, with the date conducted by Sinatra and helmed by Voyle Gilmore.

Previous Essex material released on Capitol were sides by Tabby Calvin and the Rounders and the "High Society" soundtrack, which Essex owned. The Essex setup is one favorable to Sinatra for tax purposes.

Special Disks Mark Caedmon 5th Birthday

NEW YORK—Caedmon Records, the spoken word disk company, is celebrating its fifth anniversary this month. To mark the event, the outfit is scheduling five special disks, and has rushed out a

(Continued on page 48)

MITCH WINS RADIO AWARD

NEW YORK—Mitch Miller, colorful Columbia Records pop artists and repertoire chief, has won a radio award. For his Sunday night, CBS-Radio 8 to 9 p.m. (EST) stanza, Miller has been named by the readers of TV-Radio Mirror as their "favorite evening emcee."

The editors of the magazine have presented Miller with a gold medal and certificate as symbols of the honor. The Miller show has achieved the third highest Nielsen rating for a once-a-week network outing.

Which Committee Has Jurisdiction?

By MILDRED HALL

WASHINGTON — The question of which Congressional Committee will investigate ASCAP's distribution formula flared again last week, when a letter was sent from Rep. Roosevelt (D., Cal.), Small Business Subcommittee chairman, to Rep. Emanuel Celler (D., N. Y.), House Antitrust chairman, about the matter. Rep. Roosevelt's letter stated his position in "very clear terms," he told The Billboard (5), and informs Rep. Celler that the Small Business group is "ready to proceed" with its ASCAP

distribution investigation and hearings. Rep. Celler could not be reached for comment.

In the event that jurisdiction does go to the Celler Antitrust group, Roosevelt states: "Unless I am fully satisfied that active investigation is undertaken by the Judiciary Committee, there will be such investigation by House Small Business Subcommittee 'No. 5,' of which Roosevelt is chairman.

The ASCAP distribution formula is now the only bone of jurisdictional contention between the two groups. (Songwriters approached Roosevelt in mid-March to enlarge his distribution investigation hearings to cover broader aspects of the ASCAP-BMI quarrel, but the broad music area will be left to the Celler Committee, which held lengthy hearings on it last session.) As of now, no one can say whether Celler will relinquish the ASCAP formula question to the Roosevelt

(Continued on page 80)

Phototapes To Unveil First Stereos

NEW YORK — Phonotapes, Inc., veteran producer of monaural recorded tapes, will release their first stereophonic recorded tapes April 22. The release will consist of four items. Three are list priced at \$11.95. The price of the fourth is tagged at a bargain \$7.95. All are available for both stacked and staggered head playback.

All of the two-channel tapes are of the better-known classical variety. Included are the first and second Piano Concerto of Liszt, with Alfred Brendel the featured artist. "Tschaikevsky in Stereo" is a pot-pourri of some of the Russian composer's most familiar works. Enesco's "Roumanian Rhapsody No. 1" completes the list. This last is the item tagged at \$7.95.

Ready for immediate release are five monaural tapes. The include: Beethoven's "Pastoral" Symphony (\$8.95), a first on tape; Tschaikevsky's "Nutcracker Suite" (\$6.95);

(Continued on page 48)

TV Music Problem Knotty for NARTB

• Continued from page 2

income sources have dried up. Such diminishing income sources are sheet music and film performance rights. The result is that the songwriter-publisher segment of the music business has increasingly been forced to rely upon performance money from TV and radio. These phases of copyright income, therefore, must be carefully protected and developed.

It would seem, therefore, that once the committees are set up, the bargaining attitude of each would be one of determination, with each reluctant to display too much flexibility.

With regard to the Songwriter vs. BMI suit, this is admittedly a complicating factor — if not technically, then emotionally—in any upcoming negotiation. Top broadcasting executives, recently queried, take a legalistic view of the matter. Both CBS and NBC spokesmen, for instance, have expressed the opinion that the suit, while brought by members of ASCAP, was to be considered separate and distinct from ASCAP as an organization. Whether indies would take this objective point of view remains to be seen, and in some quarters it has been felt that the issue with these broadcasters may become an emotional one which could cast a cloud over upcoming negotiations.

ASCAP spokesmen have refused to divulge any details as to what the Society's initial contract demands will be. They have reiterated that the matter of the Songwriters' suit is, in their opinion, wholly outside ASCAP's province.

The NARTB sessions here this week are expected to result in the

creation of an all-industry committee which would point toward negotiations on behalf of stations other than networks. An NARTB spokesman pointed out that in the event networks wished to become a part of such a committee, this could be accomplished at a later date.

The problem of a radio contract covering ASCAP music is not particularly pressing at this time. The AM pact expires one year after the TV pact.

Gordon Signs Cathy Carr

CINCINNATI — Gray Gordon, personal manager to Les Paul and Mary Ford, last week took over the managerial reins on Cathy Carr, Fraternity Records thrush, from Harry Carlson, Fraternity president. Miss Carr's personal-management pact with Carlson still had two years to go. He gave the pressure of his recording business as the reason for turning Miss Carr's contract over to his good friend, Gordon.

Miss Carr continues her affiliation with the Fraternity label, however. Carlson cut a session with her at Bill and Belinda Putman's Universal Recording Studios in Chicago last week on a new number, "Speak for Yourself, John," penned by Jack Fulton and Lois Steele, writers of "Ivory Tower," with which Miss Carr reached hitdom on the Fraternity label a year ago.

PRICE'S RIGHT: POUND FOOLISH

NASHVILLE—Big, jovial Bill Lowery, of Lowery Music, Atlanta, beamed proudly backstage at the "Grand Ole Opry" at Ryman Auditorium here last Saturday as he impressed upon the gathered performers that his tune, "Young Love," was now No. 1 in England.

His beaming was cut short, however, when his good friend, "Opera" star Ray Price, took one look at Lowery's 268-pound hulk and exclaimed: "If there's anything you need less, Bill, it's more pounds."

Wait Decision In 'Rag' Suit

NEW YORK—A legal definition of a "copyrightable arrangement"—long sought by the music business — may be forthcoming when New York Federal Court Judge Edward Weinfeld finally hands down a decision on the ownership dispute over "12th Street Rag" between Shapiro-Bernstein Music and Jerry Vogel Music.

The tune was originally written as an instrumental by Euday Bowman in 1914 and published by Jenkins Music. A lyric by James Sumner was later written for it. Vogel then purchased Sumner's renewal rights on the song, while Shapiro-Bernstein picked up the tune from Jenkins.

Vogel has already been awarded 50 per cent of all performance money on the Bowman-Sumner version, and is now trying to prove that he is entitled to participate in coin from 22 other versions of the (Continued on page 48)

NEWS RELEASE

Production, Pacing Mar Marshall's Palace Show

NEW YORK — An unseasonal snow storm spoiled opening day for deejay Jerry Marshall's stage show at the Palace Theater here Thursday (4). Attendance was sparse at the early evening performance, with middle-aged adults in predominance rather than the younger crowd expected to turn out for the jockey and a bill featuring Sonny James, the Tarriers, Vince Martin and other record names.

The show itself was marred by faulty production and poor pacing. Marshall, who recently moved to WMGM here from his long-time "Make Believe Ballroom" post at WNEW, has a warm, sincere stage personality, but it was difficult for him to project while sitting at a beat-up desk piled high with phono equipment.

Performance-wise, most of the talent suffered from the fact that their turns were backed by Myron Roman and the Palace house band. The sound is the thing most record fans want to hear when they see a wax star in person, and backing in many cases is as important on a side as a vocal. Roman has a competent house crew, but its straight vaude-style doesn't do much for the current crop of platter attractions.

In line with this, Sonny James, who brought his own group along with him, sparked the most excitement at the show caught. James, who closed the show, made a strong impression with four rockabilly selections, including a sock instrumental and his best seller, "Young Love."

Also scoring with smooth profes-

sional thrashing stints were RCA Victor canary Teddi King and Jubilee's Della Reese, with the former thrush revealing a dynamic in-person personality.

The Tarriers are excellent folk singers, but it was a mistake to spot them immediately after Miss Reese. The gal has an exuberant belting style and the boys' soft gentle warbling was too low-key in mood to follow successfully.

Also on the bill were Vince (Continued on page 80)

Dot-Ventura To Ink 3-Year French Pact

NEW YORK — Dot Records this week will cement an exclusive deal with Disques Versailles for the release of Dot's diskings in France.

This is the culmination of a two-year relationship with the Ray Ventura-owned disque works. Latter has been releasing Dot masters in the French market during that time on a disk to disk basis.

The deal, which is not reciprocal, is for three years. Ventura arrived in town several days ago to sign the pact.

MJQ to Swing In French Pic

NEW YORK — The Modern Jazz Quartet will soon be unveiled in the motion picture field. The group has just completed sessions here for Atlantic Records on the sound track score of the forthcoming French flick, "Sait-on Jamais." The pic, to be produced by Raoul Levy and Ray Ventura, will likely be translated into English as "One Never Knows." The picture is being filmed in cinemascope and color.

The group is now here cutting another new package, following the completion of which, they will head for a junket of dates in Europe.

Neely in Dual Veepee Role

HOLLYWOOD—Hal G. Neely, for the last five years in an administrative capacity with the Allied Record division of American Sound Corporation, has been named to a vice-presidency of the firm and the Urania Records division.

Neely's appointment was disclosed by Sig Bart, president of American Sound, and Daken K. Broadhead, chairman of the board. He will continue to headquarter at the firm's plant in Belleville, N. J.

C&W TOPPERS HONOR PARKER

NASHVILLE—Col. Tom Parker was recently honored as "The best talent manager of 1956." A plaque bearing this inscription was presented to him by Jimmy Denny, artist bureau chief, and a group of artists including Webb Pierce, Carl Smith, Red Sovine, Goldie Hill, Jimmy Dickens, the Duke of Paducah and other leading country & western artists. The Parker's current artist, Elvis Presley is the biggest pop talent in years, the c.&w. personages have not forgotten Parker's years of activity on behalf of c.&w. talent.

Ellis Set to Ink Columbia Artist Pact

NEW YORK—Ray Ellis, well-known composer-conductor-arranger in pop and rhythm and blues fields, has come to terms with Columbia Records for his services as an artist, arranger and assistant to Mitch Miller in disking functions.

At press time final papers were expected to be signed "momentarily," according to Ellis' manager Mike Stewart, who added that the Columbia deal was the best of several from major record companies.

The agreement as currently set, will be semi-exclusive, with Ellis allowed to work out all of his other current disking commitments. In the future, he will be permitted to work only with Atlantic Records but will be free to do scoring work in legit theater, movie and television fields. Stewart said discussions were going on now regarding one possible picture assignment. Ellis has already cut an album of big ork mood music for Columbia, which will be released in June.

Col. Sets Own Hub Distrib'n

BOSTON — Columbia Records this week took over its own operation as distributor of records with the opening of a local branch at Cummington Street. Sales manager in charge of the project is Ed Masterson, who came on from a similar post in Philadelphia.

The move which took Columbia Records out of the hands of Allied Appliance Company, is part of a limited national changeover to branches. With the shift went Robert W. Crites, who will fill the post of promotion director at the Columbia branch.

Enter the First Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:

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

PRIZES:

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

HOW TO ENTER:

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

TOURNAMENT DETAILS:

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

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

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

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

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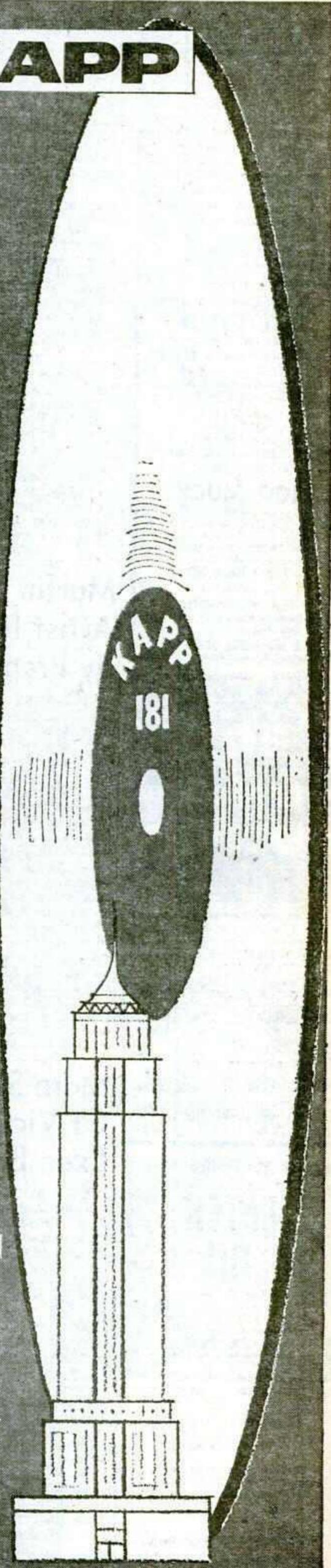
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ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Tony Brown of London's Melody Maker who was in the welcoming delegation of the British press says that Frankie Lymon's relationship with the Teen-Agers group depends largely on "Frankie's ability to drink in his personal success without getting tipsy." It was tough, according to Brown to get Lymon aside from the rest of the group, who reportedly were much irked during a recent South American tour when Lymon was "interviewed and photographed by everybody." His popularity there

"went to his head for a while," according to other members of the group. At another point in the interview, after repeated queries, Lymon admitted he preferred progressive jazz—Kenton, Brubeck and Ted Heath—to rock and roll.

The Teen-Agers travelling school mistress, a sleek chick named Lulu Carter, stirred up some lively comment among the assembled press, when she referred to Lymon as "very precocious." The Melody Maker's review of the Teen-Agers was less kind. "The Teen-Agers didn't have an act," said the reviewer. "The group did little more than provide harmonies for Frankie's lead and join him in a couple of dance routines which will require a lot more polish before they are any help to the presentation" the review continued. In a token gesture of good British sportsmanship, the reviewer concluded, "Next week the Teen-Agers play Birmingham and then two weeks at the Pal-

(Continued on page 87)

Martin 1st LP Artist Inked By Prep Label

NEW YORK — British band leader Ray Martin is the first LP artist signed for Capitol Records' new subsidiary label, Prep, which will bring out a line of LP's in July.

Martin has been released here as part of the Capitol of the World LP series. His "Rainy Night in London" album is the strongest seller in the "World" group to date.

In addition to cutting his own mood music packages, Martin will back other Prep artists. He is bringing his family over and will reside near New York City, where he will record.

Martin, artist and repertoire chief for the Columbia wing of British E.M.I. (Capitol's parent company) with Norrie Paramor for over five years, also expects to do a U. S. version of his English TV show "Isn't It Romantic?"

More Shifts Of Victor's Exec Brass

NEW YORK—The executive reorganization at RCA Victor's Record Division, which began last week continues.

Ralph Williams, who had been Sales Planning Manager, was elevated to a newly-created post, Manager of Custom Record Sales. He will work directly under Emmett B. Dunn, Manager of Custom Records.

Simultaneously, William F. Reilly was named to another new post, as head of field sales activity for the RCA Recorded Program Services, a branch of the Custom wing. Edward H. Kelly became advertising manager for Custom Records.

Reilly thus takes charge of planning, operation and supervision of domestic field sales of Thesaurus, Syndicated Radio and TV Film was with the Victor Red Seal and Pop promotion departments, succeeds Frank O'Donnell, who last week became Camden Records' first full-time ad and promotion exec.

WAYNE SAYS IT WITH MUSIC

NEW YORK—Composer-conductor Bernie Wayne, this week is giving a literal interpretation of his title as chairman of the Songwriters' Protective Association Committee for Fair Play, a group of BMI-affiliated SPA songwriters, who object to the SPA council's "anti-BMI" activities.

Wayne, who is appearing daily with his ABC-Paramount Orchestra over NBC's "Bandstand" this week, is spotlighting the different ASCAP composer days—among them Cole Porter, Rodgers and Hammerstein, Irving Berlin, George Gershwin, Harold Arlen, Loewe and Lerner and Hoagy Carmichael.

Meanwhile, Wayne and Fair Play Committee counsel, Samuel Becker, met with the SPA Council here Friday (5) at which time Wayne officially presented the Committee's grievances. The SPA Council and the Wayne group will make a joint announcement of the outcome of this session sometime next week.

U. S.-Brazil Copyright Agreement

WASHINGTON—At long last, music recordings of the works of Brazilian nationals will receive copyright protection in the United States. An agreement between the two countries will end unauthorized American recordings of songs like the Brazilian "Tico-Tico," in 1948, and will also safeguard the clear title of American firms handling Brazilian music.

The reciprocal protection in recorded music was announced in a copyright proclamation issued by President Eisenhower (2), which climaxes agreement by both coun-

(Continued on page 80)

Merc, Emarcy Ink Eckstine

CHICAGO—Billy Eckstine has signed twin contracts with Mercury Records and its subsid jazz label, Emarcy, Irving B. Green, president, announced Friday (5). Mr. B. thus ends an association with RCA Victor which followed, in turn, a long-term tie-up with M-G-M.

One of his first albums will bring Eckstine together with an old musical associate, Sarah Vaughan, in a joint effort. Also material is now being gathered for rock and roll, traditional r.&b., as well as ballad wax. Eckstine will get what was termed the "full pop singles treatment" as well as a heavy and diversified album push.

Sessions have been set for Los Angeles this week and a heavy recording schedule will be maintained for some time, Green said.

Liberty Label Pacts Rumsey

HOLLYWOOD—In a move to solidify its position in the jazz market, Liberty Records has signed Howard Rumsey to a long-term pact in a dual capacity. Rumsey, credited with being one of the pioneer's in the West Coast jazz movement, will henceforth handle all artist and repertoire chores on all of the company's future jazz efforts, and in addition will record with the Lighthouse All-Stars.

According to Vice-President Jack Ames, Rumsey will be given free rein with the Lighthouse series of albums to create and develop new

George Airs 'Yellow Rose' Credit Beef

NEW YORK — Don George, lyric writer and musical adapter of the hit song, "Yellow Rose of Texas," has written to The Billboard, airing his differences with the American Society of Composers, Authors and Publishers on the question of credit received on performances of the song. George claims that altho within six months of release of the hit Columbia record of the tune, the song received 68,000 performances, ASCAP paid him for only one-fifth—or for less than 14,000 performances.

George outlines his protests over a period of 17 months before the ASCAP Appeals Board, Writer's Classification Committee and finally a special three-man panel, stating that no change was made in the 20 per cent credit given for the song's performances.

George points to ex-ASCAP president Stanley Adams, board member Alex Kramer and board member and treasurer Saul Bourne as among the important ASCAP members currently getting 100 per cent performance credits on public domain songs.

Commenting on the final tribunal he faced, George indicated his feeling that the tribunal did not handle his case impartially.

George continues that altho Jack Lawrence had agreed to serve on the panel as his (George's) representative and to fight for at least 75 per cent performance credits, Lawrence "informed me that ASCAP told him he would no longer receive 100 per cent credit on his song, 'Yes, My Darling Daughter,' as a result of certain issues I had raised in my appeal. Nevertheless, Lawrence remained on the panel (representing me) but joined in the adverse decision against me."

George concluded his letter by accusing ASCAP of being "arbitrary and discriminatory" in its refusal to grant him full performance rights.

(Editor's Note: New proposed method of handling classification complaints was brought before the ASCAP general membership meeting Thursday, March 28. Method would involve selection of a competent and objective panel of three outsiders, chosen by the American Arbitration Association. Details appeared in last week's The Billboard, April 6 issue.)

BVC, Double-A Lose Nod in McIntyre Case

HOLLYWOOD — Bregman-Vocco & Conn, Inc., and Double-A Music were ruled to sufficiently engage in business in California by Judge Ernest Tolin last week and therefore suit by composer Mark McIntyre is perfectly valid.

Legal ruling was handed down as a result of defense attorney Abe Marcus' contention that local courts do not have jurisdiction because the defendants do most of their business in New York.

McIntyre's \$125,000 action against the two firms, in which he charges misappropriation of his arrangement of "Tonight You Belong to Me," is being closely followed in music circles. Action seeks to establish that a new arrangement also constitutes a new work. Attorney Arthur S. Katz and the firm of Cohen & Karger are representing McIntyre.

ideas and talent for the firm.

Label also purchased two masters from writer Wayne Shanklin, and inked singer Gloria March to a term recording pact.

Special Disks

• Continued from page 45

special edition of its complete catalog to list these on the first page.

Included is the already-issued "Noel Coward Duologues," with the author and actress, Margaret Leighton. Two new sets will be ready next week: The sound track from the Tyrone Guthrie film, "Oedipus Rex," and a set of the once-prominent soprano, Lotte Lehmann, reciting German lyric poetry.

The "Oedipus," a two-disk package, is performed by the Stratford, Ontario, Shakespeare Festival Players, starring Douglas Campbell.

Due in May is a Biblical disk, "The Book of Job" done as a dramatic work by a cast of nine, with Herbert Marshall as Job. This will be followed by readings from Stevenson's "Child's Garden of Verses," by Judith Anderson.

Gaedmon recently made one distributor switch. Universe, wing of Southland Distributors, took over from Polyvox in Southern California.

Caedmon was founded five years ago by two Hunter College alumnae, Barbara Cohen and Marianne Roney.

'Rag' Suit Decision

• Continued from page 46

song, since copyrighted by Shapiro-Bernstein contending the other versions were based on the Sumner-Bowman version rather than the original instrumental.

In court last week, Vogel based his claim on the fact that the Sumner-Bowman version utilized a "rhythmic pattern change" in its arrangement, which was subsequently used in the other versions.

Shapiro-Bernstein's counsel, Lee Eastman, disputed the claim on the grounds that the U. S. copyright law states an arrangement is only copyrightable when it adds "new material" to the original version, backing up his case with testimony by music critic Deems Taylor. Testimony in the case was concluded last week with the possibility that Judge Weinfeld's decision may set a new legal precedent on the question—when is an arrangement "copyrightable?"

Alan Freed Deals

• Continued from page 45

lyn Paramount in September. There is also a possibility that he will take a rock and roll show over to Europe sometime between September and the end of 1957.

The spinner denied rumors that he will start his own record label pointing out his contract with Coral was renewed within the last few weeks.

Freed will tape his WINS radio show, since his first ABC-TV airtel is set for a 7:30 to 8 p.m. time slot. In addition to Freed's Rock and Roll Orchestra (featuring Sam "The Man" Taylor, "Big Al" Sears, Panama Francis and Freddy Mitchell) his first video show will present Guy Mitchell, June Valli, Martha Carson, the Del-Vikings, the Clovers, and Screamin' Jay Hawkins. If the May telecasts click, the network will present Freed on a regular weekly basis in the fall.

Phototapes Unveil

• Continued from page 45

Bizet's "L'Arlesienne Suites Nos. 1 and 2" and "Carmen Suite" (\$8.95); "Fantasy in Hi-Fi" (\$8.95), and "My Fair Lady," a piano interpretation by George Feyer (\$6.95).

Phonotapes is also adding to their highly successful Cameo Series of 15-minute monaural tapes priced at \$2.98. The new releases are "Goin' Crazy with Drums," featuring Kenny Clark, "Percussion Fantasy" and "Carmen Suite."

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

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

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

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

from the 20th-Century-Fox Production
"BOY ON A DOLPHIN"

BOY ON A DOLPHIN

ROBBINS MUSIC CORPORATION

"HITS" From THE "HOUSE OF BOURNE"

DAVID SEVILLE.... "THE DONKEY and THE SCHOOLBOY" (LIBERTY 55055)

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

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

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

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

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

LATCH ON

Ron Hargrave
on MGM

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

TRUE LOVE GONE
(Come On Home)

Sensationally recorded by
BETTY MADIGAN
on Coral

THE ENCHANTERS
on Coral

MILLS MUSIC, INC.

DON CORNELL

*sings
two
great
hits*

**A FACE
IN THE
CROWD**



DON CORNELL

**MAMA
GUITAR**

*from
a
great
score*



**CORAL
#9-61819**

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

How to Get 15% In Phono Sales

By RALPH FREAS

ELIZABETH, N. J. — Joe Abrams of the Melody Shop gives heavy credit to two billboards outside of town for an upswing in phonograph sales last fall. One was located on the west side of town where it could catch the attention of east-bound motorists. The other was on the east side on Route 1.

"I know those billboards sold a lot of phonographs for us," says Joe. "The one on Route 1 is near the Singer Sewing Machine factory and we never cashed as many Singer checks as we did in December. Not only that, people came in and told us that they had seen the billboards and asked for the Webcor 'Holiday.'"

Because the Melody Shop has always done an outstanding job in selling their phonographs, Webcor paid the entire cost of the two 24-sheet boards. The advertising message was fairly simple. It read, "Listen! Webcor. Listen! Hi-fi starting at \$89.95. The Webcor 'Holiday.'" It had a

picture of the \$89.95 model. And, across the bottom of the billboard, the Melody Shop and address was printed in large black type. They delivered that sales message for 90 days, beginning last November 15.

More than 15 per cent of the store's annual volume represents phono sales. Five lines are carried: RCA Victor, Columbia, V-M, Webcor and Decca. In addition, the Melody Shop handles three tape recorder lines: RCA Victor, V-M and Webcor.

Joe Abrams' phonograph sales philosophy can be stated in a few words.

"People love bargains," says Joe, "and we try to give them a break on everything. Like a customer says, 'how much is that portable,' and I say '\$89.95 but I'll let you have it for \$79'. You have to work with people. On cheaper models, we'll give them a free LP. It pays off."

The Melody Shop is interested not only in selling phonographs—they're equally interested in what

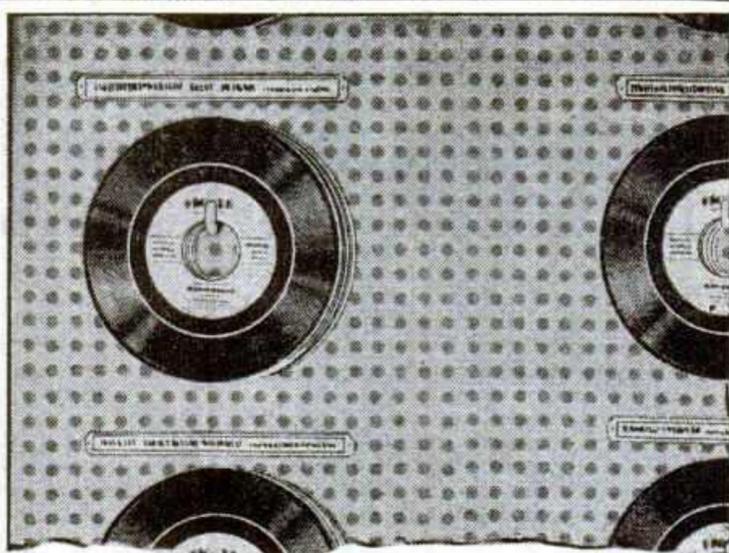
happens after the phonograph is in the customer's home. For example, the shop sold large quantities of 45 players of doubtful quality. They were small one-tube players, handsomely styled and carrying the name of a prominent manufacturer. They sold so well, in fact, that, despite complaints the store re-ordered on them and sold them all.

Two per cent of the players came back for one reason or another.

"Two per cent isn't much," says Joe Abrams, "and I don't worry about them. I made good for them. But I worry about the ones that might have been defective and weren't returned. The people who got them might have put the phonographs away somewhere or aren't playing them. I can't sell them records if they don't play their phonographs."

The Melody Shop has a high regard for the new phonograph owner. At one time, they enrolled every phonograph customer in a special record club. The names and addresses were put on a 3-by-5 file card. All record purchases by that customer were entered on the card and, upon reaching the \$20 mark, the customer was given a free LP of his choice. The practice was discontinued because it didn't stimulate enough business.

(Editor's Note: The Billboard's Annual Survey of Equipment Sales, published in the March 30 issue, showed that the new phonograph owner spends between \$40 and \$45 for records in the first three months after the phonograph purchase. It indicates that time spent in cultivating this segment of the market will pay off. In the case of the Melody Shop, heavier direct-mail contact with these customers might have made the difference between success and failure. In any case, dealers in other marketing areas can try this type of promotion and arrive at a completely different result.)



45's Pushed By Pegboard

SCRANTON, Pa.—A unique singles rack is responsible for an upswing in pop record sales at the Record Rack, newly opened disk shop here. The rack, so simple, inexpensive design, is made of pegboard, reinforced by a wooden frame and supported at the bottom by metal legs.

As illustrated above, the rack uses metal pegboard hooks which can be purchased at any hardware store. The hooks can hold up to 10 singles in their sleeves and a title strip is affixed above each for easy identification.

The standard size of a sheet of pegboard is four feet by eight feet. Alloting a 10-square-inch area for each disk rack, permits the display of 50 different titles—five rows of 10 titles.

Sam "The Man" Caruso, chief counterman at the Record Rack, explains that the pegboard display has a lot of impact on the teen-age customers who make up most of the store's clientele. The kids come in and invariably find one or two items on the rack that they want in addition to the disk they originally came in to buy.

Management of the shop is in the capable hands of Joe Silva, program manager of Scranton's 500-watt outlet, WICK. Because of this affiliation, the singles rack carries the following legend at the top: "WICK's Pick of the Week—The Fifty Top Tunes."

The 50 top tunes, incidentally, are put on the air every Sunday between noon and 6 p.m. on a remote pickup from the store's show window.

"The Sunday show," explains Sam "The Man," "stops traffic for two blocks in every direction."

For a new record shop, the Record Rack shows a lot of know-how.

NEW PRODUCTS

DECCA \$19.95 PHONO HAS TWIN STYLH . . .

Decca is introducing a new phonograph model, their fourth new entry since the first of the year. The unit, a three-speed portable designated the DPS-8, is priced at \$19.95 and is the leader



of the Decca line.

A special feature of the DPS-8 is the turnover cartridge with two sapphire tip needles. No other brand name phono, says Decca, offers twin stylh on a unit priced this low. In fact, the DPS-8 replaces a single needle model in the Decca line, the DPS-7.

Other features of this \$19.95 unit are a four-inch Alnico 5-speaker, 45 r.p.m. adapter on the turntable, one tube (plus selenium rectifier) amplifier.

The cabinet is available in a choice of colors — black with silver, tan with blue, and red with white tweed. Unpacked the unit weighs 7 lbs.

The phonos are sleeve packed in air-cushioned master carton, six to a carton. Shipping weight of master carton is approximately 50 lbs.

STEREO CHAIR MAKES DEBUT . . .

A chair designed for listening to stereophonic music has been placed on the market by Stereo Products Co., Severna Park, Md. The chair is a wing-back chair with a loudspeaker built into each wing. A person seated in the chair has music right at his ears.

The effect of the chair is closely akin to listening to stereo music with earphones without the discomfort and restrictions. Music may be placed from any stereo playback recorder. The loudness level may be set to any degree without disturbing others in the room. A switch mounted on the back of the chair can be used to convert it to monaural listening, if desired.

ZENITH "SUN VALLEY" PORTABLE IS \$47.95 . . .

Zenith has a new series of portable radios priced from \$29.95 to \$47.50. At the high end of the series is the "Sun Valley" pictured below.

Extra features of the "Sun Valley" which justify the higher price are a 3-gang tuning condenser and a tuned RF stage. It also has a dialite for nighttime tuning.



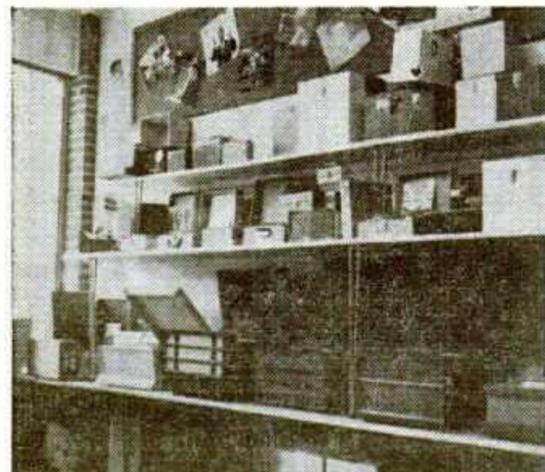
Zenith's Sun Valley



The Melody Shop has no enclosed listening booths. Sturdy listening posts like that above are sufficient for the store's needs. The unit is lined with acoustic material to lessen the general noise level. Noise from the player could be cut even more by leaving the turntable and amplifier on the table surface and mounting the speaker overhead in the listening post.



This over-all view of the store shows the extensive self-service facilities in use. The rack at the right holds hundreds of EP-45's. Singles, categorized by artist's name, are displayed in the waist-high counter at left. Notice the attention-getting sign on the counter at left advertising the Disney films at the local theater and plugging the albums from the film.



Low-end phonograph lines and accessories get most prominent display space at left of front entrance. Table models (RCA Victor, Columbia, V-M, Webcor and Decca) are the big sellers here. Note pegboard panel above phono display on which latest album releases are displayed.



High-end phonos are massed in island display in rear of store away from noise and confusion of the main selling area. Here, the customer can hear any of 10 console models. In the rear, left, against the left hand wall, tape recorders are displayed (Billboard photos).

A TEEN-AGE DISCOVERY

Darlene Gillespie

SINGS TEEN-AGE HITS

FOR THE TEENAGERS

Sittin' In The Balcony

Seven Days

Rock-A-Billy

Too Much

Butterfly

I've Never Been In Love

F-50

F-51

F-52

Coming Next Week — 3 Smash EP's

DEP 3010A
 Come Go With Me
 Rock-A-Billy
 99 Ways
 Sittin' In The Balcony

DEP 3010B
 Butterfly
 Too Much
 Seven Days
 Love Me Tender

DEP 3010C
 Teen Age Crush
 Young Love
 Don't Forbid Me
 I've Never Been In Love

AND SOON TO BE RELEASED:
 12" LP-WDL 3010
 Darlene Of The Teens

Disneyland RECORDS

2400 West Alameda Street
 Burbank, California

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. MY FAIR LADY—Original Cast.....Columbia OL 5090
3. OKLAHOMA!—Sound Track.....Capitol SAO 595
4. HYMNS—Tennessee Ernie Ford.....Capitol T 756
5. ELVIS—Elvis Presley.....RCA Victor LPM 1382
6. AN EVENING WITH HARRY BELAFONTE.....
.....RCA Victor LPM 1402
7. THE KING AND I—Sound Track.....Capitol W 740
8. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
9. CLOSE TO YOU—Frank Sinatra.....Capitol T 789
10. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
11. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
12. FOUR FRESHMEN AND FIVE TRUMPETS....Capitol T 763
13. SUDDENLY IT'S THE HI-LO'S.....Columbia CL 952
14. AROUND THE WORLD IN 80 DAYS—Sound Track....
.....Decca DL 9046
15. JERRY LEWIS JUST SINGS.....Decca DL 8410

• Pop Albums Coming up Strong

A listing of newer pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart.

1. The Platters, Vol. I.....The Platters
Mercury MG 20126
2. Day by Day.....Doris Day
Columbia CL 942
3. Pat Boone.....Pat Boone
Dot DLP 3012
4. Rock, Pretty Baby.....Sound Track
Decca DL 8429
5. Fats Domino, Vol. I.....Fats Domino
Imperial LP 9004
6. Casa Loma in Hi-Fi.....Glen Gray
Capitol W 747

• Most Played by Jockeys

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. CLOSE TO YOU—Frank Sinatra.....Capitol W 789
3. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's....Columbia CL 952
4. DAY BY DAY—Doris Day.....Columbia CL 942
5. TONY—Tony Bennett.....Columbia CL 938
6. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
7. LOVE IS THE THING—Nat (King) Cole.....Capitol W 824
8. GREAT SONGS FROM HIT SHOWS—Sarah Vaughan.....
.....Mercury MCP-100
9. ELVIS—Elvis Presley.....RCA Victor LPM 1382
10. CASA LOMA IN HI FI—Glen Gray.....Capitol W 747

• Spotlight on Sound

STRAVINSKY: THE RITE OF SPRING (1-12)—Paris Conservatory Orch., Monteux, Cond. RCA Victor LM 2085.

By any standard this is a fascinating and compelling orchestral work; lavish in its coloration, a frontal assault on the senses rhythmically. By hi-fi standards it is an auditory tour-de-force. In this interpretation, the RCA Victor engineers have captured an attractive brilliance and clarity throughout. Let audiophiles sample the kettle-drum passages on Side 1, in particular. It's a woof-er-walloper.

• Review Spotlight on . . .

Rush Album

CINDERELLA (1-12)—Original Cast. Columbia OL 5190

Despite its shortcomings, "Cinderella" is still a good entertainment buy. This is not Rodgers and Hammerstein at their best. The warmth and charm of some of their earlier collaborations are lacking. The recent TV exposure, the pending plans for a Broadway stint and the top-notch cast are factors which give the package excellent sales potential. Just bear in mind it's no "Oklahoma!" or "South Pacific." Attractive cover.

Popular Albums

FUNNY FACE (Sound Track Version) (1-12)—Fred Astaire, Audrey Hepburn, Kay Thompson, Verve MG 1500

Astaire and Miss Hepburn may never make the Met, but they're certainly strong enough in the charm department to hold up their end of the delightful Gershwin score (plus two Edens-Gershe numbers in similar idiom). Kay Thompson is great in her contributions. Production on disk may lack some of the movement and zip it could have had, but the film stacks up as a smash, and there's enough here to make the package a strong tie-in. The opening track, as arranged especially for the disk, should sell it.

THE EYES OF LOVE (1-12) — Hugo Winterhalter Ork. RCA Victor LM 1338

Victor's pop \$2.95 Save-on-Records special for April. The "Eyes" have it in this lush mood music album, featuring a host of great standards with ocular title themes—"Green Eyes," "Smoke Gets in Your Eyes," "Star Eyes," "I'll Be Seeing You," etc. Ready-made programming peg for jocks, while striking cover gives package sock display value for dealers.

WALTZ WITH LAWRENCE WELK (1-2)—Coral CRL 57119

Perennial LP-chart-maker Welk has another winner in this package, a collection of 24, "all-time favorite waltzes," a companion piece to his current best selling album, "Say It With Music," which spotlights "all-time" favorite fox trots. The danceable, three-quarter-time line-up of nostalgic standards includes "Charmaine," "Pagan Love Song," "Paradise," etc. Cover is unattractive, but may appeal to the amateur terp set.

Classical Albums

STRAVINSKY: THE RITE OF SPRING (1-2)—Paris Conservatoire Orchestra; Pierre Monteux, Cond. RCA Victor LM 2085

Victor's classical \$2.98 Save-on-Records special for April. The great Monteux, who conducted the premiere of this brilliant, savage work in 1913, now cuts the definitive disk of it. The music was made for full-range equipment, and there is exemplary fidelity in the percussive bass passages. The cover is a delight also, and everything points to a strong, steady sales life, despite formidable competition on all sides.

VERDI: AIDA (3-12) — Norman Scott, Bass; Richard Tucker, Tenor; Eva Gustavson; Mezzo-Soprano; Herva Nelli, Soprano; Dennis Harbour, Bass; Virginio Assandri, Tenor; Chorus directed by Robert Shaw; the NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 6132

No comment here is necessary. This is must merchandise for any store catering to long-hair trade. Label has made this recording of the late maestro's 1949 great NBC broadcast of the work a labor of love, both sound and package-wise. It will be cherished as an aural monument to the Toscanini memory by all his legion of disciples. Enough said!

BEETHOVEN: SEVENTH SYMPHONY (1-2)—The Philharmonic Symphony Orchestra of New York, Arturo Toscanini, Cond. RCA Camden CAL 352

The passage of 20 years hasn't dulled the luster of this great recording. At any price, this disk enhances a collector's library. At \$1.98, it is an unbelievable buy. Toscanini, incidentally, had recorded the work with the Philhar-

monic Symphony a dozen times previously. This performance was the final one and, as the critics agreed, the right one. Many consider it the definitive performance of the work, applying such superlatives as "electrifying." The album cover portrait of the maestro, Camden's first in full color, will attract many buyers.

Classical Album Talent

RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI, OP. 43; FRANCK: SYMPHONIC VARIATIONS; DELIUS: IRMELIN, PRELUDE (1-2)—Leon Fleisher, Piano; the Cleveland Orchestra; George Szell, Cond. Epic LC 3330

The youthful (28) pianist has tackled two compositions that are represented by various good interpretations on disks. The Rachmaninoff is available by such stalwarts as the composer himself and Rubinstein. The Franck has been equally well treated on records. But Mr. Fleisher acquits himself ably in exuberant performances of both works. And the orchestral and engineering help is substantial. It's a good-sounding disk. Variation 18 of the Rachmaninoff—about an inch in from the end—will sell this one to buyers of the lush romanticism of such works as the Tchaikovsky and Grief Piano Concertos.

Jazz

CHICO HAMILTON QUINTET (1-2) — Pacific Jazz 1225

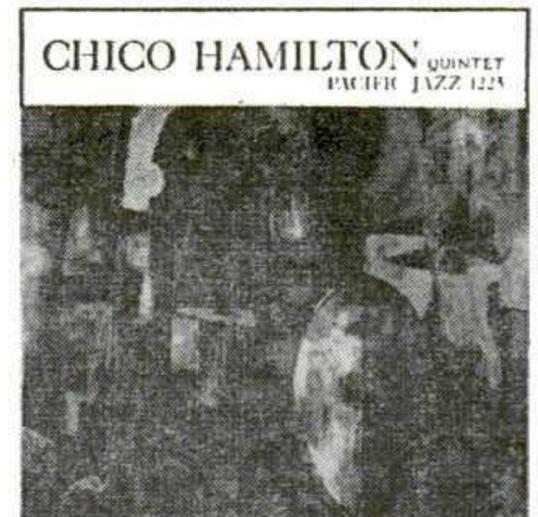
Unique jazz "chamber group" should follow its regular pattern of making the charts despite two key personnel changes since the last release. Even the loss of guitarist Jim Hall isn't felt too much in view of the established conception and eminently listenable arrangements. Sax-clarinete-flute man Buddy Collette has been replaced by the equally amazing, and sometimes superior, Paul Horn. Appeal here goes well beyond jazz boundaries. Try "Chanel No. 5" or "September Song." Cover is just as tasteful and original as the music.

MY FAIR LADY LOVES JAZZ (1-2) — Billy Taylor Trio, with Ork conducted by Quincy Jones. ABC-Paramount ABC 177

This compelling score lends itself very well to a second styling of jazz harmonies and tempos. This interpretation combines Taylor's clean, precise, but sensitive piano with tasteful, modern ork support from Jones. With the show continuing to play to capacity houses and the music as popular as ever, there's a good possibility that this excellent package will be able to make it—even tho it arrives well after a previous hit jazz version by Shelly Manne with Andre Previn. Taylor's many fans will find this one of his finest efforts.

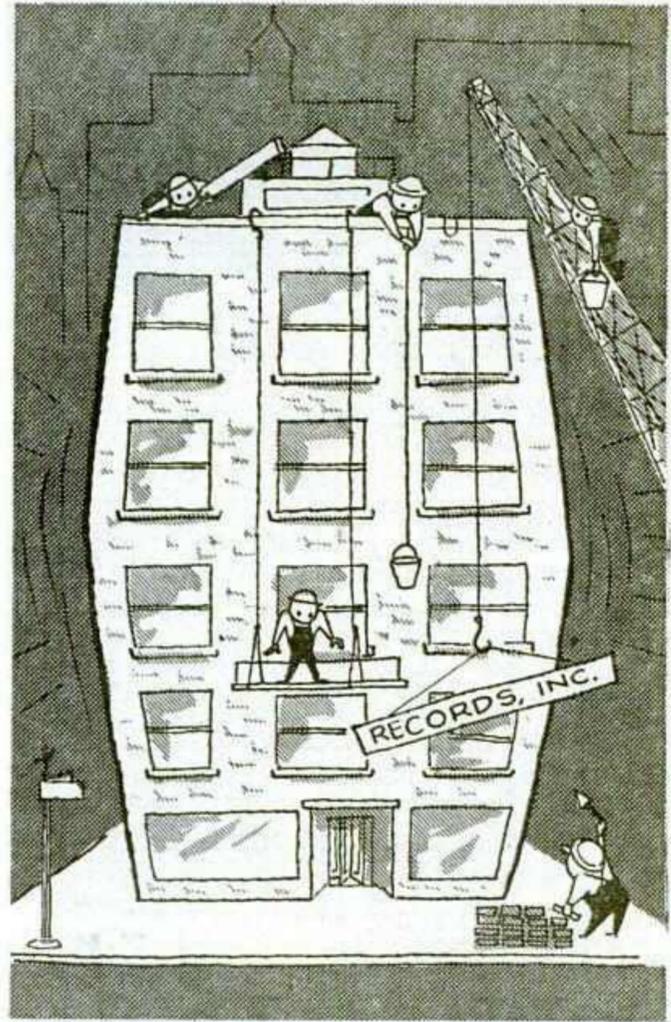
(Continued on page 60)

— Album Cover of the Week —



CHICO HAMILTON QUINTET, Pacific Jazz 1225. This cover is a modern semi-abstract painting—part of a series especially commissioned by Pacific Jazz. It is not only a fine display piece, but a true work of art in its own right. The artist, Keith Finch, has used low-key hues and achieves an almost three-dimensional effect. An excellent and imaginative cover and one sure to command attention. Real class here.

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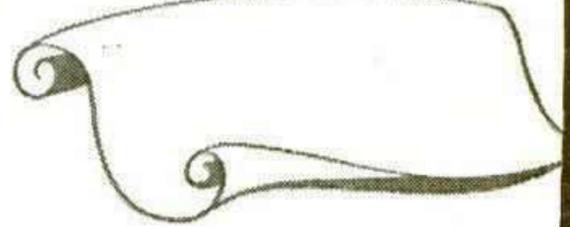
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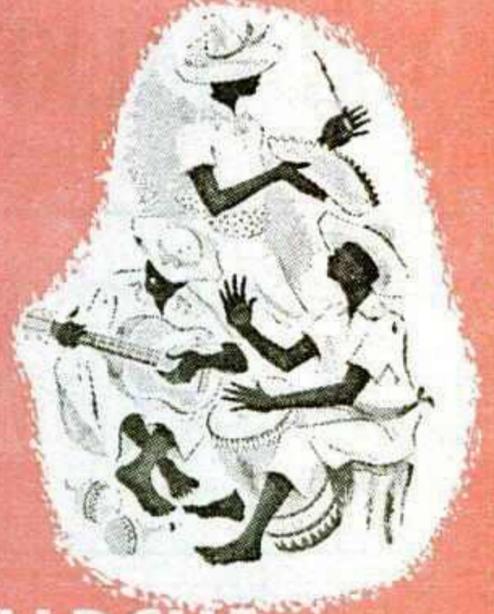
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VAUGHAN WILLIAMS: Fantasia on Greensleeves;	
Fantasia on a Theme by Thomas Tallis.....	UNLP 1044.... 3.98
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• Reviews and Ratings of New Popular Albums

JACKIE GLEASON PRESENTS MUSIC FOR THE LOVE HOURS... 85 (1-12")

Capitol W816

This is the same line-up—including the Gleason strings and Bobby Hackett on trumpet, which originally cashed in on the mood music trade so heavily. It's the very same type of packaging here—of standard tunes like "Poor Butterfly," "Darn That Dream," and "Just One More Chance," and it can be just as good a seller and as widely played on jockey sets as any of the older sets. Display this one freely, but since there have been so many similar Gleason sets, make sure customers know this is the newest.

60 GREAT ALL-TIME SONGS FOR YOUR LISTENING AND DANCING PLEASURE, VOL. 1 85 (1-12")

M-G-M E 3535

(1-12")

M-G-M E 3536

VOL. 3..... 85

Dick Hyman With Rhythm Accompaniment (1-12")

M-G-M E 3537

Here's a three-volume series, any one of which adds up to a top home dancing or listening party. Pianist, with subdued rhythm backing, goes to town on no less than 60 great old standards on each. Material not only covers tremendous time span, but just about every phase of rhythm and mood. There's a tune included for everybody, and all are earsomely presented with toe-tapping appeal. Any or all will find favor with admirers of the Hyman talent. Jocks can use them plenty and they look like a solid merchandise in the dance category.

DANCERS' CHOICE 80

Les Baxter Ork (1-12")

Capitol T 812

This is another fine grooving by the Brown band, suitable for dancing and good hi-fi listening as well. All tunes are standards done strictly instrumentally and the band shows the same crisp, dynamic ensemble work that's much a part of its trademark. Numbers include "Sleepy Time Gal," "Swinging Down the Lane," "I Never Knew," etc. Strong package for jockeys and counters alike.

INTERNATIONAL VIBRATIONS 79

Ray Martin's Picadilly Strings (1-12")

Capitol T 10066

Here's a package with sock display value and a spin-worthy jockey angle. Martin, whose "Rainy Night in London" chalked up healthy sales, pays musical tribute to a group of screen glamor girls, via lush imaginative instrumentals ("To Marilyn," "To Rita," "To Kim," etc.). Seductive mood music with a provocative chatter angle for jocks. Cover features five curvy models, each a look-alike for a movie queen.

HEY... LET YOURSELF GO! 78

Nelson Riddle Ork (1-12")

Capitol T 814

Riddle has endowed a dozen standards with ear-intriguing arrangements

of instrumental blends on a top-flight terpable beat. Plenty of variety here to live up to the set's title. On both ear and dance side try "You and the Night and the Music" and "Younger Than Springtime," but there's plenty more included for jocks' catchy dance-spin sessions. Package cover will catch younger-set eyes.

ORGAN MOODS IN THE MARGIE MEINERT MANNER 78

Margie Meinert at the Wurlitzer Electronic Organ (1-12")

Fraternity F-1003

Miss Meinert turns in a varied virtuoso performance as she switches from style to style. Compare, for instance, the grand organ style of "Flight of the Bumblebee" with the jazz piano style of "You're the Cream in My Coffee." This disk is for organ fans especially, but the uninitiated will gasp at Miss Meinert's keyboard capers.

MARTHA DAVIS AND SPOUSE 77

(1-12")

ABC-Paramount ABC 160

This package is the wax debut of a talented night club duo currently playing at the Blue Angel. Martha plays a Fats Waller-type piano and chants a hip, sophisticated song; hubby plays bass, sings and indulges in banter with mama. Makes pleasant listening, altho it is difficult to catch on a disk the subtle and sometimes ribald charm the couple display in their East Side nitery act. Tunes are mostly great standards, "Two Sleepy People," "Keepin' Out of Mischief Now," etc. Anyone who has seen the act will find the album irresistible.

GENE VINCENT AND THE BLUE CAPS 77

(1-12")

Capitol T 811

Gene "Be-Bop-A-Lula" Vincent had a strong seller in his first Capitol LP "Bluejean Bop," and his second package should enjoy similar sales success with rock and rollers. The boys wrap up 12 tunes—most hard-driving rhythm items... in sock rockabilly style. Titles include such sure-fire teen-appeal tags as "Pink Thunderbird," "Red Bluejeans and a Pony Tail," and "Hug Me, Hug Me, Rock Me."

FAR-AWAY MUSIC 76

Don Baker, Organ (1-12")

Capitol T 797

The album field has turned out to be a bonanza for organists and this package should go right along the well-worn path. This is a particularly colorful set, with Baker playing the huge Robert Morton organ of Redwood City, Calif., an instrument with nearly 2,000 pipes which duplicates practically every type of string, reed, brass and percussion instrument. It's full, broad range of sound is brought into play on such geographically inspired numbers as "April in Paris," "Japanese Sandman," and "Vienna Dream." A worthwhile buy for easy listening or testing your frequency response.

TODAY'S HITS 75

Robert Alda (1-EP)

RCA Camden CAE 402

This month's 79-cent EP has a legit star singing "Butterfly," "Who Needs You?" "Party Doll" and "Why, Baby, Why?" Support is by Earl Sheldon Singers and ork. The selection is better than most in the series, and Alda is surprisingly good on the rockabillys. It may not sway many buyers from the originals, but some fair rack sales are likely.

AT HOME WITH DOROTHY AND RAYMOND 73

Dorothy Collins and Raymond Scott Quintet (1-12")

Coral CRL 57105

Raymond Scott has gotten together some far-out instrumentals reminiscent of the maestro's "late 1930's" quintet offerings. Miss Collins breaks this mood with occasional tasty offerings like "Dinah," "Singin' in the Rain" and "Song of India," tho actually, the lady has little exposure here. It's practically all Scott and group, and for those who like something very different even in this day of emphasis on new sounds, an interesting potion. Names have some appeal and make this work some display space.

THE FIVE KEYS ON STAGE! 71

(1-12")

Capitol T 826

This solid group—which has had such hits as "Wisdom of a Fool"—displays an outstanding ballad style on these sides, which include "Who Do You Know in Heaven?" "The Gypsy," "To Each His Own." Arrangements by Van Alexander and Dave Cavanaugh are smart and punchy. Okay inventory for pop dealers, and r.&b. shops can move it, too.

FEMME FATALE 69

Hadda Brooks (1-12")

Crown CLP 5010

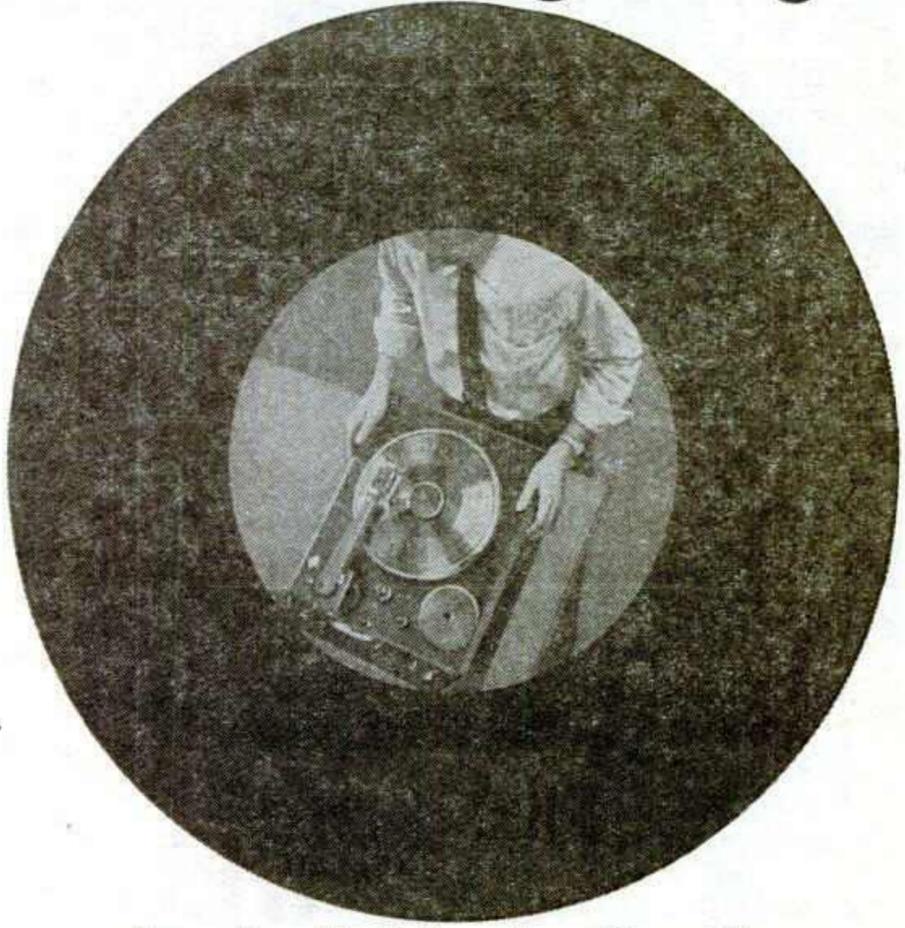
Tho most of these have been issued

(Continued on page 83)

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Reviews and Ratings of New Jazz Albums

Review Spotlight on Albums . . .

Continued from page 52

Special Merit Jazz Album

Sacred Albums

BRILLIANT CORNERS (1-12)—Thelonius Monk. Riverside RLP 12-226
Here's another refresher for those who feel modern jazz is slipping into ruts. It's one of the most absorbing, provocative and—with a little application—enjoyable programs in recent months. The unorthodox Monk, in his writing and playing, seems more mature and valid than ever. In the same "thinking" yet virile vein are the great Sonny Rollins, Max Roach, Ernie Henry, Oscar Pettiford and Clark Terry. Tracks are too long for most jocks, unfortunately, but not for serious jazz buyers.

TENNESSEE ERNIE FORD SPIRITUALS (1-12)—Capitol T 818
A carefully recorded package which stands as a companion piece to Tennessee Ernie's album of hymns, released about six months ago. Dealers who did well on the other should do just as well on this. It has the same fine religious feeling, and orchestral and choral arrangements by Jack Fascinato. Bands include "Just a Closer Walk With Thee," "Get On Board, Little Children," "Were You There?" etc.

LA CARTE (1-12)—Willard McDaniel. Crown CLP 5024
One of the better West Coast pianists, Willard McDaniel unfortunately hasn't had too much exposure. He's hoped this \$1.98 package will correct that, for his is an excellent style, reminiscent in spots of the late Fats Waller. He's energetic, imaginative and refreshingly smooth on all selections. Tunes are all standards, with "I'll Remember April" a particular standout, for bargain-disk vendors.

JAZZ FLAMENCO (1-12)—Lionel Hampton Ork. RCA Victor LM 1422
Musically, this is an atrocity, and it's doubtful if it's much more commercial than it is musical. Hampton has virtually abandoned jazz for rock and roll with this mediocre band, and a few mambo tunes and occasional castanets hardly suggest flamenco. Set was cut in Spain, but in Victor's current international promotion, it seems that a better representative of that country could have been concocted.

JAZZ PIANISTS GALORE (1-12)—Jazz West Coast JWC 506
Attention is focused on the jazz pianist in this package, and it all comes off exceptionally well. Nine different pianists are highlighted, working with 10 rhythm groups, among them Carl Perkins, Russ Freeman, Hampton Hawes, Al Haig, Pete Jolly, Jimmy Rowles, John Lewis, Bobby Timmons and Richard Twardzik. It's an effective means of comparing styles and is pleasant to the ear. Only four of the tracks have been previously issued, the others were produced incidentally at various sessions.

MODERN JAZZ GALLERY (2-12)—West Coast Jazz Artists. Kapp KXL 5001
The music in this two-disk collection, while highly professional, is hardly memorable enough to command the price. Six groups are involved, with one track each on each side; Russ Garcia ork, Warne Marsh Quintet, Med Flory Ork, John Towner Quartet, Billy Ussellton Sextet, and Marty Paich Ork. Most adventurous are the Warne Marsh tracks, reflecting the Tristano training of the leader and his pianist Ronnie Ball. Proceed here with caution.

CALENDAR SPEAKS LOW (1-12)—Red Callendar. Crown CLP 5012
Other than the fact that the tuba is used here as a jazz instrument by a top string bass man, there's relatively little to recommend this package. Callendar does make effective use with the tools at hand, but the work lacks any freshness. He's ably assisted by Buddy Collette on flute and clarinet, Vince DeRose, French horn; Bob Bain, guitar; Red Mitchell on bass, and Bill Douglas on drums. "Foggy Day" shows the most imagination and improvisation. The \$1.98 price should sell this in many locations.

BYRON JANIS PLAYS CHOPIN (1-12)—RCA Victor LM 2091
Among the younger classical pianists, Byron Janis is now a standout—in technical skill and interpretation far above a number of rivals being grooved on other labels. The performances in this package—including "Impromptu No. 1 in A Flat," "Etude No. 5 in G Flat," "Mazurka No. 45 in A Minor," "Sonata No. 2 in B Flat Minor," etc., have the precise brilliance and romantic quality which can only be called Chopin-esque. The stamp of greatness may be on Janis.

Reviews and Ratings of New Classical Albums

ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE; PISTON: THE INCREDIBLE FLUTIST; IBERT: DIVERTISSEMENT (1-12)—Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 2084
Three popular light ballet works from the pops repertoire, the latter two having sold well in earlier shellac diskings by the ork. The much-recorded "Boutique" occupies a full side, and the other two round out the coupling. Steady merchandise, with an attractive cover. A must for all dealers in longhair wares.

pieces plus more modern compositions as Bernstein's "Seven Anniversaries." At the price, this is a sensational bargain worthy of special display and promotion.

CORNELIUS: THE BARBER OF BAGDAD (2-12)—Elisabeth Schwarzkopf, Nicolai Gedda, Oscar Czervinka; Philharmonia Orchestra and Chorus; Erich Leinsdorf, Cond. Angel 35393-395
Hearing this delightful mid-19th century comic opera for the first time, it's difficult to understand its neglect in this country. It's absolutely delightful music and the libretto is hilarious. Certainly it deserves a place alongside such as "Fledermaus." Superb singing and recording should help it get going here, and it could be a sleeper a la "Carmina Burana." To demonstrate, start Side Three.

PISTON: SYMPHONY NO. 6; MARTINU: FANTASIES SYMPHONIQUES (1-12)—Boston Symphony Orchestra; Charles Munch, Cond. RCA Victor LM 2083
Dealers who are willing to try something new can reap some profit from this brace of contemporary symphonies. Attractive cover and the Boston name will melt some initial resistance, and a little application to the music will do the rest, for these are substantial, colorful and often moving works, and both lend themselves to hi-fi exploitation. Try the final brass fugue of the Piston, or the richly romantic third movement. The Martinu sounds like a more modern edition of Dvorak.

FAMOUS BARITONE ARIAS (1-12)—Robert Merrill. RCA Victor LM 2086
A splendid spotlighting of popular baritone in 10 operatic arias, four of them from his staple roles in "Rigoletto," "Traviata," "Trovatore," and "Barber." Remainder from "Hamlet," "Andrea Chenier," "Herodiade," "L'Africana," "Otello," and "Zaza," illustrate what his voice could bring to such complete assignments. His "Iago's Credo" is a vocal gem. Italian grooving with Rome Opera House orchestra backing is top-flight sound. Merrill following will take to this immediately.

RUSSIAN BALLET VOL. 3 (1-12)—Philharmonia Orchestra; Igor Markevitch, Cond. Angel 35151
Conductor Markevitch has particular gifts for interpreting the modern idiom and especially modern music for the ballet. The Prokofiev "Le Pas d'Acier" makes its first appearance on records with this recording. It is a colorful item, and energetic, rhythmic expression of the machine age. Also included are the "Kikimora" of the Liadov and Stravinsky's "Petrouchka" (three numbers). Conductor Markevitch gets a lively performance from the Philharmonia Orchestra and the sound is superb.

GREAT ARTISTS AT THEIR BEST, VOL. 4 — INSTRUMENTALISTS (1-12)—RCA Camden CAL 351
A great piece of packaging for supermarkets and dealers. Ten great instrumentalists make up this album: pianists Harold Bauer, Josef Lhevinne, Paderewski, Leonard Bernstein; violinists Erica Morini; violist William Primrose, etc.—in brief, some of the greatest names in the Victor archives. Material is pop classical

SCHUBERT: "UNFINISHED SYMPHONY"; BRAHMS: VARIATIONS ON A THEME BY HAYDN (1-12)
(Continued on page 83)

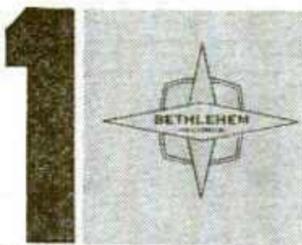
SIX DUKE FATS (1-12)—Interpreted by Thomas Talbert. Atlantic 1250
Clefper-conductor Talbert, whose earlier set (with Patty McGovern) was an original gem, comes up with another, using three familiar, historic jazz names as a point of departure. There are several compositions of each, freely arranged for legit winds and jazz horns in Talbert's unique stylistic combination of French Impressionism, abstraction and "blowing." It's easy to listen to and increasingly rewarding on each re-hearing. Soloists include Joe Wilder, J. Cleveland, Ed Bert, G. Wallington. Great cover in perfect taste. Jocks will go for this.

Summer," etc. High-class listening for jocks and buyers in pop as well as jazz markets.

TRIGGER HAPPY! (1-12)—Trigger Alpert and Absolutely All-Star Seven. Riverside RLP 12-225
Trigger Alpert, a fine swing-era bass man and all-around popular chap, has his first disk as leader, with support from such as Zoot Sims, Tony Scott, Joe Wilder, Al Cohn, Urbie Green and Ed Shaughnessy. Arrangements are by Scott, Marty Paich and Dick Hyman. With the exception of Scott's warm, soulful chart on the ballad "I Don't Want to Be Alone Again," the sound is conventional West Coast, with more reading than blowing. Still it's tasteful thruout, with some fine off-beat show tunes included for the "smart" set. Names will help sell it.

ZOOT! (1-12)—The Zoot Sims Quintet. Riverside RLP 12-228
Sims is all over the disk scene these days, and some caution should be

THE MARIAN McPARTLAND TRIO (1-12)—Capitol T 785
This newest McPartland package has the same type of fine playing and tasty selection as her past albums. Bass man William Britto and Joe Morello on drums back the pianist on such tunes as "Stompin' at the Savoy," "The Things We Did Last



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RECORD NO. 3702

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending April 3

This Week	Last Week	Weeks on Chart
1. Butterfly	1	8
By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: Andy Williams, Cadence 1308; C. Gracie, Cameo 105. RECORDS AVAILABLE: B. Allen, Eldorado, 505; B. Carroll, Bally 1028; B. Williams, Coral 61795.		
2. Party Doll	4	7
By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORDS: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.		
3. Round and Round	5	6
By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solek, Dana 2121.		
4. Marianne	3	10
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORDS: I. Gilkyson, Col 40817; Hilltoppers, Dot 15537. RECORDS AVAILABLE: B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.		
5. Young Love	2	15
By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) BEST SELLING RECORDS: I. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022.		

This Week	Last Week	Weeks on Chart
6. All Shook Up	20	2
By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6870.		
7. Little Darlin'	6	4
By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.		
8. I'm Walkin'	8	5
By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORD: F. Domino, Imperial 5428.		
9. Why Baby Why?	12	4
By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.		
10. Gone	11	5
By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: F. Husky, Cap 3628. RECORDS AVAILABLE: B. Wayne, Mercury 71070; J. Weber, Col 40852.		

Second Ten

11. Teen-Age Crush	7	8
By Audrey Allison-Joe Allison—Published by Central Songs, Inc. (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.		
12. Almost Paradise	13	6
By Norman Petty—Published by Peer International Corp. (BMI) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount 9787; L. Stein, Unique 385.		
12. Don't Forbid Me	10	16
By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.		
14. Too Much	9	12
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.		
15. Come Go With Me	17	5
By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Dell-Vikings, Dot 15538. RECORDS AVAILABLE: Federals, De Luxe 6112; S. Gale, Dec 30321.		

16. Banana Boat Song	13	16
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarriers, Glory 249. RECORDS AVAILABLE: Buchanan & Goodman, Luniserve 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.		
17. Chantez Chantez	17	4
By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792. RECORD AVAILABLE: G. Wisniewski, Dana 2120.		
18. Ninety-Nine Ways	25	3
By Charlie Gracie—Published by Mayland Music (BMI) BEST SELLING RECORD: C. Gracie, Cameo 105. RECORD AVAILABLE: I. Hunter, Dot 15548.		
19. Who Needs You?	15	8
By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.		
20. Mama Look-A Booboo	22	2
By Lord Melody—Published by Duchess Music (BMI) BEST SELLING RECORD: H. Belafonte, Vic 20-6830. RECORDS AVAILABLE: King Flash, Col 40866; R. Mitchum, Cap 3672.		

Third Ten

21. Walkin' After Midnight	19	5
By Don Hecht-Alan Block—Published by Four Star (BMI) RECORDS AVAILABLE: P. Cline, Dec 30221; E. Dean, Sage 231; O. Williams, King 6115; L. Howard, Accent 1044.		
22. Banana Boat (Day-O)	16	13
By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) RECORDS AVAILABLE: H. Belafonte, Vic 20-6771.		
23. I'm Stickin' With You	24	5
By Bowen-Knox—Published by Jackie (BMI) RECORDS AVAILABLE: J. Bowen, Roulette 4001; Roy Brown, Imperial 5427.		
24. Sittin' in the Balcony	21	3
By Johnny Dee—Published by Bentley Music (BMI) RECORDS AVAILABLE: J. Dee, Colonial 430; E. Cochran, Liberty 55056.		
25. Cinco Robles	26	12
By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) RECORDS AVAILABLE: R. Arms, Era 1026; D. Elliot, RPM 483; L. Paul & M. Ford, Cap 3612; L. Welk, Coral 61765.		

25. Love Is Strange	23	13
By Ethel Smith—Published by Ben Ghaze (BMI) RECORD AVAILABLE: Luther & Little Eva, King 5010; Mickey & Sylvia, Groove 0175.		
27. Poor Man's Roses	-	1
By De Lugg-Hilliard—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Cline, Dec 30221; P. Page, Mercury 71057.		
28. Lucille	-	1
By Penninman-Collins—Published by Venice (BMI) RECORD AVAILABLE: Little Richard, Specialty 598.		
29. Just Because	-	1
By Lloyd Price—Published by Tampeco (BMI) RECORD AVAILABLE: L. Price, ABC-Paramount 9792.		
29. Pledge of Love	-	1
By Redd—Published by Lin (BMI) RECORDS AVAILABLE: K. Copeland, Imperial 5432; D. Contino, Mercury 71079; J. Janis, ABC-Paramount 9800; M. Torok, Dec 30230.		

