

# The Billboard

**MOVIES ON TV**  
Efficiency With Glamour Makes  
Feature Films Popular TV Ad Buy  
*Spotlight Section Begins on Page 14*

**PRICE:**  
**35 CENTS**  
ALL OVER  
THE WORLD

MAY 13, 1957  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

## Fairmen on Toes For New Season

Public Interest Climbing Steadily Via Mounting Unique Local Appeal

By HERB DOTTE

CHICAGO — "Our premium books are in the mail."

"We're painting our buildings, adding to our grandstand and improving our sewerage system."

"The steel arrived; our youth building is going up."

"We're budgeting more money for television."

"Our admission price is going up 25 cents because of higher operating costs."

Reports such as these pour in from 2,000 communities thruout the U. S. and Canada. Spring, for fairmen, is here, and the make-ready for summer and fall fairs is on.

Fair board members, most of them serving without pay, are busy. Wintertime planning is over. Work on executing these plans has started for their big event, the big event of their area.

Fairs are different things to different people. Distant outsiders may see them as quaint collections of pumpkins and cows, but to the 85,000,000 American and Canadians who will throng to the fairgrounds this season, a fair is that and far more. Their accomplishments—in both entertainment and educational aspect—are as modern as this minute.

Kick-off for the make-ready is the preparation of the premium books. These define the rules for competitive exhibits at fairs, whether for the best dahlia or the best-of-breed in the livestock division.

**Read Carefully**

Breeders, farmers, housewives, 4-H and FFA youngsters, and hobbyists will mull these premium books carefully. They will be given ample time to decide whether to make entry and, if so, on what.

*Prizes vary, ranging from 50*

## Year-Round Fairgrounds

CHICAGO—Fairgrounds, once used exclusively once a year, are becoming year-round centers for amusements, trade shows, sporting events and meetings.

A pace-setter in year-round utilization of its facilities, the Tulsa State Fair and Exposition at Tulsa last year had a total of 2,103 events on its grounds.

The May bookings give an indication of the scope of activities at the Tulsa plant. Besides minor league baseball (the Tulsa Oilers play their Texas League games on the grounds), the fair during this month has scheduled junior baseball on 15 diamonds, auto racing, wrestling, a rodeo, automobile sales, picnics, horse shows, and a one-day appearance of the Lassie show and the Lone Ranger.

cents for placing third in the quick cucumber classification at a county fair to several hundred dollars (and a valuable reputation) for the best of breed in a State fair livestock show.

The classifications are many. There are contests for everything from speed crocheting to horse pulling. It doesn't cost much to enter and the thrill of triumph is great. Small wonder that the number of entries mount.

There are other reasons for the rising number of entries. Membership in the 4-H clubs and in the Future Farmers of America has been rising sharply and brought many additional youngsters into the field, and more than ever before, livestock breeders recognize how important it is for them to take blue ribbons.

Interest in fairs has been climbing steadily, and veterans in the field expect it to continue to rise. The reasons rest with the unique appeal of fairs.

Quite apart from being a competitive arena for ribbons and cash awards, fairs throw out strong appeal. This appeal varies fair by fair, sometimes by areas.

**Nostalgic Tinge**

To the Madison Avenue set, for instance, a fair is a quaint, folksy get-together; peopled with picturesque farm families, alive in bunting, banners, pennants and flags, and rich in king-sized pumpkins, Percherons and harness

*(Continued on page 77)*

## STARS DEVELOP MEGAPHONE YEN FOR TV FILM

NEW YORK — There's a trend among Hollywood stars toward confining their TV acting to live shows while jumping into directing via TV film shows, according to Don Taylor, who has abandoned acting to direct two pilots of proposed fall series.

"The really big names of the picture business, like Gable, Tracy, Crawford and Hepburn, will continue to stay away from a tax-oppressive venture into more of the same film making they do year in and year out," says Taylor.

"Others, specifically Ray Milland and Ralph Bellamy, state their experiences with film series proved not too profitable from any viewpoint," the actor continues. "On the opposite side, the rush to get into directing has engulfed Milland, Gene Kelly, Dick Powell, Jack Benny, Dan Dailey, Peter Lorre, Bob Stack, Burt Lancaster, Gregory Peck and many others, all of whom have TV shows in the works."

"The switch gained momentum when Lucille and Desi announced the finale of the "Lucy" show and the adult Western pilots finished casting. Now, everyone and his brother has a directorial assignment lined up, breaking their teeth in on single half-hours of established anthologies," Taylor states. "It's often a financial sacrifice, working for less money and giving up offered acting jobs, but it seems to have more of a future."

## Singing Commercial Dollars Cue Tin Pan Alley Respect

Writers, Artists & Publishers Climbing Jingle Bandwagon

By JUNE BUNDY

NEW YORK—The once lowly radio-TV jingle is now a subject of respect up and down Tin Pan Alley. Big time writers, music publishers, record manufacturers and recording artists are actively participating in the singing commercial field today, with tunes published by the American Society of Composers, Authors and Publishers' firms particularly potent sales-wise, on the market.

Writers of stature—Hoagy Carmichael, Vernon Duke, Cole Porter, Harold Rome, Ogden Nash, Lerner and Lowe, Frank Loesser, etc.—are not only allowing their tunes to be converted into jingles, but in some cases have also expressed a willingness to write original jingles themselves.

In line with this, Frank Loesser's new firm, Frank Productions, Inc., was recently appointed "General music consultant" by Young & Rubicam, thereby making such top writers as Rome, Carmichael, Nash and Duke available to the agency's clients for everything from TV musicals to jingles—both originals and adaptations. At the same time, Raymond Scott, who penned the famous "Be Happy, Go Lucky," singing commercial, has set up a "Jingle Workshop" here, which will

concentrate exclusively on jingle production.

**Artists in Field**

Artist-wise, the jingle field has been invaded by everybody from Mitch Miller (who produces the Ford musical commercials for J. Walter Thompson) to Sam "The Man" Taylor, featured on a series of rock and roll jingles for Schaefer Beer. Also represented in today's jingle market are Louis Armstrong (for Rheingold); Rosemary Clooney, Frankie Laine, Tony Bennett, Guy Mitchell, Vic Damone, the Four Lads, the Chordettes, Tennessee Ernie Ford, Kitty Kallen, the Mills Brothers, Jackie Cain and Roy Kral and many ace jazz musicians.

Newest trend in the singing commercial field is toward the simultaneous development of a pop tune and a jingle based on the same melody. Whereas, heretofore a tune usually had to hit the best-seller charts before agencies deemed it worthy as jingle material, thinking now is that two versions of a song are better than one for purposes of radio and TV exposure.

**Strong DJ Play**

In the jockey field, for instance, a pop version of a jingle is practically certain of strong deejay plays — by official or unofficial agreement—when agency is buying an extensive schedule of spots on local stations. In some cases, agencies personally service stations with the pop platter versions of their jingles, thereby making even a

*(Continued on page 34)*

## NEWS OF THE WEEK

**Matty Fox, Product Services**

**In Universal Movie Deal . . .**

Matty Fox is reported to be working out a barter deal for TV sale of the Universal library along the same line as the one he made with International Latex on the RKO library. The client in this case is said to be thru Product Services. . . . **Page 8**

**So Many Cooks '57 Called**

**TV's Year of Indecision . . .**

Industry spokesmen are calling 1957 a year of big indecision in which too many hesitant advertisers are relying on too many ad agency opinions, delaying network program schedules for fall. . . . **Page 2**

**Recording Companies Bidding**

**High for Sound Track Rights . . .**

With recording costs and production overhead continuing to spiral, the major record companies appear to have settled on the movie sound track packages as one of the few premium products. Consequently film companies are currently enjoying a sellers' market, with labels bidding heavily on practically all new film sound tracks of any consequence. . . . **Page 31**

**House Bill Would Prevent**

**Diversion of Wage Gains . . .**

A bill was introduced in the House last week which would require employees' written con-

sent before wage increases, won for them in collective bargaining, could be diverted into any union fund. Bill is sponsored by Rep. Phil Kandrums who was chairman of a House subcommittee which investigated the AFM Trust Fund last year, and is partly an outgrowth of the subcommittee report on its hearings. . . . **Page 31**

**Heavy Rains in Southwest**

**Brighten Outdoor Prospects . . .**

Heavy drought-breaking rains in the Southwest United States, particularly in Texas, have brightened amusement prospects in an area that has suffered for seven years. Outdoor amusement operators believe that nothing but good times can lie ahead for the rest of the year. . . . **Page 77**

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# TELEVISION PROGRAMMING

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THE BILLBOARD

Communications to 1564 Broadway, New York 26, N. Y.

MAY 13, 1957

## INDECISION

### Fall Decision Fouled; Many Minds to Decide So Much

NEW YORK—Industry solons are calling 1957 the "Big Year of Indecision," with networks and packagers facing the baffling agency and client phenomenon known as group thinking. Because many advertisers were burned in 1956, the choice of fall shows is being divided among as many executives as have a half hour to screen a pilot film.

The lack of a decision at this crucial time can hurt the client, inasmuch as producers need three months' notice to meet a premiere date and networks can sell desired time periods out, the big sponsors, among them Colgate-Palmolive, American Tobacco, Lever Brothers and General Foods, are refusing to make, or are perhaps unable to make, firm commitments.

The reasons for the blank wall this spring are numerous and all hinge on the "pass the buck" philosophy disguised on Madison Avenue by the rule of "let's get another opinion on this."

#### The Reasons

1. Big advertisers, as a rule, have several agencies. The one is "agency of record," the client submits a given show to the others for their opinions. Lever Bros., for example, relies on Batten, Barton, Durstine & Osborn, J. Walter Thompson, Foote, Cone & Belding, and Sullivan, Stauffer, Colwell & Bayles.

2. Too many people in each agency are asked to assess the property in question, complicated by the fact that many of the judges have screened so many new shows in a short time that the pilots blur in the mind.

3. While the client is checking each possibility with a maximum number of execs, each agency is offering as many as 10 shows to the client, hitherto unheard-of practice, but this year conditioned by last year's mistakes. The mathematical carousel whirls more

dizzily each day with this kind of figure compounding.

4. Each sponsor's indecision ties up adjacent time periods and is, in turn, prolonged by other sponsors holding up other time periods, leaving the webs in a position optimistically described as "fluid."

5. The traditional selling season finds all the producers bringing in their presentations at the same time for an embarrassment of riches. Producers fear early pitches are forgotten, but simultaneous exposure make each merely one in a very big crowd. This year, the crowd is bigger than ever.

#### CBS Waiting

As one example of dozens, CBS-TV waited at least three weeks for Lever Bros. to make up its mind whether it would sponsor alternate

weeks of "Slezak and Son" in the Tuesday 8:30 p.m. slot. The decision affected co-sponsor Shulton, preceding sponsors Procter & Gamble and R. J. Reynolds and following sponsor Pharmaceuticals, Inc., not to mention the web programmers who had to leave the 9 p.m. program choice open. With the question just settled and Lever keeping the time but rejecting the Slezak show, CBS has a brand-new set of indecisions to face.

Multiply this geometrically, say the industry spokesmen, and it is amazing that the three networks have locked in as many fall stars as they have. The old psychiatrist jokes about "can't make a decision" are getting a big play, which helps producers and web brass while away the days of waiting.

## FOR ABC IN FALL

### Kaiser Negotiates For Post-'48 Pix

NEW YORK—Kaiser Aluminum is now in the midst of negotiations for post-1948 pictures to be used in the 7:30-9 p.m. Sunday slot on ABC-TV next fall. The advertiser would pick up alternate sponsorship of the time period in early fall and go with RKO product until the other is ready.

One of the packages desired by Kaiser is the group of post-1948 features owned by United Artists. "Moulin Rouge," "African Queen" and Gary Cooper in "Return to Paradise." The problem here seems to be that the entire UA package would have to be bought, and it contains some pictures the client would not like to use. He would then have to sell them off.

Also being negotiated for are top pictures from 20th Century-

Fox, Paramount and Columbia. Here several features from each company would be bought. The big question in the situation is whether Kaiser would be able to stand the stiff tab for the features.

### CBS Lines Up Properties for 'Playhouse 90'

NEW YORK — CBS-TV is readying its list of properties for its "Playhouse 90" series next fall. They include an adaptation of Gene Fowler's biography of John Barrymore, "Good Night, Sweet Prince"; "The Fabulous Irishman," the story of Robert Briscoe, the Jewish Mayor of Dublin, by Elick Moll; an adaptation of Marcel Pagnol's "Topaz," "The Ziegfeld Story," which is to be written by Leonard Spigelgass, the movie scenarist, and an adaptation of Irving Stone's biography of Clarence Darrow, "For the Defense."

Other material being considered includes Clifford Odets' "Clash by Night," "Brat Farrar," by mystery writer Josephine Tey; "The Bullfighter" from the play by Leslie Stevens, three originals by Rod Serling and originals from Hagar

### Hill and Dairy Eye 'Record'

NEW YORK — A combination of National Dairy and Hill Brothers may wind up with the last quarter of "The Big Record," next season's Wednesday 8-9 p.m. entry on the CBS-TV network.

Hill Brothers, a coffee company new to network TV, would be the sponsor on the West Coast and in Florida. National Dairy would have the rest of the country. Other sponsors already locked up are Oldsmobile, Kellogg and Pillsbury.

## BB PROMOTION WINNERS NEXT

NEW YORK—Next week's issue of The Billboard (May 30) will carry lists of the winners of the 19th Annual Promotion Competition, along with details of the winning campaigns.

A board of judges comprised of top advertiser and agency executives again made the selection of winners from entries submitted by TV stations and film distributors, showing their best audience promotion efforts of the past year.

## LATE TV FLASHES

### NBC WRAPS UP SPONSORS

NBC-TV wrapped up two alternate week sales last week. Mogen David Wine has placed an order for "Masquerade Party" in the Monday 7:30-8 time slot. And Quaker Oats has bought half of Saturday night 10-10:30. Negotiations are also underway with Armour and International Cellucotton.

### CLIENTS EYE 'DUCHESS'

Two sponsors last week were showing strong interest in "Dick and the Duchess," the new CBS-TV property. Wesson Oil and Hazel Bishop both are ready to place alternate week orders for the situation comedy which is a contender for the Saturday 8:30-9 slot on CBS, if Old Gold does not renew the time period.

### TWO NBC SPECS SET FOR FALL

Two more spectaculars were firmed up on NBC-TV this week. General Motors has bought 8-10 p.m. Sunday in November for an all-star variety spectacular on which talent has not been set. And NBC will program the ice version of "Hans Brinker" in the Friday 7:30-9 p.m. slot on December 20, as a pre-Christmas show. Tab Hunter and Dick Button will be starred.

### SK&F CALLS ON 'DR. B'

Smith, Kline & French has bought "Dr. B." an hour film documentary for showcasing on NBC-TV next fall. The program tells the story of a small town practitioner.

### BORDENS CUTTING 'QUEEN'

Bordens is reported to have dropped two quarter hours of "Queen for a Day" on NBC-TV. The program is telecast 4-4:45.

### FOUR STAR CLOSES CLIENT DEAL

Four Star Films last week wrapped a deal with Goodyear and Alcoa to provide an anthology series for Monday 9:30-10 on NBC-TV next fall. The dramatic series will present eight shows featuring David Niven, eight shows with Jack Lemmon, six with Robert Ryan, five with Jane Powell, two with Charles Boyer and eight with other guests.

### SINGER OPTIONS TUES. 10, NBC

The Singer Sewing Machine company has an option on Tuesday 10-10:30 on NBC-TV for an anthology series which probably will be produced by Screen Gems.

### MARX, STONE IN CBS PACTS

CBS-TV has paced writers Marvin Marx and Walter Stone, six-year Jackie Gleason staffers, to a five-year \$1,000,000 contract for the creation of new comedy programs and special script assignments.

### CBS WEIGHS 'BROOKS,' 'SCHLITZ'

CBS-TV is considering two half-hour programs for its 12-1 p.m. Saturday slot. They would replace "The Big Top" and be reruns. The shows are "Our Miss Brooks" and the "Schlitz Playhouse" series.

### FELDMAN NAMED CBS VEEP

CBS-TV last week named Philip Feldman its new vice-president in charge of talent and contracts, Hollywood.

## U. S. RUBBER, REVLON

### ABC Pins Down 'Log' And Winchell Shows

NEW YORK — Revlon has bought the "Walter Winchell File" for next season, to be telecast Wednesdays 9:30-10 p.m. over ABC-TV. In making its fourth network buy, Revlon nosed out Jergens and Speidel, which were

mulling the drama show for a Monday berth.

U. S. Rubber has committed itself to 35 weeks of full sponsorship of "Navy Log," which will be moved by ABC to Thursdays at 10 p.m., now that Bristol-Myers is firm in "Log's" current Wednesday 8:30-9 p.m. slot.

Also on the ABC front, Bristol-Myers has turned down "The Californians" and is mulling several other new web pilots. Buick, until last week in an identical situation, has settled on a musical revue for its Friday 8:30-9 p.m. alternate week buy. Patrice Munsel, Met Opera star, will head the cast, with the series leading into the Frank Sinatra show at 9.

Brown & Williamson has dropped its option of the web's "Broken Arrow," leaving Miles Labs set for alternate weeks, Tuesday 9-9:30 p.m.

"Kukla, Fran and Ollie" will be replaced on June 3 by an ABC sportscast running 7-7:10 p.m., with the next five minutes a local cut-off. Howard Cosell, ABC-Radio interviewer who uses the Mike Wallace technique on athletes, will be featured.

### Weaver May Produce Delco Specs With Lowell Thomas

NEW YORK — Sylvester (Pat) Weaver seems about to conclude his first deal since leaving the NBC network as chairman of the board. It is expected he will produce between six and eight video spectaculars for the Delco division of General Motors featuring Lowell Thomas.

The program will be presented on the CBS-TV network. It is expected that Thomas will lean heavily on news, special events and features to comprise the bulk

of the programming. Also to be used in the show will be interviews with leading national and international figures. The pilot featured an interview with Herbert Hoover.

This is the first of several big deals that Weaver is expected to wrap up for the new season. He has also been talking up his live regional concept with several agencies and may get sponsorship action on it shortly.

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812

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**PUBLIC AFFAIRS PROGRAMMING**

# 9 ABC Affils Form Own Net to Carry Dave Beck Senate Quizzer

CHICAGO—Nine ABC affiliates hastily organized an ad hoc network of their own last week to carry the Dave Beck Senatorial quiz show after the parent network decided it wouldn't do so.

Key points in the temporary net were WMAL-TV, Washington, which handled the origination, and KING-TV, Seattle, Beck's home town, from where the station's general manager, Otto Brandt, telephoned two dozen ABC affils to solicit participation and to complete the complicated arrangements in just a few hours last week.

The City of Seattle, Brandt reported, was at a "complete standstill" Wednesday and Thursday (8 and 9) as business houses gathered up street traffic by turning on TV sets inside. Locally, he said, interest far exceeded that of the Army-McCarthy hearings in the summer of 1954. He predicted that the interest would sustain Monday and Tuesday, when the quiz show is expected to continue revolving around Beck. Brandt said he thinks the network will stay together so long as Beck and other Seattle

characters remain in the focus of the Senate committee investigating alleged labor racketeering.

Other participants in the ad hoc net are WEWS-TV, Cleveland; WTVN, Columbus, O.; WCPO-TV, Cincinnati; KTVI, St. Louis; KJEO, Fresno, Calif.; KTVX, Phoenix, Ariz., and KGW-TV, Portland, Ore., a sister station of KING-TV.

WBKB, Chicago, an ABC o.&o. outlet, was set to join the "Beck network" Thursday (9), but suddenly pulled out late Wednesday night. The official explanation was that the station had no assurance

that other participants would stick it out and drop-outs could cause a sky-rocketing of costs to the others. It was learned, however, that Leonard Goldenson, ABC prexy, requested abstinence by the o.&o. so that the venture would not carry the aura of official network blessing. Numerous affils had requested coverage by the net, and in the face of the decision by Goldenson and John Daly, news director, not to carry the hearings, participation by an o.&o. might be embarrassing.