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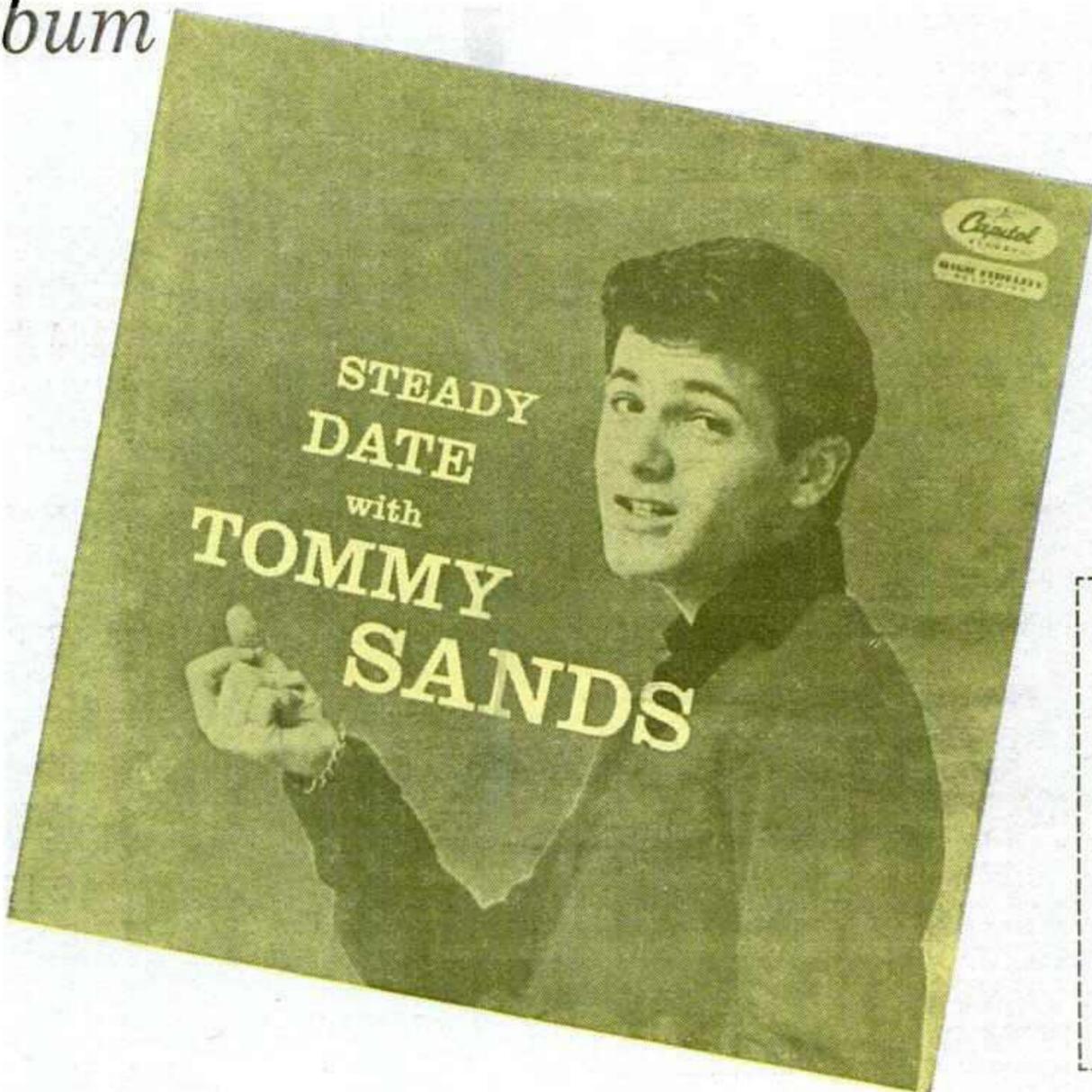
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• Best Sellers in Stores

For survey week ending April 3

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. ALL SHOOK UP (BMI)—E. Presley...	9	2
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
2. LITTLE DARLIN' (BMI)—Diamonds...	2	5
Faithful and True (BMI)—Mercury 71060		
3. PARTY DOLL (BMI)—B. Knox...	3	7
My Baby's Gone (BMI)—Roulette 4002		
4. ROUND AND ROUND (BMI)—P. Como...	1	6
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
5. BUTTERFLY (BMI)—A. Williams...	8	7
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
5. WHY, BABY, WHY? (BMI)—P. Boone...	11	4
I'M WAITING JUST FOR YOU (BMI)—Dot 15545		
7. COME GO WITH ME (BMI)—D. Vikings...	6	7
How Can I Find Love? (BMI)—Dot 15538		
8. I'M WALKIN' (BMI)—F. Domino...	5	6
I'm in the Mood for Love (ASCAP)—Imperial 5428		
9. GONE (BMI)—F. Husky...	10	4
Missing Persons (BMI)—Cap 3628		
10. BUTTERFLY (BMI)—C. Gracie...	4	8
Ninety-Nine Ways (BMI)—Cameo 105		
11. TEEN-AGE CRUSH (BMI)—T. Sands...	7	8
Hep Dee Hootie (BMI)—Cap 3639		
12. MAMA LOOK-A BOOBOO (BMI)—H. Belafonte...	14	3
Don't Ever Love Me (ASCAP)—Vic 20-6830		
13. MARIANNE (BMI)—T. Gilkyson...	12	9
Goodbye, Chiquita (BMI)—Col 40817		
14. PARTY DOLL (BMI)—S. Lawrence...	17	5
Pum-Pa-Lum (ASCAP)—Coral 61792		
15. MARIANNE (BMI)—Hiltoppers...	19	9
You're Wasting Your Time (ASCAP)—Dot 15537		
16. YOUNG LOVE (BMI)—T. Hunter...	12	13
Red Sails in the Sunset (ASCAP)—Dot 15533		
17. NINETY-NINE WAYS (BMI)—T. Hunter...	23	3
Don't Get Around Much Anymore (ASCAP)—Dot 15548		
18. I'M STICKIN' WITH YOU (BMI)—J. Bowen...	18	6
Ever-Lovin' Fingers (BMI)—Roulette 4001		
19. TOO MUCH (BMI)—E. Presley...	21	12
Playing for Keeps (BMI)—Vic 20-6800		
20. DON'T FORBID ME (BMI)—P. Boone...	16	17
Anastasia (ASCAP)—Dot 15521		
21. LUCILLE (BMI)—Little Richard...	—	1
SEND ME SOME LOVIN' (BMI)—Specialty 598		
22. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte...	15	14
Star-O (ASCAP)—Vic 20-6771		
22. SITTING IN THE BALCONY (BMI)—E. Cochran...	22	3
Dark Lonely Street (BMI)—Liberty 55056		
24. HE'S MINE (BMI)—Platters...	—	1
I'm Sorry (BMI)—Mercury 71032		
25. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline...	24	7
Poor Man's Roses (ASCAP)—Dec 30221		

• Most Played in Juke Boxes

For survey week ending April 3

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. BUTTERFLY (BMI)—C. Gracie...	6	7
Ninety-Nine Ways (BMI)—Cameo 105		
2. PARTY DOLL (BMI)—B. Knox...	8	6
My Baby's Gone (BMI)—Roulette 4002		
3. YOUNG LOVE (BMI)—T. Hunter...	1	12
Red Sails in the Sunset (ASCAP)—Dot 15533		
3. BUTTERFLY (BMI)—A. Williams...	2	6
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
5. MARIANNE (BMI)—T. Gilkyson...	4	8
Goodbye, Chiquita (BMI)—Col 40817		
6. I'M WALKIN' (BMI)—F. Domino...	11	4
I'm in the Mood for Love (ASCAP)—Imperial 5428		
7. ROUND AND ROUND (BMI)—P. Como...	10	4
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
8. MARIANNE (BMI)—Hiltoppers...	3	8
Your Wasting Your Time (ASCAP)—Dot 15537		
9. TEEN-AGE CRUSH (BMI)—T. Sands...	9	7
Hep Dee Hootie (BMI)—Cap 3639		
10. WHY, BABY, WHY? (BMI)—P. Boone...	14	3
I'M WAITING JUST FOR YOU (BMI)—Dot 15545		
10. LITTLE DARLIN' (BMI)—Diamonds...	17	3
Faithful and True (BMI)—Mercury 71060		
12. YOUNG LOVE (BMI)—S. James...	13	12
You're the Reason (I'm in Love) (BMI)—Cap 3602		
13. DON'T FORBID ME (BMI)—P. Boone...	7	14
Anastasia (ASCAP)—Dot 15521		
14. TOO MUCH (BMI)—E. Presley...	5	10
Playing for Keeps (BMI)—Vic 20-6800		
15. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline...	12	5
Poor Man's Roses (BMI)—Dec 30221		
16. GONE (BMI)—F. Husky...	18	2
Missing Persons (BMI)—Cap 3628		
17. PARTY DOLL (BMI) S. Lawrence...	16	5
Pum-Pa-Lum (ASCAP)—Coral 61792		
18. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte...	15	11
Star-O (ASCAP)—Vic 20-6771		
19. ALL SHOOK UP (BMI)—E. Presley...	—	1
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
19. MAMA LOOK-A BOOBOO (BMI)—H. Belafonte...	—	1
Don't Ever Love Me (ASCAP)—Vic 20-6830		
19. NINETY-NINE WAYS (BMI)—T. Hunter...	—	1
Don't Get Around Much Anymore (ASCAP)—Dot 15548		

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Marianne (Montclare)	1	7
2. Round and Round (Rush)	3	5
3. Butterfly (Mayland-Presley)	4	5
4. Young Love (Lowery)	2	12
5. Chantez-Chantez (Cromwell)	6	4
6. Almost Paradise (Peer)	7	4
6. Party Doll (Jacie)	9	3
8. Banana Boat Song (E. B. Marks-Bryden)	5	13
9. Who Needs You? (Korwin)	8	4
10. Cinco Robles (Warman)	10	9
11. Why Baby, Why? (Winnerton)	—	1
12. Don't Forbid Me (Roosevelt)	—	12
13. Too Much (Southern-Belle-Presley)	11	9
14. Teen-Age Crush (Central Songs)	—	1
15. Gone (Hill & Range)	13	2

• Most Played by Jockeys

For survey week ending April 3

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. ROUND AND ROUND (BMI)—P. Como...	2	7
Mi Casa, Su Casa (ASCAP)—Vic 20-6815		
2. BUTTERFLY (BMI)—A. Williams...	1	6
It Doesn't Take Very Long (ASCAP)—Cadence 1308		
3. LITTLE DARLIN' (BMI)—Diamonds...	11	3
Faithful and True (BMI)—Mercury 71060		
4. I'M WALKIN' (BMI)—F. Domino...	7	4
I'm in the Mood for Love (ASCAP)—Imperial 5428		
5. PARTY DOLL (BMI)—S. Lawrence...	10	5
Pum-Pa-Lum (ASCAP)—Coral 61792		
6. PARTY DOLL (BMI)—B. Knox...	5	6
My Baby's Gone (BMI)—Roulette 4002		
7. ALL SHOOK UP (BMI)—E. Presley...	—	1
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
8. GONE (BMI)—F. Husky...	8	5
Missing Persons (BMI)—Cap 3628		
9. WHY, BABY, WHY? (BMI)—P. Boone...	16	4
I'm Waiting Just for You (BMI)—Dot 15545		
10. YOUNG LOVE (BMI)—T. Hunter...	3	13
Red Sails in the Sunset (ASCAP)—Dot 15533		
11. TEEN-AGE CRUSH (BMI)—T. Sands...	4	7
Hep Dee Hootie (BMI)—Cap 3639		
12. MARIANNE (BMI)—T. Gilkyson...	9	10
Goodbye, Chiquita (BMI)—Col 40817		
13. MARIANNE (BMI)—Hiltoppers...	14	10
You're Wasting Your Time (ASCAP)—Dot 15537		
14. POOR MAN'S ROSES (ASCAP)—P. Page...	20	4
Wall (ASCAP)—Mercury 71059		
15. NINETY-NINE WAYS (BMI)—T. Hunter...	19	3
Don't Get Around Much Anymore (ASCAP)—Dot 15548		
16. COME GO WITH ME (BMI)—D. Vikings...	21	2
How Can I Find True Love? (BMI)—Dot 15538		
17. DON'T FORBID ME (BMI)—P. Boone...	13	16
Anastasia (ASCAP)—Dot 15521		
18. YOUNG LOVE (BMI)—S. James...	6	15
You're the Reason (I'm in Love) (BMI)—Cap 3602		
19. WHO NEEDS YOU? (ASCAP)—Four Lads...	17	9
It's So Easy to Forget (BMI)—Col 40811		
20. BUTTERFLY (BMI)—C. Gracie...	15	7
Ninety-Nine Ways (BMI)—Cameo 105		
21. TOO MUCH (BMI)—E. Presley...	12	11
Playing for Keeps (BMI)—Vic 20-6800		
22. CHANTEZ-CHANTEZ (ASCAP)—D. Shore...	—	3
Honky Tonk Heart (BMI)—Vic 20-6792		
23. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte...	18	14
Star-O (ASCAP)—Vic 20-6771		
24. I'M STICKIN' WITH YOU (BMI)—J. Bowen...	23	2
Ever-Lovin' Fingers (BMI)—Roulette 4001		
25. TRICKY (BMI)—R. Marterie...	—	1
Travel at Your Own Risk (ASCAP)—Mercury 71050		

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ARCHIE BLEYER'S
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JOCKO'S THEME

Piano solo by Billy Maxted

and

THE STRANGE ONE

(Both From the Film "The Strange One")

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KENYON HOPKINS
ORCHESTRA and CHORUS

ROSE BUD

(From the Film "The Strange One")

and

BOY'S THEME

(From the Film "12 Angry Men")

Film Score Composed by Kenyon Hopkins

#1322

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ANOTHER

BIG ONE

BY

THE CHORDETTES

**LIKE
A
BABY**

**ECHO
OF
LOVE**

ORCHESTRA CONDUCTED BY ARCHIE BLEYER

#1319



cadence

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10th ANNIVERSARY CELEBRATION

SOCK

JONI JAMES **ON BEST SELLER LISTS** **DAVID ROSE AND HIS ORCH.**

ONLY TRUST YOUR HEART **CASHBOX VARIETY PICK** **I NEED YOU SO**

CALYPSO MELODY **and** **THEME FROM THE WINGS OF EAGLES**

From the MGM release "Ten Thousand Bedrooms" K12450 45 rpm MGM12450 78 rpm

From MGM Film K12430 • MGM 12430

CHUCK ALAIMO QUARTET **LEAP FROG**

K12449 • MGM 12449

DEAN JONES **YOUNG AND IN LOVE THE GYPSY IN MY SOUL**

K12462 • MGM 12462

DICK HYMAN **SAM (THE MAN) TAYLOR** **DRUMMER BOY BLUES**

K12441 • MGM 12441

ART MOONEY HIS ORCH. & CHORUS **A FACE IN THE CROWD MAMA GUITAR**

K12461 • MGM 12461

MARVIN RAINWATER **GONNA FIND ME A BLUEBIRD**

K12412 • MGM 12412

LEROY HOLMES HIS ORCH. & CHORUS **SOUVENIR D'TALIE WARM AND TENDER** Vocal by ANGELA DRAKE

K12460 • MGM 12460

CONNIE FRANCIS **NO OTHER ONE**

K12440 • MGM 12440

ACQUAVIVA & HIS ORCH. **ALWAYS THE SEA ONE MOMENT MORE**

K12434 • MGM 12434

FLOYD CRAMER AT THE PIANO **RIO GRANDE VALLEY SLAP HAPPY**

K12442 • MGM 12442

• Territorial Best Sellers

For survey week ending April 3

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

- Atlanta**
1. Butterfly, A. Williams, Cdc.
 2. Marianne, T. Gilkyson, Col.
 3. Gone, F. Husky, Cap.
 4. All Shook Up, E. Presley, Vic.
 5. Party Doll, S. Lawrence, Cor.
 6. Round and Round, P. Como, Via.
 7. Wonderful, Wonderful, J. Mathis, Col.
 8. Banana Boat (Day-O), H. Belafonte, Vic.

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

- Boston**
1. All Shook Up, E. Presley, Vic.
 2. Come Go With Me, D. Vikings, Dot
 3. Little Darlin', Diamonds, Mer.
 4. Butterfly, C. Gracie, Cam.
 5. Party Doll, B. Knox, Rit.
 6. Round and Round, P. Como, Vic.
 7. Almost Paradise, R. Williams, Kap.
 8. Gone, F. Husky, Cap.
 9. School Day, C. Berry, Chs.
 10. I'm Walkin', F. Domino, Imp.

- Buffalo**
1. All Shook Up, E. Presley, Vic.
 2. Little Darlin', Diamonds, Mer.
 3. Banana Boat (Day-O), H. Belafonte, Vic.
 4. Marianne, Hilltoppers, Dot
 5. Young Love, T. Hunter, Dot
 6. Pamela Throws a Party, J. Reisman, Vic.
 7. Gone, F. Husky, Cap.
 8. Tricky, R. Marterie, Mer.
 9. Butterfly, C. Gracie, Cam.
 10. Banana Boat Song, Tattlers, Gly.

- Chicago**
1. Little Darlin', Diamonds, Mer.
 2. Round and Round, P. Como, Via.
 3. Party Doll, B. Knox, Rit.
 4. Gone, F. Husky, Cap.
 5. All Shook Up, E. Presley, Vic.
 6. Come Go With Me, D. Vikings, Dot
 7. Butterfly, C. Gracie, Cam.
 8. I'm Stickin' With You J. Bowen, Rit.
 9. Sittin' in the Balcony, J. Des, Cnl.
 10. Why, Baby, Why? P. Boone, Dot

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

- Cleveland**
1. All Shook Up, E. Presley, Vic.
 2. Gone, F. Husky, Cap.
 3. Little Darlin', Diamonds, Mer.
 4. Round and Round, P. Como, Via.
 5. Party Doll, S. Lawrence, Cor.
 6. School Day, C. Berry, Chs.
 7. Marianne, T. Gilkyson, Col.
 8. Teen-Age Crush, T. Sands, Cap.
 9. After School, R. Starr, Dal.
 10. Banana Boat (Day-O), H. Belafonte, Vic.

- Dallas-Fort Worth**
1. I'm Walkin', F. Domino, Imp.
 2. All Shook Up, E. Presley, Vic.
 3. Party Doll, B. Knox, Rit.
 4. Butterfly, C. Gracie, Cam.
 5. School Day, C. Berry, Chs.
 6. Butterfly, A. Williams, Cdc.
 7. Party Doll, S. Lawrence, Cor.
 8. Till, P. Faith, Col.
 9. Round and Round, P. Como, Vic.
 10. He's Mine, Platters, Mer.

- Denver**
1. Little Darlin', Diamonds, Mer.
 2. Butterfly, A. Williams, Cdc.
 3. Party Doll, B. Knox, Rit.
 4. Round and Round, P. Como, Vic.
 5. All Shook Up, E. Presley, Vic.
 6. Come Go With Me, D. Vikings, Dot
 7. He's Mine, Platters, Mer.
 8. I'm Walkin', F. Domino, Imp.
 9. Teen-Age Crush, T. Sands, Cap.
 10. I'm Stickin' With You, J. Bowen, Rit.

- Detroit**
1. All Shook Up, E. Presley, Vic.
 2. Come Go With Me, D. Vikings, Dot
 3. Little Darlin', Diamonds, Mer.
 4. Round and Round, P. Como, Vic.
 5. Why, Baby, Why? P. Boone, Dot
 6. So Rare, J. Dorsey, Fty.
 7. Walkin' After Midnight, P. Cline, Dec.
 8. Gone, F. Husky, Cap.
 9. Party Doll, B. Knox, Rit.
 10. School Day, C. Berry, Chs.

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

- Los Angeles**
1. Come Go With Me, D. Vikings, Dot
 2. Round and Round, P. Como, Via.
 3. Butterfly, A. Williams, Cdc.
 4. I'm Walkin', F. Domino, Imp.
 5. Too Much, E. Presley, Vic.
 6. All Shook Up, E. Presley, Vic.
 7. Don't Forbid Me, P. Boone, Dot
 8. Mama Look-a Booboo H. Belafonte, Vic.
 9. Young Love, T. Hunter, Dot
 10. Teen-Age Crush, T. Sands, Cap.

- Milwaukee**
1. Round and Round, P. Como, Via.
 2. Butterfly, A. Williams, Cdc.
 3. Little Darlin', Diamonds, Mer.
 4. Gone, F. Husky, Cap.
 5. Party Doll, S. Lawrence, Cor.
 6. Love Is Strange, Mickey & Sylvia, Grv.
 7. Mama Look-a Booboo H. Belafonte, Vic.
 8. All Shook Up, E. Presley, Vic.
 9. Marianne, T. Gilkyson, Col.
 10. I'm Waiting Just for You P. Boone, Dot

- Minneapolis-St. Paul**
1. Little Darlin', Diamonds, Mer.
 2. Gone, F. Husky, Cap.
 3. Come Go With Me, D. Vikings, Dot
 4. Round and Round, P. Como, Via.
 5. Sittin' in the Balcony, E. Cochran, Lbt.
 6. Party Doll, S. Lawrence, Cor.
 7. All Shook Up, E. Presley, Vic.
 8. Ninety-Nine Ways, T. Hunter, Dot
 9. Why, Baby, Why? P. Boone, Dot
 10. I'm Walkin', F. Domino, Imp.

- New Orleans**
1. Little Darlin', Diamonds, Mer.
 2. Teen-Age Crush, T. Sands, Cap.
 3. All Shook Up, E. Presley, Vic.
 4. I'm Walkin', F. Domino, Imp.
 5. Round and Round, P. Como, Via.
 6. Marianne, T. Gilkyson, Col.
 7. Send Me Some Lovin' Little Richard, Spe.
 8. Wall, E. Rodgers, Col.
 9. First Date, First Kiss, First Love S. James, Cap.
 10. Gone, F. Husky, Cap.

- New York**
1. Mama Look-a Booboo H. Belafonte, Vic.
 2. Marianne, T. Gilkyson, Col.
 3. Banana Boat (Day-O), H. Belafonte, Via.
 4. Young Love, S. James, Cap.
 5. Too Much, E. Presley, Vic.
 6. Round and Round, P. Como, Via.
 7. All Shook Up, E. Presley, Vic.
 8. Butterfly, C. Gracie, Cam.
 9. Gone, F. Husky, Cap.
 10. Little Darlin', Diamonds, Mer.

- Philadelphia**
1. Young Love, T. Hunter, Dot
 2. Party Doll, B. Knox, Rit.
 3. Almost Paradise, L. Stein, Unt.
 4. Round and Round, P. Como, Via.
 5. All Shook Up, E. Presley, Vic.
 6. Banana Boat (Day-O) H. Belafonte, Vic.
 7. Marianne, T. Gilkyson, Col.
 8. Come Go With Me, D. Vikings, Dot
 9. Mama Look-a Booboo H. Belafonte, Vic.

- Pittsburgh**
1. Little Darlin', Diamonds, Mer.
 2. All Shook Up, E. Presley, Vic.
 3. So Rare, J. Dorsey, Fty.
 4. School Day, C. Berry, Chs.
 5. Party Doll, B. Knox, Rit.
 6. Round and Round, P. Como, Via.
 7. Marianne, T. Gilkyson, Col.
 8. Mama Look-a Booboo H. Belafonte, Vic.
 9. Marianne, Hilltoppers, Dot
 10. Mi Casa, Su Casa, P. Como, Via.

- St. Louis**
1. Round and Round, P. Como, Via.
 2. Butterfly, C. Gracie, Cam.
 3. Why, Baby, Why? P. Boone, Dot
 4. All Shook Up, E. Presley, Vic.
 5. Come Go With Me, D. Vikings, Dot
 6. So Rare, J. Dorsey, Fty.
 7. Party Doll, B. Knox, Rit.
 8. Pretend, T. Smith, Uni.
 9. Sittin' in the Balcony, E. Cochran, Lbt.
 10. Don't Forbid Me, P. Boone, Dot

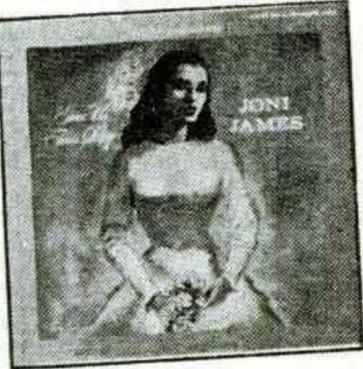
- San Francisco**
1. Little Darlin', Diamonds, Mer.
 2. All Shook Up, E. Presley, Vic.
 3. I'm Walkin', F. Domino, Imp.
 4. Party Doll, B. Knox, Rit.
 5. Round and Round, P. Como, Via.
 6. Mama Look-a Booboo H. Belafonte, Vic.
 7. Teen-Age Crush, T. Sands, Cap.
 8. Butterfly, A. Williams, Cdc.
 9. Butterfly, C. Gracie, Cam.
 10. Young Love, T. Hunter, Dot

- Seattle**
1. Little Darlin', Diamonds, Mer.
 2. Party Doll, B. Knox, Rit.
 3. All Shook Up, E. Presley, Vic.
 4. Come Go With Me, D. Vikings, Dot
 5. Why, Baby, Why? P. Boone, Dot
 6. Butterfly, A. Williams, Cdc.
 7. Gone, F. Husky, Cap.
 8. Ninety-Nine Ways, T. Hunter, Dot
 9. I'm Walkin', F. Domino, Imp.
 10. Marianne, Hilltoppers, Dot

- Toronto**
1. Round and Round, P. Como, Via.
 2. Butterfly, A. Williams, Cdc.
 3. All Shook Up, E. Presley, Vic.
 4. Little Darlin', Diamonds, Mer.
 5. I'm Walkin', F. Domino, Imp.
 6. Why, Baby, Why? P. Boone, Dot

M-G-M RECORDS **PICK OF THE PACKAGES**
TOP ALBUMS for TOP SALES

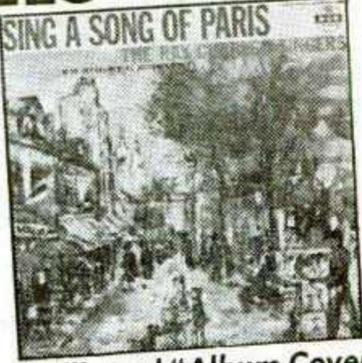
JONI JAMES
 SONGS OF INSPIRATION
GIVE US THIS DAY
 E3528
 X1389 X1390 X1391



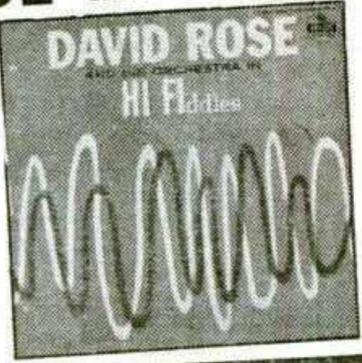
Leonard Feather—Dick Hyman orch.
HI FI SUITE
 E3494
Picked by Billboard for Hi Fi Sound)



RAY CHARLES SINGERS
SING A SONG OF PARIS
 E3484
 X1423 X1424 X1425
 (Billboard "Album Cover of the Week")



DAVID ROSE and his orch.
HI Fiddles
 E3481
 X1414 X1415 X1416



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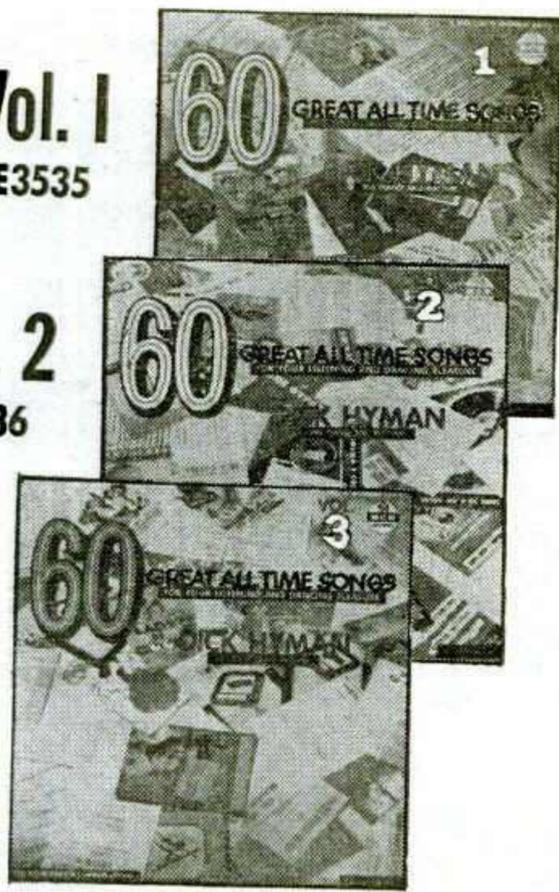
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* A C & W ARTIST HAS GONE POP

JIM REEVES

THE CASH BOX
BULLSEYE

"FOUR WALLS" (2:46) (Springfield BMI—M. Moore, G. Campbell)
"I KNOW AND YOU KNOW" (3:00) (Tree BMI—Savien, Reeves)
JIM REEVES RCA Victor 28-6874, 47-6874

As Jim Reeves' stardom continues to soar in the country field, currently via his "Am I Loving You" smash, RCA Victor introduces a powerful new item that has the potential to ride to the top of the charts in both the country and pop markets. It's a biting love's lament on which the lovely Reeves sadly reflects that he's hounded in by "Four Walls." A brilliant and penetrating ballad superbly executed by polished song stylist. Perfect wedding of melody and lyrics coupled with a beautiful vocal and instrumental backing makes this an outstanding gem. Flip portion, tagged "I Know And You Know," is another class offering featuring Reeves at his level best. A captivating fast paced rancher with some more top notch backing. Top deck should be a tremendous hit.

Review Spotlight on . . .

POP RECORDS

JIM REEVES . . . RCA Victor 6874 FOUR WALLS (Springfield, BMI)
I KNOW AND YOU KNOW (Tree, BMI)
Country warbler Reeves hasn't made the pop charts but this pairing of strong tunes with pop-styled arrangements can well do the job. On top it's a wonderfully tragic ballad with a melody and lyric that definitely hang on. The flip is a rhythm tune full of honky tonk'n' ideas and sounds. Both have the look with nod to "Four Walls"

The Billboard, April 6, 1957



THE TOP 100

For survey week ending April 3

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.	BUTTERFLY, A. Williams, Cadence	1
2.	PARTY DOLL, B. Knox, Roulette	4
3.	ROUND AND ROUND, P. Como, Victor	2
4.	LITTLE DARLIN', Diamonds, Mercury	9
5.	I'M WALKIN', F. Domino, Imperial	6
6.	ALL SHOOK UP, E. Presley, Victor	26
6.	YOUNG LOVE, T. Hunter, Dot	3
8.	MARIANNE, T. Gilkyson, Columbia	7
9.	BUTTERFLY, C. Gracie, Cameo	8
9.	TEEN-AGE CRUSH, T. Sands, Capitol	5
11.	GONE, F. Husky, Capitol	10
11.	WHY, BABY, WHY? P. Boone, Dot	16
13.	PARTY DOLL, S. Lawrence, Coral	15
14.	MARIANNE, Hilltoppers, Dot	11
15.	DON'T FORBID ME, P. Boone, Dot	11
16.	NINETY NINE WAYS, T. Hunter, Dot	23
17.	COME GO WITH ME, D. Vikings, Dot	29
18.	TOO MUCH, E. Presley, Victor	13
19.	MAMA LOOK-A BOOBOO, H. Belafonte, Victor	21
20.	YOUNG LOVE, S. James, Capitol	14
21.	BANANA BOAT (DAY-O), H. Belafonte, Victor	17
22.	I'M STICKIN' WITH YOU, J. Bowen, Roulette	22
22.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	18
24.	SITTIN' IN THE BALCONY, E. Cochran, Liberty	24
25.	WHO NEEDS YOU, Four Lads, Columbia	19
26.	LOVE IS STRANGE, Mickey & Sylvia, Groove	25
27.	LUCILLE, Little Richard, Specialty	32
28.	I'M SORRY, Platters, Mercury	29
29.	JUST BECAUSE, L. Price, ABC-Paramount	35
30.	BANANA BOAT SONG, Tarriers, Glory	30
31.	ALMOST PARADISE, R. Williams, Kapp	28
31.	CHANTEZ-CHANTEZ, D. Shore, Victor	40
33.	I'M WAITING JUST FOR YOU, P. Boone, Dot	27
34.	ROCK-A-BILLY, G. Mitchell, Columbia	71
35.	POOR MAN'S ROSES, P. Page, Mercury	39
36.	SO RARE, J. Dorsey, Fraternity	42
37.	I DREAMED, B. Johnson, Bally	34
38.	TRICKY, R. Marterie, Mercury	37
39.	ALMOST PARADISE, L. Stein, Unique	31
40.	MANGOS, R. Clooney, Columbia	50
41.	PLEDGE OF LOVE, K. Copeland, Imperial	86
42.	CALYPSO MELODY, D. Rose, M-G-M	46
43.	ONLY ONE LOVE, G. Hamilton IV, ABC-Paramount	41
44.	SITTIN' IN THE BALCONY, J. Dee, Colonial	38
45.	JIM DANDY, L. Baker, Atlantic	35
46.	SCHOOL DAY, C. Berry Chess	78
47.	LITTLE DARLIN', Gladiolas, Excello	80
48.	HE'S MINE, Platters, Mercury	91
49.	FIRST DATE, FIRST KISS, FIRST LOVE, S. James, Capitol	53
49.	LUCKY LIPS, Ruth Brown, Atlantic	47
51.	LOVE IS A GOLDEN RING, F. Laine, Columbia	50
52.	ONE STEP AT A TIME, B. Lee, Decca	44
53.	BANANA MAMA, Four Aces, Decca	55
54.	SEND ME SOME LOVIN', Little Richard, Specialty	67
55.	AFTER SCHOOL, R. Starr, Dale	52
56.	MOONLIGHT GAMBLER, F. Laine, Columbia	33
57.	PAMELA THROWS A PARTY, J. Reisman, Victor	55
58.	PEACE IN THE VALLEY, E. Presley, Victor	—
59.	WHITE SPORT COAT, M. Robbins, Columbia	—
59.	WONDERFUL WONDERFUL, J. Mathis, Columbia	60
59.	THAT'S WHEN YOUR HEARTACHES BEGIN, E. Presley, Victor	—
62.	BALLERINA, Nat King Cole, Capitol	59
63.	BANANA BOAT (DAY-O), S. Freberg, Capitol	—
64.	PARTY DOLL, W. Manone, Decca	70
65.	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	57
65.	CAN I STEAL A LITTLE LOVE, F. Sinatra, Capitol	92
67.	YOUNG LOVE, Crew Cuts, Mercury	—
68.	BUTTERFLY, B. Carroll, Bully	61
68.	DARK MOON, B. Guitar, Dot	—
70.	FORTY CUPS OF COFFEE, B. Haley, Decca	100
71.	BLUE MONDAY, F. Domino, Imperial	43
72.	PLEDGE OF LOVE, M. Torok, Decca	—
73.	THOUSAND MILES AWAY, Heartbeats, Rama	72
74.	BANANA BOAT SONG, Fontane Sisters, Dot	94
75.	WALL, P. Page, Mercury	57
76.	MI CASA SU CASA, P. Como, Victor	75
76.	SINGING THE BLUES, G. Mitchell, Columbia	48
76.	WRINGLE WRANGLE, B. Hayes, ABC-Paramount	63
79.	EMPTY ARMS, T. Brewer, Coral	65
80.	BAD BOY, Jive Bombers, Savoy	54
81.	LUCKY LIPS, G. Storm, Dot	—
82.	SINCE I MET YOU BABY, I. J. Hunter, Atlantic	86
83.	CINCO ROBLES, L. Paul & M. Ford, Capitol	88
84.	YOU'RE MINE, Four Aces, Decca	76
85.	PUM-PA-LUM, S. Lawrence, Coral	46
86.	I MISS YOU SO, C. Connor, Atlantic	79
86.	I'LL TAKE ROMANCE, E. Gorme, ABC-Paramount	—
86.	SHIP THAT NEVER SAILED, D. Carroll, Mercury	—
86.	TRUE LOVE, Bing Crosby & G. Kelly, Capitol	99
90.	CINCO ROBLES, R. Arms, Era	67
90.	TILL, P. Faith, Columbia	—
92.	EMPTY ARMS, I. J. Hunter, Atlantic	—
93.	DO I LOVE YOU, V. Damone, Columbia	—
94.	YOUR TRUE LOVE, C. Perkins, Sun	67
95.	'S WONDERFUL, R. Conniff, Columbia	73
95.	SHIP THAT NEVER SAILED, B. Vaughn, Dot	—
97.	ANASTASIA, P. Boone, Dot	64
97.	LET THERE BE YOU, Five Keys, Capitol	83
99.	BANANA BOAT SONG, S. Lawrence, Coral	71
99.	EVER LOVIN' FINGERS, J. Bowen, Roulette	—

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.

"FOUR WALLS" "I KNOW AND YOU KNOW"

B/W

I KNOW AND YOU KNOW

RCA Victor 47/20 6874



RCA VICTOR

RADIO CORPORATION OF AMERICA





SPARKLING HITS BY THE LAWRENCE WELK MUSIC-MAKERS

"Big" TINY LITTLE



SCHOOL DAY (RING! RING! GOES THE BELL)



THAT'S THE ONLY WAY TO LIVE

BRUNSWICK 9-55007

ALICE LON



A-KNOCKING AT MY BABY'S DOOR



EARLY SPRING

BRUNSWICK 9-55006

COAST TO COAST SMASH

The LENNON SISTERS TEEN AGE WALTZ YOUNG AND IN LOVE

BRUNSWICK 9-55000



the murmuring pines
and the hemlocks
keep whispering
her name . . .

EVANGELINE

EVANGELINE

EVANGELINE



beautifully interpreted by

Russell
Arms

b/w Share My Love
#1033

* just released and
already the talk
of the industry!



1481 No. Vine St.
Hollywood 28, Calif.

• **Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- Almost Paradise (R)—Peer International—BMI
- Butterfly (R)—Mayland-Presley—BMI
- Chantez-Chantez (r)—Chantez—ASCAP
- Do I Love You (Because You're Beautiful)—Williamson—ASCAP
- Don't Cry, My Love (R)—B. F. Wood—ASCAP
- Don't Forbid Me (F)—Roosevelt—BMI
- I Thought It Was Over (R)—Remick—ASCAP
- I'm Drownin' My Sorrows (R)—Mills—ASCAP
- It's Something New to Me (R)—Mills—ASCAP
- Little Darlin' (R)—Excellorec—BMI
- Mama Look-A Booboo (R)—Duchess—BMI
- Mangos (R)—Redd Evans—ASCAP
- Marianne (R)—Montclare—BMI
- Only Trust Your Heart (R) (F)—Feist—ASCAP
- Party Doll (R)—Jackie—BMI
- Pledge of Love (F)—Lin—BMI
- Round and Round (R)—Rush—BMI
- Seven Days in Barcelona (R)—Britton—BMI
- Spring in Maine (R) — E. H. Morris—ASCAP
- Teen-Age Crush (R)—Central Songs—BMI
- Ten Minutes Ago (R)—Williamson—ASCAP
- That's Where I Shine (R)—Remick—ASCAP
- True Love Gone (R)—Mills—ASCAP
- Uno Momento (R) (F)—Famous—ASCAP
- Warm and Tender (R)—Famous—ASCAP
- Whatever Will Be, Will Be (R)—Artists—ASCAP
- Who Needs You? (R)—Korwin—ASCAP
- Wind in the Willow (R)—Broadcast—BMI
- Young and in Love (R)—Hill & Range—BMI
- Young Love (R)—Lowery—BMI

Television

- A Lovely Night (R)—Williamson—ASCAP
- Banana Boat Song (R)—E. B. Marks-Bryden—BMI
- Blueberry Hill (R)—Chappell—ASCAP
- Butterfly (R)—Mayland-Presley—BMI
- Chantez-Chantez (R)—Chantez—ASCAP
- Do I Love You (Because You're Beautiful)—Williamson—ASCAP
- Don't Forbid Me (R)—Roosevelt—BMI
- Holiday for Trombones (R) — Bregman, Vocco & Conn—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Dreamed (R)—Trinity—BMI
- If I Had My Druthers (R) (M)—Commander—ASCAP
- Impossible (R)—Williamson—ASCAP
- In My Own Little Corner (R)—Williamson—ASCAP
- Jamaica Farewell (R)—Shari—ASCAP
- Love Is Strange (R)—Ben-Ghazi—BMI
- Mama Guitar (R) (F)—Remick—ASCAP
- Marianne (R)—Montclare—BMI
- Party Doll (R)—Jackie—BMI
- Roll Out the Green Carpet, Mr. Springtime (R)—Novelty—ASCAP
- Round and Round (R)—Rush—BMI
- Astazu Pandowski (R)—Montclare—BMI
- Sweet Sugar Cane (R)—Montclare—BMI
- Teen-Age Crush (R)—Central Songs—BMI
- There Ought to Be a Law (R)—Ben-Ghazi—BMI
- Wait for a Ball (R)—Williamson—ASCAP
- Where Is Cinderella (R) — Williamson—ASCAP
- Who Needs You? (R)—Korwin—ASCAP
- Wrinkle Wrangle (R) (F)—Disney—ASCAP
- Young Love (R)—Lowery—BMI

• **Best Selling Sheet Music in Britain**

(For week ending March 30)

A cabled report from the Music Publishers Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- Young Love—Cromwell (Lowery)
- The Banana Boat Song—Morris (E. B. Marks-Bryden)
- Singing the Blues—Frank (Acuff-Rose)
- Don't Forbid Me—Campbell Connelly (Roosevelt)
- True Love—Chappell (Buxton Hill)
- Knee Deep in the Blues—Leeds (Acuff-Rose)
- Adoration Waltz—Bron (Sovereign)
- I Dreamed—Duchess (Trinity)
- The Wisdom of a Fool—Leeds (Planetary)
- You, Me and Us—John-Fields (Roncom)
- Friendly Persuasion—Robbins (Feist)
- The Garden of Eden—Duchess (Republic)
- Don't You Rock Me Daddy-O—Essex (Hollis)
- Heart—Frank (Frank)
- St. Therese of the Roses—Dash (Dennis)
- Look Homeward Angel—Kassner (Greta)
- Give Her My Love—Michael Reine All—Bron
- Autumn Concerto—Macmelodies (Symphony)
- Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)

• **Best Selling Pop Records in Britain**

(For week ending March 30)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication,	Last Week
1.	YOUNG LOVE—Tab Hunter (London)	1
2.	DON'T FORBID ME—Pat Boone (London)	2
3.	BANANA BOAT—Harry Belafonte (HMV)	6
4.	LONG TALL SALLY—Little Richard (London)	3
5.	KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	3
6.	DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	5
7.	CUMBERLAND GAP—Lonnie Donegan (Pye-Nixa)	—
8.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	8
9.	THE GIRL CAN'T HELP IT—Little Richard (London)	11
10.	SINGING THE BLUES—Guy Mitchell (Philips)	10
11.	BANANA BOAT SONG—Shirley Bassey (Philips)	7
12.	YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	14
13.	CUMBERLAND GAP—Vipers (Parlophone)	16
14.	LOOK HOMEWARD ANGEL—Johnnie Ray (Philips)	18
15.	SHE'S GOT IT—Little Richard (London)	21
16.	FRIENDLY PERSUASION—Pat Boone (London)	12
17.	WISDOM OF A FOOL—Norman Wisdom (Columbia)	15
18.	HEART—Max Bygraves (Decca)	—
19.	ROCK-A-BYE YOUR BABY—Jerry Lewis (Brunswick)	—
20.	GARDEN OF EDEN—Frankie Vaughan (Philips)	9
21.	KNEE DEEP IN THE BLUES—Tommy Steele (Decca)	23

Victor Inks Gibbs, Adds Talent

• *Continued from page 42*

of Fire," then "Seven Lonely Days."

Prior to joining Mercury, the thrush had recorded for Coral, where she had one fair hit in "Ballin' the Jack," an old staple in her repertoire. Her very first disk was cut as a teen-ager under the name of Freda Gibson. That platter was a Frankie Trumbauer ork disk of "The Loneliest Gal in Town," for Brunswick in the 1930's.

In the last few years, her hits, some of which have been covers of indie r.&b. smashes, have included "Tweedle Dee," "Kiss Me Another," "Tra La La," etc.

The Lena Horne renewal is for one year with a one-year option, and calls for her to concentrate on albums, altho it does not completely rule out singles. The thrush recently recorded her entire show on stage at the Waldorf.

The McKinley deal also is for a

year with options, and the band will begin cutting in May. Altho organized last fall, the crew has not recorded, since it did not want to enter into direct competition with the still best selling Miller band originals. Currently the crew is breaking things up behind the Iron Curtain on a government-sponsored tour. (See separate story.) That tour has just been extended another month.

Incidental to this signing, Victor album chief Ed Welker has finally located a set of private diskings of the historic Glenn Miller 1939 Carnegie Hall Concert. These are now being processed, and will be issued in a single LP this fall.

Atkins, a strong seller in Victor's album lists, has been doing Victor dates on an independent basis, and was musical director on the session that produced Elvis Presley's "Heartbreak Hotel."

A Sensational follow-up to "I DREAMED"



Betty Johnson

Sings



"1492"

c/w

"LITTLE WHITE LIES"

BALLY-1033 (7-1033)

Bally RECORDS
THE HOME OF LIVING PERFORMANCE

203 N. Wabash Avenue
Chicago 1, Ill.
ANdover 3-4677

IN CANADA: Sparton of Canada Ltd.

ANDY GRIFFITH

THE STAR OF A FACE IN THE CROWD

(A Warner Bros.—Elia Kazan Production)



*Sings the
ORIGINAL VERSIONS
of the film's hit songs*

**MAMA GUITAR
A FACE IN THE CROWD**

Record No. 3705

**JUST A CLOSER
WALK WITH THEE**

FREE MAN IN THE MORNING

Record No. 3706



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. **School Day** **Chuck Berry**
(BMI) Chess 1653
2. **So Rare** **Jimmy Dorsey**
(ASCAP) Fraternity 755
3. **Just Because** **Lloyd Price**
(BMI) ABC-Paramount 9792
4. **Rock-a-Billy** **Guy Mitchell**
(ASCAP) Columbia 40877
5. ***Peace in the Valley** **Elvis Presley**
RCA Victor EPA 45054
6. **First Date, First Love, First Kiss**
. **Sonny James**
(BMI) Capitol 3674
7. **Only One Love** **George Hamilton IV**
(BMI) ABC-Paramount 9782
8. **Love Is a Golden Ring** **Frankie Laine**
(BMI) Columbia 40865
9. **After School** **Randy Starr**
(BMI) Dale 100
10. **Calypso Melody** **David Rose**
(ASCAP) M-G-M 12430

*Not available as a pop single. Available on RCA Victor 45 EPA-15054.

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.

- EMPTY ARMS** (Ivory, BMI)—Teresa Brewer—Coral 61805—This is the biggest disk for the artist in several recent tries. Sales are very strong in Providence, Philadelphia, Buffalo, Minneapolis, Milwaukee and St. Louis. Other cities, including New York, Pittsburgh, Chicago and Detroit, report good to strong sales. Flip of the record is "The Ricky Tick Song" (Mermaid, BMI). A previous Billboard "Spotlight" pick.
- AFTER SCHOOL** (Republic, BMI)—Randy Starr—Dale 100—Starr's original version of the song seems to be the preferred one. Boston, Philadelphia, St. Louis, Buffalo and Durham list the record as a big seller. Chicago, Detroit, Pittsburgh and Milwaukee indicate that sales are good and increasing. Look for it to reach the best selling chart before long. Flip side is "Heaven High" (Republic, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .**POP RECORDS**

LAURA K. BRYANT **Cameo 106** **PART-TIME GIRL**
(Mayland, BMI)

BILLY CROSS OVER THE BAMBOO BRIDGE (Frank, ASCAP)
The label that started "Butterfly" has another sock platter which should move out in both the pop and rhythm and blues field. Both sides have a distinctive sound, and the thrush sells them with powerful emotional impact. "Part-Time Girl" is a warmly appealing blues, while the flip combines a gentle folk flavor with an exciting bolero treatment that builds.

BETTY JOHNSON **Bally 1033** **1492**
(Trinity, BMI)

LITTLE WHITE LIES (Bregman, Vocco & Conn, ASCAP)
The thrush made the charts with "I Dreamed" and this disk should be as big. "1492" is a lively rhythm-novelty with bouncy, happy arrangement in the same groove as "I Dreamed." The flip spotlights an effective multi-track vocal on the appealing oldie, with standout piano work and swingy backing. Both sides should pull plenty of jockey play.

NAT (KING) COLE **Capitol 3702**. **WHEN ROCK 'N' ROLL COME TO TRINIDAD**
(Marvin, ASCAP)

Cole hasn't been on the best selling single charts for some weeks, but this one could do the trick. It spotlights the usual polished Cole performance on an engaging calypso with smart lyrics. Current calypso fad should spark play for the side, in addition to regular jockey attention rated by all Cole platters. Flip is a slow, unusual "China Gate" (Young, ASCAP).

PUMPKIN **Brunswick 55004** **BOOM-BOOM**
(Danby, BMI)

½ PAST 17 (Danby, BMI)
Coral's new subsidiary label could have its first best seller in this rockin' disk. Pumpkin, a personable warbler, sells strongly on "Boom-Boom," a great rhythm-novelty with a tricky beat and loads of juke appeal. The flip is another rocking rhythm side, with Pumpkin belting clever teen-bait lyrics with style and drive.

BIG MAYBELLE **Savoy 1512** **I DON'T WANT TO CRY**
(Crossroads, BMI)

ALL OF ME (Bourne, ASCAP)
See Rhythm and Blues Spotlight Review.

POP DISK JOCKEY PROGRAMMING

BOBBY SHORT **Atlantic 1134** **DELIA**
(Progressive, BMI)

Here's a quality disk for discriminating deejays in search of something different. Backed for the first time on wax by ork and chorus, Short hands an impressive delivery to a gentle folk tune, with a delightful West Indian flavor, a la Belafonte. Flip is "Last Train to San Fernando" (Ludlow, BMI).

HUGO WINTERHALTER **RCA Victor 6889** **IT'S GOOD TO BE ALIVE**
(Valyr, ASCAP)

THEME FROM "NEW GIRL IN TOWN" Valyr, ASCAP)
Lush, listenable jockey wax for practically any hour of the day or night. Winterhalter offers two Bob Merrill tunes from "New Girl in Town," the musical version of Eugene O'Neill's "Anna Christie," which opens on Broadway next month. "It's Good to Be Alive," a bright, joyful little ditty with pleasant choral work, is the more commercial side. The flip is an interesting theme with a haunting blues flavor.

TALENT

TINA ROBIN **Coral 61822** **MY MAMMY**
(Bourne, ASCAP)

I HAVE A HEART (Vernon, ASCAP)
This chick just pulled down a load of loot on the late TV entry known as "Name That Tune," and she shows a disk talent here that may bring her a lot more. Gal has a fresh, groovy, swinging style that shows up fine here on an old Jolson standard and a teen-type ballad. Gal can go places with solid diskings like this.

Reviews and Ratings

LEROY HOLMES ORK
Souvenir D'Italie **86**

M-G-M 12460—A sentimental theme is wrapped up in an attractive arrangement, augmented by competent chorus work and a standout vocal solo in English and Italian by Angela Drake. (Leeds, ASCAP)

Warm and Tender **77**

Holmes' version of the current Johnny Mathis platter reflects the title mood-wise, with a lush, listenable arrangement and good work by vocal chorus. However, Mathis has a strong headstart on the jockey level. (Famous, ASCAP)

DON CHERRY
Mr. Teardrop **84**

COLUMBIA 40885—Tune has a slow but strong rhythmic beat. A real professional job by Cherry with fine ork

and choral help from Percy Faith. This could bring some action. Bears watching. (Acuff-Rose, BMI)

April Age **70**

Cherry croons a romantic ballad very attractively. Tune is in keeping with the season but flip has considerably more interest. (Hollis, BMI)

THE HILLTOPPERS

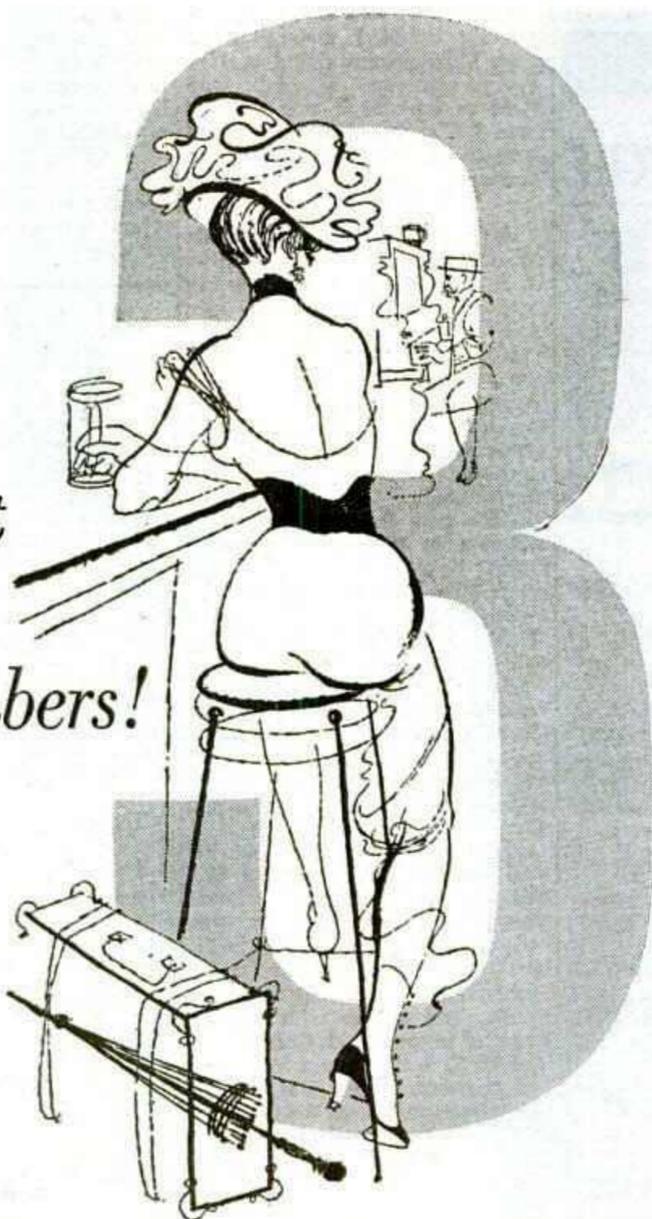
I Love My Girl **83**
DOT 15560—Lead singer Jimmy Sacca registers strongly on this charming contagious melody with sentimental lyrics. (Debmarr, ASCAP)

I'm Serious **72**

Highly effective rendition by Sacca on an attractive up-tempo ballad with a catchy beat. (Judge, BMI)

(Continued on page 82)

talk
about
hot
numbers!



Here are 3 sizzlers from the smash musical,

New Girl in Town

—words and music from the pen of the fabulous Bob Merrill. Starring Gwen Verdon and Thelma Ritter. Production directed by George Abbott.

Hugo Winterhalter plays



1 Theme from
New Girl In Town

2 c/w It's Great To Be Alive
47/20-6889

Tony Martin sings



3 Look At 'er

c/w Mail, Mail, There Ain't No Mail
47/20-6888

Coming up on RCA Victor—the great Original Cast Album of "New Girl In Town". Plus additional hit singles from the show, soon to be released.

The biggest traffic builder in town will be RCA Victor's "New Girl In Town" promotion. Watch for it! *Opening dates: New Haven, April 8; Boston, April 17; New York, May 9

America's favorite speed...



45 RPM



RCA VICTOR



KING BEST SELLERS

BILL DOGGETT
JUST OUT—ALREADY A HIT King 5044
CHLOE b/w **NUMBER THREE**

RAM-BUNK-SHUS
BLUE LARGO KING 5020

ANNIE LAURIE
DE LUXE 6107
IT HURTS TO BE IN LOVE

OTIS WILLIAMS and his CHARMS
WALKIN' AFTER MIDNIGHT
I'M WAITING JUST FOR YOU — DE LUXE 6115

EARL BOSTIC
KING 5025
AVALON
TOO FINE FOR CRYING

SPECIAL RELEASE—THE TEARDROPS
AFTER SCHOOL KING 5037

LITTLE WILLIE JOHN
KING 5023
YOU GOT TO GET UP EARLY IN THE MORNING
B/W **LOVE LIFE AND MONEY**

BIG DADDY BACON FAT
B/W
BAD BOY
KING 5013

ROY GAINES ISABELLA
DE LUXE 6119

THE DRIVERS DANGEROUS LIPS
B/W
OH MISS NELLIE
DE LUXE 6117

BUBBER JOHNSON BUTTERFLY
(A BALLAD)
B/W
TOO MANY HEARTS
KING 5014

JAMES BROWN and the FAMOUS FLAMES
GONNA TRY
B/W
CAN'T BE THE SAME
FEDERAL 12292

EARL BOSTIC HARLEM NOCTURNE
KING 4978

DON RENO—RED SMILEY
KNEEL DOWN
B/W
FORGOTTEN MEN
KING 5024

THE QUARTER NOTES
COME DE NIGHT
B/W
LONELINESS
DE LUXE 6116

STILL BIG BY BILL DOGGETT

HONKY TONK
KING 4950

SLOW WALK
KING 5000

NEW RELEASES

THE "5" ROYALES
TEARS OF JOY
b/w
THIRTY SECOND LOVER
King 5032

KENNY AND MOE
I'M ALL ALONG
b/w
I WANT TO LOVE YOU
DE LUXE 6122

LARRY DARNELL
RAMBLIN' MAN
b/w
I CARE
DE LUXE 6123

BONNIE LOU
TAKES TWO
b/w
KIT 'N' KABOODLE
KING 5033

BUBBER JOHNSON
LITTLE GIRL
b/w
THE SEARCH
KING 5034

THE MIDNIGHTERS
E BASTA COSI
b/w
IN THE DOORWAY
CRYING
FEDERAL 12293

CHARLIE FEATHERS
WHEN YOU DECIDE KING 5022
KING RECORDS
DISTRIBUTED BY
KING RECORDS
KING - FEDERAL - DELUXE

Vox-First \$1.98 Samplers

• Continued from page 42

virtually doubled their previous pace. Mendelssohn stated that he would continue to work with BOM as long as it was to their mutual advantage. "I have found them to be most ethical, fair and pleasant to work with."

U. S. Expansion Only

Vox currently is recording in six different countries, but only in the U. S. A. is its disk schedule being expanded, and only in certain "specialty" categories. Geyer, for example, is slated to cut his first group of disks here with orchestral accompaniment — further additions to his big "Echoes" series. Genevieve, French thrush currently at the St. Regis here, also is cutting stateside.

Vox's pop line will get more attention in the coming months. Outfit here looks to be "non-competitive," cutting specialized repertoire, mainly in series, the "Cook's Tour" series, now six disks, will get four additions this year. The "Midnight In . . ." series, now two sets, will also get four more. Other enlarging categories are calypso and Caribbean music, and band music. "Steady growth" rather than overnight "flash" hits is what Mendelssohn is seeking.

Mendelssohn reported that his total operation last year did \$2,500,000 at the wholesale level. This includes five countries with completely independent Vox facilities, nine others with producing agents, 15 with exclusive import agents, and others with various types of agents and distributors. The U. S. is the largest Vox market, the next largest unit volume is in Germany, where the disks are sold only thru mail-order clubs, then England and France run neck and neck, with retail operations only.

Israel Record Hungry
During recent months, the French Vox office has done a large business with Israel, which Mendelssohn reports as "record hungry," and which has strengthened its economic ties with France. The entire trade there for Vox is in LP's.

In France, reportedly, classical EP's are dropping rapidly out of the picture. More popular classics are doing very well, however, on 10-inch LP's.

Mendelssohn expects the new European Economic Union to prove a big break for the disk business, altho the effects may not be felt for about five years. This new 17-year pact, which will gradually eliminate international customs duties, involves Holland, Belgium, Luxemburg, France, Germany, Italy, and possibly England in the near future. A diskery will now be able to press in any country where the best, cheapest and most efficient services are available. Full effect, however, of this

federation will not be felt until all countries have equalized such matters as wages, social security, etc. Latter sometimes takes up to 40 per cent of a worker's income.

Mendelssohn now intends to visit his operations in Portugal and Spain as well as France, then will return here in a month, this time for a two-month stay.

U. S.-Brazil

• Continued from page 48

tries to extend reciprocal copyright relations already established by the Buenos Aires Convention of 1910, basis for the U. S. Brazilian agreement of 1915. The supplementary agreement extends the 1910 Convention to cover recorded music in this country. Brazil already accords American music recording protection.

A U. S. Appeals Court turned down an infringement action by Brazilian copyright owners of "Tico-Tico" against U. S. firms for recording the tune. Reason given was that the Buenos Aires Convention of 1910 did not cover recorded musical works.

The complete reciprocal protection of literary and artistic works will please U. S. music publishers who have been asking for such an agreement for some years, to establish clear title to Brazilian tunes.

Altho Brazil has unilateral agreement with the U. S. in copyright matters, it has not yet subscribed to the UNESCO-sponsored Universal Copyright Convention. Ecuador is the latest country to join this group (March 19), making it the twenty-fourth country to guarantee reciprocal copyright protection to works of foreigners as for works of their own nationals.

News Review

• Continued from page 46

(Cindy) Martin, pleasant but lacking in showmanship; the Jaye Sisters, three pretty gals with routine thrashing talents; and a new comedy team, Haller and Hayden. The boys do a Martin and Lewis-type act, and the little one—Benny Hayden — might make it with better material.

Marshall has been plugging the show extensively on his daily WMGM show (he also plugs the artists' respective label on stage), and the Palace is going all-out on promotion, including a give-away stunt, whereby the first 300 patrons are gifted with free records every day.

If the show itself reflected this solid showmanship and promotional know-how the bill would be big box office.

June Bundy.

Which Committee Is the Boss?

• Continued from page 45

group, or insist that it is an anti-trust matter. (The Billboard, January 1, January 19 and April 6.)

A rough jurisdictional battle could shape up between the House Small Business and Judiciary Committee groups, over the ASCAP distribution matter. Rep. Wright Patman (D., Texas), chairman of the full House Select Small Business Committee, is believed to feel strongly that his Subcommittee Chairman has the right to follow thru in this matter, and could question the basis for a Celler claim to the contrary.

Patman has been heard to point out that if the Small Business could not come to the aid of the small businessmen because the industry area had been investigated by other Hill committees, the Small Business Committee's usefulness would be at an end. On the

other hand, Hill legalists point out that a Select Committee might run into rough going in a jurisdictional dispute with a Standing Committee like Celler's Judiciary Subcommittee.

In other areas or music probing, Justice Department would neither confirm nor deny rumors that it, too, is looking into ASCAP distribution.

On the Senate side, Senator Pastore's (D., R. I.) Communications Subcommittee would make no statement as to whether they would or would not hold hearings on most recent ASCAP songwriter claims against BMI. It is not known whether evidence so far presented to special counsel Kenneth Cox, soon to return to private practice, and Nicholas Zapple, general counsel for the Committee, warrants hearings.

New! POP and R&B Material!

BIG MAYBELLE
"I DON'T WANT TO CRY"
Savoy 1512
b/w
"ALL OF ME"
•
Happy's Calypso Hit in
"PRETTY GIRL"
Savoy 1511
(Yea—Yea—Yea)
NAPPY BROWN
•
Still Riding High
"BAD BOY"
Savoy 1508
THE JIVE BOMBERS

SAVOY RECORD CO.
38 MARKET ST.
NEWARK, N. J.

HEADING TO THE TOP!
Chess #1653
'SCHOOL DAY'
(Ring! Ring! Goes the Bell)
CHUCK BERRY

SORRY
Listed incorrectly in the April 6 issue as "School Days."

Chess Record Company
4750 S. Cottage Grove Ave.
Chicago 15, Illinois
All Phones: KEnwood 8-4342

The Oldest ONE-STOP Record Service

All Labels
All Speeds

45 RPM 55c
78 RPM 60c
EP's 80c
LP's. (\$2.47) (\$3.09) (\$3.69)
NO EXTRA CHARGES

FREE TITLE STRIP SERVICE
No Order Too Large!
Save Time! Save Money!
STORE BUSINESS WELCOME
No C.O.D. Send check with order, including postage.

The Musical Sales Co.
SEEBURG DISTRIBUTORS
140 West Mount Royal Ave.
Baltimore 1, Md.
Vernon 7-5755



A HIT IS A HIT IS A HIT!

In the music industry, everyone loves a hit. It pleases the artist, the publisher, the record manufacturer, the distributor, the disk jockey, the record dealer and the juke box operator. Everyone profits by it . . . even John Q. Public.

AND NOW, THE BILLBOARD

brings you its own big hit . . . sure to please everyone with a stake in the giant music-record business.

BEGINNING WITH ITS ISSUE OF APRIL 29, THE BILLBOARD WILL BE
DATED MONDAY
DELIVERED MONDAY
IN THE NATION'S TOP MARKETS

WHAT DOES THIS MEAN TO YOU?

It means you'll get the vital news coverage of the music industry on Monday each week. It also means advertisers will be able to bring their important messages to your attention right at the beginning of the week so you can start your planning on Monday!

Week in and week out, The Billboard reports on the expanding music industry scene

- . . . with more music industry news
- . . . with more record reviews on new releases
- . . . with more advertising messages designed to help more readers
- . . . with more information that helps everyone in the industry



All designed to help everyone to get more business faster!!

AND NOW, ALL OF THIS WILL BE COMING TO YOU FASTER THAN EVER!!

We feel that this faster service will be a hit with you . . . and that you'll be sure to profit by it.