ABC did, however, lend its *(Continued on page 6)*

**UPBEAT**

## ABC Plans Fall Teen Tune Show

NEW YORK — ABC-TV has stepped up its activities to bring a teen-age music stanza, combining rock 'n' roll and country and western tunes, to its fall line-up, following encouraging ratings on its three-part "All About Music" try-out and the first of two Alan Freed jam sessions.

Trendex gave Freed's "Rock" revue of May 4 a 13.3 rating with a 29.8 share of audience, compared with a 9.4 for CBS-TV and "The Buccaneers" and a 17.0 for NBC-TV and "People Are Funny." A

## CBS Days for Fla. Citrus?

NEW YORK — The Florida Citrus Commission is expected to move into daytime heavily on CBS-TV. The advertiser is negotiating for quarter hours and alternate quarter hours of several properties on the web. Benton & Bowles is the agency.

General Mills, meanwhile is re-evaluating its daytime shows on the same network. It will drop some and add a few.

month ago, ABC was pulling a 3.4 Trendex in the same Saturday night slot.

Web programmers are trying to cut the \$79,000 cost of Freed's one-shot without depriving the proposed series of big name artists.

## Am. Home Into 'People's' Buy

NEW YORK—American Home Products has bought alternate weeks of "People's Choice," NBC-TV, 9-9:30 p.m. Thursday thru Young & Rubicam. The advertiser will share the show with Bordens, its longtime sponsor.

Procter & Gamble will bow out after one season's sponsorship.

### The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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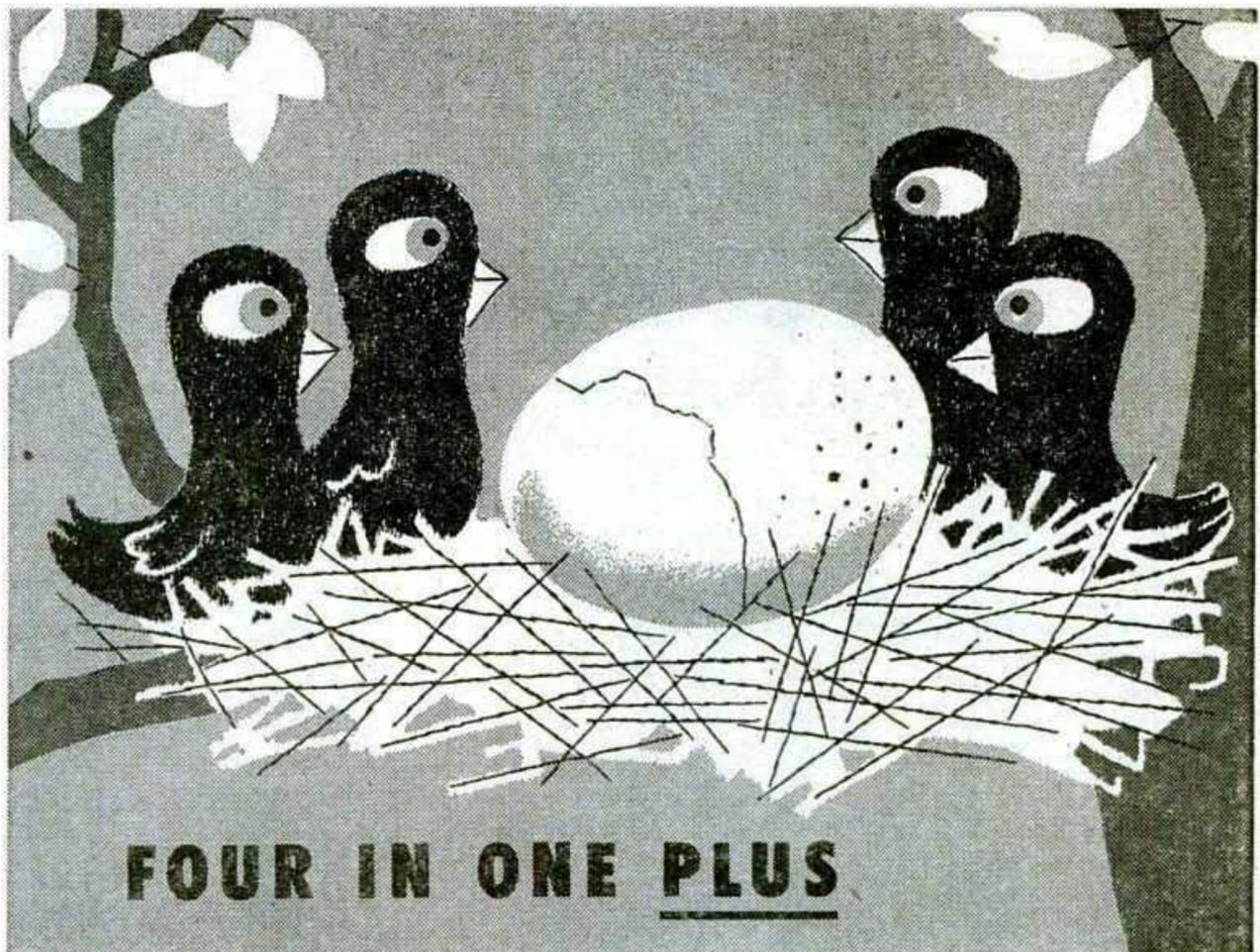
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- 3½ million people
- \$3¼ billion retail sales
- \$6¼ billion annual income

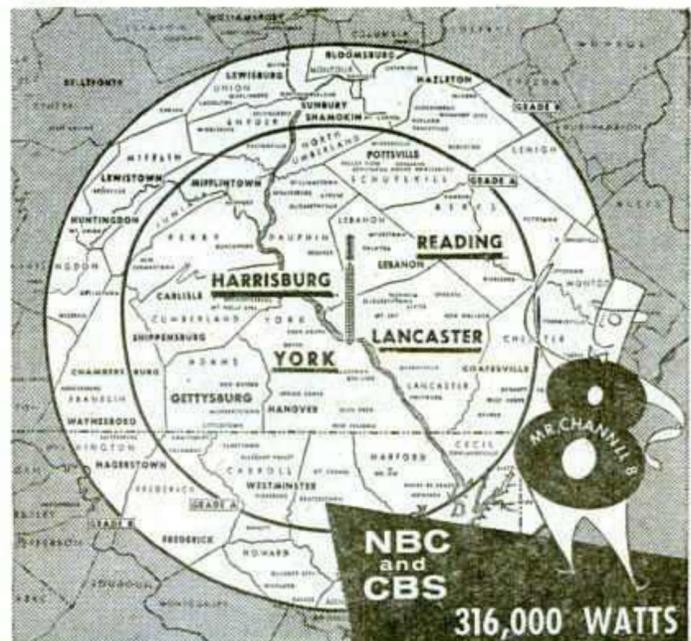
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GREAT**



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## "Highway Patrol"

## "SCIENCE FICTION THEATRE"

## "The Man Called X"

MAR. '57

IN SALT LAKE CITY

**41.4**

BEATS: Ed Sullivan, I Love Lucy, \$64,000 Question, Perry Como and many others. ARB

IN BIRMINGHAM

**27.3**

BEATS: George Gobel, Lawrence Welk, Disneyland, Steve Allen, and others. PULSE

IN NORFOLK

**39.3**

BEATS: Perry Como, Lawrence Welk, Ford Theatre, U. S. Steel Hour, and many others. ARB

FEB. '57

IN HOUSTON

**37.4**

BEATS: Ed Sullivan, I Love Lucy, Disneyland, Phil Silvers and many others. ARB

IN BALTIMORE

**21.5**

BEATS: George Gobel, Kraft TV Theatre, Sid Caesar, Robert Montgomery Presents, and many others. ARB

IN SYRACUSE

**21.5**

BEATS: Lawrence Welk, U.S. Steel Hour, Kraft TV Theatre, Ford Theatre, and many others. ARB

JAN. '57

IN PITTSBURGH

**53.3**

BEATS: Dragnet, Lawrence Welk, What's My Line, Phil Silvers and many others. ARB

IN PITTSBURGH

**38.0**

BEATS: Arthur Godfrey, Playhouse 90, What's My Line, Wyatt Earp, and many others. ARB

IN BUFFALO

**23.0**

BEATS: Perry Como, George Gobel, Sid Caesar, Ernie Ford, and many others. PULSE

DEC. '56

IN NEW ORLEANS

**46.3**

BEATS: Ed Sullivan, \$64,000 Question, I Love Lucy, Climax, and others. PULSE

IN SAN FRANCISCO

**23.4**

BEATS: Playhouse 90, Steve Allen, Red Skelton, G.E. Theatre, and many others. ARB

IN COLUMBUS

**22.0**

BEATS: Playhouse 90, Phil Silvers, Sid Caesar, Robert Montgomery Presents, and many others. ARB

NOV. '56

IN SAN FRANCISCO

**26.1**

BEATS: Dragnet, Playhouse 90, Red Skelton, Steve Allen and many others. ARB

IN PORTLAND

**49.8**

BEATS: Perry Como, Bob Hope, Playhouse 90, Disneyland, and many others. ARB

IN SAN ANTONIO

**30.2**

BEATS: Dragnet, Arthur Godfrey, George Gobel, Steve Allen and many others. PULSE

OCT. '56

IN BALTIMORE

**30.3**

BEATS: Ed Sullivan, Perry Como, Groucho Marx, Playhouse 90 and many others. ARB

IN ATLANTA

**21.6**

BEATS: Playhouse 90, Phil Silvers, Arthur Godfrey, Steve Allen, and many others. ARB

IN ALBANY-SCHENECTADY-TROY

**26.9**

BEATS: Ed Sullivan, Jack Benny, Lawrence Welk, Arthur Godfrey, and many others. ARB