THE BILLBOARD • THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

Reviews of New Pop Records

Continued from page 78

SARAH VAUGHAN
 Poor Butterfly 84
 MERCURY 71085—A top thrashing job by the gal in slow, slow tempo on this old favorite. Could bring the song back and certainly should produce some loot for the disk. Watch this one. (Harms, ASCAP)

April Give Me One More Day.... 74
 A pretty love song sung in Miss Vaughan's best vibrato tones. This has good potential but the flip has

THE PICK UP
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even more. Solid coupling. (James, ASCAP)

THE LENNON SISTERS
 Young and in Love 81
 BRUNSWICK 55000—The youngsters from the Welk organization do their first date away from the maestro and a pleasant bit of harmony it is. Tune is keyed to teen-age audience and this, plus extensive TV following, should win spins. (Aberbach, BMI)

Teen-Age Waltz.... 74
 This is melodic and nicely arranged with a chorus backing the young ladies. Some action here, too, the flip may have more to offer. (Champagne, ASCAP)

SAM BUTERA
 Equator 80
 PREP 102—A hot instrumental with a vocal. Song is unusual, and the rendition is a rocker and full of mood. Worth plenty of exposure. (Sherman, BMI)

I Kiss Your Hand, Madame.... 77
 A rocking instrumental of the standard, featuring Butera on tenor sax. Good deejay side for pop or r.&b. (Harms, ASCAP)

THE THREE SUNS
 Wallin' Guitar 78
 VICTOR 6881—A swiny, infectious instrumental wrap-up of an impulsive Lincoln Chase rhythm theme with a powerful rock and roll beat. (Corona, BMI)

The Lovers.... 77
 Here's an interesting entry for jockey shows. The engaging instrumental is punctuated with clever one-word exchanges between the gal and her fellow, a la teen-age Noel Coward. (Sherman, BMI)

RUSSELL ARMS
 Evangeline 78
 ERA 1033—Simple, melodius and most effective material here, warmly and gently sung by Arms, for his first outing since "Cinco Robles." This one has a good chance, and certainly jocks will like it. (Thunderbird, ASCAP)

Share My Love.... 71
 This one's a beguine, with different orking from flip—big ork with strings and winds, yet tastefully subdued. Another good selling job by Arms. (Meadowlark, ASCAP)

DICK LEE
 Pebble on the Beach 77
 VIK 0269—Sid Caesar's vocal protege injects plenty of vitality and drive into an interesting theme with good lyrics. (Tray, ASCAP)

A Face in the Crowd.... 75
 This side packs a double promotional punch. The haunting theme is from Kazan's new movie of the same title, while Lee, who warbles with warmth and sincerity, is sure to garner TV exposure via his appearances on the Sid Caesar show. (Remick, ASCAP)

KEELEY SMITH
 Young and in Love 77
 CAPITOL 3698—The pretty country-flavored song, done with a tender, romantic quality, with Keeley Smith again getting a fortunate arrangement. (Hill & Range, BMI)

You Better Go Now.... 74
 The Billie Holiday oldie, chanted with heart by Keeley Smith. Arrangement is a honey, showcasing the chantress and contributing a really bright sound. (Chappell, BMI)

SOMETHIN' SMITH AND THE REDHEADS
 Ma! (She's Making Eyes at Me) 77
 EPIC 9208—A happy, breezily paced version of the lively oldie with Smith exuding his usual ingratiating showmanship. (Mills, ASCAP)

The Mambo, Tango, Samba, Calypso, Rhumba Blues.... 72
 The Steve Allen-Don George rhythm novelty has a provocative title and clever lyrics, but Smith sells better on the flip, which is styled in his usual groove of bouncy nostalgia. (Carole, ASCAP)

JERRY VALE
 Don't You Know Me Anymore?..... 76
 COLUMBIA 40880—Strangely enough this resembles Vale's hit, "You Don't Know Me," in sound as well as title. An agreeable reading that should be welcome to jocks. (Tree, BMI)

For You, My Love.... 76
 Vale Lets out all the way here on a big production. Ballad is pretty and has a slightly show tune sound. Either side could catch on. Solid betting. (Grand, ASCAP)

DORIAN BURTON
 One Little Kiss 76
 DECCA 30283—A rhythm side, with Burton's vocal backed by a chorus contributing gimmicked voicings. All in all, plenty of rhythm and sound here, with a Latin beat and a tenor sax providing solid instrumental flash. (Adonis, BMI)

I Want You.... 74
 A rock and roller. Burton's sharp vocal is backed by staccato rhythm figures—which give a slightly gimmicked and effective sound. (Acorn, BMI)

GUY LOMBARDO ORK
 Our Little Ranch House 75
 CAPITOL 3682 — A remake of a Carmen Lombardo tune that was plugged heavily a few years back. Vocal by Kenny Gardner and Trio. Lombardo fans will flip over this typical dancy hunk of hominy. Good sound. (Lombardo, ASCAP)

Want What Ya Got.... 75
 A bright, breezy, old-fashioned Pat Ballard tune here with a good hunk of folksy philosophy. Naturally, it's easy to dance to, and there's good meat for jocks. (E. H. Morris, ASCAP)

BOB ROUBIAN
 Rocket to the Moon 74
 PREP 101—Novelty blues. Lyric is smart, and backing has rocking Deep South flavor. Roubian shouts, backed by a chorus. A satisfying blues. (Central Songs, BMI)

It's Only a Paper Moon.... 72
 The great standard in unusual dress. There's a gravel-voiced shouting vocal, with a hard, Southern-type guitar. Makes a decidedly different treatment. For jocks. (Harms, ASCAP)

FOUR HAPPY FELLOWS
 It's Illegal, It's Immoral 74
 TABB 1011—Calypso chanted by the group has some bright novelty lines. In the groove of the current "fad." (Barton, ASCAP)

Hit de Long Ball.... 70
 This side is another calypso, with a lyric based on the game of baseball. Has a slow swiny rhythm. (Barton, ASCAP)

THE JONES BOYS
 The Little Hut 74
 LIBERTY 55062 — Bouncy shuffle tune, the title song from a forthcoming flicker, is well phrased and delivered. The gents strike attractive harmonies. (Feltz, ASCAP)

Cherry Red.... 68
 Pleasant presentation by the boys of a just so-so song, not to be confused with the old blues of the same title. (E. H. Morris, ASCAP)

MAMIE VAN DOREN
 Salamander 73
 PREP 100 — A rock and roller. glamor gal Mamie Van Doren is a better, with a chorus behind and a hard guitar and piano giving a good low-down sound. (Witmark & Sons, ASCAP)

Go, Go Calypso.... 73
 A smart novelty calypso. Lyric to this one is a real cutie, and the chantress gets the most out of every syllable. (Witmark & Sons, ASCAP)

BONNIE LOU
 Kit 'n' Kaboodle 73
 KING 5033—This one swings in a bright country style, but the sharp, multi-track reading has strong pop appeal. Good juke wax and one of the gal's better efforts. (Men-Lo, BMI)

Takes Two.... 72
 Slightly slower paced, this offers some obvious truths about romance, activity, and should rate close to the flip. (Mar-Kay, BMI)

LES BAXTER ORK
 Designing Woman 73
 CAPITOL 3704—Of two sides, this is most typical Baxter—a film theme with voices, big ork and some interesting effects. Figures to get good play, but sales are less certain. (Robbins, ASCAP)

Blue Echo.... 70
 A happy little schottische with toy piano echoing guitar. There's also an accordion for additional Alpine flavor. May get some jock spins from those who will consider it a potential "Third Man Theme." (Athens, BMI)

CARROLL BENNETT
 Haunted Lover 72
 CAPITOL 3693—Cute novelty with a beat, all done up with sound effects. Good chirpin'. (World, ASCAP)

Let the Chips Fall.... 69
 Cha-cha-cha styling on this side comes off second to the flip. (Bregman, Vocco & Conn, ASCAP)

THE JORDANAIREs
 Ridin' for a Fall 72
 CAPITOL 3684 — A slow, surging blues tune, similar in mood to such as "I Almost Lost My Mind." A solid enough performance and a con-

tagious pulse that could get this off the ground. (Fairway, BMI)

Walk Away.... 68
 A rock and roll group effort based on the blues. Treatment packs more wallop than the material, but it's not enough. (Beechwood, BMI)

JUDY KAY
 New Sally Goodie 71
 CORAL 61807 — Folkish material dolled up in modern attire and given a hand-clappin' and rockabilly treatment. (American, BMI)

Lo Siento Mucho.... 68
 This tune, adapted from the old Spanish folk song, "Carmen Carmella," gets a smooth delivery in its latest English translation. (Cavey, ASCAP)

GEORGE CATES ORK
 Boy on a Dolphin 71
 CORAL 61810—Another movie title tune coming after several versions, including one by Julie London who does the song in the picture. It may be a little late to cop honors. (Robbins, ASCAP)

Your Kix.... 66
 Ork does a nice job on a very danceable ballad. (Famous, ASCAP)

TRUDY RICHARDS
 Hanging Around 71
 CAPITOL 3694—Cute hunk of blues-based material with unusual tag line for the title. A slick pop job by the hip thrush—perhaps too much so. (Ross-Jungnickel, ASCAP)

Wishbone.... 61
 Miss Richards is definitely over-hip in this rather hokey rockabilly try. She has done better. (Sheldon, BMI)

ANTHONY PERKINS
 Fool in Love 70
 EPIC 9201—A tender ballad. Flick star Perkins sings it adequately, with lush background. (Wemar, BMI)

Melody for Lovers 70
 Already cut by Dave Hill on Aladdin, Perkins chants this ballad in neat fashion. Tempo is slow and swiny. (Shalimar, BMI)

BUNNY PAUL
 Buzz Me 70
 BRUNSWICK 55003 — Miss Paul bows on the revived label with an upbeat blues. Side has a good swingin' beat and the gal does right well with the reading. May get some air spins. (Cherio, BMI)

Poor Joe.... 59
 A calypso job that's thin indeed. Tune is a watered-down state-side version of the form and Miss Paul doesn't sound at home with it. (Cherio, BMI)

DANNY WELTON
 Calypso Melody 69
 DOT 15559—Instrumental cover of David Rose' disk features interesting byplay between harmonica and guitar. Very suitable for juke programming, tho it's very late gettin' started. (Cromwell, ASCAP)

Blue Echo.... 66
 More of the same attractive instrumentation on a perky arrangement that would also do well in the boxes. (Athens, BMI)

RALPH CURTIS
 You Must Have Faith 69
 RKO UNIQUE 374—Curtis shows a warm tenor voice on this sincere-sounding, well-produced romantic song. There have been plenty of similar songs, but this is as good as most. Demand, however, is not sure. (Lamas, ASCAP)

I Wanna Be Loved By You.... 55
 An energetic performance of some light-weight up-tempo material. Disk appeal of this one is slight. (Herbert, ASCAP)

LENY EVERSON
 I Can't Give You Anything But Love... 68
 CORAL 61808—An up-tempo version of the standard is really belted out by Miss Everson. However, nothing is offered to match several former and more imaginative renditions of the oldie. (Mills, ASCAP)

Stay in My Arms.... 68
 Pretty ballad nicely treated by the singer. (Rio, BMI)

JIMMY WAKELY
 Blue Nosed Mule 68
 DECCA 30270—A tale of the guy who lives the simple life and likes it. Jud Conlon ork and chorus backs up a relaxed and pleasing Wackey effort. (Riverside, ASCAP)

The Hand That Swept the Stars.... 65
 Here's an appealing Western melody which expresses a sweeping philosophy about the "maker of the universe," chorus and full ork back Wakely in another nice performance. (Amber, ASCAP)

BOB EBERLE AND PAUL WHITEMAN ORK
 Do I Love You 68
 (Because You're Beautiful) 68
 GRAND AWARD 1013—The veteran band singer does a nice job on the lovely ballad from Rodgers and Hammerstein's "Cinderella," but other versions of tune are stronger and have been out longer. However, jocks will probably give platter spins for nostalgia value. (Whitman, ASCAP)

Mother Dear.... 64
 A routine reading of a pretty, sentimental ballad. Flip has more spin potential. (Pub. Record Songs, Inc., ASCAP)

BUDDY WHISTLER
 'Til Me Hat Floats 67
 LIBERTY 55057—A pleasant reading of an amusing calypso. However, platter isn't unusual enough to make much impact on a market which is already over-loaded with calypso wax. (Larabee, BMI)

If a Dream (Could Make You Mine).... 62
 Competent vocal rendition of a pretty ballad. (Sequence, ASCAP)

TED MORELL AND HARMONICA ROGUES
 Peter Platypus..... 64
 MICHELLE 365 — There's some
 (Continued on page 83)

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Reviews of New Pop Records

Continued from page 82

appeal in this novelty, particularly where a charming childrens chorus comes in. But in plain packaging this may miss its mark. Harmonica fans will like the group. (Eldee, BMI) Mission of the Moon...56

EARL GRANT Through the Eyes of a Girl and Boy...65 DECCA 30244—Tune has an okay melody but fails to pick up steam. Little excitement here. (Criterion, ASCAP) Thanks for You...60

BEVERLEE DENNIS Rock-A-Bye and Roll...60 PLAZA 5006—Nitty canary sells too hard on a rock and roll ditty, augmented by a cute kid chorus. (Michele, ASCAP) Keep Talkin'...55

COLBY-WOLF COMBO Rock-A-Billy Gal...58 FLIP 1001 — The composers have their own group run thru an instrumental version of a bluesy rocker. No particular originality here. (Criterion, ASCAP)

JONATHAN CRAIG Rock-A-Bill Gal...50 Same thing with a so-so vocal. Less chance for this one.

Jerry Blaine says "IT'S A HIT" THE BOY WITH THE GOLDEN KAZOO Vocal Version—KIRK STEWART Instrumental Version—DAVE TERRY and his Orchestra Jubilee 5271 Jubilee Records 1650 Broadway New York

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Other Records Released This Week

Allika; Sunshine, The Beach Boy—Andy Cummings, Decca 32075 Angelita; Seven Days in Barcelona—Law Quadling Ork, Coral 61813 Ask (Believing That You Will Receive); I'll Be Your Bride Again—Lois Peters, Decca 30269 Back in Your Own Backyard; You Made Me Love You—Gerry Sans, Juke Box 106 Cumana; Theme From Pagliacci — Tommy Gumina, Decca 30265 Don't Drop It; Love Palms—Tommy Sands, RCA Victor 6868

Country & Western

The Breath of Life to Me; No More—Buddy Shaw, Starday 618 I Can't Leave; I Love You Still—Don Gibson, RCA Victor 6860 Presley on Her Mind; Pledge of Love—Don Hart, Reserve 118 That's the Story of My Life; Look What You've Done—Benny Martin, RCA Victor 6855

Polka

Lindy Polka; Baby—Oberek—Ray Henry Ork, Dana 3245 Why Don't You Like Me?—Polka; Hey Joe—Polka—Eddie Zima Ork, Dana 3253

Folk

The Lark; Hejre Kati — The Original Budapest Gypsy Orchestra, Decca 30259

Sacred

I Recommend; One by One—Marshal Pack, Joy 100

Reviews of New Pop Albums

Continued from page 59

previously as singles during the last 10 years, Hadda Brooks' vocal work is still refreshingly welcome. The hushed tones are all pear-shaped, while the music is quiet and strangely winsome. At the suggested list price of \$1.98, the package is a buy and is deserved of being stocked by dealers. "There is No Greater Love," a big hit years ago, is an excellent demo track.

ALOHA The King Sisters With Music by Alvino Rey (1-12") Capitol T 805

The King Sisters attempt a disk comeback, but whether the revival can come about hereby is questionable. True, the gals are still technically proficient stylists and manage to turn out a smooth blend. However, today's market is not especially Hawaiian slanted, particularly with a group that's not at all identified with the islands.

EVE Eve Boswell (1-12") Capitol T 10077

Miss Boswell is a most British attractive dish and she has the knack of singing songs in not only English, but Spanish, Hungarian, Portuguese, Italian, French, German and Afrikaans as well. All this she does in this new "Capitol of the World" package. There is a load of pop vocal competition from name artists on the market right now and dealers should be guided accordingly.

INTRODUCING LENY EVERSON...66 (1-12") Coral 57120

Miss Everson, a 300-pound platinum blonde from Brazil, bows on the American disk scene with this mixture of pop tempos. Gal packs a powerful set of pipes and a good bit of versatility with such offerings as "Summertime" and "Stay in My Arms," as ballad entires, and "I Can't Give You Anything But Love," on the fast-moving side. Stateside activity was started via a shot on the Ed Sullivan TV-er, but whether or not that's enough to inspire big disk activity is a question. Jock work can inspire some sales but the vocal market is mighty crowded.

Reviews of New Classical Albums

Continued from page 60

Philharmonia Orchestra; Herbert Von Karajan, Cond. Angel 35299...76 This is good Von Karajan. His reading of the Schubert has a certain amount of drama without being hysterical. And the Philharmonia Orchestra, as usual, comes across with a superb sound. It is interesting to compare this superior recording with a rather graceless interpretation by this conductor with the Vienna Philharmonic. The competition, on both the Schubert and Brahms' "Haydn Variations," is, of course, formidable. The Schubert is available in many versions, several of them excellent. Competition from Toscanini's "Haydn Variations" is substantial.

STRAUSS: DEATH AND TRASFIGURATION; TCHAIKOVSKY: ROMEO AND JULIET (1-12") — Philharmonia Orchestra; Alceo Gallera, Cond. Angel 35410...72

Two highly popular and much-recorded orchestral standards. Usually Strauss is paired with more of the same, but the Tchaikovsky coupling makes for a very interesting disk—particularly among hi-fi buffs. The coloring of the Strauss is somber, while the Tchaikovsky has contrasting lightness and brilliance. Both, of course, are dynamic and run the fortissimo-pianissimo gamut to display wide-range equipment most effectively. Heavy competition for both.

VERDI—MACKERRAS: THE LADY AND THE FOOL (1-12")—The Philharmonia Orchestra; Charles Mackerras, Cond. RCA Victor LM 2039...70

Interesting cutting of ballet from rep of the Sadlers Wells troupe, with score derived from lesser-known operas ("Alzira," "Jerusalem," "I vespri Siciliani," "I Lombardi," etc.), arranged by Mackerras. Excellent engineering and performance gives it plus listening content. But it may be stocked with caution as a library item for dedicated balletomanes.

CHOPIN: ETUDES, OP. 10: ALLEGRO DE CONCERT, OP. 46 (1-12")—Claudio Arrau, Piano, Angel 35413...69

This disk has special interest because it is the first recording of Chopin's Allegro de Concert, Opus 45 A Major—the composer's sketch for a projected 3d Concerto. But most of the record is given over to a clean but matter-of-fact reading of 12 demanding Etudes (Opus 10). For Arrau at his best, demonstrate the No. 7 (side 1, band 7). The pianist has stiff competition on the Etudes from Novacs on Vox and Sienzynska on Decca.

Country & Western

BIMBO Jim Reeves (1-12") RCA Victor LPM 1410

Reeves, whose latest single currently is stirring action, has cut a package of tunes with which he scored smash hits in the last several years. "Bimbo," "Mexican Joe," "Drinking Tequila" (going back to his days on Fabor Robinson's Abbott label), and many others are here. The recordings will undoubtedly get heavy play among deejays. Package will sell well in its field, and dealers may safely order in good quantity.

HANK WILLIAMS Hank Williams (3-12") M-G-M 3E2

This is the definitive Hank Williams package, containing 36 performances on three 12-inch disks. Lovers of the country field will find this a fascinating set, for it includes virtually all

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of the great sides Hank cut between 1947 and 1953—country blues like "My Bucket's Got a Hole in It," great novelties, as "Kaw-Liga," and those sensational weepers, as "Cold, Cold Heart." The disks are in a special package, containing biographical material and cuts covering phases of the artist's career. A standout package for collectors and station libraries.

Spoken Word

A TREASURY OF RIBALDRY...70 Readings by Marilyn Green (1-12") Riverside 7001

Unless you're a dealer in a college town, this is one to go slow on. Material, culled from an anthology of bawdy humor by Louis Untermeyer, is read with unctious by a master of diction. Most of it is reminiscent of a college course which used to be affectionately called "smut English" in the dim past. Appeal is gaited to young oversophisticates and late parties, when Barleycorn has lowered inhibitions against bedroom humor. Don't demonstrate it for your spinster aunt.

Latin American

CHA-CHA-CHA-IF YOU PLEASE...78 Manny Lopez Ork (1-12") RCA Victor LM 1409

In his first RCA Victor LP, Lopez offers an interesting, smoothly understated brand of cha-cha-cha, featuring lush violins and flute over a strong, insistent beat. The tempo is there for terping, but the over-all tone is subtle enough to serve as mood music for pop jocks. Latter should particularly go for cha-cha versions of "My Prayer" and "Canadian Sunset." Dealers may find album moves faster in the pop market, in view of North American slant on some bands.

Folk

THE TARRIERS...86 (1-12") Glory PG 1200

The Tarriers' first LP is as tasteful and folksy as their best selling single, "The Banana Boat Song." Keyed to the current folk trend in pop music, the LP features gentle, personable warbling by the group on a variety of folk songs—Irish, French, Haitian, etc.—including "Chaucoun" (also released as a single), "I Know Where I'm Going" and "The Banana Boat Song." Excellent off-beat jockey programming.

THE WORLD OF WILL HOLT...76 (1-12") Coral CRL 57114

Holt blends the old and the new in this package and the results are distinctly unusual—a sort of hip folk package with satirical overtones and standout improvised backing by a group of top West Coast jazz musicians. Holt, who penned most of the tunes (based on traditional folk songs), brings an appealing, breezy approach to his delivery of "Clementine," "Daddy Roll 'Em," and others. Interesting off-beat wax for pop jocks.

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This Week's C&W Best Buys

GONNA FIND ME A BLUEBIRD (Acuff-Rose, BMI) — Marvin Rainwater—M-G-M 12412—After a slow but steady climb, this country ballad is strong enough to be considered a best buy. Philadelphia, Chicago, St. Louis, Atlanta, Richmond and Milwaukee report that sales for the record are very high. Baltimore, Buffalo and Cleveland all report good sales, and it's high on the territorial charts in Dallas and Houston. Flip side is "So You Think You Got Troubles" (Montauk, BMI).

Review Spotlight on . . .

C&W RECORDS

FARON YOUNG

He Was There (Alamo, ASCAP)
The Shrine of St. Cecilia (Braun, SESAC)—Capitol 3696—A strong country artist, Young makes a hefty two-sided bid to break the pop market as well. Both sides are "big sound" ballads with full ork and choral accompaniments. Flip may get more immediate attention because of its standard value but both are strong and should be watched. Great sides for jukes and jockeys as well as the dealers.

KITTY WELLS

Three Ways (To Love You) (Springfield, BMI)
A Change of Heart (Acuff-Rose, BMI)—Decca 30288—The most consistent country chick of them all has another bright, highly lyrical two-sider that seems destined for quit chart action. Both sides have the usual powerful Wells reading of a country story and a choice is difficult. Watch them both. Dynamite here.

Reviews of New C&W Records

BILLY MIZE

It Could Happen . . . 83
 DECCA 30271—An effective side that could mean something. Mize gets his point over with masterful understatement against a slow, but firm beat supplied, in the Sun Records manner, with low-pitched guitar notes. (Copar, BMI)
Solid Sender . . . 78
 Another great performance, this time at a bright tempo, and again, with a good beat. Message is on the sarcastic side, but intriguing. (Old Charter, BMI)

JIMMY AND JOHNNY

Here Comes My Baby . . . 82
 DECCA 30278—The listening is just as easy on this side which is accompanied by some real honky tonk piano. (Cedarwood, BMI)
Don't Give Me That Look . . . 81
 The pair sings this country waltz attractively and with feeling. (Copar, BMI)

LEROY VANDYKE

Honky Tonk Song . . . 78
 DOT 15561—An exuberant reading of the raucous rockabilly tune with a honky tonk beat and clever lyrics. This one should attract attention, altho Webb Pierce's is a hit already. (Tree, BMI)
The Pocket Book Song . . . 78
 Vandyke sells well on an amusing piece of special material—talking his way thru clever country-styled lyrics, re the contents of his gal's hand bag. Apt programming for jocks. (Gallatin, BMI)

BOBBY BARE

Life of a Fool . . . 78
 CAPITOL 3686—As a warbler and as a crier, Bare appears to be quite a talent. Hard as it is to get a new name off the ground, this traditional-style weeper could score. (Opal, BMI)
Darling Don't . . . 74
 Another good one. This time, he's pleading directly to the chick, and there are some fine original lines, beautifully expressed. (Opal, BMI)

WANDA JACKSON

Let Me Explain . . . 76
 CAPITOL 3683—Gal has an effectively woeeful approach to the country ballad. Tune has a slow rock and roll beat. Nice thrashing job which should get plays. (Rush, BMI)
Don't Wanna . . . 68
 Here's a strange mixture of calypso and country idioms with a South-of-the-Border influence. Tune has a cute novelty feeling, but flip should be the action side. (Acuff-Rose, BMI)

ROSE MADDOX

Take a Gamble on Me . . . 75
 COLUMBIA 40873 — Rose Maddox belts this one. It represents a departure in that the arrangement is heavily

in the pop-rock and roll category. There's a chorus to give it a big sound. (Daywin, BMI)
1-2-3-4 Anyplace Road (Somewhere, U.S.A.) . . . 74
 A pretty waltz, with a touch of folk quality. Rose Maddox' vocal is showcased by a lilting arrangement and chorus. (E. H. Morris, ASCAP)

JIMMIE SKINNER

Born to Be Wild . . . 75
 MERCURY 71090—Good title and effective reading by Skinner makes this up-tempo weeper a solid entry for jocks and jukes. (Starrite, BMI)
No Fault of Mine . . . 73
 Plaintive warbling on an appealing ballad, but flip is stronger. (Starrite, BMI)

CARL BUTLER

Your Cold Heart Told Me No . . . 75
 COLUMBIA 40874—A strong weeper. Butler chants it in the traditional style. He's a good cat, with sincerity and style. (Cedarwood, BMI)
I Know What It Means to Be Lonesome . . . 72
 The nostalgia-flavored song makes a listenable rhythm side. (Feist, ASCAP)

PEGGY UPTON AND DANNY BUCK

What'cha Gonna Do Tonight . . . 75
 STARDAY 288—Sprightly duet of a novelty that could cause some commotion. (Starrite, BMI)
Our Love Is Not the Same . . . 70
 A ballad nicely done, but less interesting than the flip. (Starrite, BMI)

JAYCEE HILL

Watch Your Step . . . 74
 EPIC 9210—Hill's Presley-styled vocal is highlighted by some great honky-tonk piano on this rockabilly rhythm ditty. With the right kind of jockey action this could catch on. (Republic, BMI)
That's What You Do to Me . . . 72
 Tender warbling stint on a moving ballad with a pleasant folk flavor. (Rush, BMI)

BILL CLIFTON

DIXIE MOUNTAIN BOYS
Take Back the Heart . . . 71
 STARDAY 290—A lively hoe-down type that features some fancy banjo and guitar pluckin'. (Starrite, BMI)
Flowers From the Hillside . . . 71
 The boys do an equally fine job backed by more of the same fine banjo and guitar. (Starrite, BMI)

JOE MAPHIS

Town Hall Shuffle . . . 71
 COLUMBIA 40882 — Lively instrumental waxing of a bouncy tune with an infectious beat. (Vidor, BMI)
Sweet Fern . . . 70
 Pretty pastoral theme is wrapped up in a standout instrumental by Maphis and his excellent string band. (Peer Intl., BMI)

CARL STORY

Mocking Banjo . . . 71
 MERCURY 71088 — Some mighty flashy banjo pickin' in a rapid-fire tempo. Great country jock programming and it could be a good juke coin puller. (Starrite, BMI)
Light at the River . . . 68
 A fervent sacred reading with banjos prominent. Choral group shouts out the back-country religious philosophy. Flip side is stronger programming. (Starrite, BMI)

RONNIE SELF

Big Fool . . . 70
 COLUMBIA 40875—Self gives this blues a good rockabilly reading. Solid performance and arrangement to

C&W Territorial Best Sellers

For survey week ending April 3

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Gone, F. Husky, Cap.
2. Honky Tonk Song, W. Pierce, Dec.
3. Walkin' After Midnight, P. Cline, Dec.
4. One Step at a Time, B. Lee, Dec.
5. Young Love, S. James, Cap.

Charlotte

1. Gone, F. Husky, Cap.
2. There You Go, J. Cash, Sun
3. Young Love, S. James, Cap.
4. I'm Tired, W. Pierce, Dec.
5. Train of Love, J. Cash, Sun

Dallas-Fort Worth

1. Gone, F. Husky, Cap.
2. Fraulein B. Helms, Dec.
3. Young Love, S. James, Cap.
4. There You Go, J. Cash, Sun
5. Some Day, W. Pierce, Dec.
6. Don't Stop the Music, G. Jones, Styd.
7. Gonna Find Me a Bluebird M. Rainwater, M-G-M
8. I'm Coming Home, J. Horton, Col.
9. Honky Tonk Song, W. Pierce, Dec.
10. Gone, F. Husky, Cap.

Houston

1. Gonna Find Me a Bluebird M. Rainwater, M-G-M
2. Don't Stop the Music, G. Jones, Styd.
3. Fraulein, B. Helms, Dec.
4. Young Love, S. James, Cap.
5. Oh, So Many Years K. Wells & W. Pierce, Dec.
6. Honky Tonk Song, W. Pierce, Dec.
7. Train of Love, J. Cash, Sun
8. Gone, F. Husky, Cap.
9. Poor Man's Roses, P. Cline, Dec.
10. There You Go, J. Cash, Sun

Memphis

1. Your True Love, C. Perkins, Sun
2. Am I Losing You? J. Reeves, Vic.
3. Gone, F. Husky, Cap.
4. All Shook Up, E. Presley, Vic.
5. Honky Tonk Song, W. Pierce, Dec.
6. White Sport Coat, M. Robbins, Col.

Nashville

1. Honky Tonk Song, W. Pierce, Dec.
2. Gone, F. Husky, Cap.
3. All Shook Up, E. Presley, Vic.
4. I'm a Big Boy Now, J. Tubbs, Dec.
5. White Sport Coat, M. Robbins, Col.
6. Don't Stop the Music, G. Jones, Styd.
7. Walkin' After Midnight, P. Cline, Dec.
8. Am I Losing You? J. Reeves, Vic.
9. Oh, So Many Years K. Wells & W. Pierce, Dec.
10. I'm Settin' You Free Wilburn Brothers, Dec.

Richmond, Va.

1. Too Much, E. Presley, Vic.
2. Young Love, S. James, Cap.
3. Gone, F. Husky, Cap.
4. Don't Laugh, Louvin Brothers, Cap.
5. Fraulein, B. Helms, Dec.

St. Louis

1. Gone, F. Husky, Cap.
2. Matchbox, C. Perkins, Sun
3. Honky Tonk Song, W. Pierce, Dec.
4. There You Go, J. Cash, Sun
5. All Shook Up, E. Presley, Vic.

match, the material is only so-so. (Cedarwood, BMI)

Flame of Love . . . 67
 A country tune with a pop treatment by Self. Good rhythmic toe-tapper and might make it in some box locations. (Golden West, BMI)

JIMMY BOYD

I Wanna Go Steady . . . 69
 COLUMBIA 40881—This disk might go in both markets in view of Boyd's pop following, but the treatment is strictly c.&w. The teen-ager warbles plaintively on a routine country rhythm-ballad. (Gold-Ridge, BMI)
Gonna Take My Baby on a Hayride . . . 67
 Same comment. (Gold-Ridge, BMI)

BILL BOYD AND HIS COWBOY RAMBLERS

Big D . . . 65
 STARDAY 289—Instrumental tribute to the Lone Star State is not the number from Broadway's "Most Happy Fella." This one's straight from Texas and interest will probably be confined to the local area. (Starrite, BMI)
Texas Star . . . 65
 Similar instrumental. (Starrite, BMI)

KEN McDONALD

What Have I Got to Lose (But the Blues) . . . 64
 DE LUXE 6121 — An echo-backed Presleyesque version of the blues by McDonald. Singer makes the heartache sound authentic. Chances seem limited, however. (Men-Lo, BMI)
Candy From a Baby . . . 60
 Considerably less listening value on this side. Superior material on flip

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Grand Ole Opry's" Ray Price and Marty Robbins breezed into Cincinnati Monday afternoon (8) accompanied by Columbia's Records' exploiter of c.&w. talent, Bob Burrell, for a visit with local deejays and stops at the major record outlets to plug their newest Columbia releases. Maurie Rose, Columbia chief in Cincy, met the trio at the airport with a motor cavalcade. Monday night, Price and Robbins were honored guests at a cocktail session and buffet tossed by Rose at the Sheraton-Gibson Hotel, with the local deejay and music fraternity invited. Price, Robbins and Burrell filled a similar mission in Louisville Sunday (7) and Tuesday noon (9) departed for Indianapolis.

Porter Wagoner, Marty Robbins and Autry Inman tee off on a tour of the Southwest at Clovis, N. M., April 14. Bookings follow in Albuquerque, N. M.; Lubbock, Amarillo, San Antonio, Corpus Christi, Beaumont, El Paso, in Texas; Phoenix and Tucson, Ariz.; Roswell, N. M.; Wichita, Kan., and Denver. . . . Sherry Lee Myers, 16-year-old c.&w. singer, heard each Saturday morning, 10:30-11, over WMRO, Aurora, Ill., has just had her first release on the Marvel label. For the last 18 months Sherry has been leading a male group known as the Country Music Boys, comprising Toot Booth, guitar; Ira Pierce, steel guitar; Wayne Hopkins, rhythm guitar, and Shorty Ashford, fiddle.

Gabe Tucker, erstwhile personal manager for Ernest Tubb, is now serving in a similar capacity for Hank Locklin, currently in Europe with RCA Victor's Concert in Country Music unit. Gabe is presently occupied with getting Hank's new record, "Going Home All By Myself," out to the deejays. If he's missed you, a note to Gabe at 5718 Kenilwood, Houston, will fetch you a copy. . . . Chester Atkins was in Nashville recently to record Don Windle and Jean Chapel for RCA Victor. Early last week, Chet hopped to New York to cut a session himself for RCA Victor. His newest waxing, "Blue Echos," which he penned himself, has been recorded by Les Baxter for Dot Records.

Don Reno and Red Smiley will inaugurate a weekly Saturday night country music show at American Legion Auditorium, Roanoke, Va., April 13. Regulars on the show, with Reno and Smiley and their Tennessee Cut-Ups, will be the Webster Brothers, of Knoxville, and Clyde Moody. A guestar will be brought in each week. Carlton Haney is show manager. Reno and Smiley, now doing five and a half hours of TV weekly over WDBJ-TV, Roanoke, will handle a "Grand Ole Opry" package skedded to play

makes it more playable side. (Men-Lo, BMI)

JEWEL AND CURLEY MYERS

Crazy Love and Foolish Love . . . 63
 RODEO 119—A weeper, adequately done. Song and the performance are in the traditional style. (Flex, BMI)
Since We Parted . . . 63
 Another in the same groove, both as to song and performance. (Flex, BMI)

BOB STRONG

I Gave to You My Heart . . . 60
 BLUE HEN 226—Not a bad side, but lacks sound and lustre compared with most sides—so that even the adequate vocal by Bob Strong does not register.
Moon Over Niagara . . . 60
 A plaintive love song, showing the celestial influence in the free sprinkling of stars, moon, etc. Strong's vocal is adequate. (Harp, BMI)

there May 5, with Haney promoting. Package will highlight Hank Snow and His Rainbow Ranch Boys and Jim Reeves and the Wagon Masters. Reno and Smiley's new King record is "Forgotten Men" b.w. "Kneel Down." On their Thursday a.m. TV show they are featuring the top 10 tunes from The Billboard, with the publication spotted prominently on the screen. On Tuesdays they honor a country music artist. Artists desiring to be so honored are asked to send their photo and biog to Haney at the station.

Texas Bill Strength has settled down to his usual activities in Minneapolis after a two-week sojourn on the West Coast. In addition to his daily show over KMGH-TV, "Adventure Time With Texas Bill," Strength has resumed former duties of spinning c.&w. platters five hours a day over KEVE. Bill also reports success with his recently opened record shop, which is devoted to c.&w. music exclusively. His newest Capitol release is "The Six Fools." Any deejay wanting an extra copy may write to him at either of the above stations.

"Grand Ole Opry's" Ferlin Husky and Chet Atkins hit network TV over the weekend, Husky on Ed Sullivan's opus Sunday (7), and Atkins on Dave Garroway's morning NBC-er Friday (5). . . . T. Texas Tyler was the guest on "Grand Ole Opry" Saturday (6). . . . Benny Martin is enthused over the reception his RCA Victor waxing of "Story of My Life" is getting. . . . "Grand Ole Opry's" Ray Price and Linda Powers, dancers, were married recently in Oklahoma City, The bride's hometown.

Don Pierce and Pappy Daily have moved their Mercury-Starday and Starday Record Company home office from Los Angeles to Box 115, Madison, Tenn., to better handle the expanded activities required by the new Mercury-Starday Country Series. Pierce's assistant, Murray Frost, is also making the move and has purchased the home formerly occupied by Gabe Tucker, who recently returned to Houston. Pierce has purchased a lot on Old Hickory Lake, near Nashville, and plans to build there soon. Pierce will spend most of April, May and June visiting Midwestern, Eastern and Southern distributors and branches. He will concentrate on working with Mercury-Starday salesmen, one-stops and key country and western dealers on promotion of Mercury-Starday releases.

Roy Acuff ushers his Smoke Mountain Boys into Johnson City, Tenn., April 20, for a one-night stand. . . . WSM President Joe DeWitt Jr. gifted Jim Reeves and Del Wood with bon voyage remembrances on the eve of the departure for Europe with RCA Victor's Concert in Country Music unit. . . . Johnny Cash hits the road April 16 in Syracuse, N. Y. which will include a swing thru Ontario and a double-back thru South Dakota and Minnesota. . . . The Ernest Tubb, Johnnie and Jack, Kitty Wells and Wilburn Brothers package launches a Midwestern safari in Evansville, Ind. April 14, with stops skedded to Kansas City, Mo.; Topeka, Kan.; Sioux City, Ia.; Lincoln, Neb., and Salina and Wichita, Kan.

Hank Thompson and His Brazos Valley Boys are set thru April as follows: Philadelphia, April 11; Niagara Falls, N. Y., 12; Cleveland,

(Continued on page 8)

IT'S TOPS!
 IT'S POP!
Marty Robbins'
A WHITE SPORT COAT
 (AND A PINK CARNATION)
 COLUMBIA 40864 (4-40864)

C&W Best Sellers in Stores

For survey week ending April 3

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

This Week	Last Week	Weeks on Chart
1. GONE (BMI)-F. Husky.....	1	8
Missing Persons (BMI)-Cap 3628		
2. YOUNG LOVE (BMI)-S. James.....	3	16
You're the Reason (I'm in Love) (BMI)-Cap 3602		
3. THERE YOU GO (BMI)-J. Cash.....	2	17
TRAIN OF LOVE (BMI)-Sun 258		
4. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline....	4	7
POOR MAN'S ROSES (ASCAP)-Dec 30221		
5. HONKY TONK SONG (BMI)-W. Pierce.....	7	3
SOME DAY (BMI)-Dec 30255		
6. TOO MUCH (BMI)-E. Presley.....	6	11
Playing for Keeps (BMI)-Vic 20-6800		
7. I'M TIRED (BMI)-W. Pierce.....	5	14
It's My Way (BMI)-Dec 30155		
8. AM I LOSING YOU? (BMI)-J. Reeves.....	8	11
Waitin' for a Train (BMI)-Vic 20-6749		
9. KNEE DEEP IN THE BLUES (BMI)-M. Robbins..	9	11
SAME TWO LIPS (BMI)-Col 40815		
10. I'VE GOT A NEW HEARTACHE (BMI)-R. Price..	10	22
WASTED WORDS (BMI)-Col 21562		
10. FRAULEIN (BMI)-B. Helms.....	-	2
Heartsick Feeling (BMI)-Dec 30194		
12. ALL SHOOK UP (BMI)-E. Presley.....	-	1
That's When Your Heartaches Begin (ASCAP)-Vic 20-6870		
13. FIRST DATE, FIRST KISS, FIRST LOVE (BMI)-	-	1
S. James.....		
Speak to Me (BMI)-Cap 3674		
14. I MISS YOU ALREADY (BMI)-F. Young.....	10	8
I'm Gonna Live Some Before I Die (BMI)-Cap 3611		
15. CRAZY ARMS (BMI)-R. Price.....	12	45
You Done Me Wrong (BMI)-Col 21510		

Most Played C&W in Juke Boxes

For survey week ending April 3

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. THERE YOU GO (BMI)-J. Cash.....	1	14
TRAIN OF LOVE (BMI)-Sun 258		
2. GONE (BMI)-F. Husky.....	3	6
Missing Persons (BMI)-Cap 3628		
3. YOUNG LOVE (BMI)-S. James.....	2	13
You're the Reason (I'm in Love) (BMI)-Cap 3602		
4. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline....	8	2
POOR MAN'S ROSES (ASCAP)-Dec 30221		
5. I'M TIRED (BMI)-W. Pierce.....	4	11
It's My Way (BMI)-Dec 30155		
6. TOO MUCH (BMI)-E. Presley.....	5	10
Playing for Keeps (BMI)-Vic 20-6800		
7. AM I LOSING YOU? (BMI)-J. Reeves.....	7	8
WAITIN' FOR A TRAIN (BMI)-Vic 20-6749		
8. SINGING THE BLUES (BMI)-M. Robbins.....	6	28
I Can't Quit (BMI)-Col 21545		
9. GONNA FIND ME A BLUEBIRD (BMI)-	10	2
M. Rainwater.....		
So You Think You've Got Trouble (BMI)-M-G-M 12412		
10. HONKY TONK SONG (BMI)-W. Pierce.....	-	1
SOME DAY (BMI)-Dec 30255		

Most Played C&W by Jockeys

For survey week ending April 3

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
1. GONE-F. Husky.....	1	7
Cap 3628-BMI		
2. YOUNG LOVE-S. James.....	2	17
Cap 3602-BMI		
3. HONKY TONK SONG-W. Pierce.....	4	3
Dec 30255-BMI		
4. KNEE DEEP IN THE BLUES-M. Robbins.....	7	11
Col 40815-BMI		
5. THERE YOU GO-J. Cash.....	5	15
Sun 258-BMI		
6. I MISS YOU ALREADY-F. Young.....	6	6
Cap 3611-BMI		
7. AM I LOSING YOU?-J. Reeves.....	3	13
Vic 20-6749-BMI		
8. OH, SO MANY YEARS-W. Pierce & K. Wells....	10	2
Dec 30183-BMI		
9. ALL SHOOK UP-E. Presley.....	-	1
Vic 20-6870-BMI		
10. I'M TIRED-W. Pierce.....	8	15
Dec 30155-BMI		
11. YOU'RE THE REASON (I'M IN LOVE)-S. James..	12	10
Cap 3602-BMI		
12. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline....	9	5
Dec 30221		
13. SOME DAY-W. Pierce.....	-	1
Dec 30255-BMI		
14. GONNA FIND ME A BLUEBIRD-M. Rainwater..	-	1
M-G-M 12412-BMI		
15. DON'T LAUGH-Louvin Brothers.....	-	4
Cap 3630-BMI		

Smash Hit In All Markets!

I NEED YOUR LOVIN'

COUPLED WITH

BORN TO SING THE BLUES

BY

THE NEW SINGING SENSATION FROM ARKANSAS

CONWAY TWITTY

MERCURY 71086

3 Great New Hit Releases!

Missouri Drag AND Back Street



AMERICA'S NO. 1 C & W SHOW BAND

BILL WIMBERLY

AND HIS COUNTRY RHYTHM BOYS

MERCURY 71089

Light At The River AND Mocking Banjo



CARL STORY

AND HIS RAMBLING MOUNTAINEERS

MERCURY 71088

Born To Be Wild AND No Fault Of Mine



JIMMIE SKINNER

MERCURY 71090



• This Week's R&B Best Buys

THERE OUGHT TO BE A LAW (Ben Ghazi, BMI)—Mickey and Sylvia—Vik 0267—This tune is taking off very much like their previous hit. The record is very strong in all areas and should make an appearance on the charts very soon. This, too, will probably become a big pop seller. Flip side is "Dearest" (Ben Ghazi, BMI). A previous Billboard "Spotlight" pick.

C. C. RIDER (Rush-Progressive, BMI)—Chuck Willis—Atlantic 1130—Chicago, St. Louis, Durham, Pittsburgh and Baltimore rate this as a best seller. Boston, Atlanta, Providence and Philadelphia are among the areas reporting good to very good sales. At this point it looks like a certainty to hit the charts. The tune is coupled with "Ease the Pain" (Rush, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

R&B RECORDS

BIG MAYBELLE

I Don't Want to Cry (Crossroads, BMI)
All of Me (Bourne, ASCAP)—Savoy 1512—The first in a long time for the great barrelling pipes and it was worth waiting for. Here are two solid sides, one a familiar standard in a powerful new dress while on top the gal goes all out on a strong emotional kick. Either of these can be distinct pop threats as well.

THE MIDNIGHTERS

In the Doorway Crying (Jay and Cee, BMI)
E Basta Così (Markay, BMI)—Federal 12293—The group packs an impressive reading of a dirge-like ballad. Background of churchly piano breaks adds color to the wild role of the lead. Makes a strong coupling with the Latin gaited and titled flip. Both good, but the top side may take the first share of gravy.

R&B NOVELTY

SCREAMIN' JAY HAWKINS

Darling Please Forgive Me (Blackwood, BMI)
You Made Me Love You (Broadway, ASCAP)—Okeh 7084—Either one of these, you've got to hear to believe. The screamer goes all out, particularly on the top side where a reverent spoken monolog is backed in the distance with some frantically hysterical yelping. On the flip, suffice it to say, more hollering and vocal contortions make for an unusual and fascinating job on the standard.

• R&B Territorial Best Sellers

For survey week ending April 3

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Lucille, Little Richard, Spe.
2. It Hurts to Be in Love, A. Laurie, Del.
3. I'm Walkin', F. Domino, Imp.
4. Party Doll, R. Brown, Imp.
5. Empty Arms, I. J. Hunter, Atl.
6. Fools Fall in Love, Drifters, Atl.
7. School Day, C. Berry, Chs.

Charlotte

1. Party Doll, B. Knox, Rit.
2. Come Go With Me, D. Vikings, Dot
3. I'm Walkin', F. Domino, Imp.
4. All Shook Up, E. Presley, Vic.
5. Lucille, Little Richard, Spe.
6. Little Darlin', Gladisols, Exc.
7. Send Me Some Lovin', Little Richard, Spe.
8. Little Darlin', Diamonds, Mer.

IT'S A HIT!

Vee Jay #238

"KISSING AT MIDNIGHT"

Billy Boy

VEE-JAY Records, Inc.

2129 S. Michigan Ave. Chicago
 Phone: CA lument 5-6141

Chicago

1. Come Go With Me, D. Vikings, Dot
2. I'm Walkin', F. Domino, Imp.
3. Next Time You See Me, Little Jr. Parker, Duk.
4. Little Darlin', Diamonds, Mer.
5. I'm Stinkin' With You, J. Bowen, Rit.
6. Love Is Strange, Mickey & Sylvia, Grv.

Cincinnati

1. Little Darlin', Diamonds, Mer.
2. Send Me Some Lovin', Little Richard, Spe.
3. Next Time You See Me, Little Jr. Parker, Duk.
4. Lucille, Little Richard, Spe.
5. It Hurts to Be in Love, A. Laurie, Del.
6. Mama Look-A Booboo, H. Belafonte, Vic.

Detroit

1. Next Time You See Me, Little Jr. Parker, Duk.
2. It Hurts to Be in Love, A. Laurie, Del.
3. School Day, C. Berry, Chs.
4. I'm Walkin', F. Domino, Imp.
5. Don't Want No Woman, B. B. Bland, Duk.
6. Butterfly, A. Williams, Cdc.
7. Come Go With Me, D. Vikings, Dot
8. Party Doll, B. Knox, Rit.
9. Young Love, S. James, Cap.

Los Angeles

1. Come Go With Me, D. Vikings, Dot
2. Next Time You See Me, Little Jr. Parker, Duk.
3. I'm Walkin', F. Domino, Imp.
4. Young Love, T. Hunter, Dot
5. Butterfly, A. Williams, Cdc.

• Reviews of New R&B Records

BILL DOGGETT

Number Three 83
KING 5044—Another great Doggett offering done in that infectious walking style. This time, in addition to the impressive organ and tenor work showcased, the lads join in with some mimicking vocal sounds of the instrumental stuff. Solid at all levels. (Billace, BMI)

Chloe 81
 A slow, sultry, Latin-rhythm job which has plenty of appeal on its own. This side swings just as the flip and should gather coin, too. (Robbins, ASCAP)

LIGHTNIN' SLIM

I'm Grown 82
EXCELLO 2106—Southern blues. Lightnin' Slim has the authentic Deep South sound. Backing is typical funky guitar. Song is reminiscent of "I'm a Man," and is a fine side for the Southern market. A chick answering the man's lyrics gives an additional fine fillip. (Excellorec, BMI)

Mean Ole Lonesome Train 78
 Southern blues, and real good. Lightnin' Slim does a train song about his baby leaving him. Backing simulates the train rhythm. Harmonica backing is great. A fine side. (Excellorec, BMI)

LITTLE WALTER

Everybody Needs Somebody 80
CHECKER 859—A low-down fervently sung Deep-South blues. Guitar and harmonica have the typical (Continued on page 87)

6. All Shook Up, E. Presley, Vic.
7. Just Because, L. Price, Pmt.
8. Just Because, L. Williams, Spe.
9. Why Do You Have to Go? Dells, VJ.
10. Too Much, E. Presley, Vic.

New Orleans

1. Send Me Some Lovin', Little Richard, Spe.
2. Just Because, L. Price, Pmt.
3. It Hurts to Be in Love, A. Laurie, Del.
4. I'm Walkin', F. Domino, Imp.
5. All Shook Up, E. Presley, Vic.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. C C Rider, C. Willis, Atl.
8. Lucille, Little Richard, Spe.
9. Little Darlin', Diamonds, Mer.
10. Next Time You See Me, Little Jr. Parker, Duk.

New York

1. I'm Walkin', F. Domino, Imp.
2. Mama Look-A Booboo, H. Belafonte, Vic.
3. Just Because, L. Price, Pmt.
4. Party Doll, B. Knox, Rit.
5. Little Darlin', Diamonds, Mer.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Blueberry Hill, F. Domino, Imp.

Philadelphia

1. Just Because, L. Price, Pmt.
2. Send Me Some Lovin', Little Richard, Spe.
3. Mama Look-a-Booboo, H. Belafonte, Vic.
4. Come Go With Me, D. Vikings, Dot
5. It Hurts to Be in Love, A. Laurie, Del.
6. I'm Walkin', F. Domino, Imp.
7. Florence, Paragons, Wly

St. Louis

1. I'm Walkin', F. Domino, Imp.
2. Lucille, Little Richard, Spe.
3. Little Rain, J. Reed, VJ
4. Party Doll, B. Knox, Rit.
5. Just Because, L. Price, Pmt.
6. Next Time You See Me, Little Jr. Parker, Duk.
7. Pledge of Love, K. Copeland, Imp.

Washington, D. C.

1. I'm Walkin', F. Domino, Imp.
2. Send Me Some Lovin', Little Richard, Spe.
3. All Shook Up, E. Presley, Vic.
4. Little Darlin' Diamonds, Mer.
5. Lucille, Little Richard, Spe.
6. Come Go With Me, D. Vikings, Dot
7. Just Because, L. Price, Pmt.
8. Party Doll, B. Knox, Rit.
9. Empty Arms, I. J. Hunter, Atl.
10. Butterfly, A. Williams, Cdc.

• R&B Best Sellers in Stores

For survey week ending April 3

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

This Week	Last Week	Weeks on Chart
1. I'M WALKIN' (BMI)—F. Domino	1	5
I'm in the Mood for Love (ASCAP)—Imperial 5428		
2. LUCILLE (BMI)—Little Richard	2	5
SEND ME SOME LOVIN' (BMI)—Specialty 598		
3. COME GO WITH ME (BMI)—D. Vikings	4	5
How Can I Find True Love? (BMI)—Dot 15538		
4. JUST BECAUSE (BMI)—L. Price	6	6
Why? (BMI)—ABC-Paramount 9792		
5. PARTY DOLL (BMI)—B. Knox	5	5
My Baby's Gone (BMI)—Roulette 4002		
6. IT HURTS TO BE IN LOVE (BMI)—A. Laurie	3	7
Hand in Hand (ASCAP)—DeLuxe 6107		
7. NEXT TIME YOU SEE ME (BMI)—Little Jr. Parker	7	5
My Dolly Bee—Duke 164		
8. ALL SHOOK UP (BMI)—E. Presley	—	1
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
9. LITTLE DARLIN' (BMI)—Diamonds	8	4
Faithful and True (BMI)—Mercury 71060		
10. LOVE IS STRANGE (BMI)—Mickey & Sylvia	12	14
I'm Going Home (BMI)—Groove 0175		
10. MAMA LOOK-A BOOBOO (BMI)—H. Belafonte	15	2
Don't Ever Love Me (ASCAP)—Vic 20-6830		
12. SCHOOL DAY (BMI)—C. Berry	—	1
Deep Feeling (BMI)—Chess 1653		
13. BLUE MONDAY (BMI)—F. Domino	14	15
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
14. JIM DANDY (BMI)—L. Baker	9	18
Tra La La (BMI)—Atlantic 1116		
15. SINCE I MET YOU BABY (BMI)—I. J. Hunter	10	18
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
15. TOO MUCH (BMI)—E. Presley	—	4
Playing for Keeps (BMI)—Vic 20-6800		

• Most Played R&B in Juke Boxes

For survey week ending April 3

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. I'M WALKIN' (BMI)—F. Domino	1	6
I'm in the Mood for Love (ASCAP)—Imperial 5428		
2. LUCILLE (BMI)—Little Richard	2	4
SEND ME SOME LOVIN' (BMI)—Specialty 598		
3. JUST BECAUSE (BMI)—L. Price	3	5
Why? (BMI)—ABC-Paramount 9792		
4. LOVE IS STRANGE (BMI)—Mickey & Sylvia	4	14
I'm Going Home (BMI)—Groove 0175		
5. COME GO WITH ME (BMI)—D. Vikings	6	3
How Can I Find Love? (BMI)—Dot 15538		
6. LITTLE DARLIN' (BMI)—Diamonds	8	2
Faithful and True (BMI)—Mercury 71060		
7. LITTLE RAIN (BMI)—J. Reed	—	1
HONEY, WHERE YOU GOING? (BMI)—Vee-Jay 237		
8. EMPTY ARMS (BMI)—I. J. Hunter	5	2
Love's a Hurting Game (BMI)—Atlantic 1128		
9. BLUE MONDAY (BMI)—F. Domino	7	16
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
10. PARTY DOLL (BMI)—B. Knox	—	3
My Baby's Gone (BMI)—Roulette 4002		

• Most Played R&B by Jockeys

For survey week ending April 3

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I'M WALKIN'—F. Domino	1	5
Imperial 5428—BMI		
2. LITTLE DARLIN'—Diamonds	6	3
Mercury 71060—BMI		
3. COME GO WITH ME—D. Vikings	9	4
Dot 15538—BMI		
4. ALL SHOOK UP—E. Presley	—	1
Vic 20-6870—BMI		
5. LUCILLE—Little Richard	10	2
Specialty 598—BMI		
6. PARTY DOLL—B. Knox	3	6
Roulette 4002—BMI		
7. LOVE IS STRANGE—Mickey & Sylvia	2	14
Groove 0175—BMI		
8. SEND ME SOME LOVIN'—Little Richard	—	1
Specialty 598—BMI		
9. SCHOOL DAY—C. Berry	—	1
Chess 1653—BMI		
10. NEXT TIME YOU SEE ME—Little Jr. Parker	—	1
Duke 164—BMI		
11. JUST BECAUSE—L. Price	12	3
ABC-Paramount 9792—BMI		
12. LUCKY LIPS—R. Brown	8	7
Atlantic 1125—BMI		
13. LOVE'S A HURTING GAME—I. J. Hunter	—	1
Atlantic 1128—BMI		
14. RAM-BUNK-SHUSH—B. Doggett	14	3
King 5020—BMI		
15. THERE OUGHTA BE A LAW—Mickey & Sylvia	—	1
Vik 0267—BMI		

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"I SMELL TROUBLE"

b/w "DON'T WANT NO WOMAN"

DUKE #167



ON THE BEAT

Continued from page 48

adium. I hope the act settles down by then."

News notes: Ethel Ennis is reportedly gassing them at Teddy's lounge out Newark way. . . . Master of Robin Robinson's Antler disk of "I Promise You," has been purchased by Atlantic. The diskery has also signed the artist to a pact. Robinson, a pop type artist sings and does a ballet, soft shoe type of dance in his act. . . . Sonny James winds up a three-month one-nighter tour when he appears on Jerry Marshall's package show at New York's Palace Theater. . . . Terp Productions, Inc., Sacramento label, has released first disk by spiritual group, the Victory Five. . . . Don Robey of the Duke Peacock axis, will be in Chicago this week to cut the Earl Kings' Men, a Milwaukee rock and roll outfit, and the El Torros, an r.&b. group.

The Teen-Akers' traveling school marm, a sleek chick named Lulu Carter, stirred up some lively comment among the assembled press when she referred to Lymon as "very precocious." After an original review which was less than kind, the Melody Maker says the act has now shaped up. "No longer does the blaring pit ork drown their singing," says the sheet, "with a small group now providing restrained accompaniment on stage. Result is that the Teen-Akers now are able to feel the beat more easily, the young Frankie Lymon still persists in encouraging the audience to clap on the beat instead of offbeat." Daily rehearsals have brought much more polish to the dance routines, which were originally described as "adding little to the presentation."

Another interesting story published in the British sheet has to do with American diskeries "getting concerned at a new racket." Ted Heath told a columnist there that while in the States he was offered "30 minutes airtime a week at a fee of \$40 by a firm in the suburbs of New York. The big companies won't have any part in the racket, according to the report but "they're worried lest some of the smaller firms jump at the chance of getting their records heard."

Andre Williams may be the latest artist to get a healthy

sales push simultaneously from two different labels. Epic has reportedly stirred some action on the purchased Williams master of "Bacon Fat," while the home label, Fortune, indicates good initial response to "You Are My Sunshine," in the Detroit homeground. Fortune is also plugging hard for the "Bacon Fat," sequel—"How to Do the Bacon Fat," by a group known as the Five Dollars.

RCA Victor has made almost a custom out of the multi release plan for both Elvis Presley and Harry Belafonte. Both artists have shown the sustained retail strength to sell not one but many singles releases at any given moment. Latest act to get this treatment is the Tarriers, who now have two Glory disks, released almost simultaneously, on the market. These are "Pretty Boy" and "I Know Where I'm Goin'," and "Chacun" and "Those Brown Eyes." The group recently made a successful concert appearance with the Milwaukee Symphony Ork and will soon appear in the pic "Calypso Heatwave," in which they will sing their "Banana Boat Song" hit. Dates are now set for the Totem Pole and Storyville in Boston; the Gatineau Club in Ottawa and the El Cortez in Las Vegas.

Ethel Ennis reportedly gassed them, at a recent engagement at Teddy's Lounge, out Newark way. . . . Master of Robin Robinson's Antler disk of "I Promise You," has been purchased by Atlantic. The diskery has signed the artist to a pact. Robinson, a pop type singer also does a ballet—soft shoe type of dance in his act.

Dick Boone, who succeeded Jack Archer at Shaw Artists has lined up several packages of important artists for 30-day one-nighter tours. First group includes Eddie Vincent, Gene and Eunice, Vikki Nelson and Gene Barge and his band. Second lineup has Bo Diddley, Etta James, Buddy Griffin and Larry Birdsong. The Shaw agency has also signed bill Kenny. . . . Aladdin Records is putting a heavy promotion behind Ed Townsend's disk of "Every Night." . . . Lloyd, the "Fat Man," r.&b. singer and ork leader who has recorded on Peacock, Gotham, Nestor, Checker and Epic, has been signed as a disk jockey on WHAT, Philadelphia.

Reviews of New R&B Records

Continued from page 86

swampy sound that sinks in deep. This can go. (Arc, BMI)
Nobody But You...74
 The chanter exhibits a solid Southern sound on a moderate-paced hymn of adoration. Moderate appeal. Material not the best he's done. (Arc, BMI)

THE PENGUINS
Pledge of Love.....76
 ATLANTIC 1132—Formerly on Mercury, the group bows on this label with a late cover of this already fast-moving tune. It's a convincing reading but competition is very strong. (Lin, BMI)
I Knew I'd Fall in Love...72
 The "Earth Angel" boys swing along in a bright rendition, but action that comes will likely center on the flip. (Argo, BMI)

BUBBER JOHNSON
The Search.....75
 KING 5034 — Slow, triple backed ballad sung with conviction by Johnson. Nice performance. May attract juke and jock spins. (Marjorie, BMI)
Little Girl Don't Cry...74
 A warm plea delivered in nice sincere tones. Both sides are pleasant, easy going stuff which may rate some plays. (Dornix, BMI)

RICHARD BERRY AND THE PHAROHS
You Are My Sunshine.....75
 FLIP 321—Another rock and roll version of the c.&w. oldie, with a sock vocal by Berry and strong backing. Smiley Lewis has a head start. (Peer, Intl, BMI)
Louie Louie...70
 Okay reading of sprightly calypso, but flip is side to watch. (Limax, BMI)

BIG BOB KORNEGAY
Come By Here.....74
 HERALD 499—A personable vocal performance on an appealing calypso with a lilting beat and exuberant choral backing. Kornegay stirred up some attention on his duplicate waxings of "Man in a Phone Booth." (Angel, BMI)
Hocus Pocus Voo Doo...71
 Another attempt to duplicate the wild feeling of the "Screamers" Jay Hawkins disk, "I Put a Spell on You." Frantic wax, but flip is better showcase for Kornegay. (Angel, BMI)

THE SCHOOL BOYS
I Am Old Enough.....73
 OKEH 7085—Ballad in the teen-age groove. Lead sings out very well. Backing by Leroy Kirkland is of the staccato type. (Peer, Intl, BMI)
Mary...72
 A rock and roller, with a solid beat behind the lead singer. Tenor sax comes on after the vocal to contribute flavor. (Lark, BMI)

LILLIAN OFFITT
Miss You So.....73
 EXCELLO 2104—A blues. Lillian Offitt has a voice in the upper registers—with an interesting quality. Her style has a touch of the spiritual. An unusual side, worthy of spins. (Excellorec, BMI)
If You Only Knew...65
 Chantress Offitt sings a slow ballad here, backed by a simple rhythm section. (Excellorec, BMI)

RICKY JONES
You Know It's True.....70
 HERALD 498 — A rockin' rhythm tune is belted out by Jones with showmanship and a strong beat. (Angel, BMI)
Hate to Say Goodbye...70
 Same comment. (Angel, BMI)

GLEN COVINGTON
Confessin' the Blues.....70
 TIARA 6101—A strong vocal job on an appealing oldie blues tune with a solid, drivin' beat. Good jockey wax. (Leeds, ASCAP)
I Wonder...68
 Covington sells the poignant old Cecil Gant hit ballad with powerful emotional impact. (Leeds, ASCAP)

TEMPO-TONES
Ride Along.....70
 ACME 713 — A wild, discordant bunch shout a flock of ear-stopping sounds on this disk. Lots happening and enough to get some air action. Some jukes may be suited for this, too. (Beam, BMI)
Get Yourself Another Fool...66
 More of the same type of fancy sounds, on this, the ballad side. Boys give it all they have, which is considerable. Flip is the faster starter, however. (Beam, BMI)

Johnny Ridge and Little Murph and his all-stars, just released by Epic, were first sliced under other banners.

The traffic in masters reflects an increasing awareness, even on the part of the majors, of the importance of the indie operations and operators.

FOLK TALENT & TUNES

Continued from page 84

13; Hammond, Ind. 14; Jefferson City, Mo., 15; Salina, Kan., 16; Kiowa, Kan., 17; Liberal, Kan., 18; Tinker Air Force Base, Oklahoma, 19; Oklahoma City, 20-21 and 27. . . . The gospel-singing Blackwood Brothers' Quartet is booked for April 12 in Rome, Ga., and follows with Birmingham, Ala., 13; Greenville, S. C., 19; Charlotte, N. C., 20; Cincinnati, O., 21-28, and Karnak, Ill., 30. . . . Smiley Burnette shows his wares at the Arada Theater, Oroville, Wash., Thursday (11), and April 20 works a celebration and parade date at Oklahoma City. On April 27, Smiley occupies the guesstar slot with "Big D Jamboree," Dallas.

Farmerama, a new-type farmers' market at Farmingdale, L. I., N. Y., will offer free country and western music shows, Thursday thru Saturday, for a four-week period beginning April 18, when Shorty and Smokey Warren and their "Garden State Jamboree" gang will be the top features. Shows will run thru-out the afternoon and evening. Charlie Sande, veteran booker, made the promotion. . . . Doris Lee and the Lewis County Partners, of WMOR, Morehead, Ky., played several Kentucky dates recently with Jimmie Skinner (Mercury Starday), Salty Holmes (Atlantic) and Ray Lunsford (Excellent). . . .

Goldner Debs

Continued from page 42

Goldner has not signed either act, but has taken options on their next releases.

Both the tunes have been acquired by Realgone Music. Gone Records and the publishing firm will headquarter at 1650 Broadway here, with Goldner as prexy and lawyer Warren Troob as secretary-treasurer.

EMI Pacts

Continued from page 42

This is an abridged version of an operetta based on the lives of the Johann Strausses, father and son. She also will do a set of French opera airs.

Miss Robin will appear in New York this Thursday (11) at the Lafayette Birthday Ball, at the Waldorf-Astoria.

Her last disks were for Decca-London.

Prep Thru Cap

Continued from page 42

ently on the Capitol roster expected to eventually shift over to Prep.

Disposition of the HMV line hasn't as yet been determined, according to Wallichs. It has generally been assumed in the trade that much of the HMV catalog would be released on Capitol, following the expiration of the HMV pact with RCA Victor last week. Wallichs returned from a series of meetings in England, attending the annual board of directors meeting of EMI and also presenting Princess Grace Kelly with a plaque for the million-disk seller achieved on "True Love."

Ernest Tubb and His Texas Troubadours, the Wilburn Brothers, Johnny and Jack and Kitty Wells, and Rusty Gabbard are set for Kansas City, Mo., Easter Sunday, April 21.

"Old Dominion Barn Dance," Richmond, Va., will be televised every Saturday night over WRVA-TV, starting April 13, when Marvin Rainwater will appear as special guest. Also on deck for the occasion will be the Country Cloggers, with caller Wayne Newland, of Washington. Show will go on the air at 6:30 p.m., but beginning May 4 the time will be changed to 6 p.m. . . . Abbie Neal and Her Ranch Gals, who appeared on "World's Original Jamboree" over WVA, Wheeling, W. Va., March 30, are slated to repeat on there April 13 and 20. . . . Hank Thompson and His Brazos Valley Boys hold forth on "Circle Theater Jamboree," Cleveland, Saturday (13), with Wanda Jackson penciled in for April 27.

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'Bought Masters' Big Factor

Continued from page 42

made by publisher Charlie Grean and subsequently sold to Dot. Grean was also responsible for "I Dreamed," a disk purchased and successfully exploited by Bally Records.

George Hamilton IV's original Colonial disk of "Rose and a Baby Ruth," was purchased by ABC-Paramount and later became one of the label's biggest hits. The diskery now has Hamilton exclusively but his Colonial label is still in business to exploit other artists, with ABC-Paramount handling all promotion and distribution. Another of Ampar's recent acquisitions was the original of "Almost Paradise," cut by the Norman Petty Trio in Arizona. RKO-Unique after a strong but unsuccessful bid or the latter made two covers of the tune. The same label purchased the original version of a more recent tune, "Seven Days in Barcelona," by Henri de Paris.

Brunswick Buys

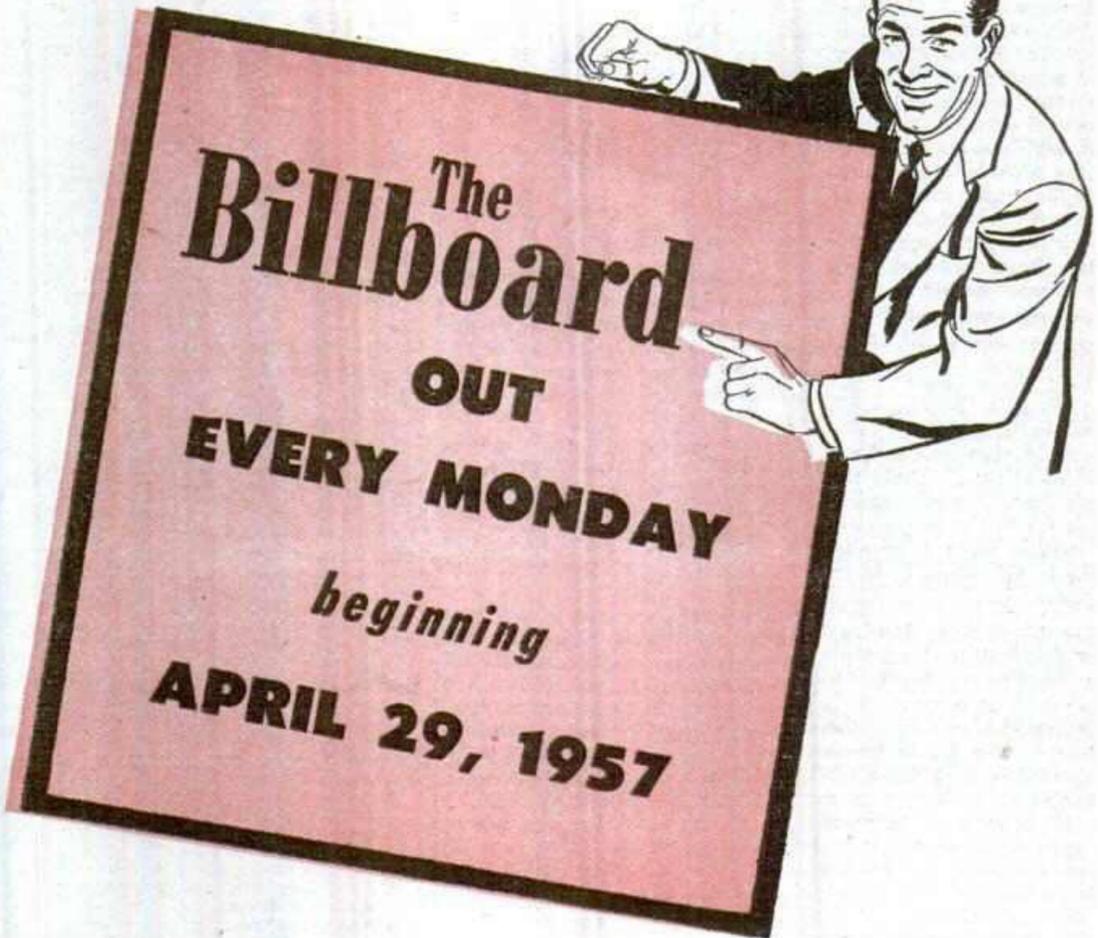
The recently reactivated Brunswick label is issuing three bought masters. The Joe Therrien Jr. disk "Down," issued this week, was cut

by the Lido label. Texas cut disks by the Crickets and Terry Noland, purchased by Brunswick, are due for early release. Meanwhile, Coral, of which Brunswick is a subsidiary, recently bought "True Love Gone," disked in Detroit by the Enchanters, and subsequently covered the wax with its new pactee Betty Madigan.

Decca has issued a number of purchased disks in recent weeks, featuring such acts as the Jaye Sisters, Dorian Burton, Glenn Reeves, Teddy Phillips and Ray Doggett, while Atlantic has issued one of the few bought masters in its career, a pair of sides by Robin Robinson, originally cut on the Antler label. M-G-M's disk of "Leapfrog," by the Chuck Alaimo quartet, originally on the Ken label of Rochester, N. Y., is now third in the label's own best seller list.

Epic Records, too, has been active in the buying of disks. The label now has a strong push behind the Andre Williams disking of "Bacon Fat," originally on the Fortune label. Two other disks, by

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So showmen can start the week with news important to their operations, The Billboard will be available on newsstands in principal market areas . . . available thru show agents . . . and delivered by mail to subscribers . . . on Monday each week beginning Monday, April 29.

The new Billboard "Start of the Week Service" will make Monday a productive day for showmen this season . . . an extra day to secure necessary attractions, shows, rides, concessions and help as needed . . . and more time to order and get delivery on merchandise.

New Advertising Deadlines

Commercial ads: Wednesday for following week's issue.

Show Want ads must be in Cincinnati by Friday noon for issue on sale Monday.



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 Cincinnati
- Telephone your ad
 The Billboard
 DUnbar 1-6450
 Cincinnati
- Mail your ad
 The Billboard
 2160 Patterson St.
 Cincinnati 22

Ringling to Try To Boost Sun. With TV MC's

Continued from page 4C

order to facilitate homeward travel, Madison Square Garden attractions, the circus among them, have edged up to a 7:30 curtain. This routes adults home earlier and brings out some families who wouldn't keep their kids up for the later show time.

Franklin has drawn as many as 81,000 people to Palisades (N. J.) Amusement Park on a Saturday afternoon for a personal appearance, by plugging away on his show. The Garden appearance, however, will be much more of a challenge, since the park does peak business on weekends anyway. Kershner established himself as a leading kiddie personality on the now defunct Chicago-originated "Super Circus" and has retained his ringmaster approach for the WOR-TV show. The station will support his Ringling appearance by spotting him on several of its other shows for announcements.

Seek Sponsor Appeal

The video outlets reason as follows: If their men can noticeably increase Madison Square Garden business—or fill the place—for a premium product priced at a \$6.50 top, wouldn't it be wise to sponsor them on TV time bought by low-cost kiddie products such as cereals, sirups, straws, candies, etc.? Ringling, in turn, figures it has the empty seats to fill and doesn't sacrifice anything to give the guest impresario a microphone for a performance. Who blows the whistle makes no difference if the seats are filled.

During Ringling's tour of arenas it will play numerous cities where there are established live local kiddie favorites on TV. Wherever possible it will try the tie-in to boost Sunday night business. In New York it will be tried only on the two nights arranged thus far—April 7 for Franklin and April 14 for Kershner. If it works, of course, 1958 will no doubt see intensive application of the stunt, show sources say.

Arthur, Reade Ripley Unit In Times Square

NEW YORK—John Arthur has his Ripley's Believe-It-or-Not Oditorium on view in the Times Square for what is expected to be a long run. Associated with him in the venture is Walter Reade Jr., theater operator.

The downstairs hall at 1531 Broadway offers 10,000 square feet of floor space, which Arthur has stocked with torture equipment, crown jewel replicas, wax throne room figures, and other bits. A 10-year lease is reportedly involved, with the promoters seeking to prolong the Ripley show life thru changing of exhibits.

Admission price is a quarter thru p.m. and 50 cents thereafter.

Arthur and Reade had an association in Asbury Park, N. J., where the Reade firm has leased Convention Hall for several years and where Arthur's show units have been booked in.

Corpus Christi Gives Cisco Good Turnouts

CORPUS CHRISTI, Tex.—Duncan Renaldo's Cisco Kid show hung out the standing-room-only sign at the matinee performance here Sunday (31) in the Coliseum and Exposition Hall.

The building was about two-thirds filled for the Saturday matinee and evening performances. A concerted 24-hour promotion conducted by Renaldo was credited with the good turnouts. Troupe moved from here to Beaumont, Tex., for two shows.

\$7,500 Purse For Reading's Auto Sprints

READING, Pa.—Business was so good at Russ Moyer's opening of the USAC Eastern auto race season here at the Reading Fairgrounds Sunday (31) that the drivers' share of receipts resulted in a windfall of \$7,500. Drivers received 40 per cent of the gate after a 20 per cent deduction for taxes.

Observers claim it was among the biggest purses paid for a sprint car program of its kind. All agree it was the largest USAC purse in recent years for a card of five-heat races and a 15-mile feature.

According to Moyer, who runs the races for the Reading Fair management, more than 7,000 paid admissions were counted at the front gates. The event was scaled at \$1.75 for the front gates, \$2 for grandstand reserved seats, \$2.50 for grandstand box seats, and \$1.25 for paddock and bleachers. Children under 12, accompanied by adults, were admitted free thru the front gates, and there was no car parking charge on the grounds.

Ill. Governor Seeks Tighter Gate at Fair

SPRINGFIELD, Ill.—Illinois State Fair, long noted for its many free days and liberal pass practice, will shift to an everybody-pays policy in 1958 if a recommendation by Governor Stratton is given support by the State Legislature.

Stratton, in a news conference, recommended legislation which would prescribe that everybody, including himself and State legislators, pay. Present legislation specifically exempts veterans from paying at any time.

In the past, free gates were in effect on the two political days and passes for other days were doled out liberally. Fewer than a third of the fair's total attendance has been paid in recent years.

The governor would require that all persons over 12 years of age pay. He also urged that family-style tickets, good for the admission of "carloads" of patrons, be sold. These tickets, he recommended, should be priced at \$2.50 and be honored on any one of the fair's 10 days.

Remodeled Ringling Opens, Retains 'Greatest' Position

New Version Bares Cut-Backs, Changes, But Still Has More Show Than Anyone

Continued from page 1

specs and production numbers.

And those who are seeking the old familiar Ringling-Barnum show can find solace with the fact that much in the way of method and personnel has been carried over to the new show. There are acts and staffers to identify this one with all the Ringling-Barnum that has gone before.

The only thing is, it isn't going to play under canvas this year. Last week there was optimism about the new layout in enough quantity to indicate chances of a tented show in 1958 are slimmer than they have been. The New York and Boston stands, of course, always have been indoors. The rest of them this year will be indoors or in front of open-air grandstands. When those road stands start, there will be changes in the performance, and how the show will draw indoors elsewhere remains to be seen.

The first performance of the year began with an overture by Izzy Cervone's band. It has no violins this year, but still is not a circus band, and the overture is like that for a stage show. Harold Runk is announcer and vocalist, but his announcing duties were taken over for the most part by visiting celebrity Dan Dailey at this showing. Robert Dover is equestrian director. Pat Valdo is general director. It is produced by John Ringling North, staged by

the Barstows, designed by Miles White, directed in the air by Margaret Smith.

Wild Animal Opening

First display has the Trevor Bale tiger act at one side and Albert Rix bear act at the other. In the center is Hugo Schmitt's zebra-llama-elephant combination. Schmitt's novelty is going to be good, but it was still a little spotty opening night. His own baby elephant does a forefoot walk that is fine and it also does a one-foot stand. This is rare and spectacular enough to deserve announcement.

Bale's tiger act is a big, spectacular number and will be the principal opener on the road. The bear act will return to quarters from here. These numbers have been with the show several years and are strong.

Clown bust-out brings about a dozen clowns to the track. Lou Jacobs and Felix Adler are among the standouts in this array.

Dipsy Doodle Divers is the third display. Where the show formerly had three flying return riggings placed parallel, one over each ring, it now has three riggings end to end. The center one is for the divers. Members of the flying return acts step in turn from little canvas houses at either end of this rigging. They dive into a net as at the end of a flying act. This is a novelty and makes good use of already available talent and enter-

tainment. Girls, comedy and spectacular dives create the turn.

Aerialists have the arena for the fourth display. Over Ring 1 Antoinette Bisbini has a single trapeze routine that climaxes with a neck swivel. Over Stage 1 the Rixos (Nocks) have an aerial teeterboard ladder. Above Stage 2 Miss Elizabeth (Nock) works a single trapeze with an added gimmick in the form of a giant hoop. At Ring 3 are the Ninon Sisters (Hanel) with a double trapeze, iron-jaw and double-suspension turn. The Rixos stay on with a special announcement for Dorothy Nock's headstand while Karl Nock counterbalances the ladder; this needs tightening up time-wise. Miss Elizabeth stays for a break-away dive that brings gasps.

Elephant display now is a three-herd performance using 16 bulls, and it replaces the elephant-spec combinations of recent Ringling

(Continued on page 95)

Miller Expo Sets 4-Week Park Route

INDIANAPOLIS — Ambitious planning has been achieving results for Paul Miller's Civil Defense Exposition, set to open Wednesday (10) on a series of municipal park locations. Four parks are set for Indianapolis, with Joe Louis contracted to appear at the second.

A 70 by 100-foot exhibit tent will hold commercial exhibits, in addition to displays by civic organizations such as Red Cross, National Guard and others.

Miller has the Terrell Jacobs Wild Animal Circus booked plus the Dowis Sky Wheel and other rides and shows.

Winkley Cheats Jupe Pluvius

SHREVEPORT—Frank Winkley, top man of Auto Racing, Inc., pulled one out of the hat here Sunday (31) by turning what looked like a sure cancellation into the biggest single-day outdoor still date ever held at the Louisiana State Fairgrounds.

Despite an all-night rain that turned the track into a quagmire, Winkley's crew had the track in shape for the 2 p.m. green flag, with over 9,000 spectators in the stands.

Rain at 3:45 p.m. stopped the stock car race at the two-thirds mark.

Twister Misses Dallas Fair Plant

DALLAS—The State Fair of Texas plant here was untouched by the tornado which hit this city Tuesday (2).

The violent blow, which left death and destruction in its wake, missed the fairgrounds by about seven miles.

Death Claims Jack Greenspoon at 63

NEW YORK—Jack L. Greenspoon, widely known showman who went on from the concession business to the presidency of Seaside Park, Inc., Norfolk, was buried in Brooklyn's Mount Judah Cemetery Friday (5) after death claimed him two days earlier. He was also president of Park Concession Corporation for Ocean View Park.

Greenspoon, 63, died in Norfolk General Hospital after suffering a long time from a heart condition. Services were held Friday at Kirschenbaum Westminster Chapel, Brooklyn, and burial was in a family plot.

Volume concession business at choice parks and fairs enabled Greenspoon to build an enviable outdoor career. He had been associated with Dr. Dudley Cooper, Norfolk, in ocean resort business for several years. One of their ventures was a big, modern Virginia Beach motel, the Ocean Ranch, which has been under construction.

Started Young

Greenspoon arrived from Russia at the age of 10, and at 15 was hawking song books and programs in a downtown burlesque house, Miner's Bowery Theater. In association with Edward Bramson, he controlled all food and several game concessions at Fort George, N. Y., during summers, and went from there to playing major fair dates in Canada.

With Charles Krug and Tim Murphy, Greenspoon framed and operated food and game concessions at Savin Rock Park in Connecticut. In 1917 he married Leah Elma Gitter, who survives. After their marriage Greenspoon went into the auction store business, and

in 1921 he went into partnership with Harry C. Baker, leasing concessions in Forest Park, Utica, N. Y.; Rexford Park, Schenectady, N. Y.; Woodcliffe, Poughkeepsie, N. Y.; Island Park, Portsmouth, N. H.; Newport (R. I.) Beach; Pleasure Beach, Bridgeport, Conn., and Seaside Park, Chesapeake Beach, Md.

In 1932 Greenspoon had the exclusive on games at all fairs played by the World of Mirth Shows, of which the late Max Linderman was general manager. Six years later, Greenspoon and Nathan Faber had one of the largest glitter grab joints built, featuring a 130-foot stainless steel front and a neon sign just as long. From 1941 to 1943 he operated concessions with the Conklin brothers in Canada and had a five-year games pact at Ed Carroll's Riverside Park, Agawam, Mass.

Greenspoon and Art Lewis leased all food and game concessions at Ocean View Park, Norfolk, then the former joined with Cooper and Art and Charles Lewis to form the Greenco Corporation to buy Seaside Park and its flanking property on Virginia Beach. The Lewis brothers were bought out in 1947 and the Jay Green Corporation was formed.

A charter member of the National Showmen's Association, Greenspoon was its first treasurer and a strong booster for many years. He was a member of Temple Emanuel at Virginia Beach, the Shrine in New York, and other fraternal and civic groups. Survivors include three brothers and three sisters.

UNDER THE MARQUEE

By TOM PARKINSON

Earl Shipley, recuperating from a heart ailment in Veterans' Hospital, Tucson, Ariz., writes that he's getting along well and is scheduled to be released in about two weeks. Meanwhile, he's enjoying mail from many friends. . . . W. C. (Doc) St Clair, formerly with Ringling, John Robinson and other shows, suffered a stroke Saturday (30) and is confined to Masonic Hospital, Chicago.

Dania, Fla. notes: Roland Raffler and his trained pigs left recently for Sabula, Ia., to join the Brooks Stock Company, in which Raffler has an interest. The show will rehearse for two weeks and open in mid-May. . . . The Beers & Barnes elephants, an ocelot and a capybara, quartered at the Chimp Farm, will leave April 10 for the Beers & Barnes quarters in South Carolina. . . . Captain David Hoover, who has wintered his cats at the Chimp Farm, is due to leave soon for Palisades Park, N. J., where his wife, Lois, will join with her wire act.

Kitty Kelly Ronstrom writes from Polack Eastern that Stanley Childers suffered an injury to his right hand. . . . A. E. Howell, concessions purchasing agent, joined his wife, Stella, and sister-in-law, Mrs. Bessie E. Polack, in Erie, Pa. . . . A group caught the Hamid-Morton show in Pittsburgh, including the Hannefords, Pinky Madison, Audrey Ching, Henry Kyes, Dick Slayton, Ralph Oyseth and Billy Porter. . . . Renee Joanides celebrated his fourth birthday March 30, while George Hanneford had a birthday March 31 and Kitty Kelly Ronstrom on April 1. . . . Henry Kyes was made an honorary member of the Zem Zem Temple Shrine Band by Courtney Wilcox, conductor. . . . The following personnel planned to catch the Ringling opening at New York: George Hanneford Sr., Kay Francis, George and Vickey Hanneford Jr., Tommy and Struppi Hanneford, James B. Armstrong, Mrs. Bessie Polack, Ed and Stella Howell, Henry Kyes, Dick Slayton, Pinkey and June Madison, Audrey Ching,

Harold and Aileene Voise, Arden Kreisch, Georgia Voise, Billy Porter, Ralph Oyseth, Leo Kresczmer, Leo Loranger, Don Bumpus, Paul Kaye, Ray Sinclair, Capt. Eddie Kuhn, the Joanides, Freilanis Cycling Troupe; Ida, Trudy and Rudy Jung, the Mandarins, Charley Cheer, John Grogan and Artie Burke.

Don Marcks postals that the Marcks Miniature Circus will be shown in Arcadia, Calif., April 8-13 for the American Legion-Youth Fund. Lithos and other ads are posted thruout the town. . . . The Shyrettos are playing the Mapes Hotel, Reno, Nev. . . . Fan Paul Caldwell reports he expects to catch the Ringling New York opening. . . . The Walter L. Main Tent, CFA, was scheduled to hold its seventh birthday and spring opening party Sunday (7) at Elk's Auditorium, New Philadelphia. . . . Clyde Beatty Circus will play Canada's Maritime Provinces this summer, mostly under Shrine auspices. New Brunswick towns include St. John, Fredericton and Moncton; in Nova Scotia the show will play Halifax and Sydney.

Jules Jacot, who had his lions with Howard Suesz and Tom Packs the past season, was in Cincinnati last week visiting with the officials of the Cincinnati Zoo. His mixed group of 16 cats, which he purchased last summer from the St. Louis Zoo, are in quarters in Peru, Ind. The 16 animals comprise three acts. Jacot may present his lion single, King Solomon, as a free act at the Cincy zoo later in the season.

Rolando Johansson, finger walk, and Mrs. Johansson (Lilly Yokoi, cyclist), are back in the U. S. after a tour with the Harlem Globetrotters to Alaska, Japan, Formosa, China, Bangkok, Manila, Australia, New Zealand and Hawaii. They will leave for Sweden on April 18 for a European tour with the Abe Saperstein basketball team. . . . Veteran booker Stanley Wathon underwent surgery Tuesday (26) in Forest Hills General Hospital,

New York City. No visitors are allowed but mail would be welcome. . . . Dr. Cecil Miller, Sarasota M.D., who has delivered many new circus performers in recent years, has had a banner season with his racing greyhounds at the Sarasota Kennel Club track. His dogs, which all have circus names such as Circus Fame, Circus Supreme, etc., have racked up an impressive list of victories.

CFA's Ralph Hartman, John Bear, Tom Scaperlanda, Frank Pahlman and Ray Gerhardt caught Lee Bros.' Circus at San Antonio. The mothers of Alberto Zoppe and Cucciolo are staying in San Antonio while the riding act works the Hawaiian Islands. . . . Lew Hershey recently wound up a route of school dates in Kansas, Illinois and Missouri and plans to stay home during the summer with the exception of a trip to Utah to see his brother. . . . Eddie Edwards, who clowned with the John A. Strong Circus for three years, will play fairs and celebrations as a free act this season. Reports he has been signed to play 14 annuals already. . . . An article entitled "Wisconsin, the Circus State" recently appeared in The Circus Review under the by-line of Jake Disch, Cudahy, Wis., clown.

Willard J. Oakley reports the fishing was excellent recently at Alabama Jack's Fishing Camp, Key Largo, Fla. . . . The Great Tex Carson Circus has changed its name to the Great Carson and Barnes 3-Ring Circus. . . . Line-up on the Tommy Scott Show in the Rio Grande Valley included Scott, Frankie and Sandra Scott, Rudy Preston and Smilin' Bobo, Juggling Jess, Kernerva, Pinter, Mask Rider in a two-hour performance. . . . Milt Hinkle writes that his rodeo will play Charlotte, N. C., May 8-12; Greenville, S. C., May 15-18; Raleigh, N. C., May 22-25; Spartanburg, S. C., May 30-June 1, and New Haven, Conn., June 12-16.

Jim Snell writes that he closed in Hawaii April 8 and will fly back to Los Angeles and then to the St. Louis Police Circus and Des Moines. . . . Ernie Millette and his wife, May Worth, caught the Cristiani show at Wilton Manor, Fla. . . . Mrs. Madeline O'Connor, daughter of Felix Adler, suffered two fractured arms when she fell during a performance of the Pan-American Circus in the Paterson (N. J.) Armory on March 28. . . . Victor Robbins, former band leader on the Beatty show, is expected back in the U. S. after a six-week stint with the Wally Yee Circus in Hawaii.

Paul Conaway, Macon, Ga., attorney, and Mrs. Conaway are currently vacationing in California. En route to Los Angeles, they stopped over at New Orleans and Houston to visit friends. . . . Some 75 members of the Florida Circus Fans' Association attended the organization's annual convention in Sarasota recently.

Barbara Fairchild reports that Tommy Parris has arrived back from South America and will work with Happy Davis on the trampoline on Cristiani Bros.' Circus. Other recent arrivals are Jeanne Kuhn, who is doing web, and Gaylord Maynard, wire and clowning. Mrs. June Russell and husband visited at Fitzgerald, Ga. Barbara also reports the weather has been sunny and warm since Cristiani opened.

Happy Kellems played it up brown during his engagement with the Shrine Circus in Cincinnati last week, when the Thompson Bros., local Cadillac dealers, put

ARENAS & AUDITORIUMS

Free Country Music Show Books Many Auditoriums

By TOM PARKINSON

CUTTING quite a swath in the arena field is the Philip Morris Country Music Show, a free attraction playing mostly in auditoriums and arenas thru the South.

It opened early in January at the Mosque, Richmond, Va., where it played to 5,000 persons inside and had another 4,000 waiting outside. By early March, the success had been so well demonstrated that the show was contracted for a second 13-week stint. That will take it into the middle of the summer.

Philip Morris has been active in the country music field for some time. Heading up its public relations is Jim Bowling, a sometimes producer of country music shows and winner of an award at last year's Country Music Festival at Meridian, Miss.

HANDLING THE ACTUAL booking of talent and buildings is Jim Denny's Artists' Bureau, Nashville. The buildings are booked and Philip Morris picks up the tab.

Publicity material, largely cards and posters, is circulated thru PM channels to their salesmen in each area. The salesmen place the paper. Wilma Dobie, of the firm's advertising agency, acts as press agent and makes the papers. Sometimes there has been a local tie-in with the Jaycees to make a collection for a charitable fund.

Newspaper ads are used. In addition there has been a great amount of assistance from talent with the show, which makes appearances at radio stations along the way. The whole troupe broadcasts the regular Friday night Philip Morris radio show from wherever it is playing at the time. A newsletter to disk jockeys thruout the country also is tied in with news of the touring show.

IT'S FREE TO THE public. Publicity makes it clear that this is on a first-come, first-served basis. Turnaways have been the rule. Often, as was the case at the first stand, an extra show has to be given.

While the Philip Morris name is linked with the show thruout, there is a minimum amount of advertising during the actual performance. Stage is fitted with large signs for each of the PM products. The program is opened by Johnny, the Philip Morris pageboy. Sometimes samples are distributed, but not usually. Finally, the singing includes the TV-radio commercial jingles for three brands of cigarettes put out by the company.

So far the show has taken its full complement of country music personalities to engagements in Virginia, Kentucky, West Virginia, Arkansas, Alabama, Tennessee, Mississippi and Louisiana. Those States have been blanketed; there also was a single stand in Texas. Upcoming is a tour of the Carolinas and other territory.

There are such special dates in the offing as Louisville at Derby time and Meridian, Miss., for the two-day national festival in May. And meanwhile, the show keeps playing its steady run of one-day stands in auditoriums and arenas six days a week. It's a further demonstration of big company awareness of big business in country music and big opportunity in arenas and auditoriums.

one of their cars at his disposal during his stay in town. Kellems drew a bundle of laughs telling of his appearance on the Jackie Gleason TV show from New York March 31. Those who saw the show, Happy explains, will remember him as the checkered blur that flitted across stage before you could say "Heh, Rubel!" "They didn't even mention my name," Kellems laments, "altho I must admit I did look good in rehearsals. Judging from the letters received from friends since, however, some of the viewers recognized me." Others in clown alley with the Shrine show in Cincy last week were George LaSalle, Jeff Murphy and Peggy, Joe Coyle, Norman Atwell, Bill Alcott, Leo Francis, Pappy Kerr and Garner Newton.

Among those attending the opening night of Ringling-Barnum were Mrs. Henry Ringling Jr. and her daughter, Sally, Baraboo, Wis. . . . Ed Kelly, assistant vice-president of the Ringling show, was in New York. He represents minority stockholders. . . . New edition of the Ringling program lists show directors and includes one, George D. Woods, who resigned some time ago.

Tex Bryant, former movie auto stunt driver, is now at Camp Kilmner, N. J., where he is producing and directing Hungarian relief shows for TV.

Others at the Ringling opening included Richmond Cox, press man for the Hamid-Hunt Circus; Joe Trosey, bug man; Hartzell Spence, co-author of Fred Bradna's biography; Dick Slayton, Henry Kyes and others from Polack Eastern; Claire and Tony Conway; Bill Montague, CFA officer; Herb and

Pearl Georg, CFA; Jackie Bright and Dewey Barto, AGVA, and Pat Miller, who formerly had concessions on the show.

Minnie Alzana was injured, though not seriously, Thursday (4) night when a bike used by the Alzana high-wire act fell and struck her on the head. Harold Alzana resumed the act while Minnie was helped down from the platform.

David (Deacon) Blanchfield, back with the show. Title has his as Bob Dwyer's assistant, and his work includes direction of the handling of equipment like floats and carriages in the basement backyard.

. . . Eddie Billetti, general superintendent, was in New York to handle the show and for the opening day. He was returning to Sarasota ready the second section of night trucks.

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THE FINAL CURTAIN

BLATSKY—Frank, 62, concessionaire, April 3 in James Ewing Hospital, New York. He had been a member of the National Showmen's Association since 1940. Cremation took place at Ferncliff Cemetery, Hartsdale, N. Y.

BLOOM—Lee, 61, veteran show and concession operator who was known as Whitey O'Sha, recently at Veterans' Hospital, Biloxi, Miss. He is survived by a brother, Edward, and a sister, Mrs. Gertrude Mendell, both of Chicago. Burial in Tamaroa, Ill.

CAMPBELL—Jesse C., 55, retired high diver known as Sonny Boy, April 1 in Kissimmee, Fla., following a long illness. He had been with Bench Bentum, Prell's Broadway and Endy Bros.' shows. A native of St. Marys, W. Va., he moved here from Baltimore seven months ago. Campbell was a member of the Miami Showmen's Association. Survivors include his widow, Gladys; his stepmother, Mrs. Laura Campbell; two daughters, a stepdaughter and a stepson. Burial in Kissimmee.

GREENSPOON—Jack L., 63, veteran concession operator and figure in park operations at Norfolk and Virginia Beach, Va., April 3 in Norfolk. (Details in Outdoor section.)

HAGEN—Jack, 42, former circus advance agent who also had been connected with the Civic Drama Guild of New York and roadshow agencies, March 18 at his home in Newton, Kan., of cancer. He was formerly associated with Clyde Bros.' Circus and Hagen Bros.' Circus, the latter having been named after him. Services and burial in Newton. Surviving are his parents, Mr. and Mrs. John Hagen, and a sister, Mrs. Ralph H Snyder, all of Newton.

HARRIS—Frank, 69, veteran Iowa fair official, April 3 in Des Moines. (For de-

tails see story in General Outdoor section.)

HOPE—George Alfred, 87, a life member of the Kelvington, Sask., Agricultural Society, recently at Burnaby, B. C. Survived by his widow, three daughters and two sons.

MUNSTER—Dr. James A., 74, well known to performers of all branches of show business, recently in Pittsburgh. He was a member of the Veterans of Foreign Wars, Elks Lodge and Fraternal Order of Eagles. Burial in Pittsburgh.

MURPHY—Frank R., who tramped with many circuses, including Sells-Floto, John Robinson, James M. Cole and Hunt Bros., suddenly March 9 in Providence. Survived by his widow, Catherine, and eight children.

ROUSAY—Robert, 89, one-time president of the Yorkton Agricultural and Industrial Exhibition Association March 19 at Yorkton, Sask. Survived by three sons and a daughter. Burial in Yorkton.

STEVENS—George H., 83, of the Stevens & Mossman show, March 6 in Sikeston, Mo. Formerly of St. Louis, burial took place March 9 in Sunset Burial Park, St. Louis County, Mo.

STEWART—George Chester, 73, one-time secretary of the Maple Creek (Sask.) Agricultural Society, recently in Maple Creek. Survived by two brothers. Burial was at Maple Creek.

WILSON—Walter, 67, veteran billposter and promotion man, recently in Wichita Falls, Tex., after a long illness. He was a member of the Stagehands and Operators' Union.

BIRTHS

DICK— A daughter, April Denise, April 2 to Walker and Bea Augustine Dick. Father is former owner of the All-American boys' trampoline and teeterboard acts and now owns the Ohio Valley Yacht Club, Wheeling, W. Va., and Texas Pleasure Pier, Galveston. Mother was formerly with the Alberto Zoppe riding act.

U. S. Rubber Mag Features Hunts

NEW YORK—The U. S. Rubber Company's slick magazine, *Us*, shows clown Tiny Bond on its March-April cover and features a 16-photo story on the Hunt Bros.' Circus. Emphasis is on the many U. S. Rubber products the show uses.

Press run of 70,000 copies is distributed 60,000 internally among company employees and 10,000 to community leaders, including civic, fraternal and religious people.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Alamo Expo.: Eagle Pass, Tex., 7-14; San Antonio 22-27.

Amusements of America: Lexington Park, Md., 12-20.

B. B. Combined: Pryor, Okla.; Bartlesville 15-20.

Burke, Harry: Baton Rouge, La., 8-15.

Burkhart: Tal'ulah, La., 8-14; Lake Providence 16-21; Amite 22-28.

Crafts Expo.: (Fair) Yuma, Ariz., 10-14.

Crafts 20 Big: Montebello, Calif., 10-14.

Drew, James H.: Richlands, Va. Dudley, D. S.: Plainview, Tex., 12-20.

Dumont: Jackson, Ala.

Empire State: (Fair) Potect, Tex. Gala Expo.: Kensett, Ark., 13-20.

Gentsch, J. A.: Laurel, Miss.

Gladstone Expo.: Louisville, Miss., 12-20.

Latin American: Uvalde, Tex.

Lawrence Greater: Opelika, Ala., 15-20; Marietta, Ga., 22-27.

Manning, Ross: Hinesville, Ga.

Midway of Mirth: Jonesboro, Ark.

Mighty Interstate: Thomasville, Ga.; Warner Robins 15-20.

Miller, Ralph R.; Albany, La.

Moore's Modern: Jacksonville, Tex.

Nolan Am. Co.: Zanesville, O., 12-20.

Norton's Rides: Duncan, Okla.

Page Combined: Charleston, S. C., 15-20.

Pan-American: Alexandria, La.; El Dorado, Ark., 15-20.

Peppers All State: Pensacola, Fla.

Raley Bros.: Charleston Heights, S. C.

Shop-O-Rama: Cuba, N. M.

Siebrand Bros. Combined: Tucson, Ariz., 8-14.

Southern Fair: Powder Springs, Ga.; Kennesaw 15-20.

S&S Amusements: (Spring Grove & Colerain Aves.) Cincinnati 12-21.

Strates, James E.: Savannah, Ga.

Tatham Bros. Combined: Riverton, Ill., 20-26.

Tennessee Valley Am.: Union City, Tenn.

Tidwell, T. J.: Abilene, Tex., 8-14.

Tinsley, Johnny T.: Greenville, S. C.; Greer 15-20.

Tivoli: Lake Charles, La., 8-17.

United Expo.: White Haven, Tenn.

United States: Hampton, S. C., 13-20.

Wolfe Am. Co.: Greer, S. C.; Clinton 15-20.

Circus Routes

Cristiani Bros.: Gadsden, Ala., 9; Anniston 10; Rome, Ga., 11; Smyrna 12; Macon 13.

Davenport, Orrin: Fort Williams, Ont., 9-13.

Hamid-Morton: Washington 9; Palisades, N. J., 12-28.

Mills Bros.: Jefferson, O., 20; Warren 22; Youngstown 23; Alliance 24; Canton 25; Stowe 26; Barberton 27; Rocky River 29-30; Lorain May 1; Sandusky 2; Port Clinton 3; Fostoria 4.

Polack Bros. Eastern: Bangor, Me., 10-11; Lewiston 12-13.

Polack Bros. Western: Tacoma, Wash., 12-14; Los Angeles, Calif., 25-28.

Ringling Bros. and Barnum & Bailey: New York 9-May 12.

Miscellaneous

Burke's Wild Cargo: Cleveland, Tenn., 9-13; Athens 14-20.

City of Religions Matchstick Exhibit, Panama City, Fla., 15-21.

Hitler's Personal Auto: Lake Charles, La., 9-13.

Senior & Lashbrook's Grand Ole Opry: Gulfport, Miss., 9-10; Columbia 11; Macomb 12; Gloster 13.

Sikes, O. L., Tent Show: Bartow, Ga., 9-12.

DAILEY WORKS MIKE

R-B Preem Magnet Lures Show Names

NEW YORK—Celebrities galore were a part of the annual Ringling opener in Madison Square Garden on Wednesday (3), but this year the whole affair did not get out of hand by stars hamming it up thruout the show. The situation, an unpredictable one at best in recent years, ran smoothly and the program ended by midnight.

Ringmaster was Dan Dailey, who alternated with show announcer Harold Ronk and who introduced the floats which bore visiting show business names.

Monroe a Favorite

What names there were, were impressive, but the total number was somewhat shy of previous years. One of the biggest audience receptions was won by Vaughn Monroe, vocalist and RCA video salesman.

Publisher Well Treated

A flurry of activity was evident around a seven-year-old lad all night, with clowns Felix Adler and Otto Griebing, among other show-folks, spending time with him and his charming parents. Turned out they were Mrs. Ogden Reid and her husband, who is publisher of The New York Herald Tribune. The youngster got all the handshakes and souvenirs he could handle.

\$90,000 for Charity

The Garden was about three-fourths full for the benefit, short of the usual full house, but the sponsoring New York City Cancer Committee grossed a reported \$90,000. Ticket income was given at \$60,000 and two anonymous donors underwrote the cost of the performance to the tune of \$30,000, the committee reported.

March Not Daunted

Intermission was taken up by a drawing for a Cadillac, with Hal March, of TV's "64,000 Question," as emcee. In calling up the circus management to take a bow, March hesitated on the first names, then sailed ahead by calling for "the two Mr. Norths."

Names Listed

Other name artists, who graced

the floats being trotted around during production numbers, included Dorothy Samoff, Jan Murray, Robert Merrill, Lanny Ross, Lee Ann Merriwether, Xavier Cugat, Abbe Lane, Arthur Lake, Pamela Britton, Claude Kershner, Capt. Allen Swift, Walter Cronkite, Monique Van Vooren, Maggie McNellis, Gypsy Rose Lee and June Havoc.

H-M Papers Press

Also prominent, in his way, was Richmond Cox, publicist for the Hamid-Morton and Hunt Bros.' Combined Circus, opening Friday (12) at Palisades (N. J.) Amusement Park. Cox button-holed every photographer and reporter he could find, passing out preview tickets.

Reviews All Good

If anyone in the metropolitan area had hesitations about visiting the Big One, those doubts were dispelled by newspaper reviews, which vied with one another in dispensing superlatives for the 1957 production. Pictures were numerous and review comments were all good.

Autry, Oakley To Head Rodeo At Shreveport

SHREVEPORT, La. — Gene Autry and Annie Oakley (Gail Davis) will be the feature performers at the RCA-Approved World Championship Contest Rodeo to be staged at the Hirsch Youth Center at the Louisiana State Fairgrounds, May 15-19, Joe T. Monsour, secretary-manager of the Louisiana State Fair, announced.

Autry and Oakley will appear at all six performances of the rodeo, which is produced by Tommy Steiner of Austin, Tex. Night performances are scheduled on May 15, 16, 17 and 18, with matinee performances set for May 18 and 19.

Davenport Wins At Dayton, O.

DAYTON, O. — The Orrin Davenport Circus played to an estimated 150,000 during its 10-day stand here in the Fairgrounds Coliseum that ended Saturday (30). This was close to 25,000 more than turned out for the show a year ago.

Nine each afternoon and evening performances were given and two Saturday morning shows. It was estimated that about 4,000 were turned away at the morning performances.

Wis. Voters Okav Fast Time

MILWAUKEE — Wisconsin this year will operate on daylight saving time. A record turnout of metropolitan area voters Tuesday (2) gave approval to a switch to fast time.

The change is expected to aid the Wisconsin State Fair and other outdoor events staged near the Illinois State line, where in the past there was a conflict because the Illinois area operated on daylight time, the Wisconsin area on slow time.

Ice Shows

Holiday on Ice, 11th Edition: Sault Ste. Marie, Ont., 8-10; Sudbury 11-13.

Holiday on Ice of 1957: Tampa, Fla., 9-10; New Orleans, La., 12-17; San Antonio, Tex., 29-May 3.

Ice Capades, 16th Edition: Albuquerque, N. M., 9-14; Oakland, Calif., 20-28.

Ice Capades, 17th Edition: Chicago, Ill., 9-14; Denver, Colo., 20-29.

Shipstads & Johnson's Ice Follies of 1957: Minneapolis, Minn., 9-21.

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IN LOVING MEMORY OF AL WAGNER



A Dear Husband and a Wonderful Pal who passed away April 11, 1954.
MRS. AL WAGNER

IN LOVING MEMORY OF JOHNNY WALL

Passed away March 11, 1957.

Gone but not forgotten.

GLADYS GILLEM WALL

KATHLEEN, ANNE, CLAIRE, FREDERICA, JOHNNY JR.

JONES RE-ELECTED

N. E. Hopes High For 1957 Business

BOSTON — General optimism cast a bright glow over the proceedings at the Parker House Wednesday (3), as the New England Association of Parks, Pools & Beaches held its annual meeting. From all quarters came expressions of confidence that this year's business will at least match that of 1956, and in all likelihood will exceed it.

Russell G. Jones was re-elected association president. Treasurer Wallace St. C. Jones and Secretary Fred Markey were also retained in office. New vice-presidents are Peter McLaughlin, of the Wilson Lines, Boston, and Edbury Engren, of Lake Pearl, Wrentham, Mass.

Attendance was in keeping with that of recent events, with the six New England States, adjoining Pennsylvania, being represented.

The executive committee was elected as follows: Nickolaz Xanthaky, of Salem Willows, Mass.; Douglas Farrington, of Norumbega Park, Mass.; James J. Battered, of Hampton Beach, N. H., and Frank Sterner, of Revere Beach, Mass.

Governor Represented

The Rev. Fr. Edward S. Sullivan provided spiritual contributions for the program. Also present were Paul H. Huedepohl, of the National Association of Amusement Parks, Pools & Beaches, and Frank R. Kelly, who represented Governor Furcolo.

Huedepohl commented on several situations. He expressed optimism over the business picture and said the NAAPPB is growing and is in a healthy financial state. There are no pressing or urgent legislative problems, he said, nor are there many problems for participating sports. Manufacturers should have done well in 1956 and should also do well this year, he said. Site of the summer meeting has not been chosen yet, but the

annual affair will be December 1-4 in Chicago, as usual.

Ed Carroll, member of the insurance committee of the NAAPPB, said a recent meeting in New York produced the information that increases in premiums will be general this year, because of 1956 losses. If the losses were up by 25 per cent, he said, premiums will be 5 per cent higher; if losses ranged from 25-50 per cent, the cost will be up 10 per cent. Higher losses will find proportionate increases.

Several speakers were heard from in the advertising symposium. They included Murray Travers, account executive of WNAC-TV; Gerald Posner, of the Hub Mail Company; James Connelly, of the Donnelly Advertising Company; Lenox Bigelow, of the State Department of Commerce, and John Dineen, of Hampton Beach, N. H.

Bigelow explained expenditures of the State's \$80,000 budget, largely devoted to printed matter in a half-dozen consumer magazines, which draws 50,000-100,000 inquiries every spring.

The Al Martin Agency provided talent for the annual banquet.

TV Wranglers Lease Lithia Springs Spot

LITHIA SPRINGS, Ga.—The TV Wranglers (Boots Woodall, Smith Brothers, Paul Rice and Cotton Carrier), country and western musical team, have signed a long-term lease for Lithia Springs Park, 17 miles from Atlanta.

New name for the spot will be TV Ranch Park. Tentative plans of the new operators call for construction of an outdoor bandstand on which country and western talent will be seen each Sunday afternoon, weekend dancing and the addition of \$25,000 worth of kiddie rides. Established facilities at the spot include swimming pools, nine-hole golf course, picnic grounds and clubhouse. Tentative opening date is April 28.

Michigan Zoo Closes

JACKSON, Mich.—Closing of the Sharp Park Zoo here was announced by Superintendent Lyle Ambs. The zoo structures, which date back about 40 years, are to be torn down.

Nickel Strip Tickets Begun By Riverside

Mouse Unit Plus New Parking Set By Carroll Spot

AGAWAM, Mass.—Riverside Park is centralizing its ride ticket operation this year, doing away with the former individual ticket box at each ride. Manager Ed Carroll is trimming the operation to a few central boxes.

The new method will have nickel tickets sold in strips, and used in varying amounts at the different rides.

The ticket changeover is one of several changes and additions this season. A Wild Mouse ride, one of the few built this year, is going up on the north-south midway in an area formerly occupied by the Tilt-a-Whirl and other units, all of which have been relocated on the grounds. Sections of the German-designed ride have arrived over the past two weeks.

Modernization also includes addition of several kiddie theme structures, a vending unit dining area and eight additional acres of parking. The last improvement is estimated to provide for an additional 500 cars and includes re-grading, light towers and surfacing.

New Kiddie Units

In the Kiddieland will go six animated displays depicting Hey Diddle Diddle, Humpty Dumpty, Little Boy Blue, Little Bo Peep, Little Miss Muffett and Sing a Song of Sixpence. A self-service eating pavilion to be known as the Automatte is being installed near the Caterpillar ride and adjacent to the entrance to the new parking lots. Also new this year is a modern shooting gallery.

Saturday nights and Sunday afternoons comprise the April schedule, starting Saturday (20). Friday nights will be added starting May 1, and daily operation begins Decoration Day. The Easter Saturday opening marks Carroll's 18th season as owner-manager of the park.

Tenants to Run Lakewood Ad \$\$

ATLANTA — Lakewood Park, which includes a wide variety of ride and show tenants, is setting up an advertising concept to better represent the thoughts of its concessionaires. The Southeastern Fair Association, on whose grounds the park operates, is obligating 10 per cent of its gross park receipts for an advertising fund.

The fund is to be administered by the independent operators, with the association retaining final approval on expenditures.

The effect of the Roller Coaster on park operations will be studied closely this season, as the unit was completed in 1956 only in time to operate during the fall fair. During the fair, however, General Manager E. Lee Carteron noted the ride helped raise the gross of permanent park concessions from \$75,000 to more than \$100,000.

W. Tom Blackwell's Dodgem is being rebuilt on a new location for the 1957 season, which will open Saturday, May 4. Arnold Feldman is establishing a separate Kiddieland area. The permanent drink stand has been renovated, and a major improvement to the grounds will be the connection of grandstand facilities with the city sewer system.

Opening day will be Lockheed Day, with all rides except the Roller Coaster going for 5 cents. The promotion last year brought 30,000 patrons to the park. Lockheed's Employees Recreation Club

sells ride tickets to its members, and in addition stages various programs such as a beauty contest and a road race.

Current project calls for widening of the permanent midway by 15 feet. Heavy fair crowds last fall (Continued on page 93)

Arcade Units Prospering at Daytona Beach

DAYTONA BEACH, Fla.—The eighth year of Midway Recreation Center operation is dawning, with business potential viewed as good. F. D. Johns, who built the Arcade when much of the boardwalk section was lined with temporary-type concessions, has prospered to the point where competitive elements have appeared where originally there was none. Johns' location houses 175 coin devices.

A short distance north of Johns' establishment is the Amusement Center, where route operators Beyer and Brown have a sizable Arcade in play, under management of Charles Wolf. Recent alteration saw a half dozen bowling alleys removed in favor of additional coin units.

Both Arcades feature rooftop miniature golf, and Wolf's is being embellished with a \$5,000 neon sign. Employees are mostly people with daytime jobs, as well as students from a nearby university.

Successful elements at other Arcades are utilized here, mainly high-intensity lighting of the fluorescent type, and blazes of color. Neatness is also an asset, with Wolf's location sporting a terrazzo floor which holds down the dust.

April Opening At Willow Gr.

PHILADELPHIA — Sixty-second season for Willow Grove Park will open Saturday (20), for partial operation. Park will run Saturdays and Sundays thru May 19, when full-time summer schedule will begin, general manager Joseph A. Helprin reports.

Refurbishing during the winter has been under supervision of John Palmeiri, superintendent. The park will adhere to its program of name and variety acts as patron attractions.

Pool, Dock Ready At Ponchartrain

NEW ORLEANS — The new Thyra Damonte swimming pool at Ponchartrain Beach will be dedicated Saturday (20). It features a wall of metal and old sandstone, decorated with metal discs portraying various sea fantasies.

There are three pools in the enclosed area, one of them a separate diving pool measuring 70 by 40 feet, and with depths varying from 8 to 11 feet. The major pool, to be dedicated, is 200 feet long and 85 feet wide, and has an incline from 3 to 6 feet. Also in the area is a kiddie wading pool next to a beach area containing tables and chairs for light refreshments.

A new boat dock extends 1,000 feet into Lake Ponchartrain, and it will serve as departure point for a 50-passenger sightseeing boat and a fleet of speedboats this season. Harry J. Batt, managing director of the resort, said the dock also has space for private boats whose owners would want to visit the midway.

Another addition is an 18-hole miniature golf course being completed near the Zephyr ride. "Around the World in 18 Holes" is the unit's title, suggested by a film of the same name which has played New Orleans for several months.

Park opening has been scheduled for the April 26-27 weekend, although pre-season events have been set for April 14 and 20-21.

Units described continue an expansion and development project begun with the end of World War II. In the winter of 1955 Batt installed the Roto-Jet and Rock-O-Plane rides, one at either end of the 6,000-foot promenade. Cactus gardens were planted and construction of the ultra-modern Damonte swimming pool was begun. Two large neon signs were erected in the 3,000-car parking lot.

Batt described the outlook for this year, the park's 29th season, as excellent.

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Lot of 65 or any part.
REASONABLE OFFER
WILL NOT BE REFUSED!!
Write for our complete catalogue.
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CONCESSION SPACE AVAILABLE
Ideal location.
On Boardwalk near new Aquarium.
Coney Island. Interested parties call
MR. FRIEDMAN
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All Machinery, Equipment, Formulas. Will teach the buyer the manufacturing.
\$6,000.00
Three Golf-O-Matic Machines, used twenty weeks. Cost \$10,500.
Come and see them. All for \$2,000.
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COMPLETE KIDDIE LAND FOR SALE "AT SACRIFICE"!!
OWNER MUST DEVOTE FULL TIME TO 12 MONTH BUSINESS.
LARGE METROPOLITAN AREA—INCREASING GROSSES YEARLY
ORIGINAL COST, \$100,000.00. WILL SELL ALL FOR \$50,000.00.
Requires \$25,000.00 cash, balance over 5 years. Long ground lease. No deals or trades. If you have enough cash, write for details.
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Dark Ride and Dodgem or Scooter Ride on percentage. We have buildings already set up in permanent park. Can use other Major Rides. Also want Man to handle Games on percentage.
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Johnstown, Pa. Write Harry Klein, 1421 Mary Drive, Johnstown, Pa. Phone 35-1986.

FOR SALE 2 MILLS FROZEN CUSTARD MACHINES
2 1/2 GAL. EXCELLENT CONDITION. ORIGINAL COST, \$3,000.00; will take \$400.00 cash and they're yours.
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To liven up small amusement park. Something at a low cost. Have free gate, 5 rides, boats and swimming in 140' wide creek, picnic tables, few summer guests. State price for information. All information by letter only. Box D-284, c/o The Billboard, Cincinnati 22, Ohio.

SKEE BALL CONCESSION For Sale
Fully equipped, good location. Playland, Beach 98th Street, Rockaway Beach. For information call mornings before 10. Hearsell 9-1037 or write: JULIUS SEIDEL, 741 East 42nd Street, Brooklyn, N. Y.

19 N. Y. State Events Ink Beam Grandstands

GOSHEN, N. Y. — Nineteen fairs in New York State, one shy of half the number which book attractions, were reported in the Ward Beam fold last week.

Beam said he had set complete grandstand programs of a week's duration at 13 of the fairs. Four others are for three days, one is for two days, and there is one booking of one day. Bookings include the Beam Thrill Show and a variety of other grandstand units.

The fairs are Whitney Point, Norwich, Westport, Watertown, Lowville, Caledonia, Hemlock, Brookfield, Henrietta, Fonda, Middletown, Sandy Creek, Morris, Gouverneur, Bath, Ithaca, Trumansburg, Palmyra and Altamont.

Ted Atwood New Mgr. at Chattanooga

CHATTANOOGA—A. T. (Ted) Atwood, veteran fair executive, was named general manager of the Chattanooga-Hamilton County Inter-State Fair at a recent board meeting here. Atwood has been active in the fair here for over 30 years.

Maude H. Atwood, secretary, reported that plans for this year's run are progressing, and the premium book will be ready for distribution April 15. Commercial and concession space sales are also under way, she said.

Six Aussies May Compete At Calgary

CALGARY, Alta.—Six Australian riders may compete against six Canadians in a bronk-riding event on the final day of the Calgary Exhibition and Stampede, July 13.

Promoters in Australia and New Zealand are prepared to send the riders and Calgary Stampede officials have indicated they will return the visit with six Canadian cowboys to the Sydney rodeo later in the year.

Nothing definite will be decided until the return to Calgary of J. Angus McKinnon, a stampede director, who has been touring Australia and New Zealand publicizing the Calgary show.

Millarville, Alta., Marks 50th Year

MILLARVILLE, Alta. — The Millarville Fair here will mark its 50th anniversary August 24.

Several of the original signers of the Millarville Fair charter, as well as past presidents and secretaries, will be honored. An old-style stoneboat pull by heavy horses will be a feature. A light horse show and a cutting horse contest will also be held.

Event is sponsored by the Pridis and Millarville Agricultural Society, with Art Patterson, president, and Mrs. Grace Bull, secretary.

Glenbush, Sask., Elects Olson

GLENBUSH, Sask.—L. B. Olson has been named president of the Glenbush Agricultural Society. F. G. Grant is vice-president. The annual fair will be held July 31.

The Beam organization will service each of the fairs with material for an outdoor and newspaper-radio advertising and publicity campaign. A trial at this method of providing advance grandstand material was tried with success last season, Beam said.

PTA Handles Advance Sale At Del Mar

DEL MAR, Calif. — Approximately 200 Parent-Teacher Association units thruout San Diego County are selling advance tickets for the 18th annual Southern California Exposition & County Fair here, June 28-July 7, Paul T. Mannen, fair secretary, announced last week.

Adult tickets are 50 cents, a saving of 50 cents over the front-gate admission price to be in effect during the exposition. Children's tickets are also available for 25 cents.

A portion of the proceeds from the advance sale will go to the participating units and the San Diego County Children's Dental Center.

Nearly 15,000 adult tickets were sold last year.

Mobile Sets Ladd Stadium

MOBILE—The third annual Greater Gulf State Fair will be held in Ladd Memorial Stadium, Jim Hamrac and Rudy Ramelli, co-managers, announced last week.

The stadium has a capacity of 36,000, a large midway area and parking for 5,000 cars. Exhibits will be located under the stands

Lakewood Tenants

Continued from page 92

were cited by fire inspectors as a need for additional space for fire lanes.

Carteron reported there is no plan to return bingo to the grounds. Two years ago the association adopted a skill game code, as set forth by the Ohio State Fair. Bingo is prohibited as public entertainment here except for a few clubs.

Tenants Listed

The list of rides and other concession operators for this year is being added to weekly. Those contracted to date, Carteron reported, are as follows:

Moon Rocket and Dodgem, Mr. and Mrs. W. T. Blackwell; cotton candy, Mrs. Virginia Belcher; Figure 8 Rink, William Barg and Mary Bohland; Miniature Train, Mrs. A. C. Bryant; Merry-Go-Round and Kiddieland, Mr. and Mrs. Arnold Feldman and Mrs. Sadie Hankin; Chairplane, W. R. Millican; lunch stand, Rich Paul; Roller Coaster, Troutman and Queen.

Also, Pony Ride, L. F. and Le-Roy Still; peanuts and popcorn, Lamar Wells; roller skating, N. E. Nolan; racing, Southeast Enterprise, Inc.; Sky Fighter, kiddie Ferris Wheel, and kiddie Roller Coaster, Harvey Smith; Whip, Coke game and African Dip, Jack and Bill Stephens; glass pitch, penny pitch, high striker and Skee Ball, Mr. and Mrs. James W. Hardin. Mr. and Mrs. T. Carl Mills have the Old Mill, Octopus, Chairplane, Red Barn, Ferris Wheel, duck game and darby game.

Greensburg, Pa., Purchases New 160-Acre Plot

GREENSBURG, Pa.—A 160-acre tract has been purchased by the Westmoreland County Fair and Recreation Association here as the new site for the fair and also for the establishment of a recreation center intended for year-round use.

The new site, which is situated about six miles from the city limits, will be used for the 1957 fair, officials announced.

Gaylord Lewis, fair designer-consultant, has been asked to design the grounds and submit a master plan layout which could call for the erection of a race track and grandstand, a \$1,000,000 coliseum, various types of exhibit buildings and a recreation area. The latter is to embrace a swimming pool and facilities for winter sports.

Year-round use of the plant is foreseen by industrial plant personnel of the Pittsburgh area. Several members of the fair board are also directors of large industrial concerns.

N. H. Assn. Names Mitchell

CONCORD, N. H. — Lester Mitchell Sr., Campton, was elected president of the New Hampshire Fairs Association at its annual meeting here recently. Mitchell was superintendent of the Plymouth Fair for a number of years.

Clark Ingalls, North Haverhill, was named vice-president, and Dr. R. W. Smith, State Department of Agriculture, was re-elected secretary.

Charles Griffin, director of the State Employment Security Division, was the chief speaker at the meeting which was attended by close to 350. New Hampshire's governor was represented by Senate President Eralsey C. Ferguson.

Swift Current Expects \$86,323 Gross This Year

SWIFT CURRENT, Sask.—The Swift Current Agricultural and Exhibition Association has budgeted for an estimated revenue of \$86,323 on this year's fair and Frontier Days' Celebration. The figure is down \$11,000 from last year's estimate.

A profit of \$6,965 is expected, as compared with the 1956 actual of \$13,905.

The rodeo and afternoon show is expected to gross \$14,580, the evening show \$12,130, special events \$16,500 and concessions \$24,000.

Estimated cost of this year's show is \$79,358 as compared with last year's actual of \$83,245.

Saskatoon Ex Paves Midway

SASKATOON, Sask.—Directors of the Saskatoon Exhibition have approved an expenditure of \$7,500 for 3,600 square yards of paving on the midway area. Wire fencing to cost \$4,000 will be installed around one of the parking areas and bleachers will be installed near the livestock show ring at a cost of \$925.

Frank Harris Dies; Vet Ia. Fair Exec

DAVENPORT, Ia.—Frank Harris, 49, manager of the Mississippi Valley Fair here since 1946, died Wednesday night (3) in Mercy Hospital after a heart attack earlier in the day.

The heart attack occurred in mid-day at his office to which he

had gone after first shoveling snow at his home. He had been under the care of a physician for a heart condition for some time.

Harris spent most of his adult life in the fair field. Before becoming manager of the fair here, he had been assistant secretary of the Iowa State Fair, Des Moines, for 25 years and prior to that had been a supervisor of one of that fair's departments.

Until last winter he had served for many years as secretary of the International Motor Contest Association. He was president of the Fair Managers' Association of Iowa in 1953 and was a director of that organization when he died. At one time he was chairman of the Davenport Chamber of Commerce Agriculture Committee.

His widow, Jessie; a stepson and three grandchildren survive.

Funeral services were held Friday (5) at the Hill and Fredericks Mortuary here. Burial was in Memorial Park Cemetery, Des Moines.

Earl Bailey Named Manager By Ind. State

INDIANAPOLIS — Earl J. Bailey, of Lowell, former president of the Indiana State Fair board, Saturday (30) was appointed manager of the Indiana State Fair.

A 64-year-old farmer, Bailey was picked from a field of 18 applicants, 16 of whom appeared before the board Friday and Saturday (29-30).

Bailey served as board president in the State Fair's centennial year, 1952, and was a member of the board from 1948 thru 1955. He also was a member of the Lake County Fair board for 21 consecutive years up until last year, when he was replaced by his son, Donald.

Bailey succeeds Kenneth F. Blackwell, who recently resigned and who since has been named trade relations director of the Indiana Alcoholic Beverages Commission.

Brandon Plans Utility Building

BRANDON, Man. — Directors of the Manitoba Provincial Exhibition are considering the construction of a 60 by 200-foot utility building at the fairgrounds which would be used this summer to accommodate some of the entries in the All-Canada swine show.

The GAC-Hamid grandstand show will be signed for a pre-exhibition performance on Saturday, June 29.

Terre Haute, Ind., Re-Elects Quinn

TERRE HAUTE, Ind.—Joseph L. Quinn Jr., was re-elected president of the Wabash Valley Fair here last week along with Carl Graham and Gus Piety, vice-presidents, and Jack Thrasher, secretary.

Ray Graham was named chairman of the board and Mrs. Eugenia Beard was elected assistant secretary. Robert Boyer succeeded Wayne Boyle as treasurer.

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ELLA CARVER	MUNNS TV CHIMPS	THE GREAT
90' FLAMING	TWO HIGHLY EDUCATED	RIXON
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Very good Lion Act (4) available after May 1.
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Beatty Contracts New York Area; Conversion Work Nearly Completed

Staten Island, Long Island Stands Signed; Build New Equipment in Florida Quarters

DE LAND, Fla.—Clyde Beatty Circus will play a two-day stand at Staten Island, within the boundaries of New York City, and it also has scheduled an eight-day stay on Long Island.

The Staten Island stand will be May 13-14 and the show will be at the Farmers' Market on Richmond Avenue, with auspices of a society for the blind. General Agent Floyd King revealed the plan.

He said the Long Island stands will follow immediately after the Staten Island appearance. King also reported the show will play major cities thru Connecticut, Massachusetts and elsewhere in New England as it makes its way toward Eastern Canada.

Use Sleeper Cabs

Meanwhile, in De Land quarters the work of building the Beatty show as a new motorized outfit is well along. More than 20 new tractors have been delivered Special and standard semi-trailers are being assembled from many places in the country. To these are added such custom-built equipment as the former King Bros. canvas spool truck.

Circus staffers report that more than \$200,000 is being spent in building the circus virtually all new in about 90 days. Visitors at quarters report the show is using first-class materials and workmanship in reframing work.

New tractors are of the body style, with sleeper space in the cabs behind the seat, thus giving individual berths to drivers. Show's other sleeper units are equipped with chemical and plumbing facilities which were removed from the show's railroad sleeping cars.

Only seven of the rail show wagons are being carried over to the truck show. The steel body of the office wagon has been transferred to a new springed chassis. The rest room wagon is being converted into a trailer. And five-seat wagons are being retained. The show now is expecting to retain its standard grandstand with individual chairs for reserves. The seat wagons again will be blues.

Motorize Beatty Act

Beatty's own act now will be moved on two converted auto transport trailers. On one have been placed two of the cage wagon bodies from the rail show. On the other is the third cage body plus space for the steel arena. The two

trucks handle the act in full and can be used on winter dates as well as for the summer circus.

Similarly, an auto transport trailer is being equipped to carry the six small cages that are used in the show's menagerie. These were part of the 1947 Sparks Circus rolling stock.

The new big top is to be picked up in Chicago shortly.

Meanwhile, the excess equipment left over from the rail show days is being set aside here. Other wagons are to be stripped of their under gear. The gear can be sold for other uses, but the wagon bodies apparently will be stored here. One larger wagon will be loaded with extra equipment and welded shut for storage thru the summer.

The show's flat cars remain at quarters, it was reported. The elephant and horse cars are here, too. Sleepers were junked earlier; however, Beatty retained the private car which he had used on the show.

The new equipment is being painted in an orange and blue color scheme. Big top canvas spool is painted with large polka dots.

Crews have been working up to 18 hours daily in readying the show for its new operation.

Ringling Says Price Report Was Erroneous

NEW YORK—Harry Dube said here last week that a recent report quoting a standard price for engagements of the Ringling-Barnum circus was in error. Dube, who has been in charge of booking the show's new route, declared that there is no single price for the show or any single type of arrangement for its contracts.

He explained that some dates have been sold for flat fees, but not all of them have been sold at the same fee because of variable situations at different arenas and fairgrounds. Other engagements have been contracted with separate sets of arrangements involving percentages and other particulars, he said.

Polack Races Ahead of 1956 At Indianapolis

INDIANAPOLIS — Polack Bros. Circus closed its four-day run in the Indianapolis Fairgrounds Coliseum here Sunday (31) after breaking all past records.

Karl L. Friederichs, recorder of the sponsoring Murat Shrine Temple, reported every department showed a 20 per cent increase over 1956. With the exception of opening night, when approximately 8,000 turned out, every one of the remaining performances went off before a straw house, he said. By adding 2,000 seats, capacity of the building was increased to 10,000.

The program book contained 172 pages, 36 more than a year ago. Performances included afternoon and night shows daily, with an additional 9:30 a.m. performance on Saturday (30).

As a result of the big turnouts, the Shrine is considering a longer run in 1958, Friederichs said.

Mills Skeds April 20 Bow

JEFFERSON, O.—Mills Bros. Circus opens its 18th season here at winter quarters April 20 under auspices of the local Rotary and Exchange clubs.

Immediately following the bow engagement, show officials will host several hundred civic officials, celebrities, newspapermen and circus fans at its traditional dinner. John Creamer, this city, will supervise the banquet.

By Gosh to Play West Va. Dates

COVINGTON, Va.—The All-American Indoor Circus will play a series of West Virginia towns following a string of Kentucky spots. Byron Gosh, manager, announced last week.

Acts with the show include Hannah and Emory, Doc Ford with goats, monkeys and dogs; Tommy Whiteside and Jimmy O'Donnell, clowns; Allan Slee, Pana and her pets, Wild Horse Harry and his Cowpoke, Montana Babe and Senorita Borgia. Thelma French is secretary.

First Units Arrive for Park Date

NEW YORK—First equipment for the Palisades (N. J.) Park date arrived Tuesday (2) from Hunt Bros. Circus quarters in Burlington, N. J. Nine pieces arrived for storage on the parking lot and more was to come in during the weekend.

The Hamid-Morton Circus engagement in Washington ends Tuesday (9) after which it will come in for the park date. Preview and press party is set for Thursday (11), and public showings start on a two-a-day basis Friday (12).

Part of the O. Henry canvas had arrived in Newark by mid-week and the remainder was to be air-freighted for arrival at the park by Monday night (8). By then the rest of the Hunt equipment, including animals and personnel, was to have been on the lot.

During the April 12-27 engagement the dates coincide with Ringling appearances in Madison Square Garden here. Park date advertising stresses the under-canvas feature and "exorbitant New York prices."

Cristiani Show Has Guest Act; Makes Changes

POMPANO BEACH, Fla.—The Royal Inca Llamas, new act broken at the Miami Rare Bird Farm and worked by Faye and Bill Snyder, appeared as a guest act with Cristiani Bros. Circus in Homestead. It was the new turn's first public showing.

The Gretona Family, high wire, closed and returned to Sarasota, where illness in the family was reported. The Howard King Wildlife Show also dropped out.

At Fort Myers the show had a three-quarter afternoon and one-third night house under auspices of the Babe Ruth baseball league.

Visitors on the show included Harry Rooks, the Texas Jim Mitchells, Dr. Chester Hoyt, the Nocks, Lolly Zacchini and grandmother, Mrs. Sam Crow, and her mother, May Wirth and her husband, and John and Alice Durant.

Carson-Barnes Chosen as Title For Moore Show

HUGO, Okla.—New title for Jack Moore's circus here will be the Carson & Barnes Wild Animal Circus. This was confirmed at winter quarters last week as painting of the equipment and lettering of the new name got under way.

The show formerly was the Tex Carson Circus. Change in name has been studied for some time since it was felt that the "Tex" part was of no special assistance in the Western territory the show plays.

Earlier there was talk of calling it the Carson Circus, then several possible second names were mulled before the Barnes tag was selected.

Twister Chases Cristianis Out Of Thomaston

THOMASTON, Ga.—Cristiani Bros. Circus canceled its Thursday (4) engagement here after tornado warnings hurt any chances for business.

The decision was made three hours before the matinee was scheduled. Radio spots were bought to send out the word and the show packed up and headed for Griffin, Ga.

No rain fell prior to the decision, but dark, menacing clouds made serious threats.

North Returns To Limelight

NEW YORK—Altho John Ringling North kept out of the limelight during most of the months since the 1956 circus tour closed early, he's back in the fore now and makes it clear it's still his show.

Marquee at the Garden includes his name in the billing of the show. Program booklet does likewise. On opening night he was prominent both in person and in announcements. He, brother Henry Ringling North, Executive Director Art Concello and General Director Pat Valdo were a foursome Wednesday (3).

Press Smiles for R-B

NEW YORK — Metropolitan newspaper reviewers were uniformly favorable in their comments on the Ringling-Barnum circus. While some have tended toward a slap at the show now and then in the past couple of seasons, this time all was serene, and the reviewers wrote they liked the performance.

Tim McCoy Joining Kelly-Miller Show

Western Star Resumes Circusing; Millers Set April 28 Opening

HUGO, Okla.—Col. Tim McCoy, Western film star, will return to circus business as feature of the concert with the Al G. Kelly & Miller Bros. Circus. D. R. Miller, co-owner of the show, announced last week that McCoy will be on hand when the show opens April 28 in Hugo.

Plans call for him to make an appearance in the big show, operate the concert and make interview appearances on radio and TV. Miller said this is the first time that Kelly-Miller has put much emphasis on broadcast publicity. McCoy also will make appearances before luncheon club meetings.

While some outdoor billing on McCoy will be used, Miller said that the publicity on the Western star will be mostly in heralds and newspapers.

McCoy last was on the circus scene with Col. Tim McCoy's Real Wild West Show, a major-sized railroad show, in 1938. Prior to that he had the concert with the Ringling-Barnum circus. In more recent years he has been active in Wyoming politics, made TV films and seen his Western movies turn up on TV.

Kelly-Miller always has had a Western concert and Miller said that the show will again come up with the other personnel for the after-show. As it stands now, McCoy is not bringing on any added people.

Obert Miller, general manager of the circus, is recuperating at his home here. It is understood that he is not planning to start the season on the circus but will return to a hospital for surgery first.

D. R. Miller added that the show will use four seat wagons this

season, with the other four to be delivered later. The initial group will be used on the front side of the new big top and will provide numbered seats. Standard blues will be used elsewhere in the top.

Kelly-Miller will go out three trucks larger than in the past year. Miller said six new tractors have been bought, three of them are additions and three are replacements.

Francisco Set For Repeat At Paterson

PATERSON, N. J.—Continuation of the Pan-American Circus for 1958 has been announced by producer Don Francisco, who had the show in the Armory here last week. Francisco said a route of seven weeks is in the works, beginning next February 8 and including Paterson.

Acts included the Four Colleanos, Frank Cook, John Welde's Bears, Flying Victors, Vicki Adams and Chimps, Erik Trio, Gloria Peebles and Dogs, Skarley Regals, Eva Walker, Yong Brothers and Sister, Acro Jets, Two Mazurs, Hunt's Elephants, and clowns Felix and Amelia Adler, Charley Young, Andy McLoughlin, Sammy Small and Charley Franks.

James Oliver was equestrian director, and the Joe Basile band cut the show.

Remodeled Ringling Opens, Retains 'Greatest' Position

Continued from page 89

format. In rings 1 and 2 Benny White and Edward Healy are the herd-workers, with five bulls each. These routines are not as fast as they should be.

In the center ring Hugo Schmitt, elephant superintendent, is in charge of six small elephants that are working in good shape and show promise of greater things. Generally unnoticed by the audience and unannounced is the presence in this act of a young African male elephant, rare among U. S. elephant acts. Presumably, this point will get more notice when Schmitt feels it is ready. The elephants get no help from the band. Music is slow and dirge-like, and tends to make the act seem slow rather than big and majestic.

32 Web Girls

With display 7 it is fully apparent that this is a North-Ringling show. Here is a girl production in the regular grand manner. "Cherry Blossom Time" is a web number with a Japanese theme and an elaborate introduction. Thirty-two girls enter the track and dance

to John Ringling North's compositions. Other choruses go to the stages to dance and to form tableaux. The 32 then go into the web routine. Over the center ring is Galla Shawn, recovered from a recent fall, trim in a trapeze head-balancing routine. This is a big air-filling display of Ringling proportions. Wardrobe is nice. The 32 swirling webs used here make a spectacular showing.

Singular attention then focuses on Galla Shawn for her one-foot stand on a swinging trapeze, head-balancing on the swinging trap and a finale in which she does the headstand on a spiraling trapeze. She sells the act well and will successfully fill the spot for the season.

Big Wire Display

Clowns walk around again. Then comes a big five-act display of wire walking. In the center is Tonito, who performs bounding wire routines at this point. The Dam Brothers start with two-highs and a foot-to-head stand on a unicycle, then move to a low wire for a cross-over via unicycle while doing a head-to-head stand. The Nock Trio performs on a wire and adds unicycle wiring before bowing out early. Lola Dobritch is at one end with her highly styled wire ballet work. She wins a strong hand. At the other end is Lolita Perez's wire turn with cycling and a hoop swinging business. This is a heavily populated display mindful of Ringling shows 20 years ago.

With others leaving, Tonito has the whole arena to himself and he stars with his backward somersault on the wire and the rare forward to the feet on the wire.

Ninth display is bareback riding. The central location goes to the Justino Loyal Troupe. The eight people and five horses open with a giant pyramid, then switch to their principal riding, somersaulting, ribbon jumping, and Justino's comedy leaps and falls. In this case they skipped anything more spectacular than unannounced single somersaults on a single horse.

Other riders have divided into the Parent-Bostocks and the Kristensens. The Parent-Bostocks open with a two-horse carrying turn, then develop lady principal, jockey and hoop-jumping phases. The Kristensens display speed and better styling with similar carrying, principal, hoop and jockey riding. Again, the music seems off for a riding act.

Bounces on Head

Back on Ringling with his head-jumping act of long ago is Kaichiro Namba. He enters simply, then flips to a headstand and from that position neatly jumps on his head to each step in a stairs prop. It is done without music and without theatrics, and to good results.

Clown productions, like the girl productions, serve to tie this Ringling offering to earlier ones. Display 11 does that with Paul Jung's Misfit Army. There have been some replacements in the ranks, but the turn stays good and brings laughs.