SEPT. '56

IN SAN ANTONIO

**34.7**

BEATS: Climax, Dragnet, G.E. Theatre, What's My Line, and many others. PULSE

IN SANTA BARBARA

**24.6**

BEATS: Ed Sullivan, Perry Como, Climax, Lawrence Welk, and many others. ARB

IN SOUTH BEND-ELKHART

**24.2**

BEATS: Groucho Marx, Dragnet, Disneyland, Steve Allen, and many others. ARB

AUG. '56

IN DETROIT

**33.1**

BEATS: Ed Sullivan, Groucho Marx, Climax, Dragnet and many others. ARB

IN NEW ORLEANS

**22.8**

BEATS: Ed Sullivan, \$64,000 Question, Lawrence Welk, Disneyland, and many others. PULSE

IN BALTIMORE

**20.1**

BEATS: Groucho Marx, Dragnet, Phil Silvers, Disneyland, and many others. ARB

JULY '56

IN CLEVELAND

**35.2**

BEATS: Ed Sullivan, Groucho Marx, Climax, Dragnet, and many others. ARB

IN SEATTLE-TACOMA

**20.4**

BEATS: Climax, Dragnet, Godfrey's Talent Scouts, Steve Allen, and many others. ARB

IN BOSTON

**22.9**

BEATS: Disneyland, Steve Allen, What's My Line, This Is Your Life, and others. ARB

JUNE '56

IN BOSTON

**24.2**

BEATS: What's My Line, Dragnet, George Gobel, Sid Caesar and many others. ARB

IN SALT LAKE CITY

**23.1**

BEATS: Lawrence Welk, Disneyland, Red Skelton, Wyatt Earp, and many others. ARB

IN NEW ORLEANS

**50.5**

BEATS: Ed Sullivan, Dragnet, I Love Lucy, \$64,000 Question, and others. PULSE

MAY '56

IN COLUMBUS

**42.1**

BEATS: Ed Sullivan, Groucho Marx, Climax, Lawrence Welk, and many others. ARB

IN SAN ANTONIO

**29.4**

BEATS: Perry Como, Wyatt Earp, This Is Your Life, Fireside Theatre, and many others. PULSE

IN BIRMINGHAM

**34.8**

BEATS: Climax, Bob Hope, This Is Your Life, Lawrence Welk, and others. PULSE

APR. '56

IN CINCINNATI

**32.2**

BEATS: \$64,000 Question, Red Skelton, What's My Line, Phil Silvers and many others. ARB

IN CHICAGO

**26.5**

BEATS: Groucho Marx, Wyatt Earp, Dragnet, Godfrey & His Friends, and many others. ARB

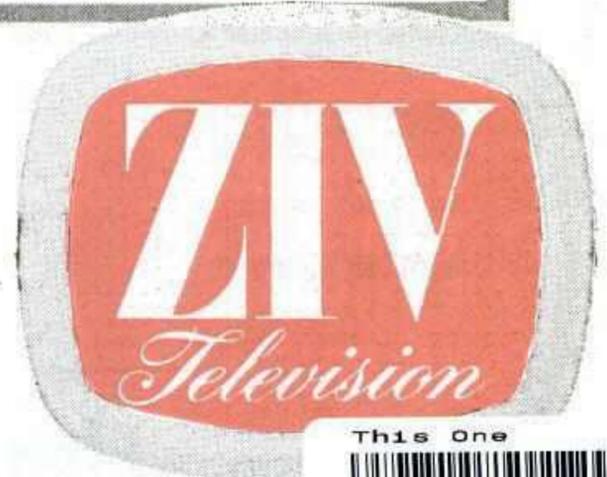
IN MILWAUKEE

**22.9**

BEATS: Climax, Arthur Godfrey, Milton Berle, Studio One, and many others. PULSE

Not just one survey, not just one month, but almost always! That's how often you find Ziv shows at the very top of the rating lists. So if you want the **CONSISTENTLY BIG AUDIENCE** of a **CONSISTENTLY HIGH-RATED SHOW**, join the big happy family of Ziv show sponsors.

FROM THE TOP NAME  
IN SYNDICATION...  
COME THE TOP SHOWS  
IN CONTINUING  
AUDIENCE SURVEYS!



This One



D071-DRX-UT8X

# NBC Issues Ratings Again, GF May Nix But Values Trends Only 1/2 of Fri. Time

NEW YORK—NBC-TV has returned to the issuance of rating figures because of "pointed and sincere expressions of unhappiness" from sponsors, agencies and stars, says Robert Sarnoff in his latest president's letter to editors.

"As long as the press finds ratings newsworthy, there will be ways of getting them," says the web exec. "Broadcasters will always want some yardstick to measure national circulation and viewer preferences. Ratings are here to stay."

But Sarnoff is opposed to a "top 10" label, which inches good programs out of the success class by fractions and eliminates shows which do not coincide with rating weeks. Hoping for an eventual single all-industry service that could report findings within hours, he feels that even then NBC would use ratings as a tool in charting programming or sales courses rather than the end-all of TV.

Admitting the help high figures give in snagging renewals, Sarnoff singles out the showing of broad trends as one of the real values of ratings. "We got extended commitments for Steve Allen's show against the toughest competition in the business" because every rating service "confirmed he was building a hard-core audience and growing in popular appeal."

The web chief hopes NBC will continue to refrain from rushing into print with victory claims based on one show in one night.

NEW YORK—General Foods may cut back to alternate week sponsorship of 8-8:30 p.m. Fridays on CBS-TV next fall. The advertiser is already looking for a replacement for "West Point," this season's entry which will not be renewed.

Along with Ford Motors, GF sponsors alternate weeks of "Zane Grey Theater," 8:30-9 p.m. on CBS-TV Fridays and will continue in a similar position in that half hour next season. It will, however, pay for full sponsorship of

## NBC-TV for Joan Davis

NEW YORK — NBC-TV has bought the Joan Davis show for fall debut in an early evening time period. The comedy series was on last fall's ABC-TV schedule, with the web failing to sell the pilot it co-financed.

The William Morris Agency has been offering the show since.

Danny Thomas and "December Bride," CBS-TV, 9-10 Monday evenings. Procter & Gamble will bow out of 9-9:30. The advertiser is also expected to increase its spending for daytime shows next fall.

## CBS 2d Only to Govt. in Production Of Educational Film

NEW YORK—CBS-TV has become by far the largest non-Governmental producer of educational films in the world in less than two years, according to Merle Jones, web president. Between five and 6,000,000 people view these shows as 16-mm. films annually thru schools, civic and religious groups, libraries and industrial firms.

Among the principal network series receiving wide distribution are "See It Now," "You Are There," "Air Power," "The Search" and "Adventure," a total of 145 stanzas.

### The Billboard Continuing

## COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on March TV audience measurements of AMERICAN RESEARCH BUREAU

### By Sponsor Groups:

TOILETRIES, DRUGS AND HOUSEHOLD CLEANSERS

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.

## 9 ABC Affils

Continued from page 3

leased circuits to the nine-station network at no cost for the time they were not in regular network use. Overtime costs were shouldered jointly by the participants, however, and during network hours the stations had to rent their own telephone lines.

Pickups were made from 10 a.m. to 1 p.m. and 2 to 5 p.m., EDST. West Coast stations carried only the afternoon portions of the hearing, but KING-TV aired the morning sessions on radio, starting at 6 a.m. local time.

The Seattle station largely covered its time pre-emption cost by selling the whole hearing package to the Marketime Drug chain and Art's Food Centers, a supermarket chain.

Line charges and other technical costs were prorated among the stations roughly on a basis of market populations.

Background of this unusual station-linking venture is in itself a case study in aggressive public affairs programming by a local station. When the Beck story first broke several weeks ago, KING's Brandt hired CBS newsfilm in Washington to shoot special coverage for his stations. On the first night of two days covered, the film was flown to Chicago. The film was rolled in the WBKB studios to be fed to Seattle and Portland by wire on a live-voice cue from Seattle. Meanwhile, KING news director Chuck Herring furnished live commentary from Washington. On the second night the film was fed from Washington to Los Angeles, where it was kinescoped pending the availability of the cable to Seattle three hours later, again accompanied by live comment by Herring in Washington.

So great was the local interest that when the hearings began again last week, Brandt seized an offer to carry them live when the offer was made by Fred Houwink, manager of WMAL-TV, Washington, after Houwink had decided to air the hearings for local consumption in the capital. Brandt then proceeded to cut his costs by organizing the temporary network.

## 'Bride-Groom' to Come Back to NBC on July 1

NEW YORK — "Bride and Groom" will return to NBC-TV July 1, replacing the Tennessee Ernie show across the board, 2:30-3 p.m. The five-a-week series has married more than 2,500 couples in its 10-year history, exiting NBC in August, 1954. Roger Gimbel will produce.

## Drug & Remedy Sponsors

### COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. PHARMACEUTICALS (Twenty-One, NBC).....\$1.20
2. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.92
3. AMER. HOME PRODUCTS (Name That Tune, CBS) 2.15
4. BRISTOL-MYERS (Playhouse 90, CBS)..... 2.46

### COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. PHARMACEUTICALS (Twenty-One, NBC).....\$1.35
2. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.99
3. BRISTOL-MYERS (Playhouse 90, CBS)..... 2.69
4. AMER. HOME PRODUCTS (Name That Tune, CBS) 2.78

### COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. PHARMACEUTICALS (Twenty-One, NBC).....\$1.04
2. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.65
3. AMER. HOME PRODUCTS (Name That Tune, CBS) 2.04
4. BRISTOL-MYERS (Playhouse 90, CBS)..... 2.24

### COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. JOINSON & JOHNSON (Robin Hood, CBS).....\$1.99
2. CHESEBROUGH-PONDS (Cheyenne, ABC)..... 2.56
3. AMER. HOME PRODUCTS (Name That Tune, CBS) 2.88
4. MILES LABS (Broken Arrow, ABC)..... 3.04

## Household Cleanser & Polish Sponsors

### COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. GOLD SEAL (Perry Como, NBC).....\$2.44
2. LEVER BROS. (Lux Video Theater, NBC)..... 2.48
3. S. C. JOHNSON (Red Skelton, CBS)..... 2.50
4. PROCTER & GAMBLE (Phil Silvers, CBS)..... 2.58

### COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. GOLD SEAL (Perry Como, NBC).....\$2.57
2. S. C. JOHNSON (Red Skelton, CBS)..... 2.68
3. PROCTER & GAMBLE (Phil Silvers, CBS)..... 2.83
4. LEVER BROS. (Lux Video Theater, NBC)..... 3.26

### COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. GOLD SEAL (Perry Como, NBC).....\$2.00
2. LEVER BROS. (Lux Video Theater, NBC)..... 2.25
3. S. C. JOHNSON (Red Skelton, CBS)..... 2.31
4. PROCTER & GAMBLE (The Line-Up, CBS)..... 2.53

### COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. PROCTER & GAMBLE (Phil Silvers, CBS).....\$2.75
2. GOLD SEAL (Perry Como, NBC)..... 3.04
3. UNITED DYE (Circus Time, ABC)..... 3.47
4. AMER. HOME PRODUCTS (Sir Lancelot, NBC).... 3.99

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## Toiletries & Toilet Goods Sponsors

### COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. REVLON (\$64,000 Question, CBS).....\$1.73
2. GILLETTE (Cavalcade of Sports, NBC)..... 1.82
3. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.92
4. PROCTER & GAMBLE (I Love Lucy, CBS)..... 1.95
5. TONI (Godfrey's Talent Scouts, CBS)..... 1.96
6. HELENE CURTIS, REMINGTON SHAVER (What's My Line? CBS)..... 1.99
7. TONI (You Bet Your Life, NBC)..... 2.13
8. REVLON (\$64,000 Challenge, CBS)..... 2.15
9. TONI (People Are Funny, NBC)..... 2.20
10. MENNEN (Wednesday Night Fights, ABC)..... 2.23

### COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. GILLETTE (Cavalcade of Sports, NBC).....\$1.58
2. MENNEN (Wednesday Night Fights, ABC)..... 1.94
3. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.99
4. REVLON (\$64,000 Question, CBS)..... 2.07
5. REVLON (\$64,000 Challenge, CBS)..... 2.10
6. HELENE CURTIS, REMINGTON SHAVER (What's My Line? CBS)..... 2.14
7. TONI (People Are Funny, NBC)..... 2.39
8. PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.41
9. TONI (Godfrey's Talent Scouts, CBS)..... 2.49
10. TONI (You Bet Your Life, NBC)..... 2.54

### COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.17
2. REVLON (\$64,000 Question, CBS)..... 1.53
3. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.65
4. HELENE CURTIS, REMINGTON SHAVER (What's My Line? CBS)..... 1.69
5. REVLON (\$64,000 Challenge, CBS)..... 1.80
6. TONI (Godfrey's Talent Scouts, CBS)..... 1.81
7. TONI (You Bet Your Life, NBC)..... 1.88
8. TONI (People Are Funny, NBC)..... 1.91
9. NOXZEMA, KLEENEX (Perry Como, NBC)..... 2.00
10. COLGATE (The Millionaire, CBS)..... 2.08

### COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. JOHNSON & JOHNSON, WILDROOT (Robin Hood, CBS).....\$1.99
2. PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.49
3. CHESEBROUGH-PONDS (Cheyenne, ABC)..... 2.56
4. PEOPLE ARE FUNNY (Toni, NBC)..... 2.73
5. COLGATE (Bob Cummings, CBS)..... 2.77
6. BULOVA RAZOR (Jackie Gleason, CBS)..... 2.87
7. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.49
8. NOXZEMA, KLEENEX (Perry Como, NBC)..... 3.04
9. HELENE CURTIS (Oh! Susanna, CBS)..... 3.14
10. HAZEL BISHOP (Beat the Clock, CBS)..... 3.22

## COMING COST PER THOUSAND ANALYSES:

- Next week: The Top 20 for April
- May 27: Food-Beverage & Cigarette-Tobacco Sponsors
- June 3: Automotive-Petroleum & Appliance-Furnishings Sponsors
- June 10: Toiletries, Drugs & Household Cleanser Sponsors

## H-H-L to Film 'Counsellor'

NEW YORK — The feature film company of Hecht-Hill-Lancaster will enter TV with a dramatic half-hour series based on Elmer Rice's prize-winning play, "Counsellor at Law." Melvyn Douglas will play the title role that made Paul Muni a Broadway star 25 years ago.

Burt Lancaster has no plans to appear in any of the H-H-L projects but may direct the pilot of "Counsellor." Bernie Smith will produce.

## CBS Sets Hiatus Subs—'Pantomime' And Fred Waring

NEW YORK — CBS-TV last week set two summer replacements. Fred Waring will replace Garry Moore in the 10:30 a.m. strip beginning July 22 for six weeks. The show will be musical-variety and will originate from Waring's Shawnee-on-the-Delaware Country Club.

The perennial summer soldier, "Pantomime Quiz," will also substitute for "Person to Person" July 5 thru

## Durante Rerun For Lorillard

NEW YORK—The P. Lorillard Company will sponsor reruns of the Jimmy Durante show in its Saturday 8-8:30 p.m. slot on CBS-TV this summer. A report published in The Billboard that it was using reruns of Jackie Gleason's "Honeymooners" series was erroneous. The sponsor has not decided whether to continue on CBS Saturday nights next fall.

September 6 in the Friday 10:30-11 slot.

## NBC's Late Season Subs Boost Ratings

NEW YORK — NBC-TV's late season program substitutions have paid off in improved ratings for three of its time periods. "Wells Fargo" was moved into Monday 8:30-9 p.m. as a replacement for "Stanley"; "Panic" into Tuesday 8:30-9 to replace "Noah's Ark," and "Blondie" into Friday 8-8:30 where it took over for Walter Winchell. Winchell's variety show, of course, was at 8:30, but "Life

of Riley," which was moved into the 8 p.m. half hour, was moved back to its old time period.

The most successful show is "Wells Fargo," which averaged a 31.6 Average Audience Nielsen for its April and March rating as against "Stanley's" 19.1 AA October thru March, a 65 per cent improvement. "Fargo" also hit a 31.9 Nielsen for April, which was substantially better than anything achieved by its predecessor.

The other programs made smaller rating gains but improved the web's showing. "Blondie's" January thru April AA was 21.1, as against Winchell's 17.1 October thru December.

"Panic" averaged a 21.6 AA for March and April, in comparison with "Noah's Ark" which got an 18.7 AA September to March. The showing of the new NBC entries is especially impressive when it is considered that for two of the three shows only the first two ratings are being used.

For next season only "Fargo" is certain of a network berth, tho "Panic" may be shifted to a later hour, and a place may be found for "Blondie."

### The Billboard Continuing

## COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Based on March TV audience measurements of AMERICAN RESEARCH BUREAU

### By Program Type:

DRAMATIC PROGRAMS  
SITUATION COMEDIES

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

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

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

### Drama Programs

#### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS) ..... \$1.83
2. STUDIO ONE (Westinghouse, CBS)..... 2.12
3. G. E. THEATER (General Electric, CBS)..... 2.22
4. THE MILLIONAIRE (Colgate, CBS)..... 2.23
5. PLAYHOUSE 90 (Ronson, Bristol-Myers, Singer, Royal McBee, Amer. Gas, Philip Morris, CBS)..... 2.46
6. LUX VIDEO THEATER (Lever, NBC)..... 2.48
7. SCHLITZ PLAYHOUSE (Schlitz, CBS)..... 2.80
8. JANE WYMAN (Procter & Gamble, NBC)..... 2.91
9. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS)..... 3.19
10. LORETTA YOUNG (Procter & Gamble, NBC)..... 3.32

#### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS)..... \$2.14
2. G. E. THEATER (General Electric, CBS)..... 2.32
3. STUDIO ONE (Westinghouse, CBS)..... 2.63
4. THE MILLIONAIRE (Colgate, CBS)..... 2.69
5. PLAYHOUSE 90 (Ronson, Bristol-Myers, Singer, Royal McBee, Amer. Gas, Philip Morris, CBS)..... 2.69
6. LUX VIDEO THEATER (Lever, NBC)..... 3.26
7. SCHLITZ PLAYHOUSE (Schlitz, CBS)..... 3.78
8. ALCOA HOUR (Aluminum Co., NBC)..... 3.81
9. JANE WYMAN (Procter & Gamble, NBC)..... 4.01
10. LORETTA YOUNG (Procter & Gamble, NBC)..... 4.14

#### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS)..... \$1.67
2. G. E. THEATER (General Electric, CBS)..... 1.91
3. STUDIO ONE (Westinghouse, BS)..... 1.97
4. THE MILLIONAIRE (Colgate, CBS)..... 2.08
5. PLAYHOUSE 90 (Ronson, Bristol-Myers, Singer, Royal McBee, Amer. Gas, Philip Morris, CBS)..... 2.24
6. LUX VIDEO THEATER (Lever, NBC)..... 2.25
7. JANE WYMAN (Procter & Gamble, NBC)..... 2.51
8. SCHLITZ PLAYHOUSE (Schlitz, CBS)..... 2.58
9. LORETTA YOUNG (Procter & Gamble, NBC)..... 2.84
10. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS)..... 2.95

#### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. THE MILLIONAIRE (Colgate, CBS)..... \$4.16
2. CLIMAX! (Chrysler, CBS)..... 4.27
3. CONFLICT (Chesebrough-Ponds, General Electric, ABC)..... 4.45
4. G. E. THEATER (General Electric, CBS)..... 4.77
5. SCHLITZ PLAYHOUSE (Schlitz, CBS)..... 5.77
6. TELEPHONE TIME (Bell, CBC)..... 5.82
7. CROSSROADS (Chevrolet, ABC)..... 6.61
8. JANE WYMAN (Procter & Gamble, NBC)..... 7.54
9. ON TRIAL (Lever, Campbell, NBC)..... 7.66
9. BIG STORY (Ralston, Amer. Tobacco, NBC)..... 7.66