The next display is another that fills three rings and two stages with acrobatics. Valitha and Aldino are in the center performing blind-folded jumps into giant barrels and then a fast string of broad jumps over chairs three times around the ring. The cycling Goetches (4) are on one stage with their two-and three-high cycling that's good.

Now Bale Cycles

New is the cycle act by Trevor Bale and three girls. He uses a high unicycle, tiny bike and a bedstead cycle for good comedy. There is a special ending not entirely usable here, but in it he rides a motor-

cycle on which is fitted a loop in which a girl rides a bike. The Hanel comedy bar and casting act got started late opening night but the four people click with their feats and particularly with the comedy of the dwarf. Completing the display are the Ivanovs, good-looking comedy bar act that is well-paced, well-styled and well-routined. New lighting system within the ring curbs is used for this display, which is the best big number to this point.

Lou Jacobs' comedy midget car is back, establishing another familiar landmark and bringing more laughs, tho not as hearty a brand as ten years ago.

Bob Top and Lauren are in keeping with the show's plan to play fairs. Their act utilizes a small platform high in the air for otherwise routine roller skating. The stunts are too alike to warrant their taking a bow between each, but the whole turn is good and might be seen better in arenas if it could use a transparent platform similar to those of some other high acts.

Heavy Spec Props

"Mother Goose Coronation Parade" is a walkaround spec that serves to theme the whole show this year. It utilizes a set of big jeep and wagon floats, some novelties such as a four-mule hitch on a little cart and a pony pulling a two-wheel pumpkin. Floats are adequate, and while some will note they and the entire spec are not so elaborate and heavy as in the past, it also must be stressed that this still is far more than that carried by anything else on the road and that no other indoor circus comes close.

Main item in the spec is the float in the center ring. It unfolds, blossoms and expands to become a brilliant multi-colored castle. Combined with bright costumes of the many people, the carts, floats, teams and several elephants, the display makes a great flash and is not unlike the type of production done on ice shows. An intermission follows and it will be standard on the road, too, something new to Ringling.

Flyers Open 2d Part

Flying return launches the second part of the show. One act is the Flying Alexanders; the other is a newly formed group with Walter Long and Jeannie Sleeter as leapers. The latter act throws a single layout, single somersault, birdsnest and a couple of other stunts. With Fay Alexander as the kingpin, the Alexanders open with a layout, then do a birdsnest, somersault and twister to a stick, hocks-off and a two-and-a-half somersault for a good effect and strong reception. Clincher in the display is a passing leap by each act, Alexander adding a somersault to his pass.

After a clown walkaround, the show displays four juggling turns at the same time. These are the Bisbinis, with hoops, ladders and clubs for two-highs; the Marilex Duo, with plate-spinning; Lottie Brunn, with a near-duplicate of her brother's fast and prop-laden act; and the Four Colleanos, going strong in the family tradition. This is a good, big display and the music for it is right.

Clowns are back with the Atom Smasher.

Fewer Liberty Horses

"Saratoga Racing Ball of 1913" is another full-scale Ringling display. It brings an array of carriages and teams, another demonstration that this is a bigger, heavier show than others. Second phase has the ballet in jockey wardrobe for a waltzing number. The Mroczkows-

skis and a single white horse waltz in the center ring; couples dance on each of the two stages. Then come the carriages and pretty passengers. Friedel Paster rides high school at one end ring and Marion Seifert rides high school in the other. Two more riders were listed in a version of the program but were not used opening night. Attention is switched from the dressage, to the ballet girls' dancing, to the center ring, where the Mroczkowskis have a single horse which leaps thru and into huge hoops. Still, attention alternates between the end ring riders, the dancers and the center. Three Liberty horses are in the center for rearing. A change in this number from last year's is the use of far fewer horses and a still-great number of people.

Dogs, Chimps Seen

Schumann's Dogs and Hodgini's Dog and Pony follow. Schumanns bring their dogs in with a cart and transfer them to a pyramid prop. Dogs somersault, sit up, appear in horse and elephant masks, walk bottles, and work with a monkey on a teeterboard. Hodgini dresses his act with nice props, top cuing and such stunts as a dog walking a rope, another climbing ladders and more walking on their hind legs.

Sciupini's Chimps is one of the better new acts in this field and is getting much attention from Ringling staffers. The young chimps sit on chairs until called for riding two on a bike, pushing a baby buggy, playing leapfrog, performing on horizontal bars, playing musical instruments and dancing.

The perch display is another show of strength. In the center are the Platos in fast double trapeze manipulations. At each side is an outstanding high perch act, the Aguilars on one side and Del Morales on the other. At one end are the Three Canestrellis with unsupported ladder and then foot-perch ladder work. At the other are the Kayarts (Arturos) with balancing atop a ladder. Display winds up with neck suspension swing by the Platos and high gyrations on the perch poles.

Clowns reappear for the fire-house gag.

Again flying people in brilliant costumes fill the arena, this time for a big display by five teeterboard and acrobatic troupes. These are the Young brothers and sister in the center ring with their Oriental turn; Toyakers and Bokaras on the stages with teeterboard flipping, and Fredi and son, teeterboard-trampoline, and Young China Troupe, Oriental act, in the side rings.

The Alzanas again amaze the crowd with straight stepping and hints of missteps. Harold Alzana walks up the inclined wire to meet three girls with whom he performs on the high wire. He solos for rope spinning and more. Then he and the girls work cross-overs with bikes and a cart. Walking down the inclined wire keeps suspense high to the last, and the act bows to a heavy hand.

The new Ringling finale is a departure. Ballet girls enter for dancing. Clowns and others join and handlers bring two elephants. Then into the rings and stages come dozens of performers. It is in the style of a dramatic show, musical or ice show; everyone comes out for a final bow. It illustrates the new Ringling touch in that there are many people, as many as before, but generally fewer horses, elephants and other circus encumbrances.

Opening night was sluggish in the first half, while the second part was speedy and built to high points. Running time is expected to be about 2 hours, 40 minutes.

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Gooding Unit Set For 14 Weeks at Shopping Centers

Roller Coaster Goes Up at Zoo Park; To Install Sky Fighter, Clown Band

COLUMBUS, O.—A Gooding ride unit has been booked to play 14 weeks at Ohio shopping centers operated by the Casto Shopping Centers, F. E. Gooding, president of Gooding Amusement Company, has announced.

The unit will include a large Ferris Wheel and its size will vary from four to six rides, depending upon the shopping center. Each stand will be for two weeks, Gooding said.

The contract is a new one for Gooding and reflects his organization's growing gains in supplementary bookings at shopping centers and industrial picnics. This phase of the Gooding operation has grown rapidly in the last few years and Gooding foresees a continued rise in such bookings.

Gooding also announced that he will open his Columbus Zoo Park

Easter Sunday for that day only and will open the funspot for daily operation for the full season on the following Sunday—April 28.

Work on the park's new Roller Coaster is now 60 per cent finished. The Coaster, which will have trackage of about 330 feet and have a height of 40 feet, will have two trains with a total capacity of 32 passengers.

New false fronts and an entrance to the park's Kiddieland are now being built by the Tracy Parade and Display Company of North Bergen, N. J.

New units in the Kiddieland will include a Sky Fighter and a mechanical clown band.

OFFICIAL U. S. MAG SHOWS C&W TO RUSSIANS

NEW YORK — Nobody knows how much good it will do for business, but the Cetlin & Wilson Shows is being publicized in Russia.

The No. 2 issue of the U. S. Information Agency's slick magazine, *Amerika*, printed for distribution in the Soviet Union, leads off with a story on the fair business, featuring shots of the C&W midway at the Reading (Pa.) Fair. The magazine's stories show the U. S. in its best light.

Carr Delays Opening Day

BOSTON—A delay to April 22 for the opening of Carr Amusement Company, has been announced by Lawrence Carr.

The show, playing celebrations and bazaars in this area, will open on that day in a near-by community.

Strong Back End Cheers Coleman

MIDDLETOWN, Conn. — Coleman Bros.' Shows is heading for one of its best seasons if conditions turn out as Owner Dick Coleman predicts. With all concessionaires returning from last year, and with 11 shows charted for the back end, only the uncertainty of the weather can hamper this year's earnings, Coleman reasons.

Economic conditions in the show's traditional territory are excellent, with employment in good shape. An April 29-May 5 stand on the lot here will get the still-date season rolling. There will be seven weeks in Connecticut, a few in New York State, then a route of 11 fairs.

Notable among the early season dates are a July Fourth celebration in Oneonta, N. Y., and another celebration under joint civic association auspices in Meriden, Conn.

Units Listed

Coleman terms his line-up the best ever. He visited all Florida fairs, he reported, and while in that State booked Youngblood's Funhouse, Lee Husting's Live Snake, William Althausen's Wildlife and Penny Arcade; Frank Hurd's The Thing pit show; Babe Harris' Revue, Stanley Zurjak's Girl Show, and Carson From Australia. Hypnotist Show. Al Wallace will have the dark ride. Coleman also booked a Lobster Family Show.

Purtle Buys 4 Drome Cats

RICHMOND, Va. — Earl B. Purtle has expanded his operation that is booked on the Cetlin & Wilson Shows this season.

Purtle has reportedly acquired three young lions from the Philadelphia Zoo for use in his Motordrome, and a seven-week-old cub from the Ringling quarters in Sarasota, Fla.

Also purchased, he added, is a new Helicopter ride from the Allan Herschell Company.

There will be 15 rides and 40 concessions, Coleman added, including the Bill Jones bingo, supervised by Gene O'Donnell.

Booking is solid for the season, and fairs will include Boonville, Norwich, Afton, Altamont, Ballston Spa and Fonda, N. Y.; Greenfield, Mass.; Rochester, N. H.; Farmington, Me.; Stafford Springs, Conn., and Belchertown, Mass., where the season will end October 12.

Vivonas Open April 12; Chart New Territory

LEXINGTON PARK, Md.—Amusements of America will open here Friday (12) for a nine-day run, and Harry Wilson has been spending time here spreading the good word and organizing promotions. Because of the New Jersey game situation, the Vivona-managed show will route into much new territory this year, it is reported.

Winter quarters work has been the most lavish in years, to support claims the show made in pitching for major dates over the past winter. Ambitions are still strong toward expanding the fair route and the Vivonas will showcase the best offering possible to further this end.

New Kiddieland ticket boxes have been constructed in the shape of little brick houses with smokestacks, while other boxes will be streamlined and will feature indirect lighting. The new Girl-O-Rama showfront extends 110 feet and has John Dempsey's new-type bally.

Show will carry 20 rides for still dates, it is reported, including Joe Faracchio's new Roller Coaster. In addition to Girl-O-Rama the show will carry Leona (Tirza) Duval's Lady of the Wine Bath, a revue with singers, dancers, comics and a chorus line. Among the features will be Carmaine and Dianne Lynne.

Shows will include: Tony Mason, Girl-O-Rama and Stars of Tomorrow; Jimmy Chavanne, Freaks on Parade; Dorothy Dempsey, Wild Life; Glen Maynard, Funhouse, and three other shows awaiting assignment. Mr. and Mrs. Ralph Ryan will again have the cookhouse; Jim Rapple returns as advance publicity and billposter; Bull Smith, front gates, and Harry E. Wilson, promotions and special representative.

Staff is unchanged from 1956:

Morris Vivona, general agent; John Vivona, general manager; Danny Dell, business manager; Mrs. Catherine Vivona, treasurer; Dom Vivona, secretary; Babe Vivona, purchasing agent and No. 2 Unit manager; John Dempsey, builder and lot superintendent; Pete Hendrix, chief electrician; Don Crown, scenic artist, and Tony Masiello, chief mechanic.

Buck Preps For April 12 At Menands

TROY, N. Y.—Work in winter quarters of the O. C. Buck Show suffered a slowdown last week due to rain and snowstorms, but several good days have enabled a crew of 12 men to accomplish much rebuilding and paint work.

Opening is set for April 25 in Menands, N. Y., with indications being that the show staff and concession line-up will be virtually unchanged from last year.

Gene Kight will have the Side Show and Illusion Show, Joe Mooney will manage the Girl Revue and Posing Show, Jack Faircloth, the Motordrome, and Johnson, the Wildlife. Buck said the office will also field a Snake Show.

Byers Ready For May Preem

BOONE, Ia. — Altho Byers Bros.' Shows will not open until May 27, all rides and equipment has been overhauled under the direction of Clem Smith, general agent.

Smith, along with Carl Byer and A. (Dutch) Wilson, are back here after a booking tour that resulted in signing fairs in Arkansas, Louisiana and Iowa, with a Labor Day celebration in the latter State.

Carl Byers has kept his Scramble busy most of the winter. It played the Washington Birthday celebration at Laredo, Tex.; San Angelo (Tex.) Stock Show, Big Spring (Tex.) Stock Show and is now at Bill Hames' Forrest Park in Fort Worth. The ride will stay at the permanent spot until it's brought back here for the opening of the show.

Interstate Opens 12th Tour; 31 Weeks Booked

ALBANY, Ga.—Mighty Interstate Shows opened its 12th annual tour here at its home base Saturday (30), with an eight-day engagement. Show has wintered here for five years, with owner-manager H. B. Rosen having a 24-man crew on the job this winter at quarters on old Sylvester Road.

Several new units have been added this season, notably six semi-trailers, and considerable new canvas. Estimates on paid attendance for opening night ran as high as 2,000, and hopes ran even higher, as an April 1 payday at the nearby Air Force base was in store.

Nealand Joins

Closing day Saturday (6) had scheduled a tieup with the biggest independent supermarket in town, arranged by Walter D. Nealand, former promotion-publicist on the John H. Marks shows. He will remain for the season, working three days ahead of the show and four days with it. It is Rosen's first use of a full-time publicist.

Dick Palmer arrived with his Moulin Rouge girl revue and a posing show. Larry Reynolds is managing the Wall of Death Drome and Jungle Jack Crawford is handling the Side Shows and Snake Show. Earl Beaver is cookhouse manager.

Show plays downtown Thomasville, Ga., the week of April 8 under VFW sponsorship, then returns to Warner Robbins Air Force Base where it will be augmented

by three major rides for 31 weeks and a refurbished Kiddieland. Bookings are reported solid thru November 23, including 14 Southern fairs.

Staff of the show is H. B. Rosen, owner-manager; Mrs. H. B. Rosen, secretary-treasurer; Col. A. L. Sykes, advertising agent and lot superintendent; Walter D. Nealand, publicity director; Gene Roher, mechanic; Doc Lovell, artist; M. Carroll, transportation, and William A. Smith, electrician.

Rod Link Buys Control Of World of Pleasure

FREMONT, O.—Rod Link, co-owner of World of Pleasure Shows has bought out the interest of Ephriam (Ep) Glosser and is now sole owner of the organization. Glosser and Link purchased the show from Charles Stewart in 1955 and operated it during the '56 season.

The show will go out this season with 15 rides, with more to be added for major dates. Six shows, including a Motordrome, will be carried. The Girl Show, Funhouse and Side Show are office-owned. Downey light towers, two light

plants and an illuminated marquee will be included.

The '57 route will take the show into Indiana, Michigan, Illinois, Ohio, Kentucky, Tennessee, Mississippi and Georgia. Fairs include those at Warsaw and Princeton, Ind.; Coldwater and Alpena, Mich.; Jamestown, Fayetteville, Lawrenceburg and Pulaski, Tenn.; Meridian, Miss., and Boaz, Ala. The show was recently awarded the contract for the county centennial at Bt City, Mich.

Cash Wiltse, general agent, currently making a booking tour. Show will winter in York, Pa. following the season.

E. L. Winrod Makes Ready For WQ Bow

PACIFIC, Mo.—Work on rides and equipment of Monarch Exposition Shows is almost complete and the show is ready to play what is considered to be its strongest route of fairs yet, Everett L. Winrod, owner of the organization, announced last week.

Major fairs on the schedule include those at Belleville, Ill.; Blytheville, Ark., and Princeton, Ill. Show will open here at its winter base on April 25 for a 10-day stand.

This season will be the second for the show under the ownership of Winrod, who was a general agent for other shows for many years.

Eddie's Expo Adds Rides, Shows for Tour

BUTLER, Pa.—Eddie's Exposition Shows will go out this season with an expanded line-up of attractions due to the larger fairs and celebrations on its route, Eddie Deitz, owner-manager, announced here at the show's winter base.

The 11 rides will include a Jenny, Ferris Wheel, Chairplane, Spitfire, Octopus, Rollowhirl, live ponies and four kid rides. Duke Eddy will have five shows, a geek, 10-in-1, magic and two girl units. A rock and roll unit may be added for fairs.

Jack Beihl is special agent; Jim Rossi, billposter; Chief Johnson, mechanic; Charley Level, electrician, and Alton Riber, special events. Lew Weinstein will have bingo and other concessions.

Show opens April 23 in New Kensington, Pa.

NEW ADDITIONS:

Powelson Adds Funhouse, Office Wagon to Lineup

COSHOCTON, O. — Happy Powelson, general manager of Powelson Amusements, will operate on a new theme during the '57 season.

For the most part the routes to be played by his two units will be new and include county fairs, celebrations and centennials. A new Funhouse has been built and a new 30-foot double tandem office trailer has been delivered here to winter quarters.

The Funhouse, called "The Monster's Cave," is being built by Harry Day and his crew. It will feature various animated characters and mechanical devices plus an elaborate lighting system. The show will go out with the No. 2 unit for the early part of the season.

Powelson's 30 rides have been overhauled here where a crew has been busy since last October. All light towers have been rebuilt and

Glass City Pacts New Fair Route

TEMPERANCE, Mich.—Glass City Shows will open late in April and this year will play an expanded route, one that will take the show into Southern Ohio and Kentucky, Tennessee and Alabama, Edward L. Burgess, general manager, announced. Previously the show has remained within a 100-mile radius of Toledo.

Latest additions to the route include Kentucky fairs at Owingsville, Irvine and Louisa. Opening is set for April 22 at Coal Grove, O.

Burgess will handle the show, with Gerald R. Anderson, owner, also taking an active part. Line-up will include five major and three kid rides and 24 concessions.

additional 18-foot stringers will afford continuous strips of lights for 20 feet.

The No. 1 unit will be managed by Homer Snedeker and Richard Griley and will bow April 22 at Newark, O. The second unit will open early in May under the management of Harry L. Day.

Frank D. Bland, general agent, will supervise the billposting crew along with his other duties.

Throng Honor John Gallagan

KNOXVILLE — The high regard in which John Gallagan, concessionaire, was held both locally and thruout the country was mirrored in the heavy turnout and many floral pieces at his funeral here Monday (1).

More than 150 floral pieces were received. Scores of show people and a large number of local people attended the funeral. The funeral procession was so large that the police department, in anticipation, had officers stationed specially at all of the main crossings leading from the funeral home to the cemetery.

Top city officials, including the mayor, attended the services. Pallbearers were F. E. Goding, Hal Eifort, Ned E. Torti, Morris Lipsky, Nelson Breeze, George Bailey, Norman Anderson, Ollie Bradley and Johnny Denton.

Honorary pallbearers were Ben Warwick, Charles Brown, Pat Kerr, Mayor Jack Dance, Police Chief Kimsey, Attorney General Hal Clements, Sheriff Paul Lilly, Dexter Christenberry, William Andre, Harry Andre, Sammy Martin, Frank Dubois, Tim Lawson, Pat Nicely, J. E. Caldwell and Edward Hedrick.

MIDWAY CONFAB

Fred Owens, for 15 years a painter with B. & H. Amusement Company, is handling out-of-town papers in Miami Beach, Fla., and will not be on the road this year.

A recent visitor with Paul Ollis, manager of the recent Greater Hartford (Conn.) Fair, was Robert Presta, concessionaire, who wintered in Las Vegas, Nev. Presta will be with the O. C. Buck Shows this season.

Mary K. Sarlow, of the Ionia (Mich.) Free Fair, who doubles with a musical career, has received double honors; she has been named Songwriter of the Month by Songwriters' Report of Nashville, and has had her tune, "The First Time I Said Hello to You," picked for a song plug by the Mutually Owned Society of Songwriters, New York.

D. S. Dudley, owner of the show bearing his name, was the subject of a recent feature story by Stan Shelton in The Wichita Falls (Tex.) Times. The yarn, which included three photos of personnel and animals carried by the show, traced Dudley's rise from a performer in a Wild West show to the position of show owner. Dudley will open his season April 12 in Plainview, Tex., and will close in the same town in October. In between the organization will travel in Texas, New Mexico, Kansas, Colorado, Oklahoma and Nebraska.

Larry A. Martin, of the Colonel Lew Alter staff, was in New York recently where he took part in a

TV-film show that is scheduled to be aired June 8. . . . Turner Scott opened his amusement spot in Daytona Beach, Fla., April 1 with five rides and two concessions.

Torchy Lee and Lynn Holand recently visited Drago winter quarters in Kokomo, Ind. . . . Col. Lew Alter, veteran backend show operator, was the subject of a feature story in a recent edition of The Reading (Pa.) Record. Photos accompanying the yarn showed Alter and included a shot of his Side Show front.

Anna John Thomas has been signed for her second season with Lisa Del Mar's Side Show. . . . Joe Drake and Al Hunt are scheduled to join Billy Logsdon's Side Show on the Pan American Shows.

Marty Weiss, executive secretary of the Miami Showmen's Association, is in Leo N. Levi Hospital, Hot Springs, for treatment of an arthritic condition. He reports that members of the Hot Springs club are frequent visitors, especially Clint Shuford, club secretary.

Jack E. Morris, former West Coast showman and now operator of a tavern in Sedalia, Mo., recently sustained a broken back and is in St. Joseph Hospital, Kansas City, Mo. He would like to hear from friends. . . . E. B. Walsh's City of Religious matchstick exhibit is in its 156th week of operation on a tour thru the South in a new 32-foot semi-trailer. Show is billed as the "Eighth Wonder of the World."

DON FRANKLIN SHOWS

OPENING VICTORIA, TEX., MAY 3. OPENING WITH RIDES ONLY AT THE BATTLE OF FLOWERS, SAN ANTONIO, TEX., APRIL 22

RIDE HELP: Want capable Foremen for Allan Herschell 3-Abreast Merry-Go-Round, Allan Herschell Looper and Twin Wheel. Want Second Men for 18 Rides. Need Kiddie Ride Man. All must drive semis. Can place Wives on Tickets and Concessions.

Want Couple with House Trailer to operate office-owned Trailer Grab. One of the finest on the road; references required.

SHOWS: Want Operator for Side Show, have 30x100 ft. Top, 160 ft. Front with Banners, everything new last season. Excellent transportation. Operator must furnish inside. Also Operator for Midget Cattle Show and Walk Through Show on truck. Also have new 30x40 ft. Top; what have you for inside? Want to book Motordrome, Snake, Monkey, Big Dog and Little Horse, Mechanical or any Show of merit. Committee money only. No Girl Shows.

CONCESSIONS: Can place Long Range and Hanky Panks.

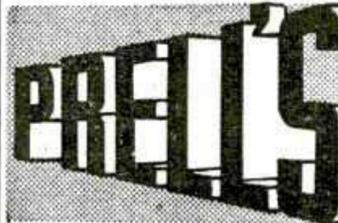
Ride Help report to Winter Quarters, Fairgrounds, Seguin, Texas, on or before April 20 or

Contact R. D. YOCHUM, Ride Supt.

P. O. Box 669 (Phone: Franklin 9-9980) Seguin, Texas. No collects.

All others contact DON FRANKLIN, Mgr.

207 Carolwood (Phone: Diamond 2-7722) San Antonio, Texas. No collects.



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Opening Staunton, Virginia, May 3-11. Two Big Weekends. Charlottesville, Va., to follow.

WANT

WANT

WANT

CONCESSIONS

All kinds of Concessions: Age, Scale, Photo, Long Range, Short Range, Hanky Panks, Bear Pitch, Glass Pitch, Lamp Pitch, Cigarette Concessions.

SHOWS

Snake Show, Fat Show, Peep Show, Glass House or any other Shows of merit.

RIDES

Live Pony Ride, Roundup, Scooter, Scrambler, Twister and any Ride not conflicting.

Want good Cookhouse Chef and reliable Waiters, Foremen on all Rides, semi drivers preferred. All answer:

PRELL'S BROADWAY SHOWS, LAURENS, S. C., Phone 695



"THE NORTHWEST'S GREATEST SHOW"

WANT FOR 1957 SEASON, OPENING APRIL 24, GRAND ISLAND, NEBRASKA

TOP FAIR ROUTE—FEATURING PUEBLO, HURON, SPENCER, LA CROSSE, HIBBING AND 10 OTHER FAIRS STARTING JUNE 27 AT ADA, MINN.

RIDES: Will place Rides not conflicting. Good route for Dark Ride.

SHOWS: Want neat, capable Grind Shows with own equipment. Especially good deal for Motordrome.

CONCESSIONS: Can place a few more legitimate Concessions. (No flats or gypsies.)

George Lane wants Hanky Pank and Bucket Agents. Opening Grand Island, Nebr., April 24; Lincoln to follow. Write: 151 Conrad St., San Antonio, Tex., until April 19; then Grand Island, Nebr.

CONTACT: Bernard Thomas, Mgr., Lennox, S. Dak. (Phone: 118)

PENN PREMIER SHOWS
worlds * cleanest * midway

OFFICIAL OPENING (10 DAYS) THURSDAY, APRIL 18, LYNCHBURG, VIRGINIA, FOLLOWED BY

THE BIG APPLE BLOSSOM FESTIVAL, WINCHESTER, VIRGINIA

BOOK NOW — SPACE IS LIMITED

CONCESSIONS

Can place Custard, Age, Scales, Novelties, Derby Racer, Glass Pitch, French Fries, Fish Pond, Ball Games, Diggers and any other legitimate Concessions.

SHOWS

Can place Wildlife, Monkey Show or any Novel Show not conflicting. Want Man to manage Monkey Motordrome, also Man for Bottled Life Show. We have everything complete. BOB RAWLINS WANTS SMOKEY AND LUCKY VAN TO COME ON. Frank Tezzano can place one or two attractive Girls for Girl Show. Top salary.

HELP

CAN PLACE FERRIS WHEEL FOREMAN WHO CAN HANDLE TWIN WHEELS AND DRIVE SEMI. GOOD SALARY PLUS BONUS TO RIGHT MAN. WIRE OR PHONE. Can also place good Second Men on all Rides who drive semis. Red Pierson, Mack, Jones and Harold Hemric, contact me.

This show has 16 bona fide Fairs already booked and playing only the best Still Dates and Celebrations in the EAST.

Phone 4237 and address all mail and wires to

LLOYD D. SERFASS, Owner, Penn Premier Shows, Henderson, N. C.

Show leaves winterquarters Tuesday, April 16.

NOTICE

All Concessionaires anticipating or holding agreements with the late John Gallagan for our Southern Route of Fairs, please write us to verify same. No phone calls, please. Write:

MORRIS LIPSKY or HAL EIFORT

Care GOODING AMUSEMENT CO. 1300 Norton Ave., Columbus 8, Ohio

O. C. BUCK SHOWS

Opening April 25 in Menands, N. Y.

Playing a proven route of Still Dates and 11 outstanding Fairs.

WANT: Foremen for Merry-Go-Round, Ferris Wheel, Octopus, Scrambler and Round-up. Also General Help on all Major Rides. Want good Tower Man.

Have opening for Custard and Short Range Gallery. Can place any worth-while Grind Show or Single Attraction. Bill Martin, contact at once. Gene Knight can use Useful People for Side Show and Illusion Show. Address:

O. C. BUCK

Winter Quarters, Troy, N. Y.

GOLD MEDAL Shows

Opening Gadsden, Ala., April 15

Good opening for Cookhouse. All legitimate Concessions open. Will book four individual Grind Stores, must have Hanky Panks.

SHOWS—Want Girl Shows with or without own equipment. Also have complete outfit for Sideshow. Will book any other Grind Show with own equipment.

RIDES—Good opening for Live Pony.

RIDE HELP—Want Merry-Go-Round Foreman, Octopus Foreman and Tilt-a-Whirl Foreman.

WIRE OR CALL

JOHNNY J. DENTON

SEVIERVILLE, TENN.

TELEPHONE 4442

FRANK W. BABCOCK UNITED SHOWS

Opening SANTA ANA, CALIF., April 23-28

DOWNTOWN LOCATION — STRONG AUSPICES.

Free Act on Midway Every Night

CAN PLACE ANY LEGITIMATE CONCESSIONS

Need Ride Help on all Rides. We pay top salaries plus driving time.

Show moves on lot in Santa Ana April 17.

Come on in or Contact:

F. M. (PETE) SUTTON, Mgr.

Baltimore Hotel, 501 S. Los Angeles St., Los Angeles, Calif.

Telephones: CApitol 2-0027 or CApitol 1-7179

BURKHART SHOWS

Tallah, La. This week, auspices of the Chamber of Commerce; next week, Lake Providence, La. This is the first show to play this spot in years, booked under auspices of city, April 16-21; then Amite, La., April 22-28, heart of the strawberries and the first show in.

WANT Hanky Panks of all kinds. Reasonable privilege and good treatment. Contact

KENNY RITCHIE or JACK O'HAVER

Tallah, La., this week.

WANT—COTE AMUSEMENT CO.—WANT

Opening May 4, Utica, Mich. Booked solid until October with Homecomings, Street Celebrations and Fairs.

Have openings for small Cookhouse, Ice Cream, Novelties, Hanky Panks, Concessions of all kinds that work for Merchandise. Flatfies, chasers, drunks, busy bodies, save your time. Can use Octopus, Roll-o-Plane, Fun House and small Platform Shows. Have a dual Loop-o-Plane like new for sale or exchange, also Tangley Calliope. Charles Morgan, let me hear from you. Ride Help on all Rides who drive.

COTE AMUSEMENT CO.

47340 Van Dyke

Phone: Republic 2-1845

Utica, Michigan

GEM CITY SHOWS

LAST CALL! OPENING PENSACOLA, FLA., APRIL 20

Still have some choice locations for Concessions. Especially want Bingo. Can use Help in all departments, must drive. Will book Scrambler or any other Major Ride not conflicting.

All replies **THOMAS D. HICKEY, Mgr.**
Theodore, Alabama

FOR SALE

One Bingo, complete with speakers, amplifier, top, frame, ready to go; 10 by 12 Frame, 12 by 16 P.C. Table, new tops; Penny Boards, Frames, two Fish Ponds, one Evans Little Six Wheel, two Buckets; two Concession Trailers, living space inside; Grab Trailer, 14-stool, new; Ball Ring Top, 40 by 80; one 20x100 Top, one 20x40, one 20x20; one Living Top, 10x12; one old-style Herschell-Spillman Organ with snare drums, needs repairs; Train Ride, Pony Cart Ride, 1950 Chev Tractor and 26-ft. Van Trailer, lots of other Carnival needs. BOX 1017, Crystal River, Fla. Phone 2981.

MECHANIC

WANT top-notch Mechanic with his own tools who can repair and maintain a fleet of trucks on one of the largest truck carnivals in the country. You must be capable, fast and able to get the fleet over the road and above all, absolutely sober. If you can fill the bill, reply at once and give all details. This is a good job with a good salary and you get it every week.

HETH SHOWS, P. O. Box 5515, North Birmingham, Ala.

EVANS UNITED SHOWS

OPENING MAY 10—RICHMOND, MISSOURI.
CHOICE ROUTE—18 FAIRS AND CELEBRATIONS.

Have openings for legitimate Concessions, Long or Short Range, Basket Ball, Cork Gallery, Hoop-La, Duck or Fish Pond, Pitch-Till-You-Win, Scales or other Hanky Panks not conflicting. Want Agents for office-owned Concessions. Also Ride Help on all Rides. Pay bonus at end of season.

Contact **EVANS, Plattsburg, Mo. (Phone: 156)**

CARROLL'S GREATER SHOWS

Opening in Lexington Village, Minn., May 15, with a proven route of Celebrations and Fairs to follow.

WANT Bingo, Photos, Cook House, Ball Games, Hi-Striker and most any other Hanky Panks. Want Foremen for Tilt, Ferris Wheel, Merry-Go-Round and Kiddie Rides; must have chauffeur's license and be able to drive semi. Top wages and bonus. For Sale: Concession Tops and Frames; 1956 Tub of Fun Ride, like new; Miniature Train, 2 Ride Motors. Contact

CARROLL'S GREATER SHOWS, 10754 Central Ave., N.E., Minneapolis, Minn.
Phone: Sunset 45018. No collect calls.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO — President Al Sweeney was in the chair for the Thursday (4) meeting assisted by George Johnson, secretary, and Homer Briant, executive secretary. Also on the platform were four past presidents, Sam J. Levy Sr., Fred H. Kressmann, Ned Torti and Lefy Ohren.

John E. Groves, Hubbard Erickson Jr. and Wilbur L. Clark were new members.

It was reported that Toby Wells and Sam Clickman had entered Alexian Bros.' Hospital here.

Reservations for the April 29 theater party were reported to be coming in well. The group will see "Around the World in 80 Days" and will have a buffet lunch at the clubhouse following the picture.

Called on to take bows were Lou Leonard, Elmer Byrnes, Isaac Malitz, Rudy Singer, Bobby Ayers, Bert Peck, Arthur Morse, Harry Russell, Max Brantman, Jack Haththorne and Bill Martin.

Michigan Showmen's Association

DETROIT — President Jack Dickstein conducted the April 1 meeting, last of the season. Joining the men were members of the auxiliary, with their president, Margaret Mansell, presiding over the women's portion of the meeting. Assisting Dickstein were C. L. Lovejoy, first vice-president; Cameron Murray, second vice-president; Edor Burge, third vice-president; Max Kahn, treasurer, and Paul Greeley, recording secretary. With President Mansell were Carrie Dear, first vice-president; Helen Cook, second vice-president; Grace Zeigler, treasurer, and Margaret Stapleton, secretary.

Mrs. Sam Burd, Mrs. Irving Borker and Mrs. John Moran submitted committee reports. Both organizations discussed the possibility of erecting a memorial on the showmen's cemetery plot. Sam Burd, of the house committee, assisted by Morris Mentzel and Victor Johnston, served buffet lunch.

Max Kahn reported the St. Patrick Day dance a success and suggested a Halloween party next fall. Visitors to the club included John Teahan, Joseph LaFontaine, William Silber, J. W. Smith, Sam Fine and Sam Ginsberg. Louis Brown and Charles Rafal have left for Rockaway Beach, New York.

Greater Tampa Showmen's Association

TAMPA—C. C. (Specks) Groscurth, first vice-president, opened the regular meeting. Also present were Earl Maddox and Dick Gilsdorf, vice-presidents; Vernon Korhn, secretary, and Harry Julius, treasurer.

The hit-the-road party and annual picnic were discussed. It was announced that thru pledges of members, a sprinkler system would be installed in the cemetery plot.

The membership was saddened by the death of John Callagan and Bud Saunders.

George Reinhardt and Georgia Ringlin were reported on the mend after illnesses.

Local station WTVT-TV sent a cameraman and crew to film members of the Ladies' Auxiliary making bandages for the cancer drive.

Bonds were awarded the following winners in the book drive: Bob Hasson, \$500; Turk Abraham, \$400; Charles Gregory, \$300; Paul Sprague, \$200; Eddie Pastorsky, \$100; Al Moody, \$50, and George Reinhardt, \$50.

The membership was reported at 872 paid-up members. The blood bank holds 471 pints.

Pacific Coast Showmen's Association

LOS ANGELES—M. J. (Mike) Doolan, a past president, was honored at the regular Monday night (1) meeting here. Doolan leaves soon to open his Kiddieland near Chicago.

President Bob Downie conducted the meeting with Al Weber, treasurer, and the honored guest on the rostrum. Harry G. Seber, also a past president, introduced Doolan and gave a resume of his highly successful administration here. Doolan is currently president of the Hot Springs Showmen's Association.

An honorary membership was voted for Rusty Draper, recording artist who appeared at the National Orange Show Showmen's Day festivities. Draper was invited to participate by Dick Searce.

President Downie called upon several members who had not been present in recent weeks. They included Maurice Leighstone, Red Crosby, Van Fisher, George Burmaster, Lou Hoffman, Louis Wald and Joe Gross.

National Showmen's Association

Ladies' Auxiliary

The March 27 social meeting saw the return of Veronica Zucchi from California, where she attended her son's wedding. President Ann Brown also greeted Midge Cohen, Henrietta Wertheimer, Evelyn Thaler and Irma Bernard. A letter was received from Zine Capony, expressing thanks for a wedding gift, and an invitation to attend a tea by the Bellvue Hospital Center at the Nurses' Residence.

New member Betty Schneck was proposed by Eileen Weisman and endorsed by Ann Brown.

Madge Block is in Brower Clinic Hospital, Dania, Fla. Kate Benet is in St. Francis Hospital, Miami, and Edna Unger is also hospitalized, as is Catherine Freed, at Westchester Square Hospital, the Bronx. Katherine Kanin donated the cake for candle-lighting services, and Kitty Rausch brought in the dark horse award, won by Anna Cook.

Early Spots Prove Okay For Moore

GATESVILLE, Tex. — Jake Moore's Modern Shows trekked here last week after an okay stand in Lampasas, Tex., under VFW auspices. Show was a day late in getting up at Lampasas due to the 260-mile jump, but opened the second night and scored good business.

After Gatesville the show moves to Jacksonville, Tex., for April 8-13.

Concessionaires include Joe Sima, ABT shooting gallery; Eddie Rhodes, combination shooting gallery; Mr. and Mrs. Richard Hammock, Don Shelley, Junior Christian, photos and diggers; Dolly and Gid Roberts, cookhouse, peanuts and popcorn, assisted by Harry and Dorothy Ward.

The Roberts, who also handle The Billboard, recently purchased a new house trailer at Waco, Tex. Mr. and Mrs. Harvey Moore, who have their three youngsters with them this year, recently added a new Coaster. Mr. and Mrs. Brownie Bishop are sporting a new house trailer. Mat Hawley has three girls with his show, Mildred Artley, Betty Harlan and Dorothy Bordeaux, Martha Landrus is doing her Spanish dancing on the Side Slow, while her husband, Fred, is doing his magic and mental act.

PARAKEETS

FINCHES AND CANARIES
BIRDS OF QUALITY—PRICED RIGHT

24 hour a day service

BIRDS SHIPPED SAME DAY AS ORDER RECEIVED. PHONE OR WIRE YOUR ORDER.

CONRICK BIRD FARM

8914 S. WESTERN AVENUE
LOS ANGELES 47, CALIF.
PL 1-6394 PL 6-0254

SIDE SHOW ACTS

Feature Freak Attraction. Salary no object if you have box-office appeal. Juggler, Bag Puncher, Musical or any good Novelty Act that can bally. Booked with Wallace Bros.' Shows, Canada railroad show, open May 4. Will answer all.

MICKEY MANSION

Box 317, Gibsonton, Fla.

WANTED

LONG BEACH AMUSEMENT PIKE

All summer's work. First-class

MAGICIAN

Must be capable of making pitch. Guaranteed salary and percentage.

WALTER DE LENZ - please contact.

Can also use good Oddity Acts and good Talker.

ARCHIE GAYER

4977 Brewster Drive, Tarzana, California
Phone: Dickens 3-6404

AT LIBERTY

KIDDIE RIDES

Rides supplied for shopping center promotions and gala openings, or any bona fide celebration.

DELUXE KIDDIE RIDE CO.

8763 Clippert St. Dearborn, Mich.
Phone: DUnkirk 3-6464

FOR SALE

1956 Spinaroo, like new, latest '57 improvements; 1 late model Allan Herschell Auto Ride, good as new; 1 National Amusement Device Co. cage-type Ferris Wheel; 1 Sunshine Mfg. Co. Kiddie Ferris Wheel mounted on axle—can be towed behind truck or car; 1 4 cyl. Wisconsin Power Unit suitable for Allan Herschell Merry-Go-Round, etc.; 1 International U-F Power Unit suitable for Moon Rocket or Flyplane.

INGALLS AMUSEMENT CO.

20 Michigan Ave. Coldwater, Mich.
Phone: 95-J

WANT TO LEASE

Set of nice Rides, percentage or otherwise, for good beach location right on the ocean front, new amusement center. New pavilion, 1,000-foot fishing pier on the property. Closest amusement center to the Myrtle Beach Air Base housing project. We own one amusement center and know what we are doing. Rides must be first class and will consider a few Concessions with Rides.

Call H. W. THOMAS

Ocean Drive Beach, South Carolina
Phone 2133 or address Box 295

FOR SALE

Fun House Trailer, open 45'; Custard, Popcorn, etc., Trailer; Cook, 32' Trailer; 25 or 100 kw. Transformer Trailers, 32' Office Trailer; 3 Rooms, Safe, Shower, etc.; Single Loop, 2 Adult Chairplanes, Wheels, Diggers, Games, 2 D.C. 25 kw. Light Plants. Sell or trade for Kiddie Rides, Rowboats, Venetian Swings, Flat Rides. Can place good Rides in park on P.C., with or without obligation to buy. 15 miles from Phila. D. VAN BILLIARD, Indiana, Hoop Park Beach, Oaks, Pa. Glendale 2-4561.

FOR SALE—KIDDIE RIDES

Kiddie Mangels Merry-Go-Round, 24-horses; Kiddie Bomber—Super Sonic Plane, Roto Whip, Boat Ride, Ferris Wheel, Pony Cart, Auto Car Ride, Train Ride.

FRANK PACIA

44 Power Rd. Pawtucket, Rhode Island
Phone: PA 2-7110

Girls—WANTED—Girls

For Girl Show. Also want Amateur Girl Wrestlers for Wrestling Show. Athletic type girls. Experience unnecessary. Costumes furnished, best of treatment. Best show offer on salary. Write

LESLIE KESTER

Nuville Bldg. Rochester, Minn.

FOR SALE COMPLETE CARNIVAL

with route including twelve Fairs and Celebrations, nine Rides, Caterpillar D 13000, Generator Set, Light Towers, Transformers and Ground Cable, Tractors and Trailers. Write
BOX D-274, The Billboard
Cincinnati 22, Ohio

THANKS

TO THE HUNDREDS OF SHOWMEN AND ASSOCIATES FOR THE KIND EXPRESSIONS OF CONDOLENCE ON THE UNTIMELY PASSING OF

JOHN GALLAGAN

WE SHALL CONTINUE TO FULFILL ALL CONTRACTS IN THE SAME HONEST, SINCERE MANNER AS IN THE MANY YEARS PAST.

ANN GALLAGAN & FAMILY
2803 E. Fifth Ave. Knoxville, Tenn.

COOK HOUSE HELP

Cooks, Griddle Man, Waiters and Dishwashers. Previous Help, write at once or call, Telephone 695. No collect calls. Truck Drivers preferred.

JOHN M. STALEY

Prell's Broadway Shows, Laurens, S. C.

WANT DROME RIDERS

Straight and Race. Top salary and tips. Best equipped Drome in America. Andy, answer. Also Kiddie Ride Help. Booked with Cetlin & Wilson Shows. Contact

EARL PURTLE

7612 Sweet Briar Rd. Richmond, Va.

DICK PALMER WANTS GIRLS

For two shows. Strip, Exotic, Hawaiian. Experience not necessary. Special proposition for Girl capable of being featured in Big Show. Want one small Girl for Illusion number. All replies:

DICK PALMER

Route #1, Box 252, New Port Richey, Fla. (Phone: 5084) or Wire

WANTED

Capable, sober Truck Mechanic and Ride Superintendent. Address:

PAN AMERICAN SHOWS

Baton Rouge, La. Phone: ELgin 5-2391

WANTED

Combination Biller with or without transportation. Must be able to lithograph.

EARL D. BACKER

Rudd Hotel Owensboro, Ky.

WANTED

Offers from Carnival, Independent Rides and Shows for

American Legion Post #636 Annual Picnic
July 4-4-7. Write

Howard Devine, Chairman
Hardin, Ill.

BENNIE (RED) PIERSON

Call me collect.

ROBERT FULTON

Phone: 3-8751 Sanford, N. C.

AGENTS WANTED

Six Cats, Watch-La, One Ball, Color Dart, Slot Rack. Open April 15, Guthrie, Okla.; followed by Guymond and McPherson. All Celebrations, plus a strong route of Fairs in Colorado, Wyoming, Montana, Dakota and Nebraska.

TOBY YOUNG

Box 124, Arma, Kan. Phone: Fireside 7-8670. No collect calls.

GIVE TO DAMON RUNYON CANCER FUND

Babcock Bows April 23 at Jaycee Cele

LOS ANGELES — Frank W. Babcock United Shows will open its season April 23 at Santa Ana, Calif., and play three dates new to its route this year. The new stands are California community fairs at Orange, Artesia and Santa Barbara, all played by other shows last year.

The opening date in Santa Ana will be under Jaycee auspices. Frank Babcock, show owner, also announced that he will provide equipment at two additional Kid-di-elands in Los Angeles this year, with George Hiscox, assistant manager, supervising the installation. Staff wise, the show is managed

by Frank Sutton. Frankie Vincent will provide the nightly free sway pole act. Sam Hillson heads up the promotion staff which will arrange kid matinees and merchant tie-ups.

Show has added a new trailer that contains six separate rest rooms and separate shower rooms for men and women. A new entrance arch, which was used for the first time at the Indio (Calif.) Date Festival, will be used. Several tractors and trailers have also been purchased.

The No. 1 show will carry a minimum of 12 major and six kid rides, 14 light towers and four 60-inch searchlights.

RIDE MEN

Come on. Want Tilt Foreman and Second Man. Also Merry-Go-Round and Mixup Foremen.

F. C. BOGLE SHOWS
Pittsburg, Kans., through April 20.

GIVE TO DAMON RUNYON CANCER FUND

Fourth Annual CIVIL DEFENSE EXPOSITION

Featuring Big Free Circus (Terrell Jacobs Wild Animal Circus) \$1,000,000 Civic & Commercial Exhibits—Outstanding Free Attractions, Dows Sky Wheel.

OPENING APRIL 10, INDIANAPOLIS, INDIANA

Now booking for 1957 season. Four City Parks, followed by Memorial Day 500-mile Speedway Classic. Other major city dates to follow. Every date like a fair.

RIDES—Have outstanding proposition for Ride Operators with equipment in good condition and appearance. Due to Big Free Circus, exceptional opportunity for Kid Rides.

SHOWS—Excellent opportunity for Illusion, Fun House, Motordrome, Monkey Show, Jig Show. Joe Louis will make personal appearance at our second spot. Due to disappointment, can place Girl Show.

CATERING—Lemonade, Ice Cream, Pizza, Waffle, Sausage, French Fry, Novelty, etc.

PITCH MEN—Especially good opportunity here for Demonstrators in huge exhibit tent, also midway. Locations available. Cards, Polish Gadgets, Medicine, etc.

Day Phone: **PAUL MILLER** 10 South New Jersey St. Night Phone: Melrose 66387 Indianapolis, Indiana Melrose 21978

Time Getting Short—Reply by Phone or Wire
Wanted—General Help in All Departments

SOUTHERN FAIR SHOWS

POWDER SPRINGS, GA., APRIL 8-13; KENNESAW, GA., APRIL 15-20

Then the big one in front of Dobbin Air Force gate, on 4-lane highway between Marietta and Atlanta.

Can place Hanky Panks of all kinds, also Agents for office-owned Hanky Panks. Will book Dark Ride or Flat Ride. Want Ride Help for Wheel and Chairplane. Payday every week. Bob and Effie Bradshaw, come on. Jimmy Thompson, come on. Tex Mason wants Geek. Chester and "Bad Eye," answer. Want Girls for Girl Show. Top salary and wardrobe furnished. Betty, Rita and June, contact.

All replies to **JIMMY ACKLEY**, Powder Springs, Georgia



CAN PLACE FOR LEXINGTON PARK, MD., APRIL 12-30, INCLUDING SUNDAY AND BIG NAVY AIR BASE PAY DAY

CONCESSION: Hanky Panks of all kinds, Glass Pitch, Short Range and Basket Ball. **SHOWS:** Grind Shows with own equipment. Tirza wants Girl Accordion Player for Wine Bath Revue. Chavanne wants working Sideshow Acts. Tony Mason can place Dancing Girls.

RIDES: One more Flat Ride not conflicting. **HELP on Rides.** Semi drivers preferred. Address: **JOHN VIVONA**, Lexington Park, Md.

ATTENTION, CARNIVAL OWNERS, CONCESSIONAIRES—MONEY TO LOAN

HAVE FOR SALE: 1 No. 5 Ell Ferris Wheel, 1 3-Abreast Merry-Go-Round in good condition, Hoop-La, Six Cat, Fish Pond, Penny and Glass Pitch, Percentage Tables, a sizable amount of Slum at a big saving, Canvas for these Outfits in good condition—like new. 1 (25 KVA) Transformer Wagon, excellent condition; Popcorn Trailer equipped, small Office Wagon, Dodge Panel Truck, GMC and Chevrolet Tractors. **WILL BUY A SET OF KIDDIE RIDES** or will trade for the above equipment. If you need money on Show Equipment, contact me now.

CARL SCHLOSBERG

HOTEL SANSFIELD CAMDEN, SOUTH CAROLINA

ORANGE EMPIRE SHOWS

OPENING APRIL 24, LINDA VISTA, CALIF.

Now booking Agents with non-conflicting Concessions. Want Wheel Man

J. B. KEMMERLING

2006 S. Baldwin Ave. (Hillcrest 7-0026) Arcadia, Calif.

ROSS'S RIDES

MELBOURNE, FLORIDA

With Three Good Florida Spots to Follow, Then North.

Want small Cook House or Crab, Kiddie Rides, Hanky Panks, Glass and Bear Pitches. Reasonable privilege. Can place a few more Ride Men.

Address **ROSS'S RIDES**, MELBOURNE, FLA., this week

WANTED FOR BIGGEST ANNUAL ILLINOIS LABOR DAY CELEBRATION

Calumet City, Illinois, sponsored by the Calumet City Memorial Park Board, August 29 through September 2, 1957.

Honest Concessions of all kinds—strictly no rackets.

THIS IS A BONA FIDE CELEBRATION CAN USE RIDES OF ALL KINDS CAN USE GOOD, CLEAN FOOD STANDS

ALSO GOOD CLEAN:

- Snake Show • Any kind of Grind Show • Concessions • Fun House • Glass Monkey Drome • High Acts • Not Wanted: Buckets, Six Cats, no Gaff Wheels

Governor Stratton will be present for Park Dedication. There will be Fireworks, Dance Contests, TV and Movie Celebrities, Three-Hour Parade, Radio Show direct from grounds, many exciting events.

CONTACT: LOU ALLEN

ROOM 814, 32 W. RANDOLPH ST (Phone: Central 6-3070) CHICAGO 1, ILL.

JAMES H. DREW SHOWS WANTED

SHOWS—Need Mechanical, Fat, Illusion, Wildlife, Drome, Snake Show. Note: Mr. Willander, we answered your letter. Advise if interested.

CONCESSIONS—Will place Merchandise Stands of all kinds. Good opening for Arcade, Custard, Derby, Novelties, Bird and Bear Pitch, Age and Weight.

RIDES—Will place Dark Ride for the season. Route includes 23 Fairs and Celebrations, North and South.

All address this week.

JAMES H. DREW SHOWS
RICHLANDS, VIRGINIA

UNITED STATES SHOWS

OPENING HICKORY, N. C., APRIL 13

ALL COMMUNICATIONS

THIS WEEK, HAMPTON, S. C. PHONE 3572

TAKE NOTICE GLASS CITY SHOWS TAKE NOTICE

Now playing Southern Ohio, West Virginia, Kentucky, Tennessee and Alabama. Opening April 22, at Coal Grove, Ohio. Big Spring Festival, with 100,000 population within 10 miles. Gen. Mgr. ED. BURGESS, will be on lot April 17.

Want Ride Help in all departments that have licenses to drive. Will book Ponies, Ride, Fun House, Snake, 10-in-1, Mechanical, Monkey, Wildlife, Illusion or what have you. Can use Bear, Bird, Toy Pitches, Cookhouse, Bingo, Novelties, Age & Scale, Short Range, Long Range, Custard, Photo, Apples, Floss, Ice and all Hanky Panks working for stock. No build-up stores or gypsies. Fair Secretaries and Committeemen, have few open dates in Ohio, West Virginia, Kentucky and Tennessee. Contact: **GERALD R. ANDERSON, Mgr., 1488 South St., Toledo 9, Ohio.**

SOUTHERN VALLEY SHOWS

WANT WANT WANT

For Prescott, Ark., April 8-13; Hope, Ark., downtown location, April 15-20; Ashtown, Ark., April 22-27. Then the big one, downtown Texarkana, Tex., for two weeks. Want Hanky Panks of all kinds. Want nice, flashy Bingo. Also want Shows of all kinds with own equipment. Celebrations start June 1.

All contact **EDDIE MORAN** or **SAILOR MORAN**

BARNEY TASSELL SHOWS

Want for Hampton-Varnville, S. C., Week April 15; Payroll Towns. Major Rides, Shows and Concessions, including Grab, Bingo, Photos, Pea Pool and any other strictly Stock Shows. Help wanted in all departments. Must drive semi-trailers. Can place Sound Truck. Give best proposition.

Write, Wire **WESTERN UNION, ALLENDALE, S. C.**
P.S.: Sold my lease in park.

BEAMS Attractions

26 WEEKS—CELEBRATION AND FAIRS

CONCESSIONS—Glass Pitch, Photos, Water Games and other Hunky Panks.

SHOWS—Excellent opportunity for Shows catering to family-type Trade. Animals, etc. Have Tops if needed.

RIDE HELP—Fly-o-Plane Foreman and Second Man. Will pay top salary to sober, reliable Men who can drive. Use Second Men for Wheel, Merry and Kiddie Rides; preference to Men who can drive.

OPEN KENBRIDGE, VIRGINIA, MAY 3. Winterquarters open at Blackstone, Virginia, now. ALL COMMUNICATIONS to

STEVE DECKER
M & R HOTEL, BLACKSTONE, VA. Tel.: 215

PAGE COMBINED SHOW

Opening April 15, North Charleston, S. C., Old Speedway Lot. Big Navy payday.

CONCESSIONS: Long Range Gallery, Water Games, Ball Games, Penny Pitch, Six Cat and any Concessions working for stock. Some P.C. with other Concessions. Ex on Glass Pitch, Bear Pitch, Parakeet Pitch, Age & Scales, Novelities, Photos and Custard. Can place Bingo for several weeks.

SHOWS: Geek, Big Snake, Motor or Monkey Drome, Life Show. Any Grind or Bally Show not conflicting.

RIDES: Due to our enlarged Beach operation can place the following Rides for season on the Show: Coaster, Rock-o-Plane, Fly-o-Plane, Scrambler, Round-Up, Kiddie Auto, Sky Fighter, Tanks or any Kid Rides except Train. Want first-class Ride Superintendent and Show Builder to join on wire. Want Foreman for Merry-Go-Round, Tom Mearns, answer. Want Second Men on all Rides who have license to drive.

The following People contact immediately: C. A. Cave, Oecle Hawkins and Pocket Book Harris

All replies to **BILL PAGE** or **ROLAND PAGE**
GENERAL DELIVERY SAVANNAH, GEORGIA

HEART OF AMERICA SHOWS

GEORGE W. NELSON OWNER
TED E. CORY BUSINESS MANAGER

Now playing downtown locations in Kansas City. Want to book the following for 5 weeks in Kansas City, starting April 19, followed by 2 weeks in downtown Omaha, Nebr., ending June 9:

RIDES: Will book Octopus and set of factory Kid Rides to start April 19. Will book Tilt for one week, April 29 to May 4. These are big Grass Spots for all Rides.

SHOWS: Can place Fun House, Snake or any Grind Show if your equipment is first class.

CONCESSIONS: Photos, Custard, Short Range, most Hunky Panks. Can use Hunky and other Agents if you can stand prosperity in the spring. This is it! We do not show muddy lots and if the weather man is kind you never miss.

Now showing 7th and Southwest Blvd., Kansas City, Kan., until April 17; then 18th and Kansas Ave., in the heart of the payroll section. These are all downtown locations.

ALL REPLIES: HEART OF AMERICA SHOWS or call Ted Cory, Phone: Fairfax 1-9040, Kansas City, Kansas.

COLEMAN BROS.' SHOWS

Opening Middletown, Conn.

April 29-May 5, 2 Saturdays, 2 Sundays

Can use a few Hunky Panks and Ride Help. Want good Ferris Wheel Foreman who can get 'em up and down. All replies to:

DICK COLEMAN

Coleman Bros.' Shows, Middletown, Conn.

18 FT. CUSTARD TRAILER FOR SALE

All steel construction, screened serving area, metal awnings, roof sign with floodlights, fluorescent tube lighting inside and out, 110-220 v. for custard unit, grills or appliances, condenser and refrig. unit for ice cream machines, 15-can walk-in cooler, wash sink with hot and cold water system and storage tank. An ideal concession van.

CUSTOM BILT BODY, INC.

HAMBURG, N. Y. TELEPHONE: EMERSON 3573.

NOLAN AMUSEMENT CO.

OPENING APRIL 18 TO 27, ZANESVILLE, OHIO; FOLLOWED BY BARBERTON, OHIO; ELYRIA, OHIO; LORAIN, OHIO; WEIRTON, W. VA.; SPRINGFIELD, OHIO

WANT CONCESSIONS, SHOWS, RIDES, RIDE HELP

FRED NOLAN, Route 2, South Zanesville, Ohio

GRAND AMERICAN SHOWS

OPENING APRIL 25, OTTUMWA, IOWA

Want Concessions—Novelties, Jewelry, Age & Scales, Cork Gallery, Slum Spindles, Roman Targets, Basket Ball, Coke Bottle, Hi-Striker; Glass, Bird and Bear Pitches. Want Grind Shows with own equipment. Can place Hunky Pank Agents.

L. O. WEAVER, Mgr., Fairbank, Iowa

CATERPILLAR FOR SALE

Late model Caterpillar Ride with new tunnel has never been used. Will sell with or without transportation. Excellent buy for a park. Contact

M. A. BEAM, Windber, Pa.

24—CELEBRATIONS AND FAIRS—24

ROGERS BROS.' SHOWS

WANT Hunky Panks, Watch-La, Bumper, String Game, Basket Ball, Fish Pond, Record Game, or what have you? Shows—Will book any Show with own equipment. Girl Show booked. Can use Foremen and Second Men on Tilt, Octopus, Coaster, Wheel, Merry-Go-Round and Chair-O-Whirl. Winter quarters open. We open in Willman, Minn., May 31-June 1-2, American Legion Convention on the streets.

All mail to (no collect) **ROGERS BROS.' SHOWS**, Pelican Rapids, Minn.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Lackey, Haskell

Allea, Leander T. DeLock, Wm. K. DeLoon, Don DeWayne, Ted Dell, M. E. Delph, Dewey Devine, Alice P. Dixon, Robbie Donne, Russell Dorner, Armoord Dorner, Clarence Dorner, Mrs. Louise Dorso, Danny Duckett, Wm. R. Durham, John W. Dye, James Ebo & His Trick Dogs Edwards, Alvis (J. A.) El Kogordo, Prince Elam, Robt. English, Cuz English, Harbin Estell, Chas. Will Fagan, Earl W. Farmer, Jimmie Frazier, Evelyn Ferron, James (Estate of) Flake, Mrs. Mildred Flannagan, W. P. Floyd, Don French, Evelyn French, Marian Olive French, Tony Frisbie, Alfred L. Fuller, Herbert Gallager, Frank Gallagher, John J. Gallion, Robt. Gates, O. A. Gentry, Tony Grahm, John J. Girouard, Alva Glasgow, W. R. Glover, Wm. Goodrich, White Gordon, Dixie Graham, John L. Hackett, E. J. Hackman, E. Otis (Phoneman) Hale, Durell David Haley, Whitey Hallen, Vic Hangsterfer, Allan F. Harbin, Frank Hardesty, Herbert G. Harkey, H. E. Harris, M. C. (Sonny) Harris, M. S. (Sonny) Harris, Sun Harris, Sonny Harrison, Mrs. Kitty Hatcher, Ward V. Hendrix, W. A. Hendricks, Cecil Henley, Arvil F.

Hickman, Mrs. Lou Higgins, Joe Holmes, Mrs. Ada Horn, Brownie & Ida Hunt, Mrs. Leo Hunter, Martha Husbands, Chas. Isler, Carl James, Al & Betty Janney, Geo. W. Johnson, Leonard L. Jordan, Dick Jordan, James D. Keen, Frank G. Kelly, Bob & Mrs. Kelly, Helen Kight, Gene Kimball, Lee Kirk, H. H. Knight, I. T. Knight, Irish Kosterman, Ralph H. Koze, Bob Latlip, Madeline Layton, Ralph C. Levine, Benjamin Lilly, George W. Lloyd, Lee Lockey, Marshall & Mrs. Lockyer, Peggy Lonten, Donald P. Lott, Walter Lunsford, George MacFadden, Fred J. MacCracken, James J. McGinley, Barbara McIntosh, Will McKinnon, Norman McLane, Francis J. Mahan, Dick Malman, M. Martz, Jack (Spoty) Mason, Todd Massey, C. W. (Cy) Massey, Hub Maxwell, Ike Metcalf, Billy McLauson, H. E. Miller, Beulah Miller, Bruce Miller, Mike Mills, Robert Millapp, M. J. Mitchell, B. S. & Mrs. Mix, Art. Molner, Peter M. Montello, James Mooney, Thos. J. Morgan, James N. Mortic, Ralph Morton, Clarence O. Nash, Lawrence Nicholas, Ephrem Norris, Bill O'Leary, Mrs. Betty O'Leary, Elizabeth M. O'Riley, Jimmie Olds, Frank Ogular, Raymond Ogilvie, Ben Owens, Carrie Owens, Peg Pearman, Mike Perry, Howard Neal Peika, Albert R. & Mrs. Phillips, Robt. Pickard, Francis Pona, James P. Poole, James Walter Price, Wesley R. Priest Sr., William Raetz, G. O. Rates, James Rater, Gene V. Ray, Ralph Reagan, Mickey Reed, James E. Reede, Dave Reeder, John Revolt, Paul Roark, Diane Robinson, Mrs. R. C. Rogers, Mrs. Evelyn (H. L.) Rooney, Pat Ryser, Herbert Max Saas, George Sachs, Carl (Cicero) Sanders, Alfred J. Sargee, W. C. Scanlin, William Schreiber, Harry Schuck, Pete Schweppe, Luise Scott, Lewis Seydel, Dick B. Seydel, Mildred N. Shaffer, Jimmie Sharpes, C. L. Sharp, Max Sherman, Joe Simmons, Charles Skolchekovich, John Smith, Frank Loren Smith, Irving G. Smith, Lawrence Stack, Dick Stevenson, Leo & Mrs. Stiegel, Norman Stroud, Cal or Norma Strubie, Orange Sugar Brown, Chiet Swan, Walter L. Swank, Harry Swart, Tommy Tammany, John & Violet Taylor, Charles A. Tenney, Joseph Tilt, Johnie Torch Travis, Jimmie Trivette, Clyde United States Shows Uwanawich, Steve Valley, Max S. Vealey, Al Venable, W. A. (Bill) Walsh, Earl B. Walterbury, Bob Warren, Jo Ann Warren, W. F. Watson, Eddie Webster, George H. Weiss, Louis Welch, William Lee Wetherhill, Earl Wexler, Samuel Paul Whaley, Robert White, Wally Whitehill, C. W. Whitby, Lee Maynard Williams, Bill Williams, Lefty (Oscar)

(Continued on page 103)

WANT FOR SEASON

Dancing Girls for Girl Show built off semi. Experience not necessary. Wardrobe furnished. Fire Eater, Pin Cushion and useful Working Acts for Side Show. Cowboy and Cookoo, come on.

Contact

LISA DEL MAR

c/o J. A. Gentsch Shows
Laurel, Miss.

FOR SALE

2 KIDDIE RIDES

Factory Built
Airplane Ride, capacity 20, \$2,000
Boat Ride, capacity 24, \$2,000
Both in excellent condition. Cash. No terms.

L. McLACHLAN

2418 Boudinot Cincinnati 38, Ohio
Phone: Humbolt 1-0958

CHARLES TRAVERS

Would like to hear from Cal and Cookie. Have good proposition for you. Need Man to drive truck, take care of stock and up and down one stand. Can also use General Help for Cat Rack and Long Range Bucket. Agents who have worked for me before, contact me here. Open with King Reid middle of May.

6307 N.E. Second Ave. Miami, Fla.

SPITFIRE FOREMAN

No ups or downs, all year-round work. Good job for sober, reliable Man; if married, Wife on Tickets. Have top location for Age and Scales.

TURNER SCOTT

120 N. Grandview Daytona Beach, Fla.
Telephone: CL 2-0934

WANTED

Due to disappointment.

Foremen for Scrambler and Merry-Go-Round. Can place good, clean Concessions.

MOUND CITY SHOWS

1417 Grattan St. St. Louis, Mo.

CARNIVAL WANTED

JUNE 22-23

If available, write or wire.

CHAMBER OF COMMERCE
Circle, Montana

WANTED

Concessions and Rides. No Mitt Camp or Flats. Playing North and South Dakota and good route of Celebrations.

Whirlwind Amusement HAROLD ZIRBES

Box 933 Bismarck, North Dakota

Raines Amusements

Want Pitch-Tilt-U-Win, Photos, Short Range, Fish Pond, Bumper, Hankies not conflicting. For sale or trade: 25kw. A.C. Light Plant, 1250 size.

NOAH (OKIE) KENNEDY
Tulhina, Okla., this week; then as per route.

WANTED

ELECTRICIAN, Transformers only. Can use Second Men on Rock-O-Plane, Caterpillar and Kid Rides. All must drive semis

Sunset Amusement Co.
Winterquarters, Excelsior Springs, Mo.

PAGE BROS.' SHOWS #2

WANT Hunky Panks of all kind.

Also Grind Shows of all kind.

Opelousas, La., April 9 to 14.

"Dyer's Loffa Hooey"

Want Lead Gallery, Custard, Penny Arcade, Hunky Panks, No Camps, Girl Shows or Allbi Stores allowed. Foremen for Coaster, Merry-Go-Round; Second Men who drive on all Rides. Shows with own equipment, you will have big season here. Contact BOX 194, Searcy, Ark. P.S.: Pete Smith, join us.

WANTED

Foremen for Octopus and Flying Scooter. Also want Bingo Counterman at once.

Thomas Joyland Show
Williamson, W. Va.

P.S.: Cecil Brown wants Nail Agents. All Agents get in touch with Bernie Feldman.

MOTOR STATE SHOWS

12 RIDES—3 SHOWS—30 CONCESSIONS—SEARCHLIGHTS
WANT FOR A LONG SEASON OF FAIRS AND CELEBRATIONS IN MICHIGAN, OHIO, INDIANA AND LATE FALL FAIRS IN MISSISSIPPI AND ALABAMA

Opening April 18, Troy Township, 15 Mile & Rochester Rds., Detroit. Can place neat Cookhouse, Novelities, Glass or Pottery Pitch, Short Range and a few more Hunky Panks. Need one or two Grind Shows, Snake, Animal, Five-in-One, Miniature Show, Funhouse, etc. Help—Agents for Hunky Panks, Scales, Hi-Striker, etc. Foremen for Rock-O-Plane, Octopus, Merry-Go-Round, Wheel, Coaster. Second Men who drive. No drunks, tourists with cars or midway delegates wanted. All replies:

J. J. FREDERICK

2263 Newton St., Detroit 11, Mich. Phone: Trinity 3-2860 (no collect calls, please)

WOLFE AMUSEMENT CO.

Greer, S. C., all this week; followed by Clinton, S. C.

WANTS

CONCESSIONS: Ball Game, Coke, Photo, Age & Scales, Mitt, Pitch-Tilt-Win, Duck Pond, Darts, Bear Pitch, Glass Pitch, Hunky Panks of all kinds. Due to disappointment will sell Ex on Popcorn.

Place any Grind Shows with own equipment. Mary Brown wants Girls for Colored Girl Show.

Want to book set of Kiddie Rides, low percentage. Want Second Men all Rides, must drive semis.

All replies **BEN WOLFE, Owner-Manager**
Greer, S. C., all this week; Clinton, S. C., April 15-20.

VIRGINIA GREATER SHOWS

OPEN SUFFOLK, VIRGINIA, APRIL 13

Want at once: Bingo, Hunky Panks open. Want French Fries; Agents for Office Hunky Panks, come in; Griddle Man for Cookhouse. Want Ferris Wheel and Octopus Men who drive semis. Jimmy Tomas and Bob Millikin, come on in, call or wire. Want Side Show Manager, who have complete outfit; Snake Show (Wally White, answer), Monkey, Wildlife, Frog, Animal, Motordrome, Live Pony Rides. Want Diesel Electrician. All mail and wires:

WM. C. (BILL) MURRAY, Suffolk, Virginia

GIRLS GIRLS GIRLS

OPENING APRIL 25 WITH O.C. BUCK SHOWS

Want Exotics, Strips, Rhumbas, Acrobatics, Teams and Novelities. Need one more feature, will pay up to \$150 a week. Can also use willing beginners; will teach to be Exotics, furnish wardrobe and transportation after joining. All those contracted, acknowledge this call. Following Agent at once: Gloria Tripoli, Yvette, Lucilla Godsey, Barbara, Jack and Jean Thompson, Genevieve, Teddy and Ken Lane, Sissy Broome and others who have worked for me, contact at once. Also need Talkers, Ticket Sellers, Working Men who drive. All replies to

JOE MOONEY

Mayfair Hotel, Baltimore, Md. Phone: Lexington 7-7440

EASTERN AMUSEMENT CO.

Now Booking for 1957

Best spring route yet in Maine. Gigantic 4th of July, with Fairs from August to October. Want Concessions: String Game, Bumper, Hi-Striker, Glass and Bear Pitch or any Stock Concessions. Good deal for Agent to work in office-owned Pan Store, Scales, Six Cats, Ball Games and Duck Pond and French Fries. Want Man and Wife for Cook House, also Man and Wife to operate Beano. High percentage and best of treatment. Want Ride Men on all Rides, must drive semis and stay sober. Want Ride Super—good wages and treatment, also bonus. For Sale: Two 25 KVA Light Plants in semi, perfect condition. Will buy, book or trade 100 Kw. Transformer. Also good Fun House. Opening middle of May. All people contact M. S. EARL, 817 Washington St., Auburn, Maine, or C. R. ROSS, Chapel Hill Farm, Leeds, Maine.

MERCHANDISE TOPICS

A new summer catalog of name-brand merchandise at low wholesale prices is offered the trade free by Harry Cohon & Sons, Inc., 1069 Utica Avenue, Brooklyn 3. Those who have previously bought from the firm will automatically receive a copy of the new issue. The firm, in its 35th year under the same management, points out that name-brand products are your best guarantee of dependability. Combined with this is the firm's reputation for excellent merchandising and sales know-how.

A new catalog of profit makers is offered free to Billboard buyers. Write Customcraft Jewelry Corporation, 590 Elmwood Avenue, Providence 7, R. I. This company is well known to the trade. Its catalog will prove of interest to its many old accounts as well as new customers.

Three specials of Variety Sales Company, 1601 Race Street, Department 46, Cincinnati, are getting a rush, according to owner-partners Joe Franklin and Sig Snyder. The items are: The Jewel eight-piece kitchen tool set, gift boxed and consisting of a strainer, spatula, mixing spoon, ladle, two different turners and fork, complete with wall rack and screws; one gross of plastone pocket clip combs (10-cent retailer) in heavy attractive reusable ice bucket vender, and 16-piece screw driver and socket set (an Oxwall set that has seven different sized magnetized screw drivers, included offset and recess, plus seven chrome sockets

and socket handle, all in tote tray which doubles as wall rack), packed in see-thru carton. All are strong sales builders, the firm says, and invites inquiries.

Signagram permits you to personalize your car, luggage or other belongings by identifying them as exclusively yours. Name, nickname, initials or any other combination of letters is cut especially for you from a piece of heavy, chrome-plated, rustproof metal. Signagram may easily be attached to any object without use of special tools or the drilling of holes. Complete, simple installation instructions and permanent adhesives are included. Contact Indian Hill Traders, 781 Wigwam Lane, Stratford, Conn., for particulars.

Sales boards and jar games may be had from Galentine Company, Department B, 519 East Jefferson Boulevard, South Bend 17, Ind. Specially prepared information and prices will be sent to those interested. Write for this confidential listing.

Myrlo Company, Dept. 8, 1231 Main Avenue, Cleveland 13, manufactures a complete line of colorful pennants and related products. This season it is introducing what it calls the first New Look in pennants in over 2,000 years. Send for free literature illustrating what Myrlo says is the largest line of traffic stoppers ever manufactured under one roof. It is claimed that the pennants will make your place stand out conspicuously.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY

(unless credit has been established)

ACTS, SONGS & PARODIES

NEED COMEDY MATERIAL? THEN YOU'LL need "Comedy Notebook," a perfect collection of gags, banter, ad libs, etc. "Ten Parodies" bonus with this ad. \$3. Show-Biz Comedy Service (Dept. BB-15), 1613 East 29th St., Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write Robert Orben 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

AGENTS & DISTRIBUTORS

A BINGO BLOWER "LIKE" A PULLMAN Sulcase! AC-110 volts. Only \$49.50 Lipka Mfg. Co., 617 East 11th St., New York 9, New York. ap13

AGENTS SELL 3-INCH GOLD PLATED combination Knife, Tie Clip, Money Clip Push lined box with \$5 tag; \$5 doz. delivered; sample \$1 E. Condon, Upper Darby, Pennsylvania. ch-ap13

ATTENTION—HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. ap13

ENGRAVERS

See our Ad on Page 56 of the

Outdoor Amusement Directory

This Issue.

MD. MFG. & ENG. CO.

4812 Lawrence St. Bladensburg, Md.

EARRINGS — ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry Dept. B, 124 Empire St., Providence, R. I. ap27

EARRINGS, NECKLACES, JEWELLED Flowers, \$2.50 dozen; Religious Pins, Necklaces, Ten Commandment Crosses, \$4.50 dozen; Pearl Chokers, 75¢ dozen; Men's Watch Sets, Rosaries, Terrific. Youcraft, 20 West Jackson Blvd., Chicago 4, Ill.

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklace, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.85 dz.
Asst. Tie Slides, carded 1.00 dz.
Rosaries, imported 1.95 dz.
Cameo Sets, boxed 7.20 dz.
Tie Slide Sets, asst., boxed 4.00 dz.
4 Pc. Rhinestone Sets, boxed 18.00 dz.
Summer Earrings, asst. \$7.00 & 12.00 gr.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 9.00 dz.
Cufflinks, carded, asst. 1.95 dz.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

GET THE "ORIGINAL" 1957 BLUE BOOK Directory of Manufacturers, Jobbers, Wholesalers. Deal direct with over 6,000 firms who supply anything up to 100% dealer discounts. Also new products. Free Wholesale Plan. Associated Wholesalers, 1016-BB Starr, Burlington, Iowa. ch-ap20

JAPAN DIRECTORY—LIST OF JAPANESE manufacturing exporters, plus Japan trade journal information and Japan opportunities. Just \$1 today. Nippon Annual, Box 6266-I, Spokane 28, Wash. ap27

"JOCK" — HIGHLAND LAD TODDLER. Good sales appeal. Picturesque overseas imports. Two samples, 10¢. Details free. Goodall, 68-N Joost, San Francisco 12, Calif.

JOKERS FUN SHOP — FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ap27

LITTLE SWEETHEARTS — HAND-TOOLED Leather Slippers, nut brown and red. Sizes 4½, 8½; sample pair \$10 postpaid. Goldenwest Specialty, Wilder, Idaho.

MEN'S NYLON S-T-R-E-T-C-H HOSE

Sizes 9½-13. Irregulars of 79¢/\$1.00 per pair, retail price.

SAMPLES 4 pair \$1.00

Postage prepaid. Enclose money order or check (no stamps, please).

GROSS LOTS \$2.50 a dozen

E.O.B. mill

CALIFORNIA HOSIERY MILLS

303 W. 8th St. Los Angeles 14, Calif.

NOTICE

EFFECTIVE APRIL 29 THE BILLBOARD WILL BE DATED MONDAY EACH WEEK

Distributed the preceding Saturday, most subscribers will receive their copies, and newsstands in principal market areas will have copies available on Monday ... the date of issue.

NEW CLOSING DATE

Your Classified Ad for April 29 Issue must reach Cincinnati by

WEDNESDAY, APRIL 24

Thereafter Classified forms will go to press on WEDNESDAY each week for the following Monday's issue.

All Classified advertising should be sent direct to THE BILLBOARD PUBLISHING CO.

2160 Patterson St., Cincinnati 2, O.

LOOK—50 ASSORTED STATE DECALS AND 50 assorted Picture Postcards, value \$7.50, now only \$1. Send 25¢ with order, pay 75¢ plus postage and COD charges. No free samples. Cards, P. O. Box 359, Colorado Springs, Colo. ap20

MEN'S WALLETS — PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage, C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. ap27

NEW, FLASHY 7X11" SIGNS—LIGHT reflecting, illustrated, color blended; 2000 varieties. Sample 10¢; 12, \$1; 100 best sellers, \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. ap27

NEW! 5-FT. LONG, LIVE LATEX BALLOONS. Twists into 1000 shapes, 10¢/5¢ guaranteed. Bob Spencer, 6729 Franklin Place, Hollywood, Calif. ap13

NEW SUMMER CLOSEOUTS

Spring Floral Ear., asst. \$ 2.75 dz.
New Spring Colored Ropes..... 3.00 dz.
Gen. Cultured Pearl Pins & Neck. 2.50 dz.
4 Pc. Pearl Set, boxed..... 13.50 dz.
Crystal Beaded Necklaces..... 5.00 dz.
Large Floral Ear. 4.20 dz.
Summer Neck., Brae., Ear. 4.80 dz.
Floral Neck. & Ear. Set, boxed..... 10.80 dz.

NEW FREE DESCRIPTIVE LITERATURE ON HUNDREDS OF TERRIFIC VALUES

20% deposit with order, balance C.O.B.

KAREN ORIGINALS

45 N. Main St., Dept. B Bristol, Conn.

PATENTED \$2.98 STATIONERY NEEDLES. 200¢ profit. We dropship. No investment necessary! Details free! Levine's, 15-B Boulevard Station, New York 59, N. Y.

PEGA PALO

Vitamin Tablets. High potency to give you that "HEALTHY" feeling. Distributors wanted all areas. Reg. with Pure Food and Drug Act

PEGA PALO

459 Ponce de Leon, N.E. Atlanta 8, Georgia

PENNANTS—ASK FOR SAMPLES AND prices on our line of Pennants for your season's needs. Easy to sell. Hart's, Marine City, Mich. my4

REAL DIAMOND RINGS. SELL DIRECT.

Make big middle man's profit. No investment. Experience unnecessary. Free catalog, details. Gleamlight, 111-F No. Columbus, Mount Vernon, N. Y.

SENSATIONAL NEW ITEM, TERRIFIC sales appeal. Miracle Dry Cloth cleans and polishes mirrors, glass panels and other glass surfaces, also dusts and polishes furniture. Rush \$1 for sample and big profits deals. Norman Wiggs & Co., 1406 E. 52nd St., Los Angeles 11, Calif.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Food and Drink Concession Supplies
- Formulas
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions, Books, Cartoons
- Magical Apparatus
- Miscellaneous
- Musical Instruments, Accessories
- Partners Wanted
- Personal
- Photo Supplies and Developing
- Printing
- Salesmen Wanted
- Scenery, Banners
- Tattooing Supplies
- Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.
(14 agat. lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name

Address

City..... State.....

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr.	\$18.00	L3—Stoned Pen & Liter Bxd Dz.	\$19.80
E2—Stone Earrings, Asst. Gr.	21.00	R3—Gents' Stone Rings, Asst. Dz.	2.75
E3—Pierced Hoop Earrings, Gr.	8.50	K101—Ladies' Manicure Set, Dz.	7.20
E5—Stone E/Rings, Etc. Asst. Gr.	12.00	K110—Men's Manicure Set, Dz.	7.20
T1—Tailored Tie Sets, Bxd. Dz.	3.50	R101—Pearl Rosaries, Bxd. Dz.	9.00
T2—Stone Tie Sets, Bxd. Dz.	4.50	R102—Pearl Rosaries, Bxd. Dz.	5.25
T3—Asst. Tie Sets, Bxd. Dz.	5.75	R164—Religious Medallions, Bxd. Dz.	6.75
T4—Tieslides, Carded, Dz.	1.25	2—Gift Perfume Set, Bxd. Dz.	14.40
T5—Marilyn Monroe Tie Sets, Dz.	10.50	6—"Your Grace" Perfume, Bxd. Dz.	9.00
C1—Cufflinks, Carded, Dz.	1.25	8—"Lis'n Dear" Perfume, Bxd. Dz.	21.00
O1—Odd Lot Neck & Bracelets, Gr.	15.00	2180—Stone Neck & Ears, Bxd. Dz.	7.50
B1—Bracelets, Asst. Gr.	24.00	2184—Stone Neck & Ears, Bxd. Dz.	9.00
W1—Men's 6-Piece Watch Set 5.95		2256—3 Piece Pearl Set, Bxd. Dz.	12.00
W2—Ladies' 5-Piece Watch Set 6.25		BF101—Ladies' Wallets, Dz.	4.50
W3—Men's Stone Dial Watch 5.50		BF122—Ladies' Wallets, Dz.	4.50
P12—Men's 10-Piece Watch Set 7.50		BF445—Ladies' Wallets, Dz.	6.50
P13—Men's 10-Piece Watch Set 7.50		BF124—Men's Wallets, Dz.	3.40
P16—6 Asst. Cuff Sets, Bxd.	3.00	BF446—Ladies' Wallets, Bxd. Dz.	15.00
P24—Men's 6-Piece Watch Set 8.00		BF447—Men's Wallets, Bxd. Dz.	11.25

Try samples of any items at reg. prices. 20% dep., bal. COD Free catalog.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Providence, R. I.

Press the button and get \$1.29 by selling **Speed Shine**

New miracle spray shines shoes with a high gloss in 5 seconds. No brushing—No rubbing. 50 shines for 2½¢ each.

MAKE BIG MONEY FAST

Everybody wants it. Send \$1.00 for 11-ounce sample and money-making details.

UNIVERSAL SPRAY CAN CORPORATION

Dept. B-1 80 Washington Street, New York 6, N. Y.

SOMETHING NEW UNDER THE SUN

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 748

Name.....

Address.....

City..... Zone..... State.....

Occupation.....

SAVE \$50 On Your Wholesale Cost

BULOVA
BENRUS
ELGIN
WALTHAM
GRUEN



6

Sample Watch, \$9.95.
Sample Band, 50¢.

Ass't Watches
With yellow exp. bands for **\$49.00**
only

Reconditioned and guaranteed like new. Latest style for men and women.

QUANTITY USERS—COME IN FOR SPECIAL PRICES

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.

88¢ SALE
SLUM!

Your choice any item—**88¢ per gross.**
Minimum order **\$10.00.**
(This offer expires June 1, 1957)

- 6" Paper Horn
- Paper Cigarette Whistle
- 1 1/2" Tin Cricket
- 1 1/2" Rubber Bat
- 1 1/2" Rubber Mouse
- 1" Rubber Spider
- 4" Rubber Dagger
- Wire Puzzle
- Butterfly Brooch
- 12" Blowout
- Paper Pill Puzzle
- 1 1/2" Magnet
- Paper Hat Mask
- Rubber Razzor
- 4" Flower Fan
- 4" Fingertap
- 2 1/2" Rubber Lizard
- 2 1/2" Rubber Skeleton

25% dep. required on all C.O.D. orders. Includes postage with order.

KIPP BROTHERS
Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

EXPANSION IDENT
FOR LADIES, GIRLS, BABIES AND BOYS, MEN'S & MEN'S PHOTOS

\$4.00 DOZ.



HEART & ROUND DISC NECKLACES & BRACELETS \$27.00 GROSS
White or gold finish.

Send \$15.00 for our complete engraving line.
Sorry, no catalog.

JACK ROSEMAN CO.
307 Fifth Ave. New York 16, N. Y.

CASTING ROD
Full 5' long, sturdy glass construction. Cork & aluminum handle. **\$1.15 ea.**

6 1/2" Spin 2.00 ea | 7 1/2" Fly 2.15 ea.
Glass Rod 2.00 ea | Glass Rod 2.15 ea.

In 1 Dozen Lots.

138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel **\$2.75 ea.**

Assorted Lures, 1 doz. to box **\$3.60 per dz.**
25% dep. with order, bal. C.O.D., F.O.B. Chicago.

Open Sundays
Write for FREE Listing

C & G SALES 1080 Milwaukee Av. Chicago 22, Ill.

HOTTEST ITEM for '57
8-PIECE POCKET SET

Including 6 Retractable Ball Point Pens—All Different Colors. Stand-ard Memo Pad and Pocket Saver.

\$9.00 per dozen
25% deposit, balance C.O.D., F.O.B. Chicago.

BURTON SALES
843 W. Madison St., Chicago, Illinois

We'll Start You in Your Own STAMPING BUSINESS

Big year round business; steady income; big profits stamping Social Security Plates. Start at home in spare time. Send \$50 for sample plate with your own name and Social Security number. Catalog free.

GENERAL PRODUCTS
188 State St., Dept. BB-10, Albany, N. Y.

SELL WHOLESALE—MEN'S PRODUCTS, large profits. Novelties, Combs, Gifts, Specialty Merchandise. Post paid shipments. Carleton House Distributors (BB), La Marque, Tex. ap13

ANIMALS, BIRDS, PETS

ASSORTMENT OF FIBY SNAKES, \$25. harmless, poisonous or mixed. Two boxes for the price of one. Snake Farm, Laplace, Louisiana.

CINNAMON WHITEFACE RINGTAILS, \$35; Spiders, \$30, 3-475; Squirrels, \$20; Woollys, \$65; Tuster Capuchin, \$40; African Monkeys. Request price lists. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. ap20

DIAMONDBACK RATTLESNAKES, FRESH caught; specimen size, \$1 lb. Reptile Jungle, Pharr, Tex.

EVERYTHING FOR YOUR SHOW OR ZOO. Located center U. S., gives you faster, cheaper delivery. Alien has everything. American Buffalo, three-year-old male, \$200; adult Raccoons, \$10; giant Wildcats, \$35; Red Fox, \$15; bred Coyote, \$35; Male, \$20; Pheasants, \$10 pair; baby Bear Cubs, \$10 each delivered. Write, phone, wire: Bill Allen, Fredericktown, Mo.

LARGE TEXAS DIAMONDBACKS, HOT; African Lions, males, seven months old, \$100; Rhesus Monkeys, \$35; Logston's Box 3045, Ft. Worth 5, Tex. Phone: Jefferson 42582.

MONKEYS, \$19.50; DESCENDED SKUNKS and Pugsy Skunks, \$12; Baby Raccoons, Baby Alligators, \$3.50 postpaid; 2 Chameleons, \$1 postpaid. Animals, Birds, Reptiles, all kinds. Free list. Thompson Wild Animal Farm, Clewiston, Fla. ap13

MUST SELL 2 BUFFALO. HAVE WORKED in TV studios, do seven numbers, very clever; make offer. Waterman, Deansboro, New York.

PARAKEETS, \$1 EACH, MINIMUM ORDER 25 Birds; Cages, \$4.80 doz. Canaries, Flash Cages, Rats, Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. ju29

PERFORMING MICE, TEN COLORS, FIFTY, \$18; hundred, \$30. White spotted Rats, \$1 each. Display cages, supplies. Albert Jurack, Arkdale, Wis.

PLENTY SNAKES, ALLIGATORS, TERRA- pins, Horned Toads, Deodorized Skunks, Puma Cubs, Jaguarundi; African Female Lion, 4 months; Ringtail Cats, Pixtail Monkeys, Rhesus, Ringtail, Peafowl, Guinea Pigs, Jack Rabbits, Squirrels, Otto Martin Locke, Phone MA 5-823, New Braunfels, Texas. ap27

SEA ELEPHANTS, CALIFORNIA SEA- lions, Seals. Main suppliers roos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. my18

SEE OUR AD ON PAGE 10

of the Outdoor Amusement Directory REGARDING THE RENTAL OF BIRDS AND MONKEYS FOR THE SUMMER SEASON.

TREFFLICH'S
228 Fulton St. New York, N. Y.

SHEFLAND PONIES—YOUNG, HEALTHY, sound; all raised on Wilmot Ranch. Ponies for Kiddle Rides; Photography, Drill, Liberty. Purchase stock that will train. We cater especially to circuses and shows. Fred Wilmot, Richards, Mo.

SPECIAL BABY ELEPHANTS DROMEDARY CAMELS
Immediately available, excellent health.

F. J. ZEEHANDELAAR, INC.
284 Clove Road New Rochelle, N. Y. Phone: NE 4-2096

TIGERS, LLAMAS, GUANACOS, WILD- cats, tame Woollys, Capuchins, Baboons, Douracoulis, Mangabeyes, Owls, Vultures, Crows, Waterfowl, Chase Wild Animal Farm, Halifax, Mass.

VISIT ROSS ALLEN'S REPTILE INSTI- tute, Silver Springs, Fla. Surplus Reptiles for sale. ap20

WORLD'S LARGEST REPTILES—PYTHON, Boas, Emerald Boas, Anacondas, Hooded Cobras, False Cobras, Two-headed Boas, Crocodiles, Galapagos Giant Tortoises, Komodo Dragons, Baboons, Chimpanzees, Monkeys, Tapir, Hornbills, Kinkajous, Baby Bears. Phone 67323, Mowrer's, Springfield, Missouri.

BUSINESS OPPORTUNITIES

ACT QUICK, MAIL POSTCARDS, RECEIVE dollar orders. You keep dollars. We fill orders. Free details. Harris, 9534-B Lem-turner, Jacksonville 8, Fla.

ALL FOR \$9.75 POSTPAID—SNOWBALL Flavoring, Ice Shaver and Cups to make thousand Snowballs. You make them. 400% profits. Circular, Snowball, 9534-B Lem-turner, Jacksonville 8, Fla. ap20

ATTRACT CROWDS AND COIN MONEY with portable electric machines baking new greaseless doughnuts. Free recipe. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

BETTER COSTUME JEWELRY CLOSEOUTS @ 12 1/2% each with order for 144 assorted Earrings, Bracelets, Pins and Necklaces. Gift boxes 25¢. Deposit 25%, balance C.O.D. H. L. HIRSH & CO., 333 Washington St., Boston, Mass.

BUY DIRECT FROM FACTORIES—APPLI- ances, Cameras, Clothing, Toys, Type-writers, Watches! Free details! Cam Co., 6810BB 20th Ave., Brooklyn 4, N. Y.

COIN PITCH GAME—ALL ELECTRIC, new, fascinating; playlands, carnivals, fairs, concessions. Write, free details, Fair-land Amusement Co., P. O. Box 331, North Bellmore, N. Y. my11

CO-PUBLISHERS TO MAIL, "MAIL SALES Advertiser." Should make a good profit. Sample copy and details, 10¢. Send two 3-cent stamps. Ruth Sillinger, Kingers-town, Pennsylvania.

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2160 Patterson St., Cincinnati 2, O.

COMPLETE DRIVE-INNS ESTABLISHED— (Your location.) We outfit same with everything necessary for \$3,000 up. Plans for bldg. furnished. Root Bear, Sandwiches, Popcorn Locations already established in 8 states. Look around you. This may be for "U. S. Stewart's Drive-Inns, P. O. Box 1309, Sta. "C," Canton 8, O.

ENGRAVERS
See our Ad on Page 56 of the Outdoor Amusement Directory This Issue.

MD. MFG. & ENG. CO.
4812 Lawrence St. Bladensburg, Md.

FREE MEXICAN, CUBAN IMPORTS CATA- logue, Shoes, Purse, Belts of alligator tooled leather. Snake, Unicorn Calif. Import Sales, Box 955, Pomona, Calif. ap20

FOR RENT OR LEASE

Established summer theatre located atop Blue Ridge Mountains, short distance from Baltimore, Md., and Washington, D. C. Theatre operated for summer stock company for the past 20 years. Contact:

BRADDOCK HEIGHTS PARK, INC.
Braddock Heights, Md.

GET YOUR GOOD AGENCIES OR START import. 100 European exporters' addresses, \$1. American Patent Central, Box 692, Vancouver, B. C., Canada. ap13

HOW TO MAKE MONEY WITH CARNIVAL Games 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 125 Yosemite, San Jose 26, Calif. ap20

REFRESHMENT STAND FOR SALE, SODA Fountain, Freezers, etc. You can sell anything in food or drink. At Hopatcong Bear Farm & Zoo, one block from largest beach at Lake Hopatcong. Stand, 12'x32'; Patio, 24'x30'; price, \$15,000. Terms: Box 488, Landing, N. J. Hopatcong 8-2176. ap20

SEASIDE HEIGHTS, N. J.—BOARDWALK concessions for rent. Food, drinks, Arcade, photo amusements, etc. Venice Amusement Corp. Phone Seaside Park 9-1100. ch-ap13

SMALL PENNY ARCADE FOR SALE, cheap. Living Quarters, good Bingo Spot, permanent Army Fort. Good reason for selling. Buck's Arcade, Box 624, Fort Smith, Arkansas.

SIGN LETTERS, READY-TO-USE CUTOUTS. Tempered Masonite, 3" to 24" high; many styles. Catalog free. Everly Co., Newton, Iowa. ap20

START YOUR BUSINESS—\$5 SUPPLIES 14 kt. gold sample worth \$15. Free literature. Watson Corp., 580 Fifth Ave., New York.

TATTOO CONCESSION—FORMERLY OP- erated by "Tatts" Thomas. Established unusual high earnings. Percentage Box, Hollywood Arcade, 430 S. State, Chicago 5, Illinois. ap13

WANTED—KIDDIE RIDES FOR AMUSE- ment Park. Rt. 17. Split profits deal. Terrific traffic here. Write Nick Daurio, Box 162, West Englewood, N. J.

2,500 AUCTION AND COMMUNITY SALES listed in 41 states, towns and days given. \$1. W. Simpson, 2705 Jule St., St. Joseph, Missouri.

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CLOWN SUITS, FLASHY, new, \$10; Wigs, Feet; beautiful Costumes, chorus, strips, orchestra coats, trousers, sashes; Girls' Orientals; outstanding red velvet Curtain (9x35), cost new \$400, bargain \$150; beautiful embossed Ivory Curtain (8 1/2x24), \$75; black velvet (18x24), weird designs, spookie, \$75; blue corduroy Curtain (13x31 W), \$50; plum color corduroy Curtain (9x35), \$40; bargains. Wallace, 2453 N. Halsted, Chicago, Ill.

LARGE SELECTION USED BALLY AND Line Costumes for immediate disposal. Sets of 4 to 20 in A-1 condition. New York Costume Co., 10 West Hubbard, Chicago, Ill.

LEOTARDS, BIKINIS, EXOTIC WEAR. Lowest prices on mesh hose, tights, gloves, leotards. List: Actual photos, \$1. Stan Stanton, Liberty 4, N. Y.

SEQUINED PANEL & BRA SETS, \$7.50; Pasties, 75¢; solid Sequin Gowns, Fringe G-Strings, Net Bras, Strip Pants, Bally Capes, Professional Clown Suits and Accessories. Free folder and price lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNion 3-8509.

STRIP PANTS, BRAS, NET HOSE, TIGHTS, Spangles, Rhinestones, Jewels, Rhina-stone Setters, Masks, Rubber Busts, etc. Free folder. C. Guyette, 346 West 45th St., New York 36, N. Y.

THEATRICAL AND PIN-UP ACCESSORIES. Strip Pants, Bras, Elastic Hose, Tights, other items. Free folder. Mail Orders only. H. Koretsky, Suite 904, 1472 Broadway, New York, N. Y.

FOOD AND DRINK CONCESSION SUPPLIES

POPCORN BOXES, SEASONING, NEW POP- corn Machines, Popcorn Cones, Floss Machines, Gold Medal Pop-Pop Popcorn ready to eat. Thru used Crestus Fats. One 1lb. Pop Corn Supply Co., 107 Commonwealth Ave., Buffalo 18, N. Y.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. my4

2 ONAN, 1,500 WATTS; 2 ONAN, PORTA- ble, 110 volt D.C. Light Plants, \$150 each. Good condition. Clair Myers, 222 Doudry, York, Pa. Phone 63418.

FOR SALE—SECONDHAND SHOW PROPERTY

ALL METAL 7X14 FOUR-WHEEL CON- cession Trailer. Equipped with butane and electricity. Good condition, \$650. R. Kerr, 1345 E. Lindsay, Stockton, Calif.

ALLAN HERSHELL 2-ABREAST 32-FT. Little Beauty Merry-Go-Round, perfect condition; with transportation, two trucks, \$5,500. Thompson, 8308 Bennett St., Fontana, Calif.

BUILD CONCESSIONS—SHALLOW JOINT. 23 games; 4-Way Joint, 11; Ball Rack, 13; African Dip, \$5 each; 37 other games, \$10; High Striker, 3; all, \$30. Free catalog. Brill, Box 875, Peoria, Ill.

COMPLETE AMUSEMENT PARK—KIDDIE Wheel, Train, Adult Chair-o-Plane; 72 Arcade Machines, complete or piecemeal. Phone 34010, Percell's Park, S. Williams-port, Pa. ap13

CONCESSION TRAILER—TWO WHEEL, new, 6x8 feet, for floss, corn, etc., \$175. C. B. Alex, 5951 Branch Ave., Southeast, Washington 23, D. C.

FERRIS WHEEL, HEATER, 10 SEATS, 31 ft., used 3 mos., \$2,000. Arnold L. Knapp, 939 Main St., Bennington, Vt.

FOR SALE

To settle estate of the late Charles J. Martiu, Medina, Ohio.

Complete Cookhouse and Grab Equipment, also Trucks. Contact:

Mrs. LaVerne Martiu
R.F.D. #4, Medina, Ohio. Ph: Med. 3-1168

FOR SALE—BEST FLASHED MONKEY Motordrome on the road. Without transportation, \$1,000; with transportation, \$1,500. Reason for selling, other interests. Write or phone: George R. Sharp, 930 Dayton Ave., Kalamazoo, Mich. FI 2-3088.

FOR SALE—CROSLY LITTLE CHIEF FIRE Engine Kiddie Ride, good condition. Sacrifice price, \$1,100. Tony Canonica, 209 E. Park, Butte, Mont.

FOR SALE

80-ft. Circus Top with four 30-ft. Middles, with 12-ft. striped Side Wall. With all Poles, fireproof, good as new. Bargain. \$2,500. Come and get it!

J. M. McINTYRE
Route 10, Box 55
Charlotte, North Carolina

FOR SALE—GRIND SHOW, 60 FT. BAN- ner line. Banners, Blow-Up, Amplifiers, Seats, Crime Show, the FBI story, "Crime Confidential." Will lease to reliable show-man for \$500 for season. Charles Stanley, 7240 Beechmont, Cincinnati 30, O.

FOR SALE—KING BOAT RIDE, \$1,000; King Pony Cart Ride, \$1,500; good condi-tion. Box 1079, Riviera Beach, Fla.

FOR SALE
Public Address System
Large size, complete, A-1 condition.

REFRIGERATION SALES & SERVICE
Sabina, Ohio. Phone 2521—Night 2572

FOR SALE—SIX 241 REMINGTON SPEED- master Rifles; good condition, rebuilt last year. Charles Bertsch, Greenwich, N. Y. Phone 7341.

FOR SALE—2 24 FT. ALUMINUM CONCES- sion Trailers with 2 joints in each trailer. E. L. Winard, Box 177, Pacific, Mo. ap13

FOR SALE—6 S.A.L. SENIOR PRE BREW Coffee Machines with four tanks each. Value when new, \$1,290 each; make an offer. Coffee Time, 651 E. Troy, Ferndale, Mich.

FOR SALE—12 PHILADELPHIA TOBOGGAN Skee Ball Alley; A-1 condition. William DeVito, Little Falls Road, Caldwell, N. J. Phone Cald. 6-7676.

FOR SALE—32 FT. FERRIS WHEEL, 1955 Smith and Smith. Operated same park two years. Contact Mrs. W. H. Goulding, Little Valley, N. Y. ap20

FOR SALE
HAPPYLAND PARK

Train, gas powered, 3 coaches, 810 ft. of rail, \$1,400 for \$900. Photo in 16 ft. trailer, 2 Marefield Cameras, 2 1/2x3 and 3x5, complete \$500. Short Range Lead Gallery on trailer, \$350. 6 Hiller V Drive Tractors, new 4 cycle motors, 3 trailers, Airplane Swing, Pony Cart, Trailer Car Ride, San Antonio Cage Ferris Wheel on trailer; Merry-Go-Round, 20 jumping horses. Park now open.

H. W. FICK
Rt. 2, Box 632, Ardmore, Okla. Ph. 7134

FORTY BY EIGHTY PUSH POLE KIKI Tent complete with Marquee, Light Plant, Seating, four-wheel Stage Trailer, other show property. A. B. Fredrick, Port O'Connor, Tex.

FROZEN CUSTARD TRAILER, FACTORY built, tandem wheels, large size Electro Freeze and front cabinet freezer with glass; free box, sink, hot water heater, mixer, marine plywood body, insulated and finished interior. Beautiful outfit and money maker, cheap at \$2,950. Tom Thornton, Gratuity Road, Groton, Mass.

GIRL SHOW, 2-HEADED BABY SHOW, Banner Line with Banners, Wire, Junction Boxes. Bill Shoemaker, R.D. 1, New Oxford, Pennsylvania.

KIDDIE JR. FERRIS WHEEL, KIDDIE Chairplane, Kiddie Rocket Ride, also 14x14 4-way Glass Pitch, new Top complete with stock. Thomas Felasco, 419 East Lut-ton St., New Castle, Pa.

KIDVYLANE T-2, DOUBLE CARROUSEL (one horse, one tubs), mounted on 30 ft. trailer bed. Used less than year; first-class shape; electric brakes, tape recorder, P.A. system, Seats 12-16. Real money-maker. Contact Helen Lyngar, KTTY, 5748 Sunset Blvd., Los Angeles 28, Calif. ap13

KING KIDDIE SPEEDBOAT RIDE, PLASTIC Inflatable Tank, \$650; Kiddie Air-plane Ride, \$250. Kappel, 528 Southwood, Hamilton, O.

NEVER UNCRATED—"STAR" GRILLES, Popcorn Machines, Steam Jr., French Fryers. Also Automatic Freeze-King automatic. Mills Shake Machine. Star, P. O. Box 1305, Sta. "C," Canton 8, O. (Car Trays.)

KING ROCKET SHIP, EXCELLENT CONDI- tion, used one complete season, best offer, Gotham Amusement, 22923 Park St., Dear-born, Mich. L.Ogan 5-9305.

LITTLE TUGBOATS—7 ALL-METAL BOATS on bobbing railing, 28 kiddies, 2 hp. motor, \$1,500. B. E. Roberts, 1676 Noble Dr. N. E., Atlanta, Ga.

NEW NATIONAL 53 WHISTLE CALLIOPES, restored Tangley 43 automatics; calliope spare parts, whistles. Lee Co., 934 N. Law-caster, Dallas, Tex.

ONE 32-FT. MERRY-GO-ROUND, 24 JUMP- ing Horses. This machine is all new except horses. Used one season and priced right. Lone Star Supply, 1701 Harrison St., Amar-illo, Tex.

PONY AND CART BUILT ON TRAILER, \$900; Dry Boats, \$450; Elephant Swing, \$450; Baby Ferris Wheel, \$200; Ride Truck 1951 Chev. 1 1/2-ton with rack over cab, chain hoist, \$1,000. Dr. M. C. Grainger, 439 No. 9th St., Terre Haute, Ind. Phone C-6955.

PORTABLE GRANDSTAND PLATFORMS for Chairs, 15 seat approximately 3,500, excellent condition. 13 Tiers and two Kickers; 8" Risers. Require 28' for set-up on straightaway but will conform to other requirements. Exceptional price. Will set up if desired. Coronati Amusements, Inc., Park Ridge, N. J. ap13

SCIENCE SHOW APPARATUS
Tesla Coin, Gravity Neutralizer
Melodyne, Frankenstein Action
Props and Effects.

KENSTRIC
853 26th St. Santa Monica, Calif. BX 52435

SHORT RANGE ALL-STEEL 2 WHEEL, 12- ft. Counter, beautiful birch, veneer finish, superior finish. Operate 4 guns. Removable hitch, electric brakes, with sleeping room. Will trade for House Trailer or \$650. John Eilat, Shawano, Wis.

SHORT RANGE TARGETS—SAMPLES free. One-day service. Save this advertisement. Fine Arts Press, 1018 Donnell, Peoria, Ill. ap13

SIX KID RIDES, '54 CHEVY TRACTOR & Trailer, top condition; reasonable for quick sale. No deals, all or separate. M. J. Kately, 815 W. Walnut, Kalamazoo, Mich. FI 3-3965.

SKEEBALL ALLEYS (3)—PHILADELPHIA Toboggan, like new, \$350 each. Herbert Youtie, Morton, Pa. Kingswood 3-3091, Pixatown Park.

SMILE-A-MINUTE PHOTO OUTFIT, FAC- tory made, complete with booth, camera, enlarger and visualizer, \$300; small 14-ft. House Trailer, \$300. LeRoy Itchner, Macon, Missouri.

TENT STAKES "FORD AXLES," 1.50 stock \$1 each. F.O.B. Dallas. G. B. Wil-lard, 1321 2nd Ave., Dallas, Tex.

TRAILER MOUNTED KING-BUILT KIDDIE Ferris Wheel, 1955 model, \$1,500; one Music System, includes three-speed Turn-table, Amplifier and Speaker, \$50. Valley Amusements, 1244 N. Wilson Way, Stockton, California.

TRAINS—ALL SIZES, GAUGES, TYPES new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my18

WE'VE GONE INDOORS
Two-year-old 60-ft. Round Top
One-year-old yellow and blue striped,
Side Walls—made for no center pole rigging
Easily converted. All poles except center supplied. \$600.00.

Write Theatre-Go-Round
Virginia Beach, Va.

2 ELECTRIC DRINK DISPENSERS, ROOF Beer Barrel and Carbonator, Caramel Coffee, 2 hand-crank Poppers, all good condition. Food Supply Co., Winona, Minn.

3 SPEED PHONOGRAPHS

#906
1 needle and volume control **\$12.95** each

#716
2 needle, volume and tone control **\$14.95** each

Model #OPR 100, Portable **\$12.95** each

5% discount for orders of six or more of any single item.
Special quotations for large volume users.
25% deposit, balance COD, FOB, N. Y.

MATTHEW STUART & CO., INC.
315 East 85th St., New York 23, N. Y. LEhigh 5-4466

HERE IT IS!
The only Catalog with over 300 Pages of Name Brand Merchandise.

Diamonds, Watches, all kinds Jewelry Appliances, Camera Equipment, Luggage

Write us immediately for this wonderful money-making Catalog.

Our services on filling orders is fast and our stock is complete.

Write, Phone or Wire
Lombard 3-0980 — 3-0981
N. BARSKY & SONS
724 SANSON ST. PHILA. 4, Pa.

3 GAS HOT RODS. FUN HOUSE, \$650: 8-Tub Adult Ride, \$2,000; 3 Dodge Tractors, 4 cylinder Continental Power Unit, \$150. Brum, 15810 Riverdale, Detroit, Mich. Denwood 3-7362.

1,000 FT. TRACK, GOOD AS NEW, 12 LB. 30" Rail with good ties for 16" gauge. 85¢ track ft. B. E. Roberts, 1676 Noble Dr. N.E., Atlanta, Ga.

LOCATIONS WANTED

COLLEGE COMBO WANTS SUMMER BOOKING in resort. Professional and experienced. Sax, Piano, Bass, Drums. Dennis Matice, 2122 Lincoln Way, Ames, Iowa.

MAGICAL APPARATUS

SPIRIT CABINET, TALKING SKULL. ANYTHING operated from distance or through walls without connection. Better than magic, good as spirit. Bughram, 4211 Park, Ash-tabula, Ohio.

MISCELLANEOUS

ATTENTION - MR. JOHN K. BENNETT, please contact me, James V. Ehmman, 136 Binns Blvd., Columbus 4, O.

BUSINESS AND APPOINTMENT CARDS printed. Write for free sample. Bill Westbrock, Powells Trailer Court, Rt. 5, Columbia, Mo.

CHAMBER OF COMMERCE DESIRES COM- PLETE information and bids submitted from reputable firms handling Christmas parades. Tentative date: November 29 in the morning. Please act promptly. Decision to be made in near future. 229 North Genesee St., Waukegan, Ill.

COLOSSAL AND LIFE-SIZE HUMAN FIG- URES made to order with fiber-glass Plastic for roadside displays or attractions. Colorful and durable. Al Nichols, York Beach, Me.

JUGGLING CLUBS, ROLLING GLOBES made to order. Finest craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo.

LYRIC WRITER LOOKING FOR MUSIC Composer. Contact: Jerry Harris, 1617 President St., Brooklyn 13, N. Y. PR 8-7984 or SL 6-4116.

NOTICE - FAIRS AND CENTENNAIS sectional dance floor for rent; also stages for pageants and free acts erected. Write: Clarence Armbrust, R. 29, Lincoln, Ill.

OLD MUSICAL AND MECHANICAL ITEMS. Antique Nickelodeons, Orchestrons, Circus Calliopes, Barrel Organs, Hurdy Gurdys, Mechanical Musical Toys, rare Music Boxes, Amusement Items, Flip Picture Machines, Organs, Player Piano and Rolls. If it plays music we have it. We buy and sell. Send photos, description and price. Park View Antique Shop, 3159 Lo Felix Blvd., Los Angeles 39, Calif. Phone Normandy 5-0188.

WOOD GRAIN DECALS, 10"X52", REFIN- ished Vending, Pinball Machines, professionally, 2 decals, \$1 pp. Frank Clariel, 519 Noebeling, Trenton, N. J.

YOUR NAME IN HEADLINES ON STAND- ard newspaper page, 3 different, \$1 Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford Conn.

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G.E. Lights and Generators; complete line of Parts Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif.

70 STATIONS FOR DRIVE-IN THEATRE, \$10 a unit, includes: 2 Speakers, Junction Box and complete Stand; all R.C.A., three years old. Write James Sulek, 908 Fifth Ave., Antigo, Wis.

M. P. FILMS & ACCESSORIES

TWO COMPLETE MOTIOGRAPH PRO- jectors, Lamphouses, Spare Parts, etc., \$195. Opera House, Millbridge, Me.

TWO POWERS PROJECTORS, WEBSTER Amplifiers, G.E. Lamphouses, Mellaphone Sound Heads, \$200 takes all. Good condition. Herman Happy, Traverse City, Mich.

MUSICAL INSTRUMENTS, ACCESSORIES

HAVE #4, #5, #6 and #7 HOHNER POLY- phonia Harmonicas. Brand new, never used, will sacrifice all for \$32. Below wholesale. Rube Welton, 1301 E. Blvd. #314, Cleveland 6, O.

NEW AIR CALLIOPE WITH 44 BRASS pipes with engine, also trailers, Corzatt Organ Co., Danville, Ill.

PERSONALS

BACK NUMBERS POPULAR SHEET MUSIC for sale. Old songs wanted. List 10¢. (No stamps. Joe Boucher, Box 12-B, Ottawa, Canada.

CHARCOAL PORTRAIT OF DISTINCTION done from your photo, \$15; in colored pastels, \$25; excellent gift. John Walencik, 15703 Kennicott, Harvey, Ill.

EAR PIANO PLAYING TAUGHT ADULTS in 2 months. A "sound" system. Booklet free. Joe Boucher, Box 12-B, Ottawa, Can.

LETTERS REMAILED FOR A DIME ANY time from Sacramento River Delta area. Vista Remailing Service, Box 1028, Rio Vista, California.

MICHIGAN ADDRESS, LETTERS RECEIVED forwarded to you, \$1.50 month or \$15 year plus stamps. James Shaw, 2513 Holland, Saginaw, Mich.

MR. HOPE, \$100. CONTINUE MAIL AS usual. No Western Union. Know people. Children fine. Baby exactly like you. Mother Hugh fine happy. Will stay home. Root mailed letter, not 1. No trust. Love, Fay.

PHOTO SUPPLIES DEVELOPING-PRINTING

AMERICA'S NEWEST PHOTO SENSATION, 5-D Vision. The results will amaze you. Sample picture, 50 cents. Stanley Photo Service, 7240 Beechmont, Cincinnati 30, O.

CARNIVAL PHOTOGRAPHERS-WE HAVE Piedmont Direct-Positive Cameras and Eastman Paper and Chemicals in stock. Catalog mailed. Memphis Photo Supply, P. O. Box 1350, Memphis, Tenn.

COMIC FOREGROUNDS AND BACK- grounds Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo.

ENLARGEMENTS, HEAVYWEIGHT, SEVEN 5x7" or four 8x10", \$1. No negative, 50¢ additional for each different photo. Jack Koons, Huntington Mills, Pa.

NOTICE
EFFECTIVE APRIL 29
THE BILLBOARD WILL BE DATED
MONDAY EACH WEEK

Distributed the preceding Saturday, most subscribers will receive their copies, and newsstands in principal market areas will have copies available on Monday the date of issue.

NEW CLOSING DATE
Your Classified Ad for April 29 issue must reach Cincinnati by
WEDNESDAY, APRIL 24

Thereafter Classified forms will go to press on WEDNESDAY each week for the following Monday's issue.

All Classified advertising should be sent direct to THE BILLBOARD PUBLISHING CO.
2160 Patterson St., Cincinnati 2, O.

FOR SALE-2 1/2 X 3 1/2 X 1 1/2 DIRECT POSI- tive Cameras, Walensak Lenses and flashy Comic Boards, Box 652, Corpus Christi, Tex.

HASSAN PHOTO BOOTH, 1 1/2 X 2 - 2 1/2 X 3 1/2, F 3.5 lenses, extra good very good condition. Top frame, complete, \$2,500. Minit Studio, 4840 West Fort St., Detroit 9, Mich.

PHOTO BOOTH, CAMERA, LIGHTS, BIG giant Rabbit, like new. Will sell cheap. J. Scaggs, 1220 W. 1st St., Muncie, Ind.

PHOTO BOOTH-DIRECT POSITIVE BOOTH Camera, Tent, Darkroom, 1 1/2-inch paper A.B.T. Rifle sport, six guns, special gear boxes, two frames, all canvas. Donald Buscombe, Port Dover, Ontario, Can.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co. 1546 W. Cortez, Chicago 22, Ill.

STILL THE BEST STREET CAMERA made The Victor Portable Direct Positive Camera gets results; order now Benson Camera Co., 165 1/2 Bowers New York N. Y.

2 D.P. CAMERAS, 2 1/2 X 3 1/2 AND 3 1/2 X 5, F 4.5 lenses, takes all sizes. Photos price, \$85 & \$75. Wagen, 906 G. St. N.W., Washington 1, D. C.

PRINTING

ALWAYS SPEEDIEST SERVICE ON QUAL- ity Window Cards. Three color 14x22 Posters, \$8 hundred; 17x25 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred post-paid, Tribune Press, Dept. 257, Earl Park, Indiana.

Attractive PRINTING Reasonable

BUSINESS CARDS, \$2.95 per 1,000 postpaid
100 LETTERHEADS (8 1/2 x 11) ... \$1 postpaid
100 ENVELOPES (6 1/2 x 9) ... \$1 postpaid

TAYLOR
5103 43rd Ave. Hyattsville, Md.

MIDWAY SPECIAL-206 BUSINESS CARDS, 200 8 1/2 x 11 Letterheads, 200 6 1/2 Envelopes, \$4.50 postpaid. Printing by Ace, Box 262, Lyndhurst, N. J.

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

100 8 1/2 X 11 LETTERHEADS AND 100 6 1/2 Envelopes, four lines, \$2; 1,000 Business Cards, \$2.75. Hickman & Hickman, Box 202B, Coalgate, Okla.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich.

500 PRINTED NAME AND ADDRESS Labels, \$1; 50 Letterheads and 25 Envelopes, \$1; 100 Postcards, \$1. ABC Products, Box 849, San Francisco, Calif.

1,000 EMBOSSED BUSINESS CARDS, \$3.75 postpaid. Quality printing, request free price list. John Pepper, P. O. Box 822, Chattanooga, Tenn.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS- 10, 20, 30, 50 and 240-light book matches. Biggest 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-149, Chicago 32, Ill.

GOLDMINE OF 600 MONEY MAKERS- Free copy. Specialty Salesman Magazine, Desk 22-B 307 North Michigan, Chicago 1, Ill.

SCENERY & BANNERS

ILLUSTRATE BANNERS - BIGGER THAN life, for Girl Shows, Carnivals, Rodeos, etc. Complete, easy to follow instructions show you how in minutes. No special ability required. Send \$3 for complete instructions today. Painter Taper Ed, Box 368, Black Eagle, Mont.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif.

NEW MALLEABLE TATTOOING MA- chines. Artistic designs. Complete outfit. Bright colors, concentrated black ink. Catalog free. Mill Zeis, 728 Lesley Rockford, Ill.

WANTED TO BUY

ELEPHANT-GENTLE AND EASILY HAN- dled. Older animal preferred. Give full particulars and price. Donald Baecher, Mayville, N. Y.

OLD-TIME HURDY GURDY, PIANO TYE on wheels. Must be in good working order and priced right. Reinhardt N. Ausmus, 1102 Buckingham St., Sandusky, O.

WANTED - CALLIOPE AND DOUBLE Roll Organs, any condition. Especially need large Organs, state price first letter. Johnnie Sims, Spencer, Ind.

WILL PAY HALF ORIGINAL FACE VALUE for mutilated coin. Any denomination. John Estlin, 501 Hemphill, Fort Worth, Tex.

HELP WANTED
REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

AGENCY WANTS SHARP UNITS DESIRING bookings in central section of country in top locations. Write all, with photo. Box C-167, c/o The Billboard, Cincinnati, O.

BAND-5 TO 7 PIECES WITH ACCORDION, 16 weeks Mt. Resort Hotel for dinner and dance. No bar. Must be seasoned musicians. Give complete information together with salary expected. Room and board are furnished. Box 840, 1474 Broadway, N. Y. City.

BANJO - RHYTHM, SOLOS, VOCALS; other two-beat Dixie Men, write and tell all Entertaining important. The Adams, Montmartre Motel, Las Vegas.

PORTABLE RINK OPERATOR, FULLY EX- per- ienced. Opening soon. Must stand rigid investigation. State salary expected and experience, photo. Champ's Roller Rinks, Tompkinsville, Ky.

CONCESSIONAIRES, CARNIVAL MEN- "Import" novelties, curios and hand-crafts exclusively, from all parts of the world. The devaluation of overseas cur- rency makes direct importing excitingly profitable. The money making possibilities in imports are staggering to the imagination. Articles shipped from abroad costing 65¢ sell in most retail stores for \$6.95. For list of world manufacturing exporting suppliers, 1957 edition, price \$2, mailed from United Nations, write Chesterfield Export-Import, 2013 Harmon St., Brooklyn 37, New York.

STRIPS, EXOTICS AND FEMME M.C.'S. Alert agency can place top locations start- ing June. Photo, resume first letter. Box C-166, c/o The Billboard, Cincinnati, O.

WANTED IMMEDIATELY-GYMNAST FOR Hand Balancing and Roman Ring Acts, join or partner. Contact Henry Luxen, 102 Elm St., Rolla, Mo.

AT LIBERTY
ADVERTISEMENTS
5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS

GENERAL AGENT-CONTRACTING, PRESS, Adjuster, Secretary. Thoroughly experi- enced all branches show business, Outdoor and Indoor. Last 25 years Agent, Secretary Circuses, Carnivals, Rodeos, etc., in summer. Theaters and Schools with Revues, Spookers, Dramatic, etc., in winter. Strict teletotaler. Have good car. State your proposition, you know what your deal is. I will work on percentage, but if you want me to finance advance, save your time. Address wires and phones: J. S. Ramsey, c/o President Hotel, Beckley, W. Va. Mail Box 864, Southern Pines, N. C.

A GREAT MAGICIAN IS FOR ALWAYS- Unprecedented demand from Talent Buyers for dates for this leading "Magician" and his "Rabbits" indicates that this season will quickly book out. If you are interested in engaging this attraction we invite you to write us for particulars. Availabilities will be snapped up fast. Write: "Magician of Any Year" Harry Albacker, 1728 E. 32nd St., Lorain, O.

CIRCUS DRUMMER-CIRCUS FAN WANTS to spend two weeks' vacation with Circus, canvas preferred, coming out this way. Have beautiful Drums, own car, any two weeks during June, July, August. Let me know and I'll arrange vacation to suit your needs. Formerly with Tex Carson for two years. Member C.F.A. What's your deal? Bury!

Hunter, 5670 So. Yakima, Tacoma, Wash. SOBER, RELIABLE BOSS CANVASMAN, or would handle string of concessions, stock man, etc. semi driver. Join any- where, anytime; state salary. W. H. (Wingy) Sanders, Rt. 4, Thomasville, Ga.

TATTOOED MAN, BODY COVERED, HAVE swell flash, want with large Carnival. Tom McClendon, Route 1, Box 453, Rock- ingham, N. C.

THE TRADITION LIVES ON BECAUSE there is nothing more sensational as America's two most beautiful female im- personators, Jamie Lynn, singer, exotic dancer; Chuckie Fontaine, M.C., risque songs, patter. Young and experienced. Featured in leading nite clubs. Work girl shows, banquets, etc. Lovely wardrobe. Photos on request. Mail show. Contact for season. Write: Fontaine, 245 W. 69th St., Apt. 3B New York City, N. Y. Phone: TR 3-9327 after 5:30 P.M.

DRAMATIC ARTISTS

ACTRESS, DANCE SOME, AGE 34, HAVE photos. Very capable, interested in TV. Contact: Maurine Dillinger, General Deliv- ery, Corpus Christi, Tex.

DRAMATIC TEAM FOR SUMMER STOCK. Characters, Comedy, Gen. Bus. As cast. Specialties, experienced Director and Man- ager. George Kleber, Amery, Wis.

AMERICA'S FOREMOST MENTAL MAGI- cian available for theaters, resorts, clubs, parties, celebrations, etc. An amazing lec- ture demonstration of mental magic, tele- pathic miracles and audience thought-read- ing by a gifted speaker with 20 years' expe- ri- ence. 30 minutes to full evening. Bookers and promoters, welcome. F. Josef Kennelly, Star Route, Burlington, Wis.

ARRANGER, ANY STYLE, BOB VAN, 2501 Lowry Ave. N. E., Minneapolis, Minn.

DATES AVAILABLE-5-PIECE UNIFORMED Circus Band including Calliope; also Fair Dates being accepted for Single Clown with calliope. Bob Calliope Corbin, Barnesville, Ohio.

Alberis, E. J. Allen, H. S. Ames, J. G. Anton, Antony B. Asbury, Howard Babb, J. E. Baer, John Bierbaum, Vince Blankenship, Bob Brady, Miss Pat Bryer, Robert C. Campbell, Archie Chambers, J. M. Collins, Miss Dale Collins, R. E. (Slim) Conlin, Pat Cooper, Floyd E. Cost, Jack Maubenspeck, R. Davis, Richard L. Decker, Mr. & Mrs. Jim (H. A.) Dill, Loyce M. Duff, Roy T. Eddington, Mr. & Mrs. Cecil Edwards, Donald Finley, Kenny Ferguson, Tom & Pearl Grutel, Jim Gibson, Raymond Hall, Ed L. Hampton, Dudley Harris, Harold Henderson, Law Holdorf, K. M.

Hunter, James Gordon Jennings, Mrs. Maurine Kernes, Jim Klime, Bob Krieger, Albert Lento, Tony Little, Mr. & Mrs. Jack Loney, D. J. McLendon, Leon McMillan, R. J. Mack, William Madison, Harry & Pete Marton, J. M. Matthews, Mr & Mrs. Sport Mayberry, Wayne Medlin, Mrs. James Mitchell, Sandra Mix, Art Morgan, Mrs. Hester Morton, J. M. Noakes, Henry Okonlecki, Miekcy Omar's Mechanical City Parlow, Sam Pope, Ernest H. Robertson, Mr. & Mrs. Frank Schmidt, Audery M. Sears, Ray Sharpton, C. C.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway New York 36, N. Y.

Agents, C. M. Wilson, Jimmie or J. H. Windchester, Norman Winner, Grace Woods, Alma Wright, Buddy & Ella Zimm, George

Apallon, Dave Cost, Jack Davenport, Norman Dias, F. P. Earle, Beatrice Greater Hartford Fair Plunkett, Corkey Ranno, Marty Reynolds, Fittle Rieley, Louis T. Rosen, Abe Shadwell, Rocky Smith, R. Sutton, Vivian Van Weintraub, Mike Youngloaf, Carl Zlotkovich, Frank & Sally

Anton, Antony B. Anderson, Henry Barker, H. P. Bowen, Roy W. Chisholm, Rockie Ducharme, Henry Gargotto, Tony N. Gerand, Lillie M. Hunter, James Holly, Howard Hakes, Robert Lee Hilton, Preston Harnik, Joseph Killingsworth, Bill Kortez, Peter Macolly, Paul N. Montello, James (Hoppy) Mix, Art Robinson, Floy Stone, Rocky Scrollie, Mrs. Vincent Scheibing, Ruth Tobell, Allen Talbot, John S. Weinberg, Dorothy Williams, Ben Ward, Julie

Shpley, Leonard L. Smoily, Nadine Stanton, Richard Starnea, Lucky Sudduth, Forrest Tracy, Pat Walker, J. V. & S. Wells, Marie Wetzel, Kenneth Wetherbee, Harold White, Doland A. Whitecloud, Princess Sudduth, (Foreign) Yeakle, Russell O. Young, Max Bynon Zimmer, Florence Zimmer, Jack

DUE TO A DISAPPOINTMENT "MAGI- cian of any Year" Harry Albacker will not appear on "Producer's Showcase" on May 27, 1957. Write today for "Free" book-by-mail kit with do-it-yourself "Contracts." Member: AGVA., 1728 E. 32nd St. Lorain, Ohio.

HAVE RABBIT, WILL TRAVEL - HARRY Albacker, "the only dead magician alive." Free, invisible Photograph. Writer: 1728 E. 32nd St. Lorain, O.

OUTSTANDING HORROR STAGE SHOW featuring well-known hypnotist. This At- traction can pack your theatre with scream- ing patrons. Excellent exploitation cam- paign. Will consider sober booker who can furnish references and finance self. Contact Spook Party, 318 McKay Ave., San Antonio, Texas.

PERSONAL MANAGER TO TOPNOTCH Country/Western Star or Unit. Increase income. Box C-165, c/o Billboard, Cincin- nati 22, Ohio.

SOCIAL DIRECTOR, SUMMER RESORT OR camp. Amateur Shows, Fun Parties, Square Dances my specialty. Fred Kelley, New Port Richey Fla.

MUSICIANS

A-1 ORGANIST AVAILABLE FOR lounge, dining room, club, etc. Write or wire Organist, c/o Ek Club, Lakeland, Fla.

A-1 RINK ORGANIST AVAILABLE GOOD style and beat; 15 years' experience, best rinks. Locate anywhere. Box 164, c/o Bill- board, Cincinnati 22, Ohio.

BASSMAN - NAME, EXPERIENCE, READ, fake solos. Anything. A-1 M.C., comedy pantomime, good material. Join organized entertaining combo or band. Photos, wire, write or phone: Musician, 383 Copenhill Ave., N. E., Atlanta 7, Ga. Phone Jackson 5-8771.

COUNTRY AND WESTERN, SHOW AND Dance Band, five piece, double all string instruments. Vocals, novelty, read or fake; sober, no habits. Ideal for Fairs or Cele- brations. Will consider casuals, steady or travel. TV, Radio and Recording Artist. Not interested in night clubs. Box C-168, c/o The Billboard, Cincinnati 22, O.

GUITARIST-SOLO, RHYTHM, VOCALS. Join immediately, combo, orchestra. All offers considered. Write or wire Howard Samuel, 1118 N. State, Chicago, Ill.

PIANIST - AVAILABLE IMMEDIATELY; Jazz, commercial; read, fake, etc., union. Geo. Stolze, 308 7th St., Wausau, Wis.

PIANIST SINGER AND SAX TRIO-ALL Fields, Music Arranging, Copyist and Teaching, recordings made. Musicians, 1441 S. Napa St., Philadelphia, Pa.

TENOR SAX AND CLARINET - EXPE- ri- enced, union, read and fake. Prefer hotel band or combo; available immediately. Musician, 213 East 6th St., Duluth, Minn. Telephone: RA 7-3508.

PARKS & FAIRS

A NEW FREE BALLOON ACT FOR YOUR celebration. Hartman Air Bik or old time balloon. A. J. Hartman, Burlington, Iowa.

AT LIBERTY-PAMAHASIKA'S PERFORM- ing Fox Terrier Dog; marvelous attraction. 3504 N. 8th St., Philadelphia 40, Pa. SA 5536.

AT LIBERTY PAMAHASIKA-RELIABLE, years experience birds, animals, show, resorts, parks. Have props for bird act. 3504 N. 8th St. Philadelphia 40, Pa.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian- apolis 21, Ind.

BARANEKS KENNELCADE OF STARS - Beautiful, outstanding display of trick and dancing dogs for Fairs, Parks, Celebra- tions. Unusual, well flashed Props. Tinted Dogs, Striking Wardrobe. Now booking early spring and summer dates. Baraneks, 390 Arcade Bldg., St. Louis, Mo.

CLARA'S NOVELTY EDUCATED DOGS - Clown available. Theaters, Circus, any kind of Indoor, Outdoor affairs. Clara's Novelty Dogs, 341 Climan, Pittsburgh, Pa.

HERE IS THE TOUGHEST ASSIGNMENT a Stunt Man can get Sensational high diving as featured by Fox Movietone You name your date and Capt Mac will appear personally to put on a performance that will be long remembered. For particulars address: Capt. Mac, 456 Lamphier Place, Warren, O. Tel. 45337.

IN A FEW WELL CHOSEN WORDS, HE'S terrific! "Magician of any Year" Harry Albacker. Free contracts. Write: 1728 E. 32nd St., Lorain, Ohio.

JUGGLING, UNICYCLING, MAGIC TEAM, also M.C. plus Marge, 5-year-old unicy- cling attraction booking early summer dates. Brochure on request Lee & Rita, Toulon, Ill.

OUTSTANDING PLATFORM, TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Tele- phone: Eastbrook 3312.

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination Magnolia O Route #1.

TRUMPET - JAZZ, DIXIE, COMMERCIAL. Available April 15. Kenny Buckles, Niagara Hotel, Peoria, Ill. Phone 4-3178 be- fore 8:00 P.M.

Letter List

Continued from page 100

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

FIRST QUALITY PRECISION RETRACTABLE BALL PENS

TWO TONE
In many color combinations
ONLY \$15.50 Gr.

SILVER TIPPED REFILLS
ONLY \$7.20 GROSS
Choice of black, red, blue or green inks.

All Pens have the SILVER TIP refill with FULL SHOT of Ink

Many other styles, including standard gold cap with 14K gold-plated clips.

Write for free catalog and price list. M.O., check or deposit for C.O.D.'s required.

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TAVERNS IN TROUBLE

Take-Home Trend Hurting Pubs as Juke, Game Spots

By KEN KNAUF

This is the second in a series on how the changing scene in the nation's taverns is affecting the juke box and amusement game operating business.

CHICAGO — Webster defines a "tavern" as "a place where liquors and beer are sold to be drunk on the premises." But that definition may have to be revised if current trends in the tavern business continue.

And juke box and amusement game operators may have to revise their definition of what constitutes a "top location."

Traditionally, juke and game operators have relied on the taverns to provide the bulk of their route stops. But high overhead and declining net profits are forcing the tavern, as we know it today, out of business.

Instead of continuing to be a place where liquors and beer are bought and consumed on the

premises, it bodes to become a place where beverages and other products are bought to be consumed at home in the twilight of a television set.

When and if this happens, and it is very likely to, the tavern will cease to be much of a prospect for juke and game operators; altho it might become a high-gross location for the vending machine operators.

According to the National Licensed Beverage Association, there are approximately 180,000 licensed taverns in the U. S. (not including the so-called package liquor stores). But the number is dwindling. In Chicago, for instance, there are an estimated 1,000 fewer taverns than there were in 1948, a normal postwar year. For the year period beginning in November, 1956, 9,050 were licensed by the city. There were 10,080 in 1948.

In November, 1956, 15,728 juke boxes and amusement games were licensed for Chicago operation. (Continued on page 118)

Federal Bill Could Open New Stops

WASHINGTON — Juke box operators may soon find an increasing demand for phonographs in snack and milk bars if a recent bill to exempt such spots from the federal admissions tax becomes law.

Rep. Jere Cooper (D., Tenn.), chairman of the House Ways and Means Committee, announced last week that the committee has approved such a proposal and will introduce the measure for Congressional action later this session.

Under terms of the proposal, such locations would be free of the federal levy, if the location provides music free, or by juke box or a phonograph for its customers. There must also be no alcoholic beverages served, and no charge for dancing, if such space is provided.

If the measure becomes effective, it should serve as a boon for juke box operators who have heretofore been handicapped in selling location owners who were reluctant to provide music least their spots be assessed the extra fee.

The lifting of the dancing ban would also serve to boost the play a juke box could be expected to take in from any spot. Since many of the smaller locations can be expected to be reluctant to engage some form of background music, the opportunity seems open for the placing of juke boxes in such locations by music operators.

Since the juke box not only doesn't cost the location owner a fee, but provides him an extra income, it is likely that such installations will be preferred by smaller locations to music installations.

5 Denver Op Firms Join Local Union

DENVER—The recent unionization of five leading phonograph and game operating companies here has been greeted with favor by operators who feel that "union operations may help the industry from many standpoints."

The companies, restricted by federal law to shops employing at least eight servicemen or mechanics, became units of the Building Service Union, a local Denver union headed by bargaining agent Frank Burke.

There has been a full year of campaigning in the phonograph industry to accept union standards in service operations, including a complete rundown on contract details given by Burke at a meeting of the Colorado Music Merchants' Association.

Stipulations in the union contract call for a 45-hour week and a maximum salary of \$105 per week, plus the usual fringe (Continued on page 108)

DJ Promotion Set for Sandy Moore's One-Stop

FREEMONT, L. I., N. Y. — The fanfare and ceremony usually associated with the opening of Hollywood restaurants will accompany the opening of the Suffolk-Nassau Amusement Company's new building and the firm's one-stop and retail record shop.

Saturday (6) will be for the general public, while Sunday (7) is reserved for members of the coin machine and record industries.

Suffolk-Nassau will work closely with Lee Donahue, disk jockey who runs "Night Train" over WKIT, Mineola, to publicize the retail outlet, known as Sandy Moore's Record Center.

Miami and Back

After Donahue finishes his 11-noon show Saturday, he goes to the opening and from there drives

to Miami Beach and back in his sports car.

The car will be emblazoned with the legend, "Buy at Sandy Moore's Record Center." Donahue will work closely with Suffolk-Nassau on his regular Saturday deejay show.

In addition to plugging the new record shop, purpose of Donahue's Miami trip is to boost a new record cut by a local girl.

The singer is 12-year-old Sharon (Continued on page 108)

British Juke Mfr.-Operator Makes Inspection Tour of U. S. Coin Trade

Ditchburn to Study American Vending Methods In Attempt to Pioneer in English Industrials

NEW YORK — C. Norman Ditchburn, head of the Ditchburn Organization, largest operators and manufacturers of juke boxes in the United Kingdom, arrived here last week for a two-month inspection tour of the American coin machine industry.

While in this country, Ditchburn will pay particular attention to vending machines. His firm is pioneering in the placement of automatic merchandisers in British factories, tho, at present, the effort has been limited to cigarette and chocolate machines.

The automatic phonograph industry in Great Britain is roughly at the stage of development as it was in this country in the early 1940's.

5,000 Juke Boxes

Ditchburn estimates that about 5,000 juke boxes are on location in England, Scotland and Wales. Of this figure, Ditchburn operates 2,000 or 40 per cent.

Ditchburn makes its own machines, but does not sell to outside operators. Most of its machines are 16-selection 45's. Some 200-selection units have been made for

Seeburg Distribs Show New Phonos

200-Selection and 100-Selection Models Unveiled This Week; Feature New Design

CHICAGO — Seeburg distributors this week are holding operator showings of the firm's new 200-selection and 100-selection phonograph models.

First showing reported was by Minthorne Music in Los Angeles, Monday. The R. F. Jones Company has scheduled showings in Denver, April 13, and in San Francisco and Seattle April 14.

Other distributors will show equipment thruout the week with final showings scheduled for Sunday (14).

Exact dates of the showings of other distributors have not been reported.

Seeburg and its distributors has kept the new equipment even more of a closely guarded secret than usual on the theory that it will insure maximum operator attendance at the showings.

However, it was learned that both models have new cabinet styling, assemblies that better facilitate repair and maintenance, and are approximately the same size as their present counterparts. It is believed that 50-cent coin chutes will be optional equipment.

Emphasis in selling the new equipment will undoubtedly be on proper programming and point-of-purchase material to stimulate juke box play.

Dual pricing for extended play record programming will undoubtedly be slated for emphasis.

George Mahlum, new Minthorne

manager, along with Jean Minthorne and Wayne Davis, returned to Los Angeles last week from the distributor showing in Chicago and immediately began making plans for the showing. John Ruggiero, Jones' sales manager, announced showing dates for his firm.

Distribs See United Juke At Chi Show

CHICAGO—United Music Corporation showed its new 100-selection juke box to visiting distributors from all parts of the country last week Thursday (4) at the Bismarck Hotel here.

It was the first official showing of the new phonograph in this country. It was earlier unveiled at the International Spring Fair at Frankfurt, Germany, March 10-14.

Also shown at the Chicago meet was the new United Manufacturing Company long alley game.

It was a joint meeting of United game distributors and music distributors. It was not disclosed whether the music distributors present had been appointed by the firm.

French Ops Complete American Buying Trip

NEW YORK—The only American juke box operator in France, and one of the largest game and music operators in Paris, left here Saturday (6) after a 10-day buying trip in the United States.