### Situation Comedies

#### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, Ford, CBS).... \$1.95
2. DECEMBER BRIDE (General Foods, CBS)..... 1.99
3. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.58
4. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.59
5. BURNS AND ALLEN (Carnation, B. F. Goodrich, CBS)..... 2.80
6. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS).... 2.83
7. FATHER KNOWS BEST (Scott, NBC)..... 3.06
8. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 3.33
9. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 3.31
10. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.71

#### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, Ford, CBS).... \$2.41
2. DECEMBER BRIDE (General Foods, CBS)..... 2.65
3. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.83
4. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.88
5. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS).... 3.80
6. BURNS AND ALLEN (Carnation, B. F. Goodrich, CBS)..... 3.86
7. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 4.19
8. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 4.22
9. FATHER KNOWS BEST (Scott, NBC)..... 4.53
10. HEY, JEANNIE! (Liggett & Myers, Procter & Gamble, CBS)..... 4.74

#### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, Ford, CBS).... \$1.17
2. DECEMBER BRIDE (General Foods, CBS)..... 1.76
3. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.26
4. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.59
5. BURNS AND ALLEN (Carnation, B. F. Goodrich, CBS)..... 2.73
6. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS).... 2.85
7. FATHER KNOWS BEST (Scott, NBC)..... 2.91
8. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 3.06
9. PEOPLE'S CHOICE (Borden, Procter & Gamble, NBC)..... 3.09
10. MR. ADAMS AND EVE (Colgate, R. J. Reynolds, CBS)..... 3.49

#### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, Ford, CBS).... \$2.49
2. PHIL SILVERS (R. J. Reynolds, Procter & Gamble, CBS)..... 2.75
3. BOB CUMMINGS (R. J. Reynolds, CBS)..... 2.77
4. OH! SUSANNA (Nestle, Helene Curtis, CBS)..... 3.14
5. FATHER KNOWS BEST (Scott, NBC)..... 3.15
6. DECEMBER BRIDE (General Foods, CBS)..... 3.18
7. BLONDIE (Nestle, Toni, NBC)..... 3.62
8. BURNS AND ALLEN (Carnation, B. F. Goodrich, CBS)..... 3.73
9. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 3.80
10. LIFE OF RILEY (Gulf, NBC)..... 3.83

## CBS Contracts Producers on Lengthy Deals

NEW YORK—CBS-TV is moving in the direction of building up a stable of producers under long-term contract. The network's concept, as expressed by its executive vice-president and program chief, Hubbell Robinson, is not to "romance talent but to marry it" to give the web more control, stability and to offer clients better service.

Still on the prowl for production talent, the web already has three top Broadway producers under contract, Leland Hayward, John Houseman and Howard Erskine. Others pacted but with an impressive record of TV achievement are Gordon Duff, Martin Manulis, Norman Felton and Herbert Brodwin. It has also upgraded Ralph Nelson to producer status after his click as director of Rodgers and Hammerstein's "Cinderella."

The eventual goal of CBS-TV is to have a stable of producers who can compare with M-G-M's top level group of the 1930's. Hayward, Erskine and Houseman are signed to contracts which allow them to function on several levels—as producers of spectaculars, or producers of regular hour and half hour series. Not only are they assigned to shows, but they are given a substantial percentage of whatever packages they create. Hayward will be used primarily as a producer of spectaculars.

## Two Clients Keen On 'Take a Trip'

NEW YORK — The CBS-TV kids' public service show, "Let's Take a Trip," has two strong sponsorship nibbles for next season. They are the Ideal Toy Company and the American Character Doll Company.

The program is telecast Sunday 12-12:30 p.m. and has got excellent ratings thru the years.

HOLLYWOOD—Mel Schlank, v.-p. in charge of sales for Gross-Krasne Productions, will move from the West Coast to New York this month. Move is in conjunction with greater emphasis on national sales effort by G-K.

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### COMING COST PER THOUSAND ANALYSES:

- Next Week: News-Commentary and Adventure-Mystery-Western Shows
- May 20: The Top 20 for April
- May 27: Quiz and Comedy-Variety-Music Shows
- June 3: Dramas and Situation Comedies

## FILM WEATHER REPORT

# Syndication Field Is Fertile As Drought Hits Web Sales

NEW YORK—Talk to a film buyer and he'll probably tell you he hasn't seen so much product coming down the syndication line in years. Talk to a film salesman and he'll tell you he hasn't seen so many syndication deals ripe for the picking. Either way you look at it, the field is bigger right now than possibly ever before.

And while the syndication business has been gradually improving, network sales have become steadily tougher in this "big year of indecision."

That in essence is the reason why the major TV film distributors are coming around to regarding syndication as their lifeblood (The Billboard, May 6).

Once regarded as the worst of the two hazards, syndication is now being regarded in many quarters as the safer route. With wise management, a syndicated show is almost sure to return a profit on the first round. "Hawkeye and the Last of the Mohicans" out of Television Programs of America is understood to have covered its nut already. "Silent Service" out of NBC Television Films is said to be practically over the hump.

### Pilot Losses

As against this, an investment of \$500,000 in pilot films to barrage the national market may well leave the distributor holding a lot of film.

A lot of the bugs in syndication have been flying away. Feature films? As staunch a feature film station as WOR-TV here has begun buying first-run syndicated shows. Time clearances? Even in the worst days, distributors and regional sponsors found they could break the time barrier. Now with new stations opening in once tight markets, the prospects are even better.

In national sales, the longer a property is on the market the worse its chances seem to get. After

awhile, the agencies don't want to look at it anymore. But in syndication, a show can improve with age. Its salability increases when it establishes a sales and rating track record. Thus, "Dr. Hudson's Secret Journal" went on the market without any big regional deals, and then in its second year got a big order from Wilson. "Silent Service" was sold in about 75 markets before it picked up its biggest regional sale.

### National Sales

In national sales there is one relatively short, frantic selling season. If a distributor doesn't make it in the spring, he may get another fleeting opportunity for a winter replacement, but that's all. In syn-

dication, on the other hand, there is no real selling season, and thus a distributor can pace his sales effort around the year.

The national field is relatively far more limited. For every national advertiser that can be regarded as a sales prospect, there are 10 or more active advertisers.

A final consideration, expressed by TPA's Mickey Sillerman, is that the educational period in syndication is over. "For the past four or five years, distributors had to sell the philosophy of syndication first and their own product second. But now we just go in and sell our program. Syndication's great success is known to all local and regional advertisers."

## LIKE LATEX DEAL

# Product Services, Fox Talk U-I Pix

NEW YORK—Matty Fox, president of C & C Television, is reported to be working out a deal on the Universal pictures along the same lines as he did with International Latex on the RKO library. The interested party in this case is said to be Product Services, the ad agency.

Product Services for some time has been looking for a syndicate series, but couldn't find a deal to its liking. Then it shifted its interest to feature films, a type of programming on which Product Services made a hit years ago. It was reported to be interested in the new United Artists package, which is being called the Award group. And, indeed, it may yet wind up with that deal too.

If it takes a deal on the Univer-

sal library, Product Services will probably do so for more than one of its clients. Other clients of Product Services that are heavy users of TV are Roto-Broil and Glamorene.

The party that was understood to be closest to the Universal deal until now was Sy Weintraub in association with Westinghouse, Storer and other stations. It is not unlikely that these are party to a deal between Fox and Product Services.

## FOR THE SUMMER

# SG Sells 2d Net TV, 'Web' Goes to NBC

NEW YORK — Screen Gems will undoubtedly be the largest independent producer of network summer fare for TV this year. SG last week sold the second of its two new film properties, "The Web." A film version of the former live package, it's been sold to Procter & Gamble for summer use in the 10-10:30 Sunday night NBC-TV slot. The mystery anthology series, which is co-produced by Goodman-Todman, will replace Loretta Young.

Last week Pabst picked up the "George Sanders Mystery Theater" for a summer run on NBC in the Saturday 9-9:30 p.m. The 13 half hours in this series had already been shot.

## Reruns of 'Cisco' Get Higher Ratings Than Competing Pix

HOLLYWOOD — Reruns of "Cisco Kid" are chalking up higher ratings in many markets than first run shows and feature pix opposite, according to a study by Ziv-TV. In Knoxville, for instance, "Cisco" rates 21.6 (ARB) versus 17.3 for the early show. In Kansas City it's 20.4 against the next highest rating of 7.9; in South Bend it's "Cisco" 24.6, Dinah Shore 6.7; in Jacksonville 24.7 versus "Sagebrush Theater's" 1.1; in Sacramento "Cisco" beats "Hey, Mulligan" 25.2 to 7.8, and in Buffalo the score is 25.0 to 7.4 for "Playhouse 15."

## MUSIC IN FILM SANS AFM TOLL

HOLLYWOOD — The intricacies of the TV film business and the various devices by which money can be saved were demonstrated in a recently shot "Blondie" episode by producer Bill Harmon. The program was lensed using live music, but without royalty payment to the AFM, and it was strictly legal.

In the picture Harmon had a piano-playing episode. To hire a professional musician, who would, of course, be a member of the AFM, he would have had to pay the 5 per cent musicians' royalty as well as incurring additional costs, the total of which would have run over \$3,000.

Instead, Harmon hunted around until he found an actor who also happened to play the piano. Tho a member of the SAC, he did not belong to the AFM, and Harmon, who uses canned music on the series generally, thereby circumvented the musicians' union completely.

Total cost for the actor and music: \$350.

## M-G-M Movies Beat Sullivan

MEMPHIS—The M-G-M feature films are piling almost double the ratings of Ed Sullivan in the Sunday 8-9 p.m. slot on WHBQ, here. "Honky Tonk," listed as less of a proven rating-getter than others of the package, garnered a 30.0 with a 50.3 audience share, according to an American Research Bureau coincidental survey May 5.

Sullivan got a 17.2 with a 29.8 share.

## Syndication on 'Mama' Begins

NEW YORK — CBS-TV Film Sales has got off to a flying start on syndicated sales of "Mama." The situation comedy has been sold to BWB Foods of Syracuse, a new TV sponsor, for nine up-State cities. The slogan of the advertiser is "Foods like mama used to make," so the property ties in directly with its other advertising.