Charles Starr is the American. Jean Paricat is the Parisian. Starr has been operating and importing American games and phonographs since 1950. Paricat started out with bell fruits 20 years ago when they were legal. He currently operates four Arcades as well as games and music on locations.

While in this country they made the rounds of the New York and Philadelphia distributors, flew to Cleveland to visit M. S. Gisser at the Cleveland Coin Machine Ex-

change and dropped in at Leslie Distributors here to stock up on American records.

Starr first arrived in Paris in 1944, with the American troops liberating the city. Two years later he married a Parisian girl and settled down to live there. He has been operating and importing juke boxes and games for seven years.

Paricat is one of the largest operators in France, with 100 juke boxes, 50 games (mostly pins) and four Arcades. Two of the Arcades are in Paris, while one is in Deauville on the Channel Coast and the other in Cannes on the Riviera. The Deauville and Cannes Arcades are in resorts and are open only June thru September.

Biggest problem facing French operators is getting American equipment. Import licenses are extremely difficult to come by and the equipment shortage is acute.

Getting locations is no problem. Locations are willing to take equipment at little or no commissions. And even at the equivalent of 5-cent play, \$100-a-week grosses are not uncommon.

AMI HOLDS DISTRIBUTOR ONE-DAY MEET

GRAND RAPIDS, Mich.—AMI distributors from the U. S. and Canada met here Wednesday (3).

Purpose of the meeting, according to a number of reliable sources, was to show distributors the firm's new phonograph models.

No AMI official contacted would confirm these sources.

H. Booth New Rep: Roanoke Vending, Inc.

RICHMOND, Va.—W. Hobart Booth Jr. has been appointed sales representative covering West Virginia for Roanoke Vending Exchange, Inc. Announcement was made by Jack G. Bess, president and general manager.

Roanoke Vending is the AMI distributor for Central and Southern (Continued on page 108)

high-traffic locations in larger cities.

The other 3,000 juke boxes in the United Kingdom are mostly of American manufacture, altho a couple of British firms make 16-selection machines for the domestic market.

While pre-war 78's are probably still in the majority, the swing toward 45's is becoming pronounced and an AMI assembly plant in England is producing 40-selection 45's in fair numbers.

The tavern situation in Great (Continued on page 122)

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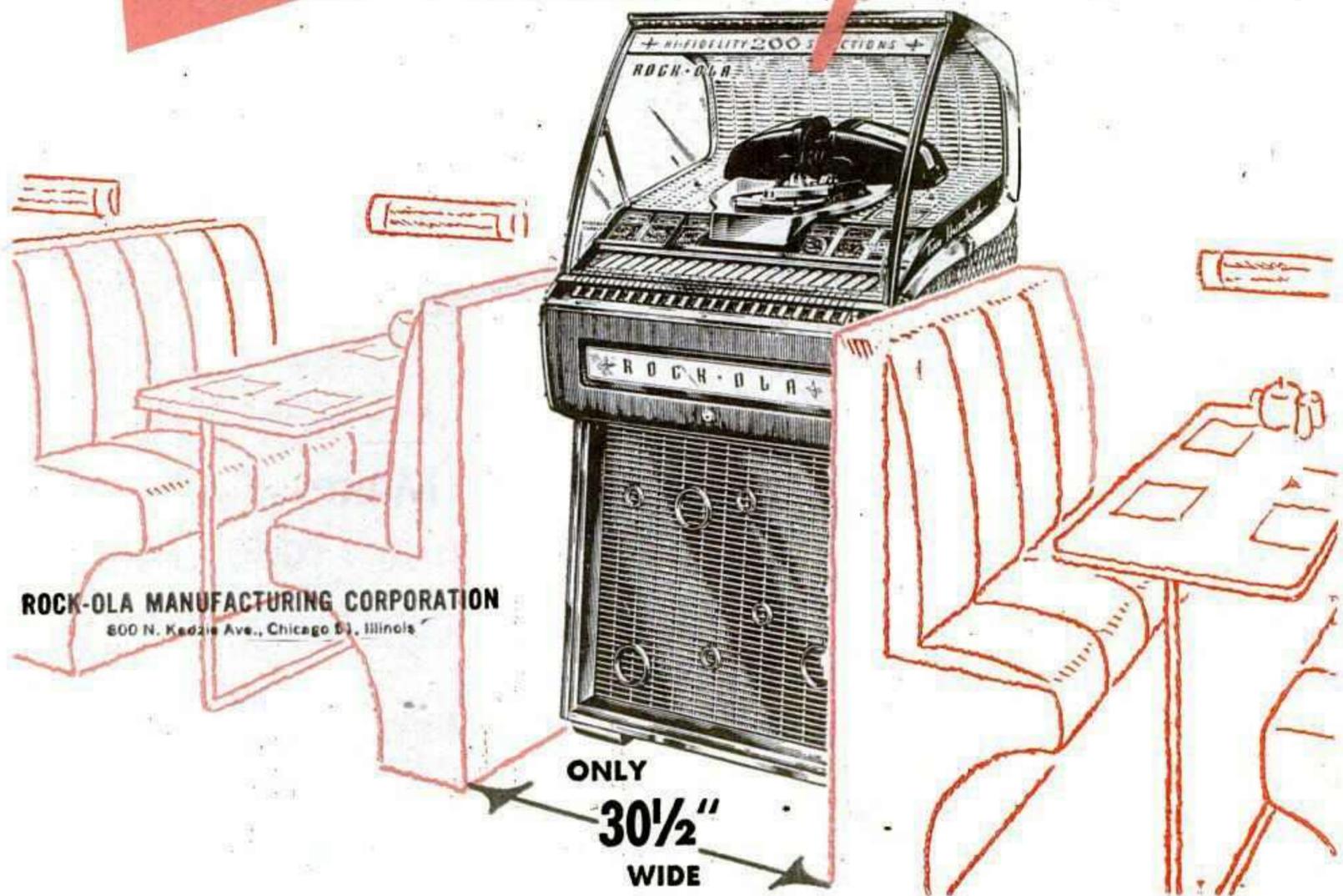
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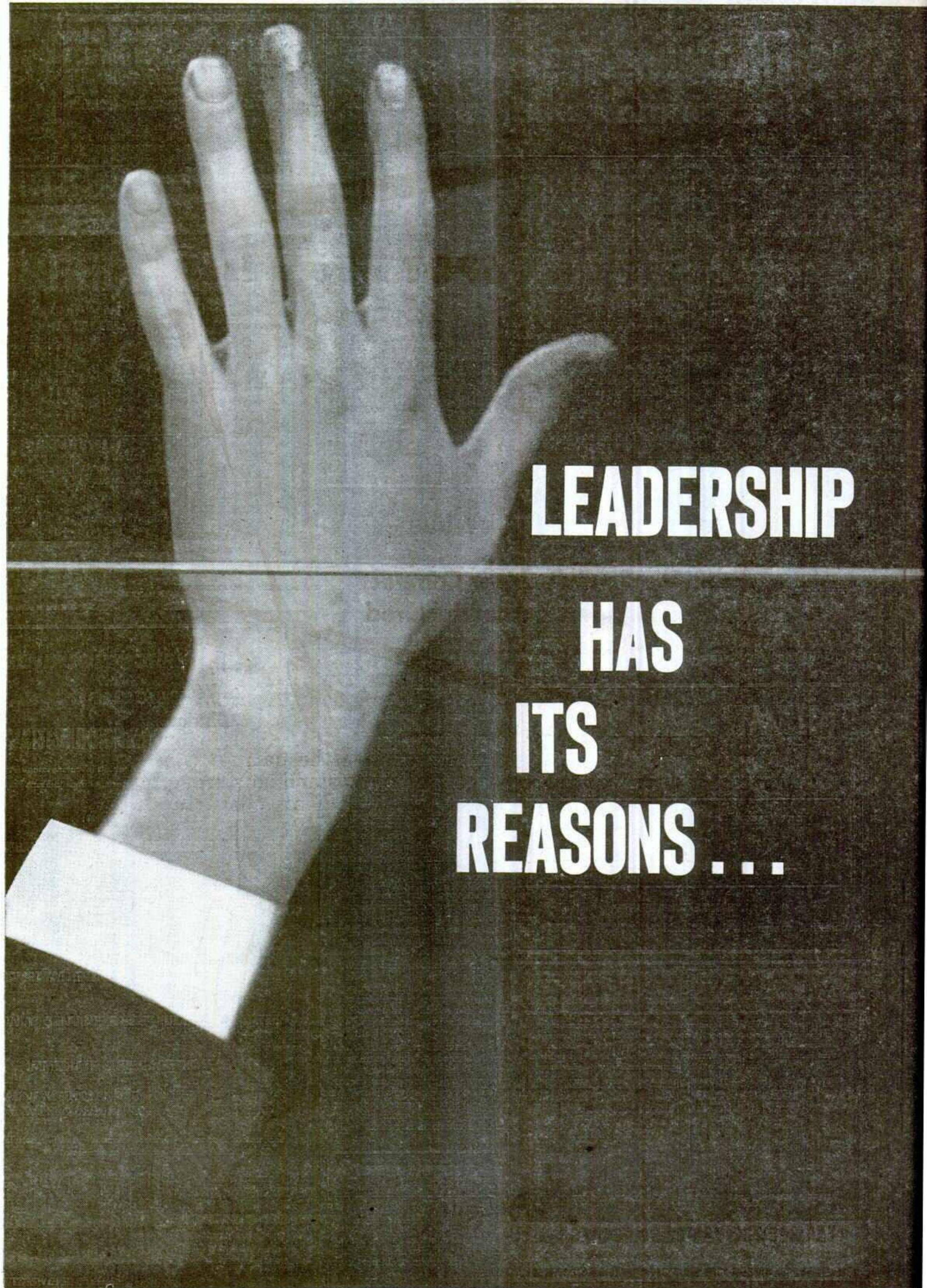
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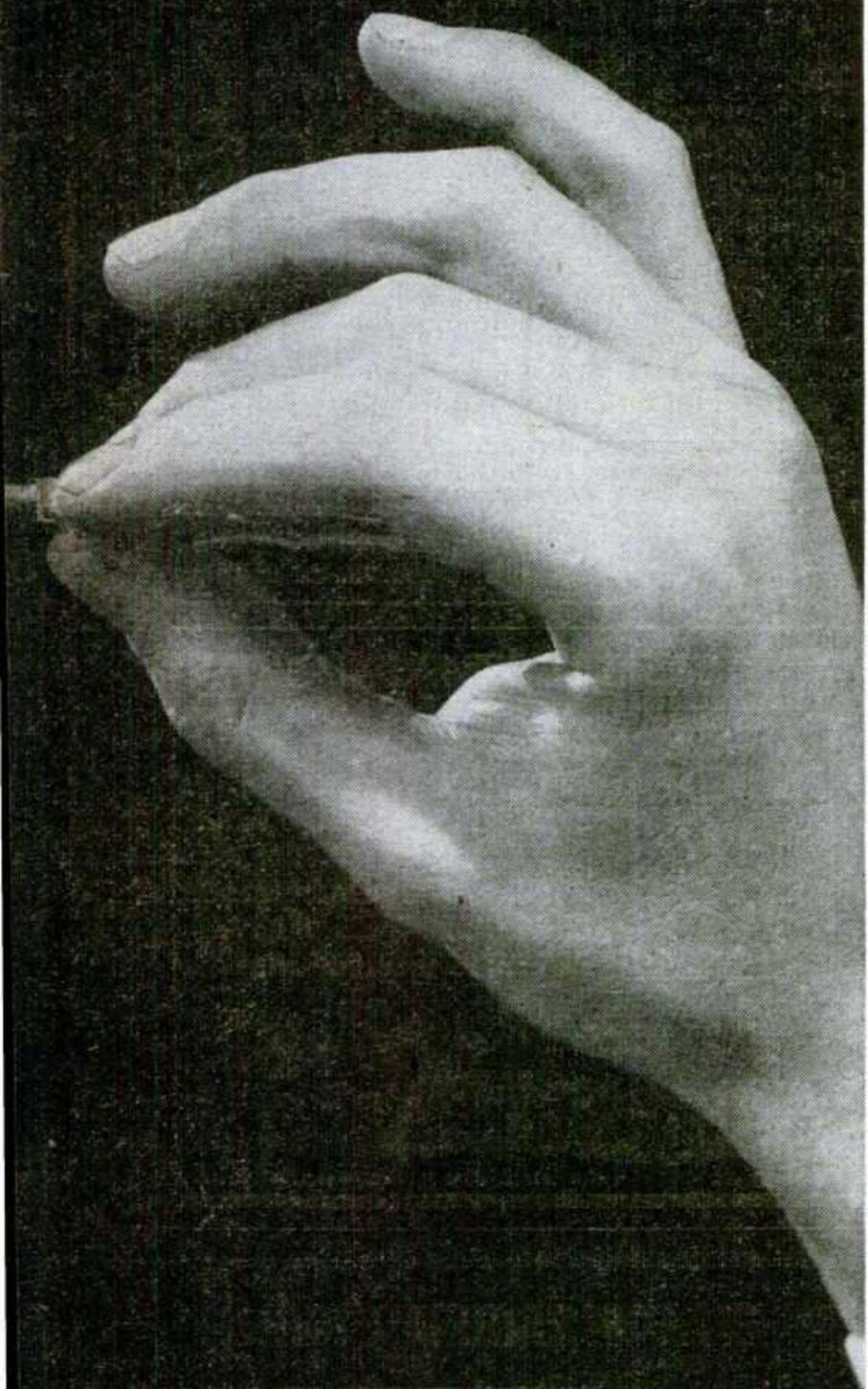


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Long Beach Postpones Action on Coin Taxes

LONG BEACH, L. I., N. Y.—The City Council here Tuesday (2) postponed action on an ordinance which would have boosted the license fees for operators of games, phonographs and vending machines.

No definite date has been set for the second hearing, but it will probably be in May. Indications are that the bill will not pass.

The proposed ordinance would require a license fee of \$500 for game or juke box operators, plus \$2 a machine. The current law is \$100 per operator and \$10 a machine.

Cigarette operators would be re-

quired to pay \$350 and \$2 per machine. Operators of machines which take less than 25 cents in coin would pay \$100 and \$2 a machine.

Under existing law, all vending operators pay a \$20 license fee and \$2 a machine, except for penny venders, which are \$1, and scales, which are \$3.

The postponement of the vote was prompted by the showing of coin machine people who turned out to object.

Tiny Weintraub, executive director of the Cigarette Merchandisers' Association, appeared representing cigarette machine operators. Also at the hearing was Sidney Bruck, president of the Long Island Tobacco Company and CMA president.

Local operators appearing were Abe Bernstein, Sam Singer, Joe Green and Will Goetz Jr. Irving Holzman, juke box and cigarette operator, also attended the hearing.

MOA Signs 13 Record Stars For Banquet

OAKLAND, Calif.—Plans for the Music Operators of America convention to be held at the Morrison Hotel here May 19-21 are progressing rapidly with Hirsh de La Viez, entertainment chairman reporting 13 recording artists signed to appear at the floorshow May 21.

Announcement was also received by President George A. Miller that to date 51 exhibit booths have been bought and paid for. Miller added that this year exhibitors would also be encouraged to show vending machines and amusement games due to the increasing emphasis on diversification of routes.

The opening of the official Chicago convention headquarters was postponed from April 8 to April 15, at which time Suite 1728 of the Morrison would be open for handling of all details for the show.

Miller added that plans are under way to enlarge the exhibit floors as already the Grand Ballroom and Constitution Room are almost completely sold out. General meetings will probably be held on another floor to provide room for exhibitors in the two rooms.

Among artists who have been signed for the banquet and floorshow for the Tuesday (May 21) spectacular are: Dick Jacob's orchestra, Coral; Pat Boone, Dot; Platters, Mercury; Bill Haley and His Comets, Decca; Tony Bennett, Columbia; Sonny James, Capitol; Roger Williams, Kapp.

Micki Marlo, ABC Paramount; Happy Jesters, Fabor; Margie Meinert, Fraternity; Joni James, M-G-M; Gale Storm, Dot, and Mickey and Sylvia, Vik.

De La Viez added that there would also be one and possibly two mystery guests appearing at the show. The artists would be big names, and operators would be asked to guess their identity at the affair.

Besides exhibitors already mentioned (The Billboard, April 6) the following have confirmed their reservations: AMI Manufacturing Company, Wurlitzer Manufacturing Company, Rock-Ola Manufacturing Company, United Manufacturing Company, Ferris Record Company, Mercury Record Company.

Disken Record Company, ABC Paramount Records, RCA Victor, Capitol Record Company, Fabor Record Company, Fischer Sales, American Shuffleboard, Capitol Projector Corporation, United Sales and Rowe Manufacturing Company.

DJ Promotion

Continued from page 104

Strauss, of Oceanside, daughter of Mike Strauss, of the New York Times sports staff. The song is "Matching Kisses" on Jubilee. Donahue plans to pass out copies of the record to disk jockeys en route.

He also plans to set a new speed record for the New York-Miami round-trip run and be back on Long Island Monday (8).

Trade's Day

Sunday, Suffolk-Nassau opens the doors to the trade. Invitations have already been sent to coinmen in the area.

Meanwhile, Sandy Moore, Suffolk-Nassau president, announced that Harry Koepfel and Hymie Koepfel, veteran coin machine jobbers, have become connected with S.-N.

The Koepfels will still retain their 10th Avenue shop and showroom, but Hymie will set up a

JUKE BOX OP SAVES LIFE OF 3-YEAR-OLD SON

HURLEYVILLE, N. Y.—Quick thinking on the part of Bill Coddington, local juke box operator, recently saved the life of his three-year-old son.

Coddington and his wife were visiting relatives here when a parlor conversation was interrupted by screams from the yard. Coddington ran out to see his sister pointing at a pond which adjoined the property. His son was in the water and drowning.

The operator rushed in, pulled the boy from the water and began rolling him over a barrel to empty the water from his lungs. Then he gave him artificial respiration for 20 minutes until a mechanical respirator could arrive. The boy was rushed to the hospital where latest reports indicate that he will recover.

West Va. Ops Hold Board, General Meets

CHARLESTON, W. Va.—Two meetings of the West Virginia Music Operators' Association were held recently. The first, an area meeting for the general membership, was held March 21 in Fairmont to discuss current problems of the industry.

The association also held their regular quarterly meeting of the board of directors and advisory council March 31 at the Daniel Boone Hotel in Charleston. Under discussion were: Final plans for the third annual convention to be held at Wheeling, June 28-29; a general discussion of the new license law effective July 1, and a general programming of activities for the coming quarter.

Members attending the general meeting in Fairmont included J. H. Boyer, director, Fairmont; Ross Gerard, vice-president, Grafton; Dana M. Hicks, executive secretary, Charleston; Kenneth Mathew, Purple Page Company, Fairmont; Robert Manley, M & M Novelty Co., Fairmont; Jack Delligatti, West Side Novelty Co., Fairmont; Elmo Trickett, Mid-Town Novelty Co., Fairmont; William Johns, Johns Music Co., Kingwood, and Harold W. Shaw, Mid-State Distributors, Fairmont.

Present at the quarterly board meeting in Charleston were: James K. Hutzler, president, Martinsburg; John A. Wallace, chairman, Oak Hill; William N. Anderson, first-vice-president, Logan; Edward M. Oliver, treasurer, Montgomery; Dana M. Hicks, executive secretary, Charleston; C. H. Flannery, director, Logan; J. H. Kiser, director, Beckley; Max Carpenter, director, Beckley; Raymond Tabor, director, Charleston.

Also Darris Derrick, sergeant at arms, Charleston, and members W. T. Cruze, Charleston; Mervin F. Frye, Martinsburg; C. A. Duncan and Hobart Boothe, Oak Hill, and William Wortham, Huntington.

shop in S.-N.'s Freeport building, while Harry will stay on 10th Avenue. They will work with S.-N. on the sale and reconditioning of used equipment.

Barra Hired

Suffolk-Nassau has also hired Nick Barra to head the parts department. Barra has been in the coin machine business for 30 years and formerly was with the National Novelty Company.

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MUSIC OPERATORS OF AMERICA
128 E. 14th Street Oakland 6, California
After April 14 Contact
M. O. A. Headquarters, Morrison Hotel, Suite 1728, Chicago, Illinois

5 Denver Firms

Continued from page 104

benefits such as paid vacations, sick leave and shop seniority.

Currently the unionized mechanics have settled for a pay scale of \$80 to \$85 per week for 45 hours, which most firms have already been paying.

Discourage Location Ownership

Typical operator Johnny Knight, of Skyland Music Company, expects several direct advantages to result from the union shop system. For one thing, he pointed out, the limiting of service work to union men will discourage location ownership of phonographs and machines.

This has become a major problem in the past six months, with many location owners being courted by phonograph and game salesmen. If a union label is adopted for display on machines operated by operators who belong to the union, and service is refused on non-labeled machines, location owners will think twice about investing in their own equipment.

Inasmuch as location ownership is a serious problem for every Denver operator, this one advantage alone is expected to bring many more operators under the union banner during 1957.

Unionization has also been beneficial in making 10-cent play standard on Denver phonographs, according to Peter Geritz, Mountain Distributors.

Bar owners, for example, who use all union employees are less likely to argue the point when the phonograph is converted to dime play. Pointing out that the shop must operate on union scale has almost completely eliminated objections.

Another advantage to be expected will be less turnover of shop mechanics, always a bugaboo with increased complexity in new phonographs and games. Union's seniority system and minimum pay standards are likely to eliminate much of this problem.

Booth's New Rep.

Continued from page 104

West Virginia, as well as having offices in Charleston, W. Va., for phonographs, amusement games and vending machines.

Prior to joining Roanoke Vending, Booth was employed for eight years by the West Virginia Beer Commission, and has served for the past six years as a member of the State Legislature from Fayette County.

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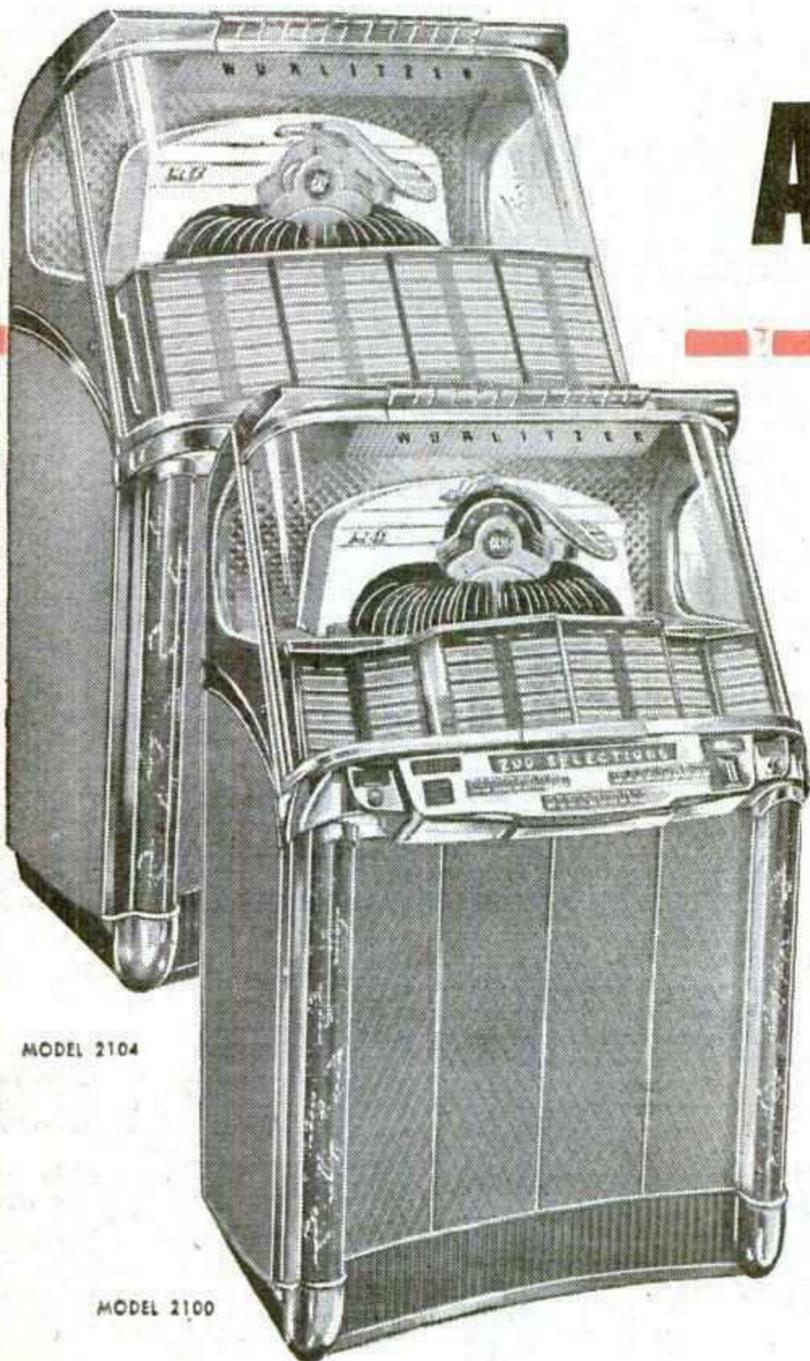
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NORTH TONAWANDA, N. Y.

Chain Stores and Service To Key NVA Convention

CHICAGO — The convention program for National Vendors' Association "Vending Superama of 1957" was released last week by convention chairman Paul Crisman, of King & Company, Chicago.

The four-day meeting, which includes business sessions and displays by manufacturers of automatic merchandising and service machines, component parts and equipment suppliers to the vending industry, will be held May 2-5 at the Conrad Hilton Hotel here.

Starting Thursday (2) the NVA headquarters suite (Room 500) will be open for registration from 4 to 10 p.m. As in the past, the association is making no charge for registration. The board of directors will also meet at 4:30 in Room 523 to finalize plans for the business meetings as well as decide on any issues to be discussed in subsequent meetings on the floor by the general membership.

Exhibit hours will be officially opened Friday (3) from 9 to 11 a.m. and from 2 to 8:30 p.m. on the fifth floor of the hotel.

Starting at 11 a.m. the NVA's official business sessions will start with welcome addresses by President Moe Mandell, who is owner of Northwestern Sales and Service Company, New York, and Paul

Crisman, convention chairman. Session will be held in the Beverly Room of the Conrad Hilton.

Service Panel
They will be followed by a panel discussion titled "Facts and Figures You Should Know." Participating in the panel will be Bob Kantor, Confection Specialties, Chicago; Bert Fraga, Standard Specialties Company, Oakland, and Russ Thomas, Vendor Distributing Company, Memphis.

As subject matter for the panel, NVA has circulated to members a questionnaire survey on the servicing of machines, which will be discussed at length, as well as any

questions which may come from the floor. (See separate story on survey, this issue.)

After the panel, members will be addressed by Milton T. Raynor, general counsel, whose talk, "NVA Looks Ahead," will be an analysis of the association's progress to date as well as a look into the future.

Concluding the day of business will be the association's financial report delivered by H. B. Hutchinson, treasurer of the company bearing his name in Atlanta. During the afternoon a meeting will be held by the nominating committee to select a new officer slate

(Continued on page 112)

PROFIT COMBO

Canned Juice Sells In Apple Venders

OLYMPIA, Wash.—A critical apple shortage which has hit the West Coast may be a headache to fruit growers, but it's turned out to be manna from heaven to operators of apple vending machines.

Unable to fill their venders with sufficient apples to fill consumer demand, operators have taken to stocking canned fruit juices in one or two columns of their machines. The results to date are a big success.

The vending of juices is not a new idea. In the past, there has never been a sufficient volume sold to warrant setting up a complete

machine devoted to juices exclusively. However, when using one or two columns out of a five or six-column apple vending machine, operators are finding a different picture entirely.

According to Jack Oatey, Fruit-O-Matic Manufacturing Company, the stocking of juices in refrigerated apple venders seems to be developing into a new trend that appears to be working out successfully for most operators.

Variety

The secret to the whole thing appears to be in serving an ever-changing variety of juices to the customers. One operator found that he must change flavors daily or his sales took an immediate nose dive.

In schools, where the fruit vend-

(Continued on page 118)

Pepsi Sales at New High, But Profits Trail

NEW YORK—The Pepsi-Cola Company last year increased its case sales for the fifth consecutive year, setting a record each time, according to Alfred N. Steele, chairman of the board.

Sales last year were 9 per cent ahead of 1955. Gross profit on sales hit a new high of \$69,139,792, compared with \$62,823,327 the previous year.

However, net income dropped 6 per cent to \$8,884,787 from \$9,456,766 in 1955. Before taxes, earnings were \$17,884,787 or 5.3 per cent less than pre-tax earnings of \$18,880,766 in 1955.

Equipment expenditures, including vending machines, came to \$12,280,000 in 1956. The previous year it was only \$9,904,000.

Pries Named V.-P. of Berlo, ABC Subsid.

PHILADELPHIA — Ralph W. Pries has been named vice-president of the Berlo Vending Company here. Berlo is a subsidiary of the ABC Vending Corporation.

For six years Pries has been manager of Berlo's Southeastern Division and was in charge of 11 branches. Three years ago he opened the New Orleans branch.

A native of Atlanta and a graduate of Georgia Tech, Pries was

(Continued on page 122)

New Liquid Coffee Will Need No Refrigeration

NEW YORK—The first liquid concentrate vending coffee which does not require refrigeration is scheduled to go into production next month.

Manufacturer is the East Coast Coffee Corporation, which has been roasting coffee since 1895. East Coast, tho, is only a recent entry in the coffee concentrate field and has been in production on a dry concentrate for three months.

Early this year, East Coast purchased the plant of the Harrison Coffee Company, which had been making a dry concentrate for the vending industry.

Harrison Plant

According to Max Apfelbaum, East Coast secretary-treasurer, the firm is operating the old Harrison plant with the same equipment and

personnel as had previously been used.

The firm is making dry concentrate coffee for both the retail and vending markets. Vending coffee runs lower in bulk than does the retail product. The instants are prepared under private labels.

No details of the liquid concentrate are available other than it will be canned and will require no refrigeration. Other liquid concentrates are on the market, but they are of the frozen variety.

Distributors Sought

Apfelbaum said that most of the firm's sales are currently being handled from the factory, but plans call for building up a distributor organization.

Hillel Horwitz is president of East Coast. Max Horwitz is vice-president.

HEN PARTY

Vender Hikes Egg Sales for Farmer

GRANITE FALLS, N. C.—Residents south of the Mason-Dixon line may soon be forced to tell their children that eggs come from hens, and not vending machines, despite what they see on their street corners. That is, if the success of a self-service egg vender installed here recently is to set any kind of a trend.

According to Fred G. Bowman and Henry L. Satterwhite, who jointly set up the installation, the trend may not be too far off.

Bowman and Satterwhite, who operate a chicken farm, got the idea of selling their eggs thru venders from watching the success of a nearby outdoor egg-vending ma-

SELL NOTHING BUT AIR IN PIKE VENDERS

YOUNGSTOWN, O.—Motorists on the Pennsylvania Turnpike get nothing but air for their money from two vending machines installed along the toll road, but they're glad to pay for the privilege.

Here's why. The machines, called oxymeters, dispense fatigue-relieving oxygen which is supposed to improve mental awareness, body vitality and perception. They're similar to units now used successfully along the autobahns in Germany.

The units were installed in two service stations by a national restaurant chain last summer. To date attendants report the venders are a big success and seem to help relieve the monotony of long toll road driving.

Extend Federal Cigarette Tax For One Year

WASHINGTON — A bill extending the current high excise rates on cigarettes was signed into law by the President last week (29). This is the fourth straight year that the federal levy, started during the Korean War, has been extended.

A Senate amendment added to the bill extends the expiration date from March 31, 1958, to June 30, 1958, the end of the fiscal year. The three-month extension alone will add an additional \$50 million to the treasury for fiscal 1958.

The bill also extends for 15 months the current levies on corporate income, alcoholic beverages and automobiles.

FTC Charges P.M. Sales Discrimination

WASHINGTON — Philip Morris, Inc., was charged last week (4) by Federal Trade Commission with discriminating among its customers in granting promotional allowances to vending machine companies, retailers and tobacco wholesalers.

According to the FTC complaint, Philip Morris pays promotional allowance money to some customers, but not all, and "contracts with those receiving allowances on individual and arbitrary terms."

Under the Robinson - Patman amendment to the Clayton Act, if promotional allowances are given, they must be made available to all competing customers on proportionally equal terms.

The law is further violated, FTC alleges, by Philip Morris' "requirement that some customers comply with certain terms in order to receive allowances while others must meet either less burdensome terms or no terms at all."

Vending Allowances

The amounts paid to companies

(Continued on page 119)

S. Gaines New Sales Head for Cole Products

CHICAGO — Cole Products Corporation, manufacturer of hot and cold drink cup dispensers, announced the promotion of Stan Gaines to vice-president and assistant general sales manager.

Gaines started with the firm as district manager for the Chicago area in 1948 and was later promoted to divisional sales manager. In 1954 he became assistant to the vice-president in charge of sales.

Pass 3c Pack Cigarette Tax In Maryland

WASHINGTON — A 3-cent-a-pack State-wide tax on cigarettes was approved by the Maryland General Assembly last week (2), to finance a \$400 pay raise for teachers.

Seantor Edward S. Northrup, who represents nearby Mont-

(Continued on page 121)

King Shows Coffee Units of 12 Mfrs.

DETROIT—A showing of the latest fresh brew and self-brew coffee vending machines of 12 leading manufacturers will be held at the King Coffee, Inc., plant here, April 9 and 10. This will be a repeat of King's 1956 showing, and will be called "Coffee Vending Futurama."

Joseph Giumette, director of sales development for the coffee roasting firm, said the vender showing is being keyed again to industrial relations and employee re-

lations managers, industrial feeders, caterers and operators.

The following firms have been scheduled to exhibit their newest self-brew models: Apco, Barvend, Bert Mills, Canteen, Coffee-Mat, IVI, Perk-O-Fresh, Silix, Vendo and Vendomatic. Rowe Manufacturing Company has also made a tentative commitment to attend.

The two pre-brew machines are being shown by S. & L. and Northwest Automatic. The latter unit

(Continued on page 122)

MARBLES
THE SEASON IS HERE!
ORDER NOW
AGATE—GLASS
ASSORTED COLORS

Barrel of 50,000, size 9/16\$45.00
Barrel of 40,000, size 5/8 35.00
Keg of 21,000, size 9/16 21.00
Keg of 17,000, size 5/8 19.00

Shipments made at once F.O.B. factory.
Freight or truck.

ELVIS PRESLEY
BUTTONS
3 Colors
6 designs
\$62.50



per carton of 5,000, F.O.B. factory.

FOR EASTER
Chie 'n' Egg Charms.
\$45.00 per carton of 5,000.
F.O.B. factory.

FULL CASH WITH ORDERS

ROY TORR
Lansdowne, Pa.

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c...\$ 8.50
Acorn, 5c 10.00
N. W. Model 49, 1c or 5c 12.50
Master, 1c and 5c..... 8.50
3 Col. Hot Nut..... 22.50
Asco Hot Nut..... 7.50
N. W. Model 39..... 7.50
N. W. Model 33, Ball Gum 7.50
Du Grenier 6-Col., 1c Tab. 14.50
Model V, Ball Gum & Charm 8.50
Mills 6-Col., 1c Tab.... 17.50
Victor Topper 10.00
Perfume Machine..... 19.50
Ball Gum Hunter Machine. 12.50
Ball Point Pen, NEW..... Write
2-Col., Stamp, NEW..... Write
Baby Grand Rockets, 5c.. 7.50

SEND FOR 1957 CATALOG and Merchandise Lists!
All machines completely checked and ready for location. Order with complete confidence.
1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
609 A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676

GIVE TO DAMON RUNYON CANCER FUND

FTC Hits Blue Sky Firm's Advertising

WASHINGTON—The Federal Trade Commission last week (4) charged Nathan E. White, who trades as Queen Distributing Company in New York City, with misrepresenting his business and the profits that can be made from the vending machines he sells.

According to the FTC complaint, White sells vending machines and gum and nut meats dispensed by the machines. He advertises that the business is "perfect insurance against old age, permanent or partial disability."

FTC alleges, however, that the profits from the operation of the machines "cannot be depended on to provide financial assurance for anyone." FTC claims the business is "neither safe nor sure," and that persons purchasing the machines "stand a very great risk of losing their investment, or a substantial part of it."

The complaint maintains that White's salesmen say they will obtain satisfactory locations for the machines. The salesmen do frequently place the machines in business establishments, "but often without permission of the owners," according to FTC. The purchaser of the machines is then required to remove them immediately.

Despite claims to the contrary, FTC says White does not "provide insurance," without charge or otherwise, on the products he sells, and he does not "assist purchasers in learning the vending machine business or furnish literature or instruction concerning such an operation."

FTC further alleges that White does not "repurchase machines from dissatisfied purchasers," and that he does not give "exclusive territories" to purchasers.

White is granted 30 days to file an answer to the complaint. A hearing is scheduled June 6 in New York City before an FTC hearing examiner.

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

oak's "GOLD MINE" tab gum selector

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

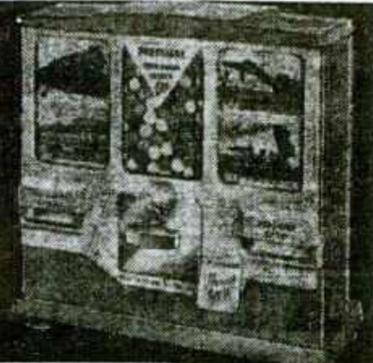
contact your DISTRIBUTOR or

West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
1023 So. Grand Avenue, Los Angeles, California

East & Midwest Factory Sales Office
M. J. ABELSON, Phone-AT 1-6478
2033 Fifth Ave., Pittsburgh, Pa.

OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

WE HAVE
OAK'S "PREMIERE"



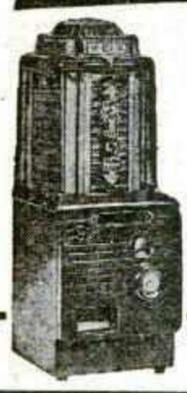
T. T. VENDING SALES CO.
2659 N. Racine Ave.
Chicago 14, Illinois

STANDARD SPECIALTY
Now offering
Victor's SUPER MART VENDORAMA

"Symbol of Progress in the Bulk Vending Field."
U.S. Patent Pending.
Write for complete details and prices. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.

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—

THE NORTHWESTERN CORP.
2472 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

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
2538 MISSION STREET PITTSBURGH 3, PA.

J. SCHOENBACH
Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
FResident 2-2900
PHONE or WRITE FOR PRICES

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c \$12.00
N.W. DeLuxe 1c & 5c Comb. 12.00
N.W. #39 1c Porc. 7.95
N.W. #33 1c Porc. B.G. 6.50
Columbus 5c Bulk 6.50
Silver King 1c B.G. or Mdse. 7.45
ABT Guns 30.00
Acorn, 1c or 5c 8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.71
Pistachio Nuts, Large Tulip68
Pistachio Nuts, Vendor's Mix59
Pistachio Nuts, Shell47
Cashew Whole64
Cashew Butts61
Peanuts Jumbo45
Spanish32
Mixed Nuts57
Tabby-Lets, 520 ct.30
Rainbow Peanuts33
Boston Baked Beans32
Jelly Beans28
Licorice Gems38
Leaflets 550 ct.40
M & M. 550 ct.50
Hershey-ets43

Rain Blo Ball Gum, 40 ct. \$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain Blo Ball Gum, 100 ct.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct.45
Wrigley's Gum all flavors, 100 ct.45
Beach-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices.. Write

NORTHWESTERN
SALES AND SERVICE CO.
MOE MANDELL
446 W. 30th St., New York 18, N. Y.
LOngacre 4-6467

NVA

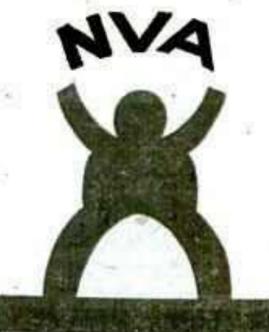
"VENDING SUPERAMA OF '57"

CONRAD HILTON HOTEL CHICAGO, ILL.
May 2-3-4-5

★ Operators and Distributors, Make Your Reservations Now!
★ Prospective Exhibitors: Contact P. Crisman

2700 West Lake St. Chicago, Ill.

REMEMBER



Secure Your Way with **NVA**

GIVE TO DAMON RUNYON CANCER FUND

Chain Stores Key NVA Meet

Continued from page 110

for voting by the membership during Saturday's session.

Following Friday's exhibit hours, a group of manufacturers will host a cocktail party from 9 to 12 p.m. Names of sponsors will be announced later.

Saturday

Saturday's session will start with

a business meeting from 11 to 1, also in the Beverly Room. Following this, the exhibit hours will be opened from 2 to 7 p.m.

The day of business will be kicked off with election of officers for the next year, followed by an address by Rolfe M. Lobell, program chairman for the convention and vice-president in charge of sales for Leaf Brands, Inc., Chicago.

Lobell will conduct a book review on "Troubles With Gum Balls," giving some of the problems and more important, the answers

to a successful vending operation. An analysis of bulk vending for chain store operations will then be given by Dan Tokowitz, of Goldblatt Bros.' department store, whose talk will be titled "Chain Outlook on Vending Machines." Tokowitz brings to members a long background of experience in the chain field and is currently in charge of candy buying for Goldblatt stores.

The session will be wound up with open discussion by members of the association's old and new business.

Following the exhibit hours, in the evening, a special invitational dinner will be held at 7:30 p.m. in the Waldorf Suite hosted by one of the manufacturers. Refreshments will be served beforehand with dancing and entertainment after the dinner.

Install New Officers

On Sunday (5) exhibit hours will be opened from 9 to 11 a.m. The convention will be wound up with

a farewell brunch held at 11:30, which will feature the installation of new officers for the coming year.

This year's officers and committee chairmen responsible for directing association business and planning the convention were: Moe Mandell, president, Chicago; Harry Bell, vice-president, Chicago; H. B. Hutchinson, treasurer, Atlanta; Phil Sparacino, secretary, Chicago; Milton T. Raynor, general counsel, Chicago.

Committee chairmen are: Paul Crisman, convention chairman, Chicago; Jane Mason, convention secretary, Chicago; Jack Nelson, reservation chairman, Chicago; Rolfe Lobell, program chairman, Chicago; Robert Guggenheim, publicity chairman, New York; Tom King, exhibitor chairman, Chicago; Lauretta Cooke, registration chairman, Chicago; R. R. Whitehead, rules and regulations chairman, Atlanta, and Harry Bell and Bob Kantor, co-chairmen of the membership committee.

GET SET FOR THE BASEBALL SEASON with "spin-a-hit" TOPS

Spin a hit with our plastic baseball top. Each spin indicates a play. Kids will enjoy spinning home runs, triples, doubles, singles and will want different colors to represent opposing teams!



\$5.00 per M

Available in assorted colors, solid plastic... large, but still vends perfectly in all types machines, 1 at a time. Our "SPIN-A-HIT" provides more fun, more action, more repeat sales than anything on the market.

LABELS AVAILABLE from your distributor or direct

SPECIAL #4 SERIES
We have antiqued this series #4 to bring out the fine detail which shows up beautifully in your machines!

ASSTD. PLATED (copper, silver and hamilton) \$3.50 per M
MINIMUM ORDER 10 M.

paul a. **OFFICE** co. inc.
57 Leonard St. N.Y. 13, N.Y. Corfd. 7-4147

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS

Very Low Prices.

1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines.
1647 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

L. A. Bulk Ops Win Machine Tax Reduction

LOS ANGELES — The defeat of another municipal machine tax, discussions of the group insurance plan and favorable action upon three new memberships highlighted the regular monthly meeting of the Western Vending Machine Operators' Association held at the Unique Restaurant here Tuesday night (26).

Byron Uhrich, insurance agent and part-time bulk merchandise vendor, was named by Leo Weiner, WVMOA president, to handle the details of the hospitalization plan the association recently put into action.

Weiner, who conducted the meeting, reported that thru the combined efforts of a committee including William Siegel, Daniel Lally, Joe Arguelles, and himself, the \$5 yearly per machine tax in Downey had been changed to \$25 per year regardless of the number of machines on location. The \$2 per machine tax in Azusa has also been switched to a \$6-per-year operating license. Prior to these victories, the association was successful in combatting the per machine levies in Torrance and Gardena.

New Members

The applications of James H. Wheeler, Frank F. Barreras and Lou Hoyle were accepted unanimously by the members. Visitors at the meeting included James Wheeler, Don Ammon and Frank Barreras Jr.

Seymour Elias explained the delay in getting the meeting announcements to the members. A second notice, Elias said, was mailed after he learned there was a possibility that the first ones had been destroyed in a fire in the post office.

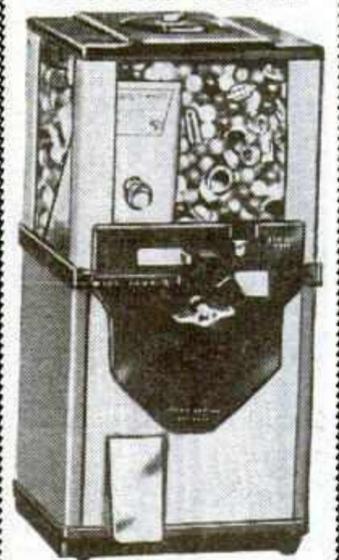
Elias also advised that a mistake had been made in the printing of the decals and that another run was planned.

Weiner announced that a condolence card had been sent to Mrs. Harry Hipp, whose husband was an operator and a member. A contribution in his memory was ordered sent to the National Cancer Fund.

The next meeting will be held April 30. Cards will be sent members well in advance of the date.

OPERATORS!
Enjoy Big Profits!
Place on consignment in retail stores.
Make up to \$100.00 a month per location.
Complete forms & information, sales & marketing plans, etc.
Write, Wire or Phone Now!!
BESTEST
Tube Testing Co.
19963 Livernois Ave.
Detroit 21, Mich.
Phone: Diamond 1-2316

NEW SUPERMART VENDORAMA



- LARGE CAPACITY
- TAKES IN APPROXIMATELY \$22.50 (210 BALL-GUM & CHARMS)
- PENNY-NICKEL COMBINATION
- FAST PLAY—OUT-PRODUCES ANY OTHER MACHINE EVER MADE

VICTOR VENDORAMA with the **LOOK-SEE VIEWER** \$24.95 EACH

Capacity: 460 Capsules with Viewer —485 Capsules without Viewer.

A **VICTOR EXCLUSIVE**
NEW ELVIS BUTTONS & NEW Designs and Many NEW Colors \$62.50
per carton of 5,000, F.O.B. factory.

See Your Nearest **VICTOR** Distributor **QUICK**.
Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.

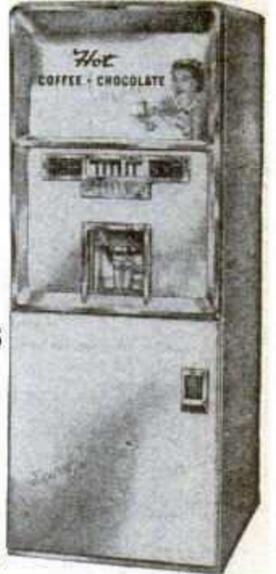
Ball and VENDING GUMS
LOW Factory Prices
BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 37¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 37¢ lb.
Tab (short stick), 100 ct. 38¢ box
S-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

KEENEY'S Deluxe Combination Hot Coffee & Chocolate VENDER

the ONLY vender with easy "Roll-Out" INGREDIENT CONTAINERS and CUP DISPENSER...
Just open the door and roll out the CUP DISPENSER, INGREDIENT CONTAINERS, COIN CHANGER and TIMER CONTROL.
BETTER for YOUR BEST MONEY MAKING SPOTS.
SIZE: 23 1/2" W. 23" D. 60" H.



HOT SOUP VENDER



Keeney's **SNACK VENDER**
Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender.
19 1/4" W. x 15 1/2" D. x 52" H. Red or Gold Hammerloid 300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

Write for FREE CIRCULARS TODAY!
J. H. Keeney & CO. INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.
GIVE TO DAMON RUNYON CANCER FUND

WARNING!!!

BULK VENDING MACHINE OPERATORS! DON'T MAKE A MISTAKE AND BE SORRY LATER!

HOLD OFF YOUR PURCHASES OF NEW MACHINES! ON DISPLAY AT THE N.V.A. SHOW FOR IMMEDIATE DELIVERY, THE REVOLUTIONARY, NEW MULTI BULK VENDOR MAKES ALL OTHERS OBSOLETE!
(Protected by patents)

SEE YOU AT THE N. V. A. SHOW—CHICAGO!!!
May 2-3, 1957

????????????????????

FEDAM FEEDS 'EM BY THE HUNDREDS!



HOT FOOD VENDOR

Satisfy the demand for hot foods with a tasty variety served just right for delicious eating at less service, greater profit, and lowest cost.

- ★ New, eye-appeal
- ★ Fits all locations
- ★ Offers 1 to 10 selections
- ★ Needs no special wiring
- ★ Completely Automatic
- ★ Single and multiple pricing

Financing available
Write for details

Direct factory representatives' inquiries invited

FEDAM COMPANY
7922 W. GRAND AVENUE
ELMWOOD PARK, ILLINOIS

J. SCHOENBACH
For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
PResident 2-2900
PHONE or WRITE FOR PRICES

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of April 6, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$100.00	\$ 75.00	\$100.00
Model B (48) 40 sel., 78 RPM.....	125.00	75.00	125.00
Model C-40.....	210.00	109.50	125.00
Model C (50) 40 sel., 78 RPM.....	150.00	109.50	125.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	125.00	285.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	285.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	425.00	295.00	400.00
Model E-120 (53) 120 sel., 45 RPM.....	475.00	375.00	445.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	575.00	650.00

	High	Low	Mean Avg.
ROCK-OLA			
1428 (48) 20 sel., 78 RPM.....	\$ 89.00	\$ 89.00	\$ 89.00
1432 (50-51) 50 sel., 78 RPM.....	200.00	135.00	169.00
1434 (50-51) 50 sel., 78 RPM.....	300.00	149.50	225.00
1434 Fireball.....	195.00	175.00	195.00
1436 A- (53) 120 sel., 45 RPM.....	275.00	169.50	195.00
1438 (54) 120 sel., 45 RPM.....	450.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM.....	725.00	625.00	695.00

	High	Low	Mean Avg.
SEEBURG			
148 ML (48) Remote 20 sel., 78 RPM.....	\$ 99.50	\$ 74.50	\$ 99.00
HM-100-A Hideaway.....	225.00	160.00	215.00
M-100-A (49) 100 sel., 45 RPM.....	250.00	100.00	225.00
M-100-B (51) 100 sel., 45 RPM.....	475.00	375.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	550.00	475.00	525.00
M100G (54) 100 sel., 45 RPM.....	675.00	575.00	665.00
M-100-R.....	775.00	665.00	765.00
M-100-W.....	649.00	575.00	625.00
HF-100-G.....	775.00	645.00	735.00

	High	Low	Mean Avg.
WURLITZER			
1100 (47) 24 sel., 78 RPM.....	\$125.00	\$ 89.00	\$ 89.00
1250 (50) 48 sel., 45 or 78 RPM.....	165.00	69.00	130.00
1400 (51) 48 sel., 45 or 78 RPM.....	185.00	125.00	175.00
1500 (52) 104 sel., 45-78 RPM Mix.....	325.00	195.00	249.50
1650 (53) 48 sel., 45 RPM.....	375.00	249.50	285.00
1700 (54) 104 sel., 45 RPM.....	695.00	395.00	625.00
1800 (2/55).....	825.00	625.00	775.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52).....	\$ 65.00	\$ 49.50	\$ 50.00
Beach Beauty (1/55).....	375.00	300.00	335.00
Beach Club (2/53).....	75.00	49.50	60.00
Beauty (11/52).....	65.00	49.50	65.00
Big Time (1/55).....	235.00	175.00	225.00
Bright Lights (5/51).....	49.50	35.00	49.50
Bright Spot (11/51).....	60.00	49.50	50.00
Broadway (12/55).....	395.00	195.00	375.00
Dude Ranch (9/51).....	65.00	60.00	60.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	195.00	70.00	110.00
Gaytime (6/55).....	225.00	165.00	200.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ice Frolics (1/54).....	70.00	50.00	50.00
Miami Beach (9/55).....	245.00	175.00	225.00
Nite Club (3/56).....	475.00	400.00	450.00
Palm Beach (7/52).....	105.00	35.00	65.00
Palm Springs (11/52).....	85.00	60.00	60.00
Surf Club (3/54).....	75.00	65.00	65.00
Variety (9/54).....	135.00	80.00	125.00
Yacht Club (6/53).....	85.00	49.50	60.00

	High	Low	Mean Avg.
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$195.00	\$135.00	\$145.00
Home Run.....	175.00	110.00	125.00

	High	Low	Mean Avg.
EVANS			
Saddle & Turf Club Model (10/53).....	\$225.00	\$195.00	\$195.00
Saddle & Turf (10/53).....	225.00	195.00	195.00
GENCO			
Invader (3/54).....	\$145.00	\$125.00	\$145.00
GOTTLIEB			
Arabian Knights (11/53).....	\$125.00	\$110.00	\$125.00
Chinatown (10/52).....	75.00	45.00	75.00
Crossroads (5/52).....	70.00	45.00	45.00
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	230.00	215.00	225.00
Diamond Lill (12/54).....	165.00	135.00	145.00
Dragonette (6/54).....	195.00	135.00	185.00
Duette (3/55).....	225.00	205.00	225.00
Flying High (2/53).....	99.00	64.50	85.00
Four Stars (6/52).....	85.00	40.00	75.00
Frontiersman (11/51).....	200.00	125.00	175.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	95.00	95.00	95.00
Green Pastures (1/54).....	125.00	125.00	125.00
Guys & Dolls (5/53).....	135.00	45.00	95.00
Gypsy Queen (2/55).....	210.00	165.00	185.00
Happy Days (7/52).....	95.00	95.00	95.00
Harbor Lites (2/56).....	210.00	150.00	195.00
Hawaiian Beauty (5/54).....	135.00	99.50	135.00
Jockey Club (4/54).....	165.00	100.00	134.50
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	265.00	265.00	265.00
Marble Queen (6/53).....	100.00	89.50	100.00
Mystic Marvel (3/54).....	135.00	100.00	125.00
Niagara (12/51).....	65.00	29.00	64.50
Pin Wheel (10/53).....	115.00	85.00	110.00
Poker Face (8/53).....	100.00	75.00	100.00
Queen of Hearts (12/52).....	110.00	85.00	110.00
Quinette (3/53).....	99.00	60.00	95.00
Score-Board (3/56).....	305.00	250.00	265.00
Select-A-Card (4/50).....	375.00	295.00	375.00
Shindig (9/53).....	115.00	90.00	115.00
Skill Pool (8/52).....	75.00	50.00	75.00
Sluggin' Champ (4/55).....	195.00	170.00	195.00
Southern Belle (6/55).....	185.00	155.00	175.00
Stage Coach (11/54).....	165.00	135.00	165.00
Toreador (6/56).....	315.00	295.00	305.00
Tournament (8/55).....	275.00	235.00	235.00
Twin Bill (1/55).....	175.00	135.00	175.00
Wild West (8/51).....	325.00	225.00	265.00
Wishing Well (9/55).....	175.00	165.00	165.00

	High	Low	Mean Avg.
UNITED			
ABC (2/52).....	\$425.00	\$365.00	\$395.00
Cabana (3/53).....	45.00	39.50	45.00
Caravan (1/56).....	310.00	295.00	310.00
Circus (8/52).....	50.00	50.00	50.00
Havana (2/54).....	175.00	40.00	125.00
Hawaii (6/54).....	75.00	39.50	75.00
Leader (10/51).....	115.00	50.00	95.00
Manhattan (4/55).....	345.00	110.00	249.50
Mexico (3/54).....	195.00	70.00	135.00
Nevada (8/54).....	195.00	50.00	125.00
Pixie (9/55).....	225.00	150.00	195.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	275.00	225.00	275.00
Starlet (11/55).....	295.00	225.00	250.00
Stars (6/52).....	45.00	45.00	45.00
Tahiti (8/53).....	175.00	50.00	90.00
Triple Play (8/55).....	495.00	190.00	315.00
Tropicana (1/55).....	110.00	110.00	110.00
Tropics (7/55).....	65.00	49.50	65.00
Zingo (10/51).....	65.00	65.00	65.00

	High	Low	Mean Avg.
WILLIAMS			
Army & Navy (10/55).....	\$ 75.00	\$ 45.00	\$ 75.00
Big Ben (9/54).....	145.00	135.00	135.00
Colors (11/54).....	195.00	129.50	169.50
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	135.00	85.00	125.00
Disk Jockey (11/52).....	85.00	39.00	85.00
Fairway (6/53).....	95.00	30.00	65.00
Grand Champion (8/53).....	95.00	45.00	95.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	25.00	75.00
Jalopy (8/51).....	90.00	90.00	90.00
Jolly Joker (10/55).....	140.00	95.00	95.00
King of Swat.....	275.00	225.00	250.00
Lazy Q (2/54).....	110.00	110.00	110.00
Major League (2/54).....	150.00	145.00	145.00
Nine Sisters (1/54).....	110.00	50.00	110.00
Palisade (7/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	165.00	125.00	155.00
Quarterback (10/49).....	295.00	215.00	275.00
Race the Clock (1/55).....	225.00	225.00	225.00
Rainbow 5 Ball (11/48).....	150.00	100.00	110.00
Regatta (10/55).....	195.00	135.00	175.00

	High	Low	Mean Avg.
Screamo (4/54).....	110.00	75.00	110.00
Sea Jockeys (11/51).....	75.00	40.00	65.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	140.00	70.00	140.00
Spitfire (2/55).....	145.00	95.00	95.00
Star Pool (10/54).....	125.00	95.00	100.00
Thunderbird (5/54).....	165.00	110.00	135.00
Times Square (4/53).....	85.00	50.00	85.00
Twenty Grand (12/52).....	85.00	35.00	85.00
Wonderland (5/55).....	180.00	125.00	180.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowler (CC) (9/50).....			
Advance Bowler (CC) (5/53).....	\$150.00	\$110.00	\$145.00
American Bank (American Shuffleboard) (5/52).....	110.00	75.00	100.00
Arrow (CC).....	95.00	95.00	95.00
Banner (U) (8/54).....	95.00	95.00	95.00
Bikini (K) (6/54).....	155.00	125.00	135.00
Bonus Bowler (K) (3/54).....	150.00	95.00	130.00
Bonus Score Bowler (CC) (4/55).....	265.00	95.00	95.00
Capital Deluxe Shuffle Games.....	275.00	195.00	225.00
Capitol (U) (6/55).....	435.00	225.00	365.00
Carnival (K) (5/53).....	275.00	215.00	225.00
Cascade (U) (2/53).....	195.00	50.00	75.00
Champion (B) (6/54).....	175.00	50.00	75.00
Chief (U) (11/53).....	300.00	125.00	195.00
Classic (U) (6/53).....	115.00	95.00	95.00
Clipper (U) (5/55).....	140.00	50.00	89.50
Clipper Deluxe (U) (5/55).....	265.00	149.50	210.00
Clover Shuffle (U) (1/53).....	265.00	175.00	195.00
Comet Targette (U) (11/54).....	125.00	39.50	75.00
Criss-Cross (CC) (11/53).....			

Continued from page 113

	High	Low	Mean Avg.
Team Bowler (K) (10/52)	125.00	75.00	115.00
Tenth Frame (K)	55.00	50.00	50.00
Tenth Frame Bowler (CC)	75.00	65.00	65.00
Thunderbolt (CC)	275.00	155.00	225.00
Triple Score Bowler (CC) (6/53)	95.00	50.00	80.00
Triple Strike Bowler (CC)	275.00	150.00	195.00
Vinus Bowler	385.00	225.00	325.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; K—Moovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams, W—Walling.

ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 30.00
Air Football	225.00	195.00	225.00
Air Hockey	295.00	195.00	295.00
Air Raider (K) ('48)	150.00	125.00	150.00
All Star Baseball (W)	295.00	175.00	185.00
Anti Aircraft	99.50	95.00	99.50
Atomic Bombers (M)	125.00	95.00	125.00
Auto Photo (AP)	1495.00	1495.00	1495.00
Balloonamat (Capitol P) (1/55)	345.00	345.00	345.00
Basketball (G)	225.00	175.00	195.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	105.00	145.00
Bat-A-Score Sr. (Ev) (8/48)	65.00	65.00	65.00
Bert Lane Merry-Go-Round	375.00	275.00	375.00
Big Broncho (1/51)	395.00	294.50	350.00
Big Inning (B) (47)	125.00	85.00	85.00
Big Top (G) (6/54)	395.00	315.00	335.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	\$275.00	\$245.00	\$275.00
Bonus Gun (U) (1/55)	350.00	250.00	275.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	50.00	50.00	50.00
Carnival Deluxe (U)	210.00	150.00	185.00
Carnival Gun (U) (10/54)	350.00	195.00	225.00
Champion Baseball (G)	295.00	225.00	275.00
Champion Hockey ('46)	125.00	125.00	125.00
Coon Gun (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54)	175.00	85.00	150.00
Dale Gun (Ex)	95.00	25.00	50.00
Defender (B) ('40)	125.00	50.00	125.00
Derby, 4 Player (CC) (3/52)	150.00	99.50	145.00
Drivemobile (M) (7/54)	165.00	95.00	160.00
500-Shooting Gallery (Ex) (3/55)	275.00	175.00	250.00

	High	Low	Mean Avg.
Flash Hockey (Colnax) (9/46)	225.00	99.50	225.00
Flying Saucer (M) (6/50)	110.00	99.50	110.00
Football (M)	275.00	85.00	85.00
Goales (CC) (1/46)	99.50	75.00	95.00
Gun Patrol (Ex) (5/51)	115.00	110.00	110.00
Harvard Metal Typer	125.00	125.00	125.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	385.00	75.00	275.00
Jet (B)	125.00	100.00	100.00
Jet Fighter (W) (10/54)	225.00	125.00	225.00
Jet Gun (Ex) (12/51)	120.00	105.00	110.00
Jungle Gun (U) (7/54)	195.00	175.00	175.00
Kicker & Catchers	25.00	18.00	20.00
K O Fighter	355.00	295.00	325.00
Life League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Midget Movies (CC)	145.00	75.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Moon Rides (B) (5/54)	250.00	225.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	125.00	89.50	125.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Photomatic Deluxe (M) (2/36)	365.00	350.00	365.00
Pistol (CC) (1/49)	50.00	39.50	50.00
Pistol Pete (CC)	75.00	70.00	70.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	175.00	100.00	175.00
Polar Hunt (W)	295.00	245.00	245.00
Pop Up	25.00	14.50	20.00
Ranger (K)	325.00	245.00	250.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	175.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	275.00	210.00	225.00
Safari Gun Deluxe (W) (2/55)	275.00	200.00	235.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	175.00	69.50	145.00
Shooting Gallery (Ex) (6/54)	175.00	110.00	120.00
Sidewalk Engineer (W) (5/55)	175.00	150.00	165.00
Silver Bullets (Ex) (11/49)	125.00	75.00	125.00
Silver Gloves (M)	225.00	145.00	225.00
Six Shooter (Ex)	110.00	110.00	110.00
Sky Fighter (M) (9/53)	130.00	99.50	110.00
Sky Gunner (G) (9/53)	145.00	75.00	125.00
Sky Gunner (CC)	250.00	95.00	145.00
Sky Rocket (G) (5/55)	295.00	245.00	275.00
Space Gun (Ex)	110.00	75.00	95.00
Space Ranger (Deco)	295.00	224.50	295.00

	High	Low	Mean Avg.
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51)	225.00	145.00	175.00
Sportsman (K) (11/54)	195.00	150.00	195.00
Star Series (W) (4/49)	89.50	79.50	89.50
Star Shooting Gallery (Ex) (9/54)	195.00	150.00	185.00
Submarine (K) (1/42)	125.00	95.00	125.00
Super Home Run (CC) (3/54)	185.00	75.00	150.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Super Slugger (U) (7/55)	295.00	265.00	295.00
Telequiz (T) (1/49)	95.00	75.00	95.00
Treasure Cove (Ex) (6/55)	325.00	275.00	275.00
Undersea Raider (2/46)	125.00	120.00	125.00
World Series (W) (4/51)	99.50	55.00	95.00
Zingo (U) (1/51)	65.00	45.00	65.00

VENDING MACHINES

Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk	6.50	6.50	6.50
Du Grenier 17 Col.	50.00	45.00	45.00
Du Grenier 9 Col.	65.00	65.00	65.00
Du Grenier Tab Gum (4 Col.)	14.50	10.95	14.50
Du Grenier Tab Gum (6 Col.)	14.50	14.50	14.50
Eastern Electric C-8	155.00	40.00	110.00
Electro (8 Col.)	95.00	95.00	95.00
Keeney Electric (9 Col.)	135.00	135.00	135.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	17.50	17.50	17.50
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	7.50
Northwestern 49, 1c	12.50	8.50	12.00
Northwestern Deluxe 1c & 5c	19.50	12.00	12.00
Northwestern (10 Col.) Tab Gum	19.50	19.50	19.50
P X (8 Col.)	95.00	85.00	85.00
P X Electric	95.00	75.00	85.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Rowe Diplomat Electric (8 Col.)	105.00	95.00	95.00
Rowe President (8 Col.)	135.00	90.00	130.00
Silver King 1c	8.50	7.45	8.50
Silver King 1c Ball Gum	8.50	7.45	7.45
Silver King 1c Mds.	8.50	7.45	7.45
Silver King 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	80.00	70.00	80.00
Stoner Candy (8 Col.)	185.00	110.00	125.00
Uneeda Cigarette (6 Col.)	45.00	45.00	45.00
Uneeda Candy (6 Col.)	65.00	45.00	65.00

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Nehi Elects 4 New Officers

NEW YORK—Four new vice-presidents and an assistant treasurer have been elected by the board of directors of the Nehi Corporation at the annual meeting Saturday (30).

New officers are W. E. Uzzell, R. M. Kamm and F. E. Gorman, all vice-presidents; John W. Gates, vice-president and treasurer, and W. D. Morgan, assistant treasurer.

Re-elected were T. H. Stanley, board chairman; W. H. Glenn, president; W. K. Hatcher, vice-president, and Willis Battle, vice-president and secretary, Gates continues as treasurer.

Nehi, parent franchise company for Royal Crown Cola, is a leading supplier of sirups to the vending trade.

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 STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
 STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
 ROWE 8-COLUMN CANDY, 120 capacity..... 60.00
 ROWE CANDY MERCHANT..... 99.50
 ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb... 97.50
 DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column..... 87.50
 NATIONAL CANDY, 9 column..... 75.00

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EDITORIAL

The Senate Probe

The current union racketeering probe by a special Senate committee has already involved the coin-operated games business.

There are signs that it will involve this business even more in several cities where committee work is now going on (see story elsewhere in this section).

We hope that this investigation will succeed where others have failed in helping rid the industry of racketeers.

Out of this can emerge more lasting good for the business than the headlines—damaging as they are—can ever hurt it.

We join with all thoughtful members of this business in wishing the committee success.

Senate Probe Turns To Coin Machines

Union-Association-Racketeer Ties Alleged; FTC Launches Investigation in N. Y. Area

NEW YORK—The Senate investigation of labor unions has shifted to this city, with the emphasis on alleged ties between underworld figures on one hand and coin machine employer groups and unions on the other.

Robert F. Kennedy, chief counsel to the Senate Select Committee on Improper Practices in the Labor or Management Field, disclosed that his committee is working closely with the Federal Trade Commission in an attempt to discover any alleged racketeering in the coin machine industry in New York.

Kennedy said that the committee's studies had indicated a close relationship between racketeers and employer and union groups in the coin machine industry. He said this condition existed in other major cities as well as New York.

West Coast Pins

The inquiry into the coin machine industry was touched off early last month when James B. Elkins, West Coast vice operator, told the Senate committee that a gambling ring had hoped to net at

American Bows Sectional Top For Tables

UNION CITY, N. J.—The American Shuffleboard Company has begun production on a new two-piece shuffleboard top. According to Paul Cusano, ASC president, principle feature of the new top is the interlocking truss which holds the two halves in place.

The new top, explained Cusano, allows the longest model table to be carried in a small panel truck.

(Continued on page 121)

Genco Preems Rotation Pool, 10-Ball Game

CHICAGO—Sample shipments of a new version of coin pool, Genco Rotation Pool, was shipped last week by Genco Manufacturing & Sales Company.

A new departure in the pool game field, the six-pocket game is played with 10 numbered balls on a 32 by 48-inch table (bumper

(Continued on page 121)

Pool Strong Again, Bounces Back Via Six-Pocket Models

At Least 10 Mfrs. Making 15-Ball Tables; Thousands of Games Out

CHICAGO—Coin pool games are staging a comeback that could develop into another boom in the industry.

Cause of the comeback: The highly popular six-pocket models played with 15 balls and a larger cue ball.