Best Foods has also taken option on the property for showing here, and the new Storer station in Wilmington, Del., has also bought the show. There are 26 half hours available.

## 26 IN ALL

# Some Pix In NTA's 'Big 100'

NEW YORK—Some of the top new 20th Century-Fox pictures in National Telefilm Associates' new "Big 100" package are reported to be "The Shocking Miss Pilgrim," "Thanks for Everything," "Claudia and David," "Fallen Angel," "Wake Up and Dream" and "Thin Ice."

The package includes 26 pictures that are getting their first run in the "Premiere Performance" program on the NTA Film Network.

"High Noon," "The Men" and "Cyrano de Bergerac" are also on the list that NTA has begun showing stations, but it seems likely that one or two of these will be given their first run on the NTA network.

NTA apparently has not yet closed any orders on the new package.

## NBC Slates 13 'Matinee' Films

HOLLYWOOD—NBC will produce another 13 of its hour-long Cameo films for "Matinee Theater." Project is under direction of Albert McCleery, "Matinee" producer, and Frank Cleaver, supervisor of NBC film production.

Original 13 color pix shot this year came in at \$32,000 apiece and will have repaid their negative cost after two runs on "Matinee." Cost saving is made possible thru using Cameo technique, stripping sets down to their essentials.

## TE Prepares Westmore TV

NEW YORK — Theatrical Enterprises, Inc., is preparing a new, across-the-board, daytime TV show starring Em Westmore, beauty expert, a prominent fem personality and guest authorities from various fields.

Claire Mann would also be featured on the show.

Planned are 260 filmed segments devoted to self-improvement in a complete woman's service program without gimmicks.

## ARB Tops for Yr.: Sullivan, 'Lucy,' 'Question,' 'Life'

NEW YORK—The four most popular shows of the 1956-1957 season were Ed Sullivan, "I Love Lucy," "\$64,000 Question" and "You Bet Your Life," according to the American Research Bureau. The research agency finds that these four were among the top 10 in every one of its eight monthly rating reports from September thru April. Appearing among ARB's top 10 seven times in that period were Perry Como and "I've Got a Secret."

"Disneyland" was up there five times, and "Alfred Hitchcock Presents" was there four times.

## New Hwd. TV Pkg. Selling

NEW YORK — Hollywood TV service is reported to have begun racking up sales on its new package of features. It is understood to consist of 26 pictures, some of them made after 1948.

WRCA-TV here was reported to have bought two of the strong pictures in the group: "Wake of the Red Witch" with John Wayne, 1948, and "I've Always Loved You" with Artur Rubinstein and Kathy McLeod.

## Lorillard Picks Up 'Ct. of Last Resort'

NEW YORK—P. Lorillard has picked up "Court of Last Resort" for the Friday evening 8-8:30 slot on NBC-TV next fall. The property, which is owned by Erle Stanley Gardner, will be produced by Jules Goldstone.

It was sold without a pilot.

## Howard Works on Last Six of 'Dogtown' Skein

HOLLYWOOD — "Dogtown, U. S. A.," series of 15-minute films starring canine expert Herb Wagner and his pooches, is being packaged by Howard Productions.

Twenty episodes are already in the can, with six additional ones to be shot. Program has been appearing locally on KTLA.

**THREE SERIES UP**

# Net Costume Films Near Syndication

NEW YORK—Three costume series that were about to be waved off the networks last week looked about ready to go into the syndication market. Official Films was reported to have talked to some stations about the sale of "The Buccaneers" and "Sir Lancelot." And Screen Gems was said to have about made up its mind to syndicate "77th Bengal Lancers" soon if not immediately.

A spokesman for Official said last week that the company had not made a final decision on the syndication of its two shows and

that it had not closed any deals with stations.

Meanwhile, ABC-TV last week had made no progress in its plan to put five adventure reruns in its 5-5:30 p.m. strip.

"Buccaneers" for Sylvania has been drawing ratings around 14.0 lately. "Lancelot" for Lever Bros. and American Home Products, has been drawing in the 17.0's. "Bengal Lancers" for General Foods has been pulling somewhat over 11.0.

## Enders Screens Post Pilots for Bow in Fall

NEW YORK—Robert J. Enders, Inc., is screening pilots of "Best of the Post" this week here and in Chicago. The color series, based on stories from the Saturday Evening Post, is marked for fall network debut. No distributor has been set.

LONDON — Associated British Productions has made two pilots of "The Golden Age," costume drama series starring Flora Robson as Queen Elizabeth I. Films will arrive in New York late this month for network and client screenings thru the William Morris Agency.

## Kine Com'cials for Plymouth's 'Angels'

HOLLYWOOD — In a new twist Plymouth is kinescoping its commercials for the "Date With the Angels" series, debuting this week. It's one of the few times a film program is going onto the air without film commercials.

Move is to permit the same flexibility and change by commercials which a live series would have. The kines are being pre-integrated into the films.

## FILM COSTS

### Col. Group Commanding Top Prices

HOLLYWOOD — Despite the fact that 2,000 feature films have been released during the past year, picture prices are continuing to climb upward.

This is demonstrated by the fact that the latest Columbia package of 39 is commanding the highest prices ever paid in most markets. In San Francisco, for instance, the package went for \$3,200 per pic, in Seattle for \$1,500, in Salt Lake City for \$1,100, and Denver for \$850.

In Los Angeles, where the pic have not been sold yet, the asking price is \$12,000 per picture, with \$8,000 being offered. Up to a short time ago \$6,000 to \$7,000 was considered the absolute top in the L.A. market, and even "Gone With the Wind" would probably have had a difficult time getting \$8,000.

### NBC Film to Synd. M-G-M Tele Series

HOLLYWOOD—MGM-TV is entering into an agreement with NBC Film Division whereby the studio would produce one or more series for syndication thru the net's distribution arm.

According to Bud Barry, M-G-M v.-p., no decision has as yet been made as to which property will be filmed for syndication. The studio's first TV pilot, aimed at national sale, will be the "Thin Man," rolling May 27 with Peter Lawford and Phyllis Kirk in starring roles.

Decision to syndicate thru NBC Film Division came about, Barry said, because it was felt that the company's TV sales force, which will continue to handle feature picture sales, is not extensive enough for syndicated properties. Pact with NBC would not be exclusive, and deals may be made with other distributors also.

CNP, the production company for NBC Film, will shoot one of its series, "Union Pacific," at the M-G-M lot, but the studio is only providing physical facilities for this.

### SG Pilot to Follow Up 'Fogg' Doings

NEW YORK — Screen Gems will film a pilot of "The Further Adventures of Phineas Fogg" in June for fall sale. Based on the

## TPA Offers Tailor-Made Commercials

NEW YORK—Television Programs of America is offering to tailor-make commercials for local and regional advertisers. It will send its "Commercial Task Force" any place in the country to shoot the commercials in the sponsor's home town. It will do its shooting on location and in local studios.

TPA has just hired Wally Gould to head the "Task Force" and to serve as chief producer of its Commercial division. Gould's department will also produce industrial films and documentaries.

Gould was formerly head of the commercial department of Guild Films.

TPA has produced commercials before, but not on a truly formal basis. It recently produced a series for Drewery's Beer starring Don Ameche. The brewery is using them on TPA's "Stage 7," which it has titled "Don Ameche's Play of the Week" in its Midwestern markets.

The idea of a mobile commercial producing unit for local advertisers has been discussed in the trade over the years, but as far as is known few of them ever left home for long.

### Zenith Picks 1/4 Of NCAA's Grid

NEW YORK—Zenith last week purchased one quarter of the National Collegiate Athletic Association football games on the NBC-TV web next fall.

Sunbeam and Bristol-Myers have also bought quarters of the package, with only United States Rubber to be heard from on a renewal.

### Tom Judge Named WBC Sales Mgr.

NEW YORK—Tom Judge has been named national TV sales manager of the Westinghouse Broadcasting Company, a post created "to meet the stations' continuing growth in sales," according to Alexander Dannenbaum Jr., sales veepee for WBC.

Judge is currently sales veepee for Closed Circuit Telecasting, Inc.

Jules Verne characters of "Around the World in 80 Days," the "Fogg" series will feature on-location adventures at the turn of the century.

## SPONSOR INTO SHOW

### Lever of Canada Buys Interest in 'Tugboat'

TORONTO—Lever Brothers of Canada has bought a minority interest in the "Tugboat Annie" film series. One of the few instances in which a sponsor has been involved in the financing of a film show, it is probably the only instance in which a foreign company has done so. Lever of Canada, which is completely independent of Lever Bros. in the U. S., will sponsor "Tugboat Annie" on the Canadian Broadcasting Corporation in the fall.

The majority owner of the show is Normandie Productions, Ltd., the Canadian sister of Television Programs of America, which produced the pilot of the series in Hollywood some time ago. TPA will distribute the show outside of Canada.

Production of the series will

start at the Canadian Film Industries studios here next month. Based on the Saturday Evening Post stories by Norman Reilly Raine, the TV show will star Minerva Urecal in the title role.

"Hawkeye" Producer Normandie is the outfit that produced "Hawkeye and the Last of the Mohicans," which TPA is syndicating in the U. S. The CBC co-produced that one and will put it on the air here in October.

In view of the "full speed ahead" production on "Annie" and the time-tight situation on the networks, it is deemed likely that TPA will also shoot for syndication sales on this new show. TPA is known to have had interest from at least one large regional sponsor, but no deal has yet jelled.

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Buy sports . . . year 'round package or individual show. Build summer ratings . . . timely impact programs slanted to sell services or product.

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- BIG 10 FOOTBALL HIGHLIGHTS
- BUD WILKINSON SHOW
- ADVENTURE OUT OF DOORS
- FAMOUS FIGHTS
- THE TRAVELBUG

### LET'S GO GOLFING

with Byron Nelson, Harvie Ward, U. S. Amateur Champion, and Ken Venturi, credit Byron with improving their game.

\*13 1/2 hours on film — or build your own live-film 1/2 hour write for details

### BIG 10 FOOTBALL HIGHLIGHTS

Full season coverage . . . All Big 10 Conference teams . . . a Billboard Award winner

\*13 1/2 hours starting week Sept. 23 with Chick Hearn. Follow the "Race to the Rosebowl."