The number of manufacturers already producing games of this type is not known, but the following firms are already joined in the output:

Fischer Sales & Manufacturing Co., Tipton, Mo.; Valley Manufacturing Co., Bay City, Mich.; Exhibit Supply Co., Chicago; Marvel Manufacturing Co., Chicago; Nyack Slate Co., Nyack, N. Y.; Genco Manufacturing & Sales Co., Chicago (10-ball game); Williams Manufacturing Co., Chicago; Irving Kaye Co., New York; Edolite Products, Detroit.

Other Firms Interested

A few West Coast firms are reported producing the games, and at least one other major Chicago manufacturer is reported interested in the game, and is in the testing and development stage.

An interesting development sprung from the newer six-pocket game is the fact that a great number of the coin chutes furnished for them are 25-cent chutes.

A.B.T. Manufacturing Corporation, Chicago, one of the two major producers of pool game coin

chutes, estimated that over 95 per cent are for quarters. Heath Distributing Company, Macon, Ga., distributors of Monarch chutes, said that most of its chutes are the regular twin dime type.

Operators who use the quarter chute argue that the new six-pocket game takes longer to play, thus the 5-cent boost in fare is justified. And most of these operators don't seem to have trouble getting the quarters.

\$300, Up Bracket

The number of six-pocket models already on locations cannot

(Continued on page 121)

Exhibit Readies New Slate Pool

CHICAGO—A new six-pocket pool game with a slate top was expected to begin rolling off the Exhibit Supply Company production lines this week.

Sam Lewis, president, said the production of the new model was prompted by demand from the

(Continued on page 118)

N. Y. State Pinball Ops Pull Games Off Stops

ALBANY, N. Y.—Pinball operators from here west to Syracuse and north to Glens Falls, an area which covers nearly a quarter of New York State, were pulling pinball machines off location this week.

In some cases operators were warned, and in other cases no warning was required, that any game with a ball and plungers found on location would be confiscated.

Just why local authorities are set on picking up pinballs is unclear. In most municipalities, the games, as such, are not illegal. They become illegal only when they are used for gambling or when they have free-play devices.

The drive against pinballs started last month in Albany County where 13 games were seized and all others pulled off location. It has reportedly spread to Columbia County to the south and now appears to encompass the Northeastern quarter of the State.

Operators pulling in their games figure they can salvage something by dumping them on the export market. Replacements will probably be bowling and pool games, which seem safe for the time being, although even those have been picked up in Albany County.

The crackdown on pinballs appears to be a co-ordinated effort, but just who is behind it and why remains a mystery.

Dec. Exports Up 47%, Cap Record '56 Yr.

CHICAGO—Export of U. S. jukes, games and vending machines hit a \$1,990,776 volume in December, 1956, an increase of 47 per cent over the same month of 1955.

Juke box shipments for the full 1956 year reached \$13,940,453 on 25,224 units, a new record. The 1955 juke total was \$13,431,000 on 24,600 units shipped.

The U. S. Department of Commerce figures for games and vending machines were not differentiated in the first six months of 1956, so the year's totals in these categories are not available.

December exports increased in all three categories, jukes, games and venders, over the same month of 1955. Games jumped from \$282,412 to \$373,249; venders from \$156,073 to \$196,992.

Germany Leads Markets

West Germany, Canada, Belgium and Venezuela, in that order, were the top markets in December. The same four markets were tops in December, 1955, but in joggled order.

West Germany paced the juke box markets with a \$287,000 volume. Belgium trailed closely. Belgium headed the game markets with a \$69,500 volume. Italy, Canada and West Germany were the nearest contenders.

Canada did a bigger dollar volume in U. S. vending machines than all other markets put together during December. It imported 851 at a \$114,128 tag. Belgium im-

ported 2,114 venders but valued at only 19,289. France nosed out Belgium in the dollar column in this category with a \$21,992 volume.

The December dollar volume totals showed a slight increase over the \$1,853,705 November volume. Number of units shipped were approximately the same. Jukes and venders moved ahead from November, while game shipments decreased.

Max Munves' Death a Blow To Coin Trade

NEW YORK—Funeral services for Max Munves, 65, a veteran of 25 years in the coin machine business, were held Sunday (7) in the Riverside Memorial Chapel here.

His death in Miami Thursday (4) came as a shock to the trade. Munves was an intimate of most leading coin machine figures and was associated with his brother, Mike Munves, in the operation of a game distributorship here.

Services were held in Miami Friday (5) and the body was shipped to New York for the funeral and burial. Both Miami and New York members of the coin machine industry were present to pay final respects to him.

He leaves, in addition to Mike, another brother, Joe, and two sisters, Mrs. Anna Dancis and Mrs. Sarah Soned.

Coin Machine Exports

December, 1956

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	399	\$ 287,091	173	\$ 43,225	19	\$ 10,457	591	\$ 340,773
Canada	257	146,162	153	49,535	851	114,128	1,261	309,825
Belgium	453	208,687	575	69,532	2,114	19,289	3,142	297,508
Venezuela	166	143,679	61	16,904	101	10,345	328	170,928
Switzerland	180	136,591	103	26,928	3	2,047	286	165,566
Austria	131	93,987	131	93,987
Mexico	145	64,695	32	1,940	50	516	227	67,151
Italy	10	7,875	202	50,917	3	2,224	215	61,016
Peru	88	59,291	88	59,291
Netherlands	82	46,267	32	4,418	22	7,968	136	58,653
France	2	2,004	73	25,377	30	21,992	105	49,373
Hong Kong	38	20,790	126	23,405	3	1,255	167	45,450
Cuba	102	36,842	15	390	200	1,050	317	38,282
Sweden	21	17,777	66	8,635	1	973	88	27,385
Japan	3	2,408	50	23,485	53	25,891
Dom. Republic	41	25,716	41	25,716
Other Countries	267	120,675	239	28,558	63	4,748	569	153,981
TOTALS	2,385	\$1,420,535	1,900	\$373,249	3,460	\$196,992	7,745	\$1,990,776

United Ships Team Scoring Long Bowler

CHICAGO — Team Bowling Alley, a new long bowler which registers scores for competing teams as well as individual players, was shipped to distributors last week by United Manufacturing Company.

An extra 10 scoring reels above those for each of six individual

(Continued on page 124)

EXCLUSIVE FACTORY DISTRIBUTORS
AMI - CHICAGO COIN - GENCO-EXPORT

5 BALLS

Southern Belle	\$185.00	Un. Vogue (Like New)	\$350.00
Twin Bill	150.00	Un. Venus	175.00
Stagecoach	165.00	Un. Comet	150.00
Lady Luck	125.00	Un. Targette	125.00
Rose Bowl	65.00	Genco State Fair	375.00
Cross Roads	70.00	Genco Champion Baseball	275.00
Times Square	75.00	Genco Quarter Back (New)	250.00
Blondie	250.00	Wms. King of Swat	265.00
Shindig	90.00	Wms. 4 Bagger	345.00
Niagara	65.00	Genco Sky Rocket	250.00
Poker Face	90.00	Genco 2-Player Skee Bowl	375.00

SPECIALS

MIAMI SHUFFLES \$ 79.50
AMI E-120 445.00

ATTENTION: EXPORT BUYERS
Write for prices on all types of
Bowlers. We can fill your orders
promptly with the finest quality
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1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

MONROE

COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

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.

4-HOLE PLAYFIELDS AT SAME PRICE

FREE: With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS
Available in 2 or 3 hole.....\$22.95

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dx.
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 dx.
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.

No. 3 Grade Cues—Special—Price, \$17.75 per doz.

BEST BUY FOR THE MONEY

ARAMITH ROTATION POOL BALL SETS—APRIL SPECIAL

15-Ball Sets for 6-Pocket Tables, 2 1/4" Nos. 1-15.....\$29.00

10-Ball Sets for Skill Pool Tables, 2 1/4" Nos. 1-10.....\$16.95

REGULAR ROTATION POOL BALL SETS. Nos. 1-10, incl., 2 1/4".....Per set \$18.50

Rule cards and instruction sheets packed with each set.

Deluxe Cue Balls, 2 1/4". Each \$2.50 | 2 1/4" 10-Ball Racks.....Each \$1.50

Regular Cue Balls, 2 1/4". Each \$1.95 | Kelly Pool Bottles.....Each \$1.50

TALLY BALL SETS (Peas), Nos. 1-10, incl.,.....Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need.

Write for Our Special Price List for Bumper Pool Supplies.

We are as near to you as your telephone or mail box.

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

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To fill many, many more orders
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games, and we need them immediately!

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FORECAST OF 2D POOL BOOM COMING TRUE?

CALLENELLE, Belgium

—A year ago this week Roger Delmotte, commercial manager of Les Usines De Callenelle, pool ball manufacturers here, predicted a second coin pool game boom for the U. S.

His prediction may be in the process of coming true. Thousands of new style six-pocket coin pool games have gone out on location since the beginning of 1957, and more and more manufacturers are entering or re-entering the field.

Said Delmotte in an article in the April 17, 1956, issue of The Billboard: "It is my opinion that the pool game business in the U. S. has only just begun. Results will be the same as in Belgium: There was a regular 'blitz' for the game in the beginning . . . it leveled off . . . then came back stronger than ever. (At the time of Delmotte's statement, the U. S. pool market had just begun to level off, after a seven-month initial boom.)

2 New Laws Affect Tenn. Pinball Play

NASHVILLE — Two bills passed the Tennessee Legislature last week (1) affecting pinball play.

One bill, signed by Gov. Frank G. Clement, allows operators to, in effect, have free game accumulating devices on pinballs. The other bill, which became law without the Governor's signature, makes it a violation for anyone under 18 to play pins and other coin games.

The free-play bill, Senate Bill No. 715, amends the 1955 anti-gambling act by removing all reference to pinballs. However, sponsors of the bill said it does not mean that a pinball can be used in gambling or that cash pay-offs can be awarded.

The teen-play bill puts responsibility to determine the age of players on location owners; ignorance is no defense. It sets punishment on conviction at a minimum of \$25 and a maximum of \$50 on first and second offenses and for third and subsequent offenses, \$100 to \$500 fine and confinement in jail for not more than 90 days, either or both.

Of the several bills which would have affected music or game operators, this bill and the bill allowing free game accumulators were the only bills which were passed and became law.

Cohen, Minnesota Coin Leader, Dies

MINNEAPOLIS — William Cohen, veteran coinman who retired about five years ago after 35 years of operating Silent Sales Company here, died Sunday, March 24, from heart disease.

Cohen, 72 years old, was one of the leaders in the coin machine business, both as an operator and as a distributor. He was a long-time distributor in this area for Keeney equipment.

Funeral services were conducted here Wednesday, March 27, with burial in Minneapolis Jewish Cemetery. Surviving are his widow, Lulu; two sons, Donald and Jesse; three brothers and four sisters.

Tobacco Stocks Up

Leaf tobacco stocks in the U. S. and Puerto Rico totaled 5,356 million pounds (farm-sales weight) on January 1 of this year, an increase of 182 million pounds compared with a year earlier, according to

Agriculture Department. Flue-cured stocks were up 8 per cent, while stocks of Burley decreased 1 per cent. Others showing slight decreases were Maryland, 5 per cent; cigar-filler, binder and wrapper, 5 per cent, 7 per cent and 2 per cent respectively.

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Exhibit Jr. Jet	\$ 65.00
Bally Moon Ride	130.00
Bally Space Ship	165.00
Lane Merry-Go-Round	275.00
Deco Space Ranger	225.00
Atomic Jet	125.00
Scientific Boat	195.00
B & R Locomotive	100.00
Harvard Metal Typer	250.00
Exhibit "500" Rifle Gallery	175.00

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WANTED—PHONOGRAPH AND PIN GAME
Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 306 Taylor Ave., Farmington, Mo. ap13

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANU-
facturer, unlimited quantities; immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch ap27

Routes for Sale

FOR SALE—ROUTE. ONE OF THE BEST
in the nation. Music, Bingos, Bowlers. Price, \$95,000 cash or will finance one-half. Box M-192, c/o Billboard, Cincinnati 22, Ohio. ap27

Used Coin-Operated Equipment

U-Select-It 5c candy or gum, Coffee, Royal "17" and Mercury Cigarette Machines. Write for information & price.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

A.B.T. DELUXE RIFLE SPORT RANGE
for sale. 2 yrs. old, complete with 4 rifles, Canvas, Compressor, etc. Phone Townsend 8-5908. Write Detroit Amusement Co., 16526 Woodward, Detroit 3, Mich.

FOR SALE—ONE 1,000-CUP SOFT DRINK
Dispenser, one Pop Corn Machine, two Bert Mills Hot Chocolate Machines. These machines are in excellent operating condition. State an offer. Box M-193, c/o The Billboard, Cincinnati 22, Ohio.

48 USED 2-COMPARTMENT SUGAR BOWL
1¢ Bulk Vending Machines, attractive and sturdy. \$250 for all. Nelson Vending Co., P. O. Box 660, Meriden, Conn. ap20

MERCURY 1¢ GRIPPERS, COUNTER
Games. Brand new in boxes. \$28 for sample or 10 for \$250. 1/4 dep. Sample mail in full. Ferral, 301 W. Lenawee, Lansing, Michigan.

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-tfs

STOPS CLUTCHES FROM SLIPPING—
Chemically treated clutches guaranteed to stop corner trouble from Broadway to Key West. Set of four, \$1.50. M. R. Distributing Co., Box 62, Washington, Ind.

10 CHALLENGER, 10 SHOT GUNS, 10
Bingo Counter Games, 1¢ Moving Picture Machine, Exhibit Card Machine, 3 Roll-Type Stamp Machines, Penny Nickel Coating Machine, \$12.50 each. Al Hoff, 1920 Rose, Baltimore 13, Mo.

U-Select-It Candy & Coffee, Royal "17" & Mercury Cigarette, Whiter Comb Machines & Supplies. Write for information and prices.

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VENDING MACHINES—PARTS, ALL SUP-
plies; Ball Gum, all sizes; 1 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds Mixed Nuts all in vacuum pack or bulk. Panned Candies; 1 Hershey's, 35¢ or 50¢ ct Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used. Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ap27

Wanted to Buy

CASH—HIGHEST CASH PAID FOR C. C.
Blinkers, United and Genco Guns and Wms. Baseballs Allied Coin Machine, 788 Milwaukee, Chicago 22, Ill. Or call Ca. 6-0293. je15

PEPPY MUSICAL CLOWN AND GRANDMA
Fortune Teller, L. A. Gregory, 1245 5th Ave., S.E., Cedar Rapids, 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. Graft Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. ap20

USED VENDING MACHINES WANTED—
49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 699C Spring Garden St., Philadelphia 23, Pennsylvania. ch-tfs

Ice cream production in 1956 totaled 652 million gallons (preliminary), an increase of 23 million gallons over the amount produced in 1955, according to Agriculture Department. Compared with the 1947-'49 average of 589 million gallons, production jumped 63 million gallons during 1956.

Exhibit, Games Spice Up Arcades' Bill of Fare

CHICAGO—A raft of new coin amusement pieces aimed at dressing up the nation's arcades was introduced on the market last week by Exhibit Supply Company.

The machines feature sex as the come-on and practical jokes as the pay-off. All are in good taste and good humor.

Three different types of machines are offered: Peep Show Barrels, See-A-View Houses and Nudist Colony.

Nudist Colony is a 63½-inch high, 60-pound viewer, which has player peek into machine via 5-cent fare, only to discover a live ant colony. Colony is a well developed ant city with streets, canals, store-houses. List price is \$149.

See-A-View Houses are available with five different titles: Art Studio, Life in a Brownstone Mansion, Doll House, School for Young Ladies and Peeping Tom Headquarters. Each is a viewer on nickel play, containing 10 color slides. Views are pin-ups, movie stars, birds and such. Price is \$129 per house, \$600 per set of five. Each machine is 20½ inches high, 12 inches wide, weighs 25 pounds.

Peep Show Barrels are available in six subjects, two to a unit. They feature male and female mannequins posing protectively within barrels. Come-on titles are different on each barrel, and consist of phrases such as "A Collection of Shapely Pin-Ups." The scene accompanying this phrase shows a row of colored clothespins on a line. The Peep Show Barrels are set for a penny or two-penny play. Price is \$225 per unit, \$625 for the

whole set of six. Height of each unit is 70 inches, width 47 inches, shipping weight 145 pounds.

All of the machines were first shown to the trade at the National Association of Amusement Parks, Pools & Beaches convention in Chicago last November. At that time Exhibit won the Henry A. Guenther Award annually presented for the "most meritorious exhibit of coin-operated equipment."

SPRING FEVER

Williams Bows 1957 Baseball, 6-Pocket Pool

CHICAGO—Williams Manufacturing Company unveiled a double coin game package last week with the introduction of the year's first baseball game, 1957 Baseball, and a new pool model, the Williams Six-Pocket. The firm is also currently in production on a new five-ball pin game, Cue Ball.

While the baseball is similar to models introduced in this field last year, it has new scoring and design features. The player can score in four ways: Total runs, high score carry-over, home runs and grand-slam homer carry-over. Four separate score panels on the backglass keep track of each score category.

Added design features include metal legs on cabinet and glass sides along playfield, permitting a three-way view of playfield. Bat-activating lever is now mounted adjacent to pitch button on top of cabinet molding. Playfield is of Formica.

The game has the patented "man-running" unit, which has miniature baseball figures moving around bases when hits are made. Player scores by batting steel balls up ramp and into score holes or "over the fence." A plastic shield over the game gives player an illusion of hitting balls a long distance.

The new Williams pool game is a standard six-pocket model, but is provided with regular-sized pool balls as used on larger tables. Numbered balls are 2¼-inch, while the cue ball is 2⅝-inch. Most six pockets now on the market utilize a 2⅝-inch ball. The game is available with twin dime or quarter coin chute. Scores are kept manually by moving stringed buttons.

The 15-ball model can be adapted for play of any pool game played on a regular pool table.

Father of Gabe Foreman Dies

NEW YORK—Funeral services for Isadore Foreman, 68, father of Gabe Foreman, of Suffolk-Nassau Amusement Company, were held Wednesday (3), with burial at Mount Hebron Cemetery.

Foreman died Monday (1). In addition to his son, he leaves his wife, a brother and two sisters.

S. Reehling Heads AHF Vending Div.

NEW YORK—Stanley Reehling has been named sales manager of vending products of American Home Foods. His appointment marks the expansion of vending sales in the institutional division.

Reehling formerly held executive and sales positions with the sirup division of the Nehi Corporation, the Vending Corporation of Baltimore and Apco, Inc.

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All kinds of road hazards come up and AUTO-TEST becomes a real test of reflexes that rates driving skill.
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Not a Ride... BUT A GAME THAT RATES AND SCORES DRIVING SKILL.
A "natural" for every type of location. New specially designed automatic CAPITOL projector.
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KEENEY		UNITED	
★DIAMOND	\$160	SUPER BONUS	\$290
BIKINI	130	★IMPERIAL	90
PACEMAKER	80	ROYAL	80
★DOMINO	60	OLYMPIC	70
CARNIVAL	50	★STAR 10TH FRAME	55
10 PLAYER	50		

★Indicates Match Play

SUPPLIES

Rotation Balls, Sets	\$12.50
Del. Rotation Balls	18.50
Playfield Cloth	9.50
Peas, 1 to 10, Per Set	\$.45
Plastic Pea Bottles, Each	1.25
Triangle Racks, Each	1.25
Overize Cue Balls, Each	2.00

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JUNiper 8-1814

SEND FOR YOURS TODAY!!

TRIMOUNT'S

PARTS INFORMATION CATALOG

A Comprehensive Guide to Repair Parts With Diagrams of Assemblies and Other Important Service Information

and remember

TRIMOUNT HAS NEW ENGLAND'S LARGEST PARTS DEPT.

COMPLETE LINE OF PARTS FOR ALL MAKES OF MACHINES.

PROMPT ATTENTION TO ALL FOREIGN ORDERS.

ONLY GENUINE PARTS—FULLY GUARANTEED.

IMMEDIATE SHIPMENT FROM STOCK.

A NEW ENGLAND FIRM WITH A WORLD WIDE REPUTATION.



Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS
Tel. Liberty 2-9480

when answering ads... Say You Saw It in The Billboard

TAVERNS IN TROUBLE

Take-Home Trend Hurting Pubs as Juke, Game Spots

Continued from page 104

This breaks down to one juke for every tavern (there were 9,538 juke licenses) and at least two games for every three taverns. (There were 6,190 games licensed.) What will happen to all this equipment if people stop coming to taverns for refreshment and recreation? Whatever happens in Chicago will likely happen throughout the country.

Of course, not all this equipment in Chicago is located in taverns. Some is spotted in arcades, some in restaurants and other places, but most of it is in taverns.

Tavern Profit Chopped

According to an analysis of operational costs of a cross section of 100 typical taverns, conducted by the National Licensed Beverage Association, tavern owners' overhead increased 38 per cent in 1956

Profit Combo

Continued from page 110

ers have gained widespread popularity, the juices were an immediate hit. Small seven-ounce cans of tomato juice appeared to be the most popular, with pineapple and various flavors of orange and grape proving very successful.

Now operating are eyeing to industrial locations and public spots for a potential juice market. Present indications are that the practice is anything but a fad, with operators predicting they will continue the juice vending even after the apple shortage lets up.

The whole thing started accidentally, when the apple crop in Washington, the Coast's chief producer, dropped from 26 million bushels in 1955 to 17 million bushels in 1956.

Production Down

The figure is even more significant when compared with the U. S. Department of Agriculture's 10-year average of apple production in Washington which is approximately 27 million bushels yearly.

The same drop was evident in California where production dropped from eight to seven million bushels and in Oregon where production dropped from two and one-half million to one and one-half million bushels.

While apple production normally follows a yearly up-down cycle, growers said this year's abnormal drop was due to a crippling frost hitting the trees at blossom time. They expected an increase to normal tho for 1957.

Whether or not the increase occurs, fruit vending operators are not apt to be too concerned. The diversification to fruit juices, while accidental, nevertheless appears to have all the earmarks of being a hit that will continue to provide more dimes in their coin chutes than in the past.

Exhibit Readies

Continued from page 115

trade for a better table in the six-pocket field. In addition to the slate top, the new game would have rubbed mahogany moldings and other refinements. He said list price would be about \$395.

The firm also has the regular six-pocket model with wood top in shipment.

compared to 1948. According to the survey, since gross volume remained approximately the same, net profit showed a substantial decline: It dropped from \$9,676 to \$5,460, a dip of 44 per cent.

It further points out that if the typical tavern owner's return from his business were considered as wages paid for the extremely long hours he puts in, he would be earning substantially less per hour than the bartenders he employs. What is more, he is not receiving one cent as a return upon his capital investment or for his managerial responsibilities in the operation of his establishment.

The tavern industry has already come up with a number of ideas thru which it can help meet the situation:

1. The National Licensed Beverage Association suggests that "every tavern owner seriously evaluate

his operation and make adjustments in the pricing of his drinks that will insure a reasonably profitable operation."

2. Beverage Dealer and Tavern News, tavern trade paper, goes a step further: Taverns will have to adjust by re-aligning their merchandising efforts by stepping up take-home beverage sales, featuring allied merchandise and expanding volume potential with additional products.

While these plans may ease the problems of the tavern owner, they can hardly be expected to promote the interests of the juke and game operator. They are more likely to have just the opposite effect.

The trend away from the tavern as a recreation spot is almost sure to continue, and operators would do best to face up to the fact and come up with some new ideas of their own.

POOL TABLES—BILLIARD SUPPLIES

The original Coin-Operated Pool Table.

Simple, trouble-free operation.



Low cost and low upkeep.

Plus a complete line of all Billiard Supplies.

WRITE, WIRE OR PHONE

THE EASTERN MANUFACTURING CO.

426 E. LENOIR STREET PHONE: 5880 KINSTON, N. C.

A-1 MECHANIC WANTED for Bingo Games

- ★ WORK IN CHICAGO AREA
- ★ REGULAR HOURS
- ★ SALARY—\$600.00 PER MONTH
- ★ VACATION
- ★ BONUS ARRANGEMENT
- ★ MUST HAVE CAR

WRITE TO BOX 875

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

RECONDITIONED EQUIPMENT

Once more we're fortunate enough to have made some good trades and are again able to offer a fairly good selection of our famous reconditioned machines at real attractive prices. Rails are scraped and lacquered, machines cleaned inside and out, new cards installed, and machines have been completely reconditioned and ready for location.

DOUBLE HEADER	\$460.00	SURF CLUB	\$ 75.00
PARADE	440.00	PALM SPRINGS	65.00
NIGHT CLUB	425.00	DUDE RANCH	65.00
BROADWAY	365.00	YACHT CLUB	60.00
MIAMI BEACH	215.00	SPOT LITE	50.00
GAY TIME	200.00	MANHATTAN	100.00
GAYETY	105.00	PIXIES	185.00
HI-FI	75.00	MEXICO	65.00

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

H.M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: JUNiper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

GIVE TO DAMON RUNYON CANCER FUND

FIRE SALE

Gov. Stages Auction on 25 Pinballs

GREENVILLE, Miss. — The federal government auctioned off 25 in-line pinballs here recently that federal revenue agents from Jackson, the State capital, had seized a year ago after charging the \$250 federal gambling tax had not been bought for each machine.

The agents, in seizing the machines, contended the games were a "gambling device," as defined under the State law and as such could be operated only after the \$250 gambling tax had been purchased.

There were a few outside bidders on hand, but the three men who originally owned the machines were successful bidders and bought them back. They are Pete Manos, owner of PM Music Company, who owned most of the machines, Chester Richardson, owner of Richardson Music Company, and Paul Maucelli, owner of Paul's Novelty Company, all of Greenville. The men got the machines at a bargain. The auction price was less than the federal gambling tax stamp of \$250 per machine.

The operators said they could not have bought a federal gambling stamp because they did not consider the machines gambling devices, but only amusement machines.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Vender Hikes Egg Sales

Continued from page 110

ly across the street from the Granite Falls town hall, and installed their first egg-vending machine, a 100-dozen capacity refrigerated vender. Cost of the unit, approximately \$1,495.

Results Encouraging

The results to date have been more than encouraging. In the first week of operation, the unit sold approximately 25 to 30 dozen eggs per day, and this was without any advertising or promotion.

Satterwhite said that sales have actually been increasing daily, and he expects the machine to vend in the vicinity of 1,200 to 1,500 dozen eggs per month after it has been in operation a while.

The unit is serviced once each evening, with Satterwhite estimating the average service time to be about 10 to 15 minutes for refilling the machine, emptying the coin box and any cleaning that is needed.

Since the partners produce their own eggs, they have no supply problem. Where before they sold their entire output to wholesalers for approximately 40 cents per dozen, they now sell their machine-vended eggs to the retail trade at 55 cents, making a margin of 15 cents per dozen on all vending sales. This is in line with the current retail store price. At their present rate of sales, the machine averages about \$4.50 per day, seven days per week. However, the partners predict volume to increase by at least 10 times this much.

Since the capacity of the unit is for 100 dozen eggs, the volume could conceivably increase to the point where more than one service call per day is needed.

However, any slowdown will not result in any storage difficulties.

The unit is humidity and temperature controlled and keeps eggs at a 45 to 50 degree temperature at all times. Satterwhite estimates the eggs could conceivably be kept in the vender for several weeks without any spoilage.

Currently most of the sales have been made during business rush hours, with people utilizing the vender as a convenience measure. Satterwhite has noted particularly heavy traffic for purchases between 5 and 10 p.m.

However, he commented, he has also noticed people coming out to buy eggs in the early morning hours still in their pajamas. And sometimes there were people stopping all thru the night, when other retail outlets were closed.

He feels that people will continue to use the units not only as a convenience measure, but for all their regular egg purchases, since the vending machine is more accessible than a store and the price is in line with the going retail price.

Promotion

Along this line, future plans call for a local advertising campaign to inform the consumers of the location of the unit, the type of eggs vended and the going price.

While neither partner has ever had any experience in the vending industry before, they are not ignoring the possibility of expanding their automatic sales program, if the present unit continues to show the promise it has up to now.

"At present we're just going to wait and see," Satterwhite commented, "but if this thing goes, we well might try to market our entire output in this manner."

Between them, Bowman and Satterwhite have 1,500 to 1,800 laying hens, which should furnish ample output.

Norwalk Canteen: New Conn. Op Co.

HARTFORD, Conn. — Norwalk Canteen Food Service, Inc., a new Connecticut firm, has filed a Certificate of Organization with the Secretary of State's office, listing amount of subscribed capital and amount paid in property as \$12,800 and office address at 28 Bouton Street, South Norwalk.

Officers include Wilbur A. Groschel, president; Barbara M. Groschel, vice-president; Bruna Groschel, secretary, and Ernest A. Groschel, treasurer. Directors are the same.

FTC Charges

Continued from page 110

selling Philip Morris cigarettes through vending machines were cited as follows: An allowance of \$102,500 on purchases of \$1,719,999 by Automatic Canteen Company of America, Chicago. No allowance was made on a purchase of \$45,148 by Automatic Merchandising Company, Chicago.

An allowance of \$4,000 on purchases of \$42,878 by Stacey Bros. Company, Milwaukee, with no allowance on purchases of \$164,222 by Friedman Tobacco Company, Milwaukee.

An allowance of \$7,000 on purchases of \$269,153 by G. B. Macke Corporation, Washington, with no allowance on purchases of \$6,538 to Tidewater Macks, Inc., Washington.

Philip Morris was granted 30 days in which to file an answer to the complaint. A hearing is scheduled June 6 in New York City before an FTC hearing examiner.

"NOW DELIVERING UNITED 11' and 14' BOWLING ALLEYS"

SHUFFLE ALLEYS

United Rainbow	\$110.00
Ace	110.00
Speedy	125.00
Mercury	150.00
11th Frame	125.00
Lightning	185.00
Clipper	195.00
Capitol	195.00
Super Bonus	245.00
Pool Alley	295.00
Select Play	295.00
Regulation	350.00
Handicap	395.00
5th Inning	125.00
Bally Blue Ribbon	250.00
Gold Medal	250.00
ABC	250.00
C.C. Miami Shuffle	195.00

DRINK VENDORS

Spacarb 3-Drink	\$295.00
3D50	295.00
Spacarb 4-Drink	395.00
4D51	395.00
Bert Mills Coffee, Model 500	295.00
Bert Mills Coffee #202, with hot chocolate attach	195.00
Bert Mills Coffee M-54	365.00

COUNTER GAMES

Adv. Shockers	\$22.50
Merc. Grips	25.00
Got. 3-Way Grippers	25.00
Pop-Up	20.00
Kickers-Catchers, new	\$2.50

RIDES

Big Bronco	\$325.00
Bally Space Ship	275.00
Drive Yourself	325.00
Elsie the Cow	295.00
Fire Engine	395.00
Lane Miss America	295.00
Lane Carousel	325.00
Midjet Racer	250.00
Palomino Horses	295.00
Round the World	425.00
See Saw	225.00
Texas Merry-Go-Round	325.00

ARCADE EQUIPMENT

Atomic Bomber	\$125.00	Muto. Card Vendors	\$50.00
Auto Photo	1495.00	Muto. Photomat	350.00
Bally Big Inning	85.00	Muto. Lord's Prayer	Write
Bally Defender	125.00	Muto. Voice Recorder	375.00
Balloonomat	295.00	Oracle of the Sphinx with cards	150.00
2 Pl. Basketball	225.00	Panorams	325.00
Boomerang	75.00	Pitch'm & Bat'm	175.00
Coon Hunt	100.00	Polar Gun	295.00
C.C. Hockey	75.00	Pop Sez	65.00
Champion Hockey	125.00	Genco Rifle Gallery	175.00
Chester Pollard Foot Ball	85.00	Silver Bullets	125.00
C.C. 2-Man Hockey	295.00	Shoe Brush Up	95.00
Dale Gun	50.00	Shoe Shine	150.00
Evans Bat-A-Score	145.00	Ex. Shoot'g Gallery	175.00
Flash Hockey	225.00	Sidewalk Engineer	175.00
Ex. Hi Ball	95.00	Skill Jump	45.00
Genco Quarterback	285.00	Silver Gloves	225.00
Genco Champion Baseball	275.00	Speedway Bombsite	150.00
Harvard Metal Typer	125.00	Keeney Sportsman	195.00
Hayburners	75.00	Spear the Dragon	125.00
Wms. Jet Fiter	225.00	Undersea Raider	125.00
K.O. Fiter, F.S.	325.00	Foot Vibrator	150.00
Keeney Air Raider	150.00	Genco Wild West	250.00
Keeney Submarine	125.00	Wms. Crane	Write
Lite A League	75.00	Zodiac, new	395.00
Liberator	75.00	Zingo	65.00
Knotty Peaks	25.00	Zodiac Vendors	89.50
Midget Movies	125.00		

CIGARETTE MACHINES

Lehigh 12 Col., new	\$235.00
Eastern Electric, 12 col., new	289.50
Mercury, 9 col.	165.00
National 950	110.00
National 930	95.00
P.X., 10 Col.	110.00
Electro, 8 col.	95.00

CANDY MACHINES

Mills 5-Col. Candy	\$ 65.00
Shipman 2-Col.	18.00
Gum & Mint	42.00
U-Select 5c Candy	42.00
Vendall, 8 Col.	110.00
Stoner's 4 Col.	125.00
S.M., 8 Col., new	235.00
Ship. 6 Col., new	139.50
Kleenex, 10c	25.00

MUSIC

Seeburg A	\$225.00
Seeburg A, 45 RPM	245.00
A.M.I. A	75.00
A.M.I. B	125.00
A.M.I. C	150.00
A.M.I. D-40	195.00
A.M.I. D-80	325.00
A.M.I. E-120	475.00
A.M.I. F-120	650.00
Wurlitzer 1400	185.00
Wurlitzer 1500	195.00

BINGOS

Atlantic City	\$ 80.00
Beauty	45.00
Beach Beauty	350.00
Beach Club	60.00
Write Spot	80.00
Yabans	45.00
Circus	50.00
Gay Time	210.00
Double Header	475.00
Dude Ranch	65.00
Gavety	110.00
Ice Frolics	70.00
Nite Club	385.00
Pixie	225.00
Stars	45.00
Surf Club	75.00
Spot Life	50.00
Tropics	65.00
Tropicana	110.00
Yacht Club	90.00
150 25c COIN-OPERATED RADIOS, FLOOR MODELS	\$45.00

WURLITZER DISTRIBUTOR



M. S. GISSER Sales Manager

CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

GUARANTEED MUSIC!

A.M.I. D-80	\$295
Rock-Ola 1448	685
Rock-Ola (51-50)	175
Rock-Ola Fireball	275
A.M.I. E-120	445
A.M.I. Model C	125
A.M.I. B	125
Seeburg 100-R	765

ROCK-OLA HIDEAWAY

120 Selections—45 RPM
LATE MODEL

\$375

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.



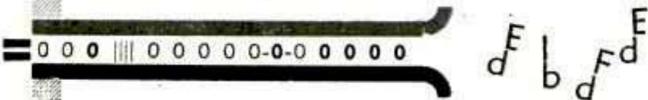
ATLAS MUSIC COMPANY

A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

these games are....



CLEAN AS A WHISTLE!

are ready for your locations.

BRAZIL (like new)	\$400.00
MONACO	395.00
SOUTH SEAS	345.00
STARDUST	275.00
STARLET	225.00
PIXIE	195.00

REX'S "CONSOLETTA"

is STILL the talk of the business because it CUTS equipment costs. Replaces from 4 to 8 Wallboxes. SOME DISTRIBUTORSHIPS ARE STILL AVAILABLE. Write for Costs and Literature Today!

REX COIN MACHINE DISTRIBUTING CORP.

821 So. Salina St. Syracuse 3, N.Y.
Phone: 2-8255

You Get a Lot to Like from WORLD WIDE!

Exclusive Distributor for

FISCHER'S "SIX-POCKET" POOL

in ILLINOIS—INDIANA—IOWA—MICHIGAN

PRICED RIGHT! IMMEDIATE DELIVERY!

SHUFFLE ALLEYS

Ex. HIGHER BALL	\$295	United ACE	\$110
Genco SKILL BALL	295	United TEAM	95
Wms. ROLL-A-BALL	345	United LEADER	95
Un. DLX. COMET	125	United IMPERIAL	85
Un. DLX. TARGETTE	110	United CLOVER	45
C.C. HOLLYWOOD	225	Bally GOLD MEDAL	195
Un. CAPITOL	225	Bally MAGIC	145
Un. CLIPPER	195	Bally JET	115
Un. LIGHTNING	175	Bally VICTORY	95

BINGO GAMES

UNITED		BALLY	
BRAZIL	\$445	HI-FI	\$95
STARDUST	295	FROLICS	75
STARLET	245	PALM SPRINGS	85
PIXIES	225	YACHT CLUB	85
TRIPLE PLAY	145	ATLANTIC CITY	55
RIO	95	PALM BEACH	55
HAWAII	65	BRITE LITES	55
TROPICS	55	SPOTLITE	45

ARCADE EQUIPMENT

Wms. DLX. 4-BAGGER	\$325
Wms. KING OF SWAT	245
United STAR SLUGGER	295
Wms. SAFARI	225
C.C. HOCKEY	245
Genco QUARTERBACK	225
Genco STATE FAIR	345

SPECIAL!

GAMES, Inc.

HUNTER	\$225
BIG HORN	325
GUNSMOKE	325
SKET SHOOT	Write

All EQUIPMENT THOROUGHLY RECONDITIONED. IN STOCK!

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: EVERglade 4-2300

Panoram Operators!
FOR SALE
 We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
 283 Market St. Newark 8, N. J.
 Market 2-4275

John Marine, formerly with Jay Coin Music Company, Detroit, has joined the Sam Marine Music Company. John will be general manager of the Fort Lauderdale routes.

Beatrice Foods Buys Richardson

NEW YORK—The Beatrice Foods Company has bought the Thomas D. Richardson Company. Richardson, with plants in Philadelphia, and Ponchatoula, La., makes mint candy for the vending and general retailing markets. Beatrice processes dairy products and specialty foods. Richardson will be operated as a separate division. The Richardson securities were sold for 27,000 shares of Beatrice common stock.

NATD Elects Kildow, Hagman To Top Posts

NEW YORK—T. Monroe Kildow, W. H. Kildow Company, Tiffin, O., has been elected board chairman, and William R. Hagman, Hagman's, Inc., Pittsburg, Kan., president of the National Association of Tobacco Distributors.

Named vice-presidents were C. W. Berrv, Berrv Cigar & Candy, Tyler, Tex.; Milton Just, Peter Hauptmann Tobacco, St. Louis; Ira Katz, Metropolitan Tobacco, New York; Melvin Sosnick, Melvin Sosnick Company, San Francisco, and David Vipond, Scranton Tobacco, Scranton, Pa.

Other officers are Joseph Kolodny, Jersey City Tobacco, Jersey City, N. J., secretary, and Francis A. Davis, F. A. Davis & Sons, Baltimore, treasurer.

Committee chairmen are Bernard Slater, ways and means; Robert S. Gordon, relations with manufacturers, and Jack Beatty, legislation and taxation.

Directors are Glenn A. Baldwin, W. Sidnev Compton, LeRoy Davis, Marcus Glaser, Abe Goldbloom, Keith Jerome, John C. Klosterman, Arthur Kofsky, Morris I. Loeb, Louis Temkin, Louis Weksler, George O. Wiemuth, M. R. Williams, E. S. Yarbrough Jr. and Charles Zutes.

Advisory directors are Maurice Bershof, Max Bloom, Joseph Boilin, Frank P. Corso, Edward Costello, Charles S. Dearstynne, James Heffernan, Bruce McConnell, O. B. McIntosh, M. I. Newman, William B. Poinsett III and Charles A. Rubey.

BINGO CLOSED TERRITORY BINGO

200
 Late, Reconditioned, Clean
KEY WEST—BIG SHOW
DOUBLE HEADER
PARADE—VARIETY
MIAMI BEACH
NITE CLUB—BIG TIME
 Write • Wire
Box 93, The Billboard
1564 Broadway
N. Y., N. Y.

ARCADES

New Machines for a New Season For Greatest Earnings Modernize NEW MACHINES

- Wms Crossfire Gallery Write
- Genco Circus Gallery Write
- Exhibit Jungle Hunt Write
- Sidewalk Engineer Write
- Williams Crane Write
- Auto Test Write
- Davy Crockett Gallery Write
- Wms Jet Fighter Write
- Standard Metal Typer Write
- Harvard Metal Typer Write
- Roovers Name Plate Machine Write
- Relaxator Foot Vibrator Write
- Drive-In Movies, Sound Write
- Trotter Kiddy Horse Ride Write
- Lord's Prayer Vendor Write
- St. Christopher Vendor Write
- Tungo Grip Machine Write
- Peppy the Clown Marionette Theatre Write
- Bally Police Motorbike Write

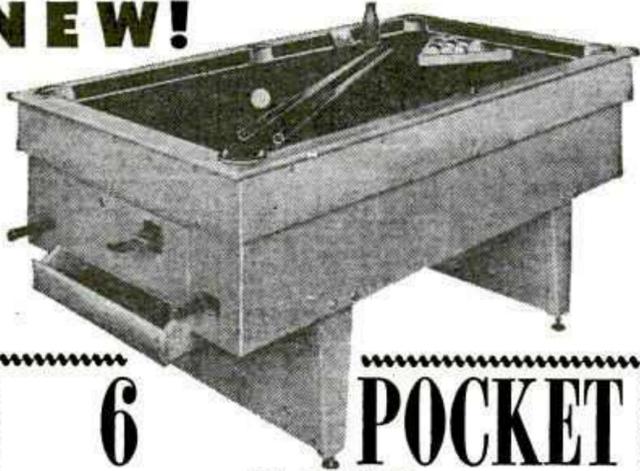
See Our List of Equipment in Outdoor Spring Special Section—this Issue!

SPECIAL

"Squalls" Water Polo. New competitive two-player game. One of the season's best. Write today for full details. Foremost Arcade Suppliers Since 1912. Most complete line of cards, parts, supplies, coin counters, changers, etc. See us before you open. Our experience is at your disposal.

MIKE MUNVES
 577 Tenth Ave. (at 42nd St.)
 New York 36, N. Y. BRyont 9-6577

NEW!



6

POCKET

SIZE—74"x41"x32"

- Attractively finished grey cabinet
 - Choice of A. B. T. double 10c or 25c chute
 - White and black beaded score rack
 - Cue Ball return
 - Separate locked coin compartment
 - Anti-cheat system
- Each table comes equipped with one set of beautiful ARAMITH numbered balls 1-15, triangular ball rack, four cues, instruction book, Kelly bottle and peas, and repair kit.

MARVEL Mfg. Co.

2845 W. Fullerton Chicago 47, Ill. Dickens 2-2424

BEST USED BUYS

Wurlitzer 1700 (104 Selections) ... \$650.00

Wurlitzer 1800 (104 Selections) ... 780.00

ALSO NEW WURLITZER ALL-LOCATION LINE MODELS 2100, 2104, 2150

For Immediate Delivery to Operators in Our Territory

Brandt Distributing Co., Inc.

1809-11 Olive St., St. Louis 3, Mo. Phone: Garfield 1-3413

UNITED'S BOWLING ALLEY

PROVED IN THOUSANDS OF LOCATIONS TERRIFIC EARNINGS TROUBLE-FREE OPERATION 3-SECTION CABINETS DISTRIBUTORS IN WIS., MICH., NORTHERN ILL., E. IOWA AND NORTHERN INDIANA

WILLIAMS' GREAT NEW 6 POCKET POOL
 Immediate Delivery

GUNS

GENCO CIRCUS RIFLE GALLERY WILLIAMS CROSSFIRE

- Treasure Cove \$275.00
- Sportland Shooting Gallery 175.00
- Deluxe Ranger 250.00
- Davy Crockett Write
- Challenger (with stand) 65.00
- 500 Shooting Gallery 250.00
- Coon Hunt 150.00
- Bear Gun 125.00
- Anti Aircraft 99.50

- Spacegun \$ 95.00
- State Fair 350.00
- Rifle Gallery 175.00
- Deluxe Bonus 245.00
- Carnival 185.00
- Sky Gunner 145.00
- Shooting Gallery 110.00
- Nightfighter 145.00
- Jet Fighter 225.00
- Mauser Pistol 89.50
- Invader 145.00
- Silver Bullets 125.00
- Sky Rocket 245.00

ARCADE

- Quarterback \$215.00
- Crane Write
- Mutoscope Photomatic (prewar) 295.00
- Sidewalk Engineer 150.00
- Muto. Football 275.00
- Submarine 125.00
- Undersea Raider 125.00
- Bally Moon Ride 250.00
- Telequiz 95.00
- Silver Gloves 165.00
- World Series 99.50
- Pennant Baseball 125.00
- Deluxe Baseball 125.00
- Hi Fly Baseball 225.00
- Zodiac 175.00
- Merry-Go-Round 375.00
- Major League Baseball 150.00
- Basketball Champ 175.00
- Peppy Write
- 2-Player Basketball 195.00
- Goatee 90.00
- Flying Saucer 99.50
- Four-Player Derby 99.50
- Flash Hockey 99.50
- Champion Baseball 225.00
- Twin Hockey 275.00
- Range Rider 295.00
- Mighty Mike 495.00
- Royal Mustang 275.00
- Round the World Trainer 425.00

PHONOGRAPHS

- | | | |
|-----------------------|--------------------------|--------------------------------|
| SEEBURG | AMI | SEEBURG |
| V200 Write | F120 \$675.00 | 3W1 (Chrome) \$62.50 |
| HF100R \$750.00 | E120 450.00 | 50c Conversion Kit 79.50 |
| M100C 525.00 | D80 325.00 | 8" Wall Speakers 6 8.50 |
| M100B 425.00 | E40, 78 RPM 295.00 | |
| HF100C 650.00 | C40, 45 RPM 365.00 | |
| M100A 225.00 | D40 195.00 | |

SHUFFLE SALE

- | | | |
|-------------------------------|-----------------------|---------------------------------|
| UNITED | ACE | CRISS CROSS |
| Super Bonus \$275.00 | Mercury 135.00 | Advance 110.00 |
| "300" 250.00 | Targette 125.00 | Starlite 110.00 |
| Pool Alley 225.00 | League 115.00 | Criss Cross Target 100.00 |
| Clipper Hi Score 195.00 | Chief 115.00 | |
| Lightning 175.00 | Leader 115.00 | |
| Mars 150.00 | | |
| Comet 145.00 | | |
| 11th Frame 135.00 | | |
| Speedy Hi Score 135.00 | | |
| Banner Match 135.00 | | |
| Rainbow 135.00 | | |

WANTED!!

ANY QUANTITY—CASH OR TRADE

Gottlieb '55 and '56 Models Seeburg B-C-G-R Exhibit and Bally Horses
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Pass 3c Tax

Continued from page 110

gomery County in the State assembly, expressed fear that the new State levy might cause county revenues from cigarette sales to drop due to price competition from Washington.

A 2-cent-a-pack tax has been in effect in Montgomery County for nearly a year. New levy would raise the total tax on cigarettes to 5 cents—3 cents more than is charged in Washington. Local cigarette taxes give an estimated \$600,000 annually to Montgomery County.

Heavy opposition to the measure raising the levy came from Baltimore, where a 3-cent-a-pack tax is now in effect. Maryland tobacco growers also voiced objection to the levy.

New tax will be effective July 1, if the governor signs the bill. He hinted, however, that he would veto any State tax designed to boost salaries of teachers. The governor has until the first week of May to approve or veto the bill.

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Pool Games Stage Comback

Continued from page 115

be ascertained. However, trade sources estimate the number at from 2,000 to 4,000, with demand in high gear and a long way to go on the market. The new models, larger and heavier equipped than the bumper tables of 1955-1956, are roughly in the \$300 to \$350 bracket. Slate-topped models run higher.

Altho the coin-operated six-pocket game is not new to the U. S. market, having been operated successfully in the South for many years, it has only recently cut a nationwide niche. Fischer introduced the game to the national market as far back as October, 1956, and enjoyed steady, tho not spectacular, sales since then.

Valley followed with a similar model in February, 1957. These two firms, along with Exhibit Supply Company, which entered the field only a few weeks ago, have been the major suppliers to date. These firms are reported currently averaging as many as 200 games per week.

R. W. (Bill) Weikel, Fischer sales manager, said that most of the games are going out as replacement pieces for older model pool games still on location. Sam Lewis, Exhibit president, on the other hand, stated that the six-pockets are creating a new market. "Operators are sick of buying equipment on lay-away plans," said Lewis. "This is a game that will pay for itself."

Weikel said sales are going par-

ticularly well in the Midwest, Far West and East, with the South the weakest because of distribution problems. The South, said Weikel, has had the six-pocket game for years, and it's no novelty piece there.

Weikel said that the success factors of the six-pocket are its novelty and its low price. A regular pool table, he said, is too big and too expensive for most locations, but the coin-operated six-pocket is not. While the six-pocket version is more expensive than the old bumper models, Weikel said it takes in more on the investment. He said that Fischer plans to step up output 20 per cent.

Lewis said he believed the six-pocket games will remain on the market for years, basing this on the fact that pool and billiard play ranks second in dollar volume only to golf and bowling as a U. S. sport. He said he had especially high expectations for the six-pocket slate-topped models.

Manufacturers reported costs of pool balls and game cabinets have risen this year, but generally did not expect the kind of price cutting that followed the surge of manufacturers to bumper pool production in 1955-1956.

Genco Preems

Continued from page 115

pool size). Until now, all six-pocket models have been 15-ball, jumbo-sized games. Balls are standard snooker type.

Al Warren, Genco sales manager, said the game is played in an average two to three minutes. It has optional twin dime or quarter chute. Corners are rubberized for added bounce. Game has a Nova-Play wood top. Scoring is via stringed buttons of white (1-point) and black (10-point) color.

Rotation, Kelly, and any such game played on a regular pool table can be played on the Genco table, within the 10-ball limitation.

American Bows

Continued from page 115

The transportation of shuffleboards from one location to another had always been an industry problem.

The 22-foot table, longest in the ASC line, now comes in two sections of 10 feet four inches each, while the 20-foot size comes in nine-foot four-inch sections. The 18-foot size breaks down to eight-foot four-inch sections.

Halves are joined by three fitted steel dowels and the underside truss. The only tool required for locking the juncture is a ratchet wrench.

Cigar Production

Cigars manufactured in December, 1956, totaled 371,388,476, a decrease of more than 38,123 thousand from the number produced in December, 1955, according to Treasury Department. Total manufactured in 1956 was set at 5,767,812,985, a decrease of 7,795,350 from the number manufactured in 1955. Production of small cigars in 1956 totaled 63,563,748, an increase of 4,830,758 over the amount manufactured in 1955.

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British Mfr.-Op Tours U. S.

• Continued from page 104

Britain is not conducive toward the development of the juke box industry. In the larger cities, public houses close about 11 or 11:30, while 10 p.m. closings are not uncommon in the smaller towns.

Operators get three pennies a play, the equivalent of four American cents. But commissions are much lower, with 25 per cent considered a top figure.

Economic Factors

With the limited playing hours, and with the equivalent of 4-cent play, it seems unlikely that British operators will seek machines with 100 or more selections except in top locations. Simple economics prevent the operators paying any more than the price of a low-selection machine.

Most locations are in snack bars, but lately Ditchburn has noticed a trend toward public houses.

American-type pinball and shuffle games are virtually unknown in England. Ditchburn feels that the interest in these games is low and he doesn't think that much of a game potential exists.

He explained that the British

don't like to be rushed during their meals and they go in for more formality than do most other people.

Thus, he explained, the average Briton will not relish going to a coffee machine, getting a drink, then going to a sandwich machine for food. He would much rather sit down and have his food served him.

U. S. Influence

On the other hand, the Germans are a more restless people and they are much more influenced by American habits. In Germany, the American habit of stuffing down a quick lunch in a hurry has a better chance of being accepted.

Most of the British cigarette machines are of German manufacture. Standard price for a box of 10 cigarettes is a shilling, 11 pence, or about 28 American cents. The machines must give a penny change.

Candy machines are of British manufacture. They operate on a drawer principle, with the insertion of the coin unlocking the delivery drawer.

Vending Association

The British vending operators recently organized as the Coin Operators' Machine Association. However, because of the unfortunate misimpression caused by the initials of the organization, the name was quickly changed to Automatic Vending Machine Association.

Ditchburn goes from here to Toronto, then travels to the West Coast of Canada, and from there to San Francisco. He also plans to visit Midwestern cities and tentatively plans to wind up his American tour by visiting the annual convention of the Music Operators of America in Chicago May 19-21.

King Shows

• Continued from page 110

will be introduced for the first time at the King showing. It was originally scheduled to be unveiled at the National Automatic Merchandising Association convention last December.

Called the Griswold, the Northwest pre-brew coffee vender will list for \$920. Price includes completely automatic operation: cup dispensing, sugar and fresh cream. The unit is currently being produced in Northwest Automatic's Minneapolis factory.

Hours of the display are from 10 a.m. to 6 p.m. On hand will be factory representatives from all the firms to explain any of the features of the individual units.

King Coffee this year is making mailings on its showing thru an 11-city, four-State area. Invitations to attend are being extended to plant feeding and operating managements in Buffalo, and in Cleveland, Dayton, Akron, Toledo and Cincinnati in Ohio; Pittsburgh, and Flint, Grand Rapids, Saginaw and Bay City in Michigan.

Pries Names

• Continued from page 110

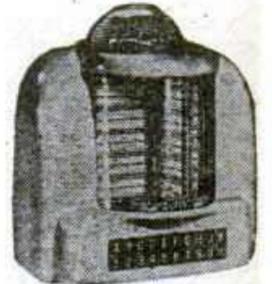
once associated with the National Theater Supply Company. In 1951, he joined ABC's Philadelphia subsidiary.

Pries is now chairman of the Philadelphia Chapter of the National Foundation for Infantile Paralysis, director of the Camp for Handicapped Children of the Variety Club (serving as chief barker and international representative) and a member of the Motion Picture Associates of Philadelphia.

He is also active in the theatrical division of the United Fund, Allied Jewish Appeal and other charitable organizations.

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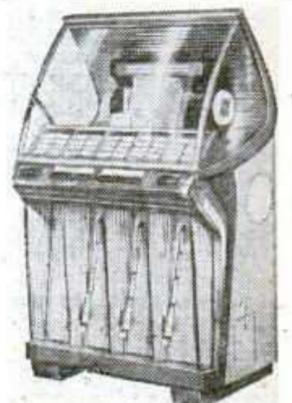


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**Newspaper Reader Asks—
Why the Coin Game Raids?**

ALBANY, N. Y.—Recent raids on bowling machines and shuffle alleys in Albany County (see separate story) prompted the following letter published in a local newspaper. The author is Frank P. Alling:

"I am writing to ask a question that has honestly been puzzling me these past few days. Why the

raids on pinball and bowling machines and why are they outlawed in the city and county?

"I am a traveling man and have found these machines in practically every city and town I have ever been in. My wife and I have enjoyed playing them many times.

"There seems to be no violation of a law when you pay a bartender by ordering a round of drinks, for use of a shuffleboard or dartboard; for paying 25 cents to a proprietor of a pool emporium for a game of pool; for paying the bowling alley 25 cents a game; nor for paying the country club 50 cents to drive out a bucket of balls.

"In the case of the machines, we are doing exactly the same as above, but instead of handing the money to a collector, we are depositing it in a machine.

"I am at a loss to find the difference. Someone said it could be a form of gambling if there was a wager involved between the players. If this is true, we are all guilty of gambling. I am sure you yourself have engaged in this type of gambling many times on the golf course.

"I would sincerely appreciate an answer to my question, what is wrong with a machine designated for pay-as-you-go entertainment?"

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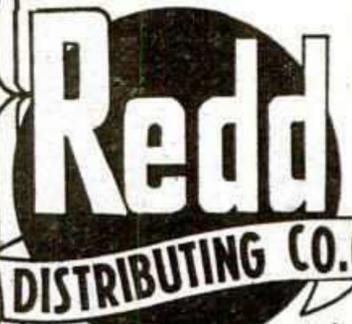
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	1500A/50A	310
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V-200	\$815
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G	595
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AMI

G-200	\$815
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F-120	595
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CAPITOL MIDGET MOVIES	\$ 95
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**2 BIG
CARRY-OVER
FEATURES:**

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MORE FANS
come in crowds to play and pay
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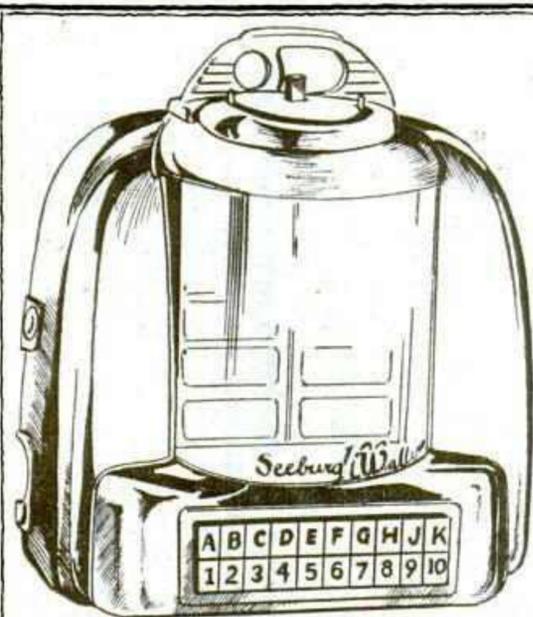
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UNION CITY, N. J. — The American Shuffleboard Company here has named the Coin-A-Matic Music Company, Omaha, as the distributor for the Great Plains area.

Coin-A-Matic, headed by Howard Ellis, replaces John Weiss as representative for the region. Weiss has opened and heads the ASC Los Angeles office.

The Omaha firm has sales and distribution rights for all ASC shuffleboard tables, equipment, accessories and supplies for Oklahoma, Iowa, North Dakota, South Dakota, Kansas, Missouri and North Texas.

United Ships

• Continued from page 115

players keeps team scores for players numbered 1-3-5, and players numbered 2-4-6. In addition to point scores for teams, the game keeps track of strike and spare runs made by each team via a "mark" system. Marks are recorded on reels adjacent to the point reels, and since each mark is worth approximately 10 points, players can keep track of up-to-the-minute score standings before points scores are registered.

Team Bowling Alley is available in 11, 14 and 18-foot models. The 11-foot lists at \$1,270, the 14-foot at \$1,295. The 18-footer is listed somewhat higher. All three models are made in three sections (back-board and two alley sections).

The new-style Formica alley is designed with vertical stripes, giving the alley a more realistic appearance. The alley is spotted to aid players in gauging shots.

The Team model is produced as a supplement to the regular Bowling Alley model.

PHONOGRAPH SPECIALS

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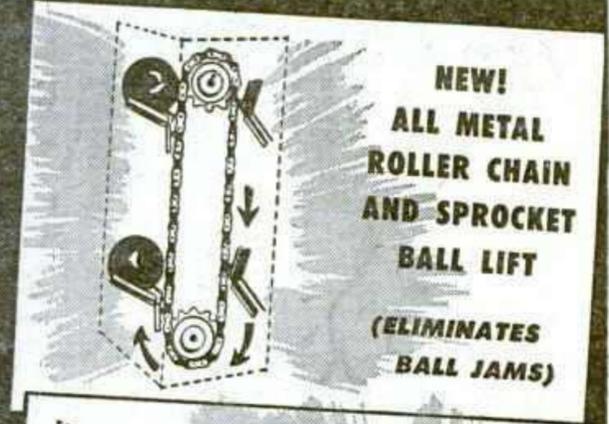
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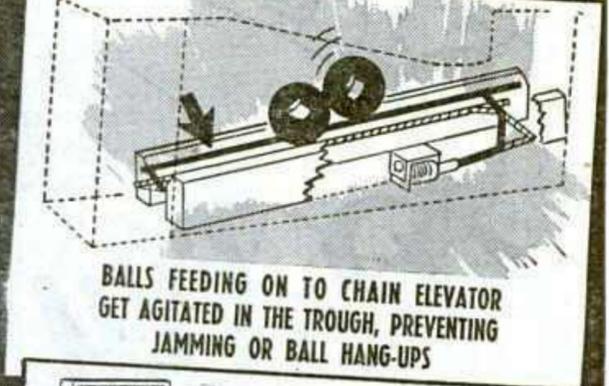
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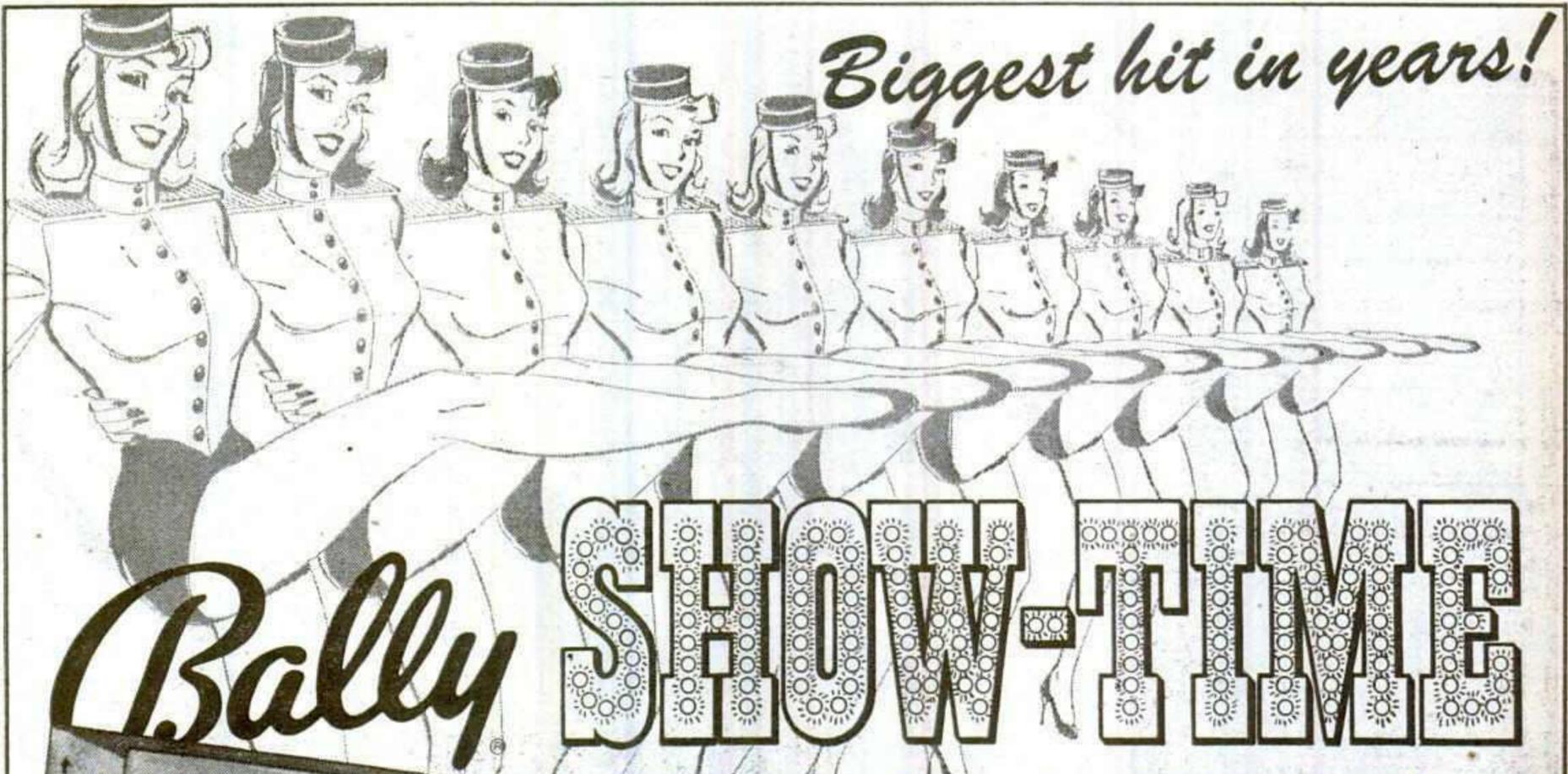
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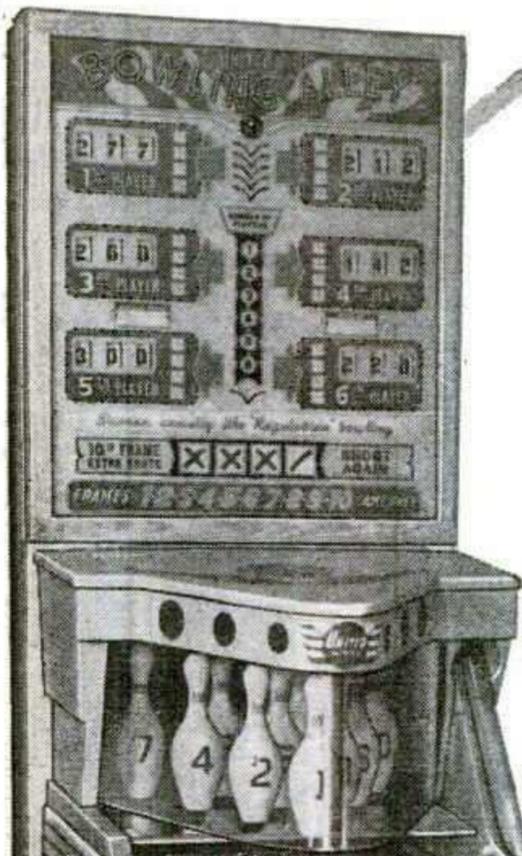
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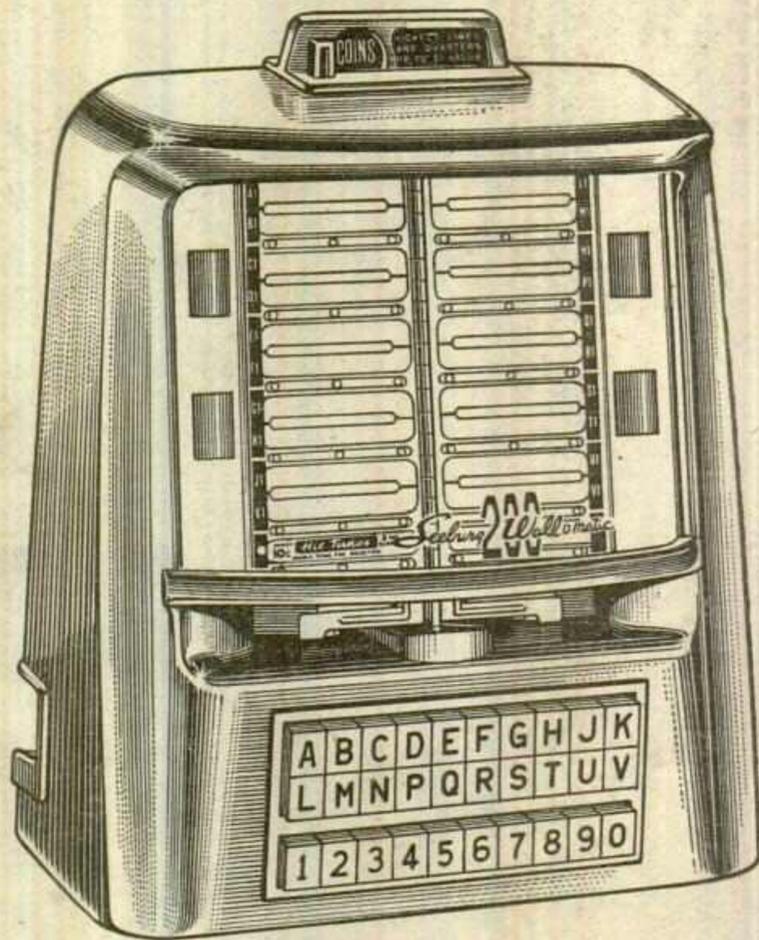
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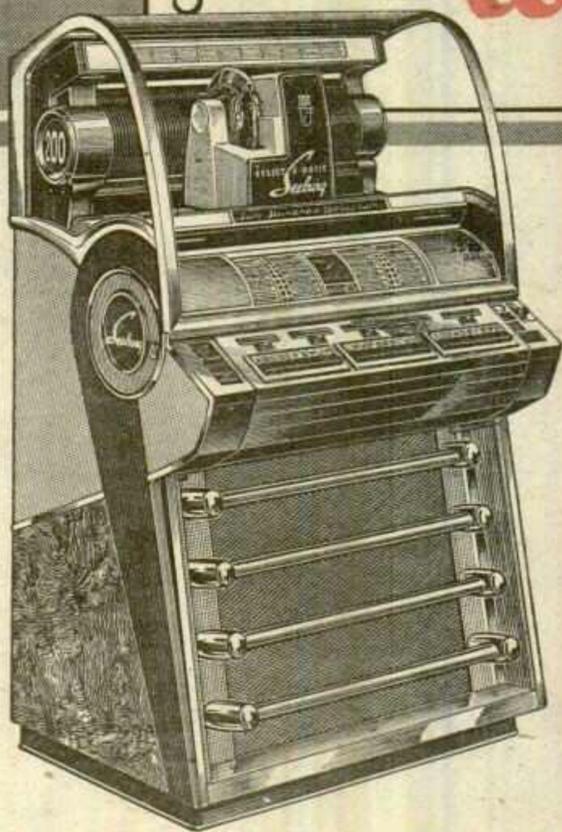
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