### BUD WILKINSON SHOW

All sports in season with America's No. 1 coach.

\*39 1/2 hours Geared to family participation and spectator enjoyment.

### ADVENTURE OUT OF DOORS

with Jack Van Coevering, Detroit Free Press wildlife editor.

\*26 1/4 hours Authentic fishing, hunting, nature adventure series.

### FAMOUS FIGHTS

on film Rocky Marciano, Sugar Ray Robinson, Floyd Patterson.

\*52 1/2 hours championship bouts filmed at ringside by WINIK.

### THE TRAVELBUG

'Round the USA in 15 minutes . . . scenic effects of little known places.

\*13 1/4 hours exciting human interest in COLOR. People at play enjoying America.

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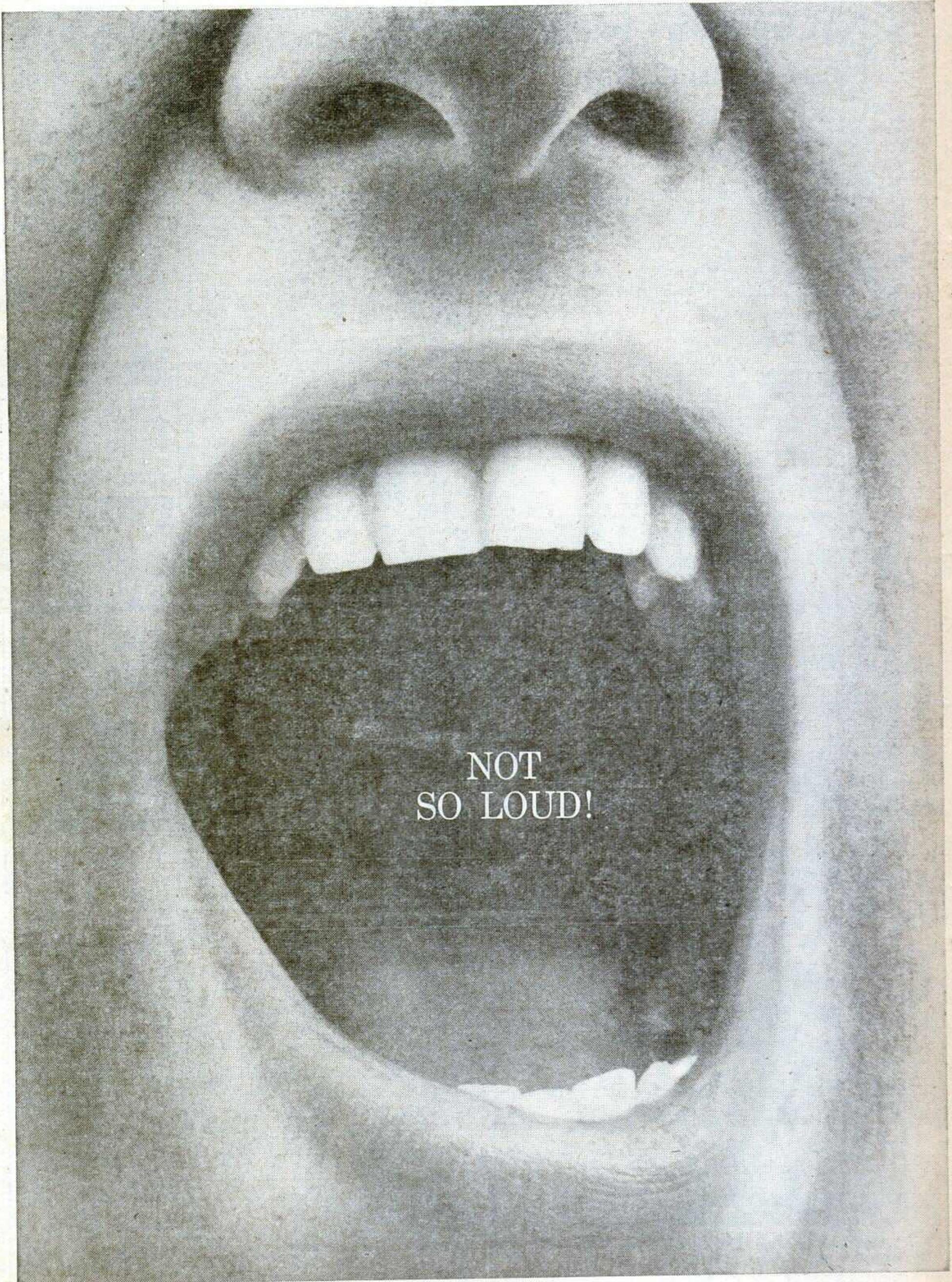
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We've always cherished the idea that you don't have to rattle your tonsils to prove your worth. Take a look at the Sphinx. She's been sitting pretty for years, without ever opening her mouth. And why do you think Mona Lisa made out so good?

When we placed our hot new submarine-adventure series, "The Silent Service," into TV syndication, we said to ourselves: "Okay. We want the whole wide world to know. But do we have to scream our heads off? Do we have to announce a new series with the usual 4-color foldouts, pushups, pullouts. Maybe even hydrogen fallouts?"

"Up your periscopes, fellows! Take another look around," we told ourselves. "Maybe it isn't always possible in every line of business, but can't we try for once to build sales volume without noise volume?" We gave ourselves a resounding *yes!*

So we launched our seagoing series *without* a big splash. We *didn't* break a bottle of champagne over its prow in the trade press. We drank the champagne. And we let CNP's prime product, created *exclusively* for local, regional and spot advertisers, speak for itself. We discovered that if you really have something to say, they'll listen. Even if you whisper it. Like this: In less than a month, "The Silent Service" has been sold in more than 75 markets,

including 17 of the 25 largest population centers in the United States.

**NBC TELEVISION FILMS**  
a division of CALIFORNIA NATIONAL PRODUCTIONS

# Follow Leader Doesn't Pay, Says Cinader

NEW YORK — "There are no trends, only good shows and bad shows," says Robert Cinader in an attack on "the follow-the-leader game producers and networks play each spring during fall planning." The director of program planning and development for California National Productions thinks "the trend is always in the mind of the trade, never the audience."

"It only pays off on Madison Avenue in helping to sell a mediocre series," maintains Cinader. "With top brains working under the trend delusion, an artificial situation is made to seem real to the press and some advertisers. And, since experiment is dangerous, the temptation is to copy."

"You're as good as your last instinct," notes the epigrammatic exec. "A current hit is always followed by a number of new pilots, which give sponsors more to choose from and hence guarantee a better quality. But unless the quality of the imitation is so good that the show would have been put on against all trends, the show will quietly fold, no matter what the original is reaping."

"In the 24 minutes you produce for each half-hour show, it is death to do a series where each week the hero, locale or format must be explained. When Sergeant Friday, Wyatt Earp or Robin Hood appears on screen, the viewer instantly knows what all the elements are."

"The local buyer wants class," concludes Cinader. "You must give him a big star, the U. S. Navy or a fresh concept and avoid the fallacy of copying being insurance for success."

## PULSE LOCAL RATINGS FOR MARCH

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

ATLANTA	COLUMBUS, GA.	LUBBOCK, TEXAS	OMAHA
<p>3 TV STATIONS—181,500 TV HOMES Population—778,900 (23d in U. S.) Buying Income—\$1,361,091,000 (24th) Retail Sales—\$1,093,106,000 (21st) Food Sales—\$211,835,000 (23d) Drug Sales—\$35,608,000 (23d) Automotive—\$201,453,000 (22d) Above figures include following counties: Cobb, De Kalb, Fulton.</p> <p><b>TOP NETWORK SHOWS</b></p> <ol style="list-style-type: none"> <li>1. I Love Lucy, WAGA, M. . . . 39.9</li> <li>2. Godfrey's Talent Scouts, WAGA, M. . . . 38.0</li> <li>3. Burns &amp; Allen, WAGA, M. . . . 35.4</li> <li>4. G. E. Theater, WAGA, Su. . . . 35.2</li> <li>5. Ed Sullivan, WAGA, Su. . . . 35.0</li> <li>5. I've Got a Secret, WAGA, M. . . . 35.0</li> <li>7. Red Skelton, WAGA, T. . . . 34.7</li> <li>8. Alfred Hitchcock, WAGA, Su. . . . 34.4</li> <li>9. \$64,000 Question, WAGA, T. . . . 33.9</li> <li>10. December Bride, WAGA, M. . . . 33.8</li> </ol> <p><b>TOP MULTI-WEEKLY SHOWS</b></p> <ol style="list-style-type: none"> <li>1. Queen for a Day, WSB, M.-F. . . . 15.0</li> <li>2. Mickey Mouse Club, WLW-A, M.-F. . . . 13.1</li> <li>3. NBC News, WSB, T.-F. . . . 12.6</li> <li>4. Club House Gang, WSB, M.-F. . . . 12.1</li> <li>5. Modern Romances, WSB, M.-F. . . . 12.0</li> <li>6. CBS News, WAGA, M.-F. . . . 11.5</li> <li>7. Weather, News (6:45 p.m.), WSB, M.-F. . . . 11.4</li> <li>7. Xavier Cugat, WSB, W. F. . . . 11.4</li> <li>9. Armchair Playhouse, WSB, M.-F. . . . 11.0</li> <li>9. Search for Tomorrow, WAGA, M.-F. . . . 11.0</li> </ol> <p><b>TOP FEATURE FILMS</b></p> <p><b>Once Weekly</b></p> <ol style="list-style-type: none"> <li>1. M-G-M Playhouse, WSB, Su.-12:15-2:30 . . . . . 29.7</li> <li>2. 20th Century Playhouse, WSB, Su.-10:30-12:00 mid. . . . . 18.2</li> <li>3. Gold Cup Theater, WLW-A, S.-7:00-9:00 . . . . . 11.0</li> <li>4. Purple Sage Playhouse, WLW-A, S.-3:00-4:00 . . . . . 10.0</li> <li>5. 6 Gun Theater, WLW-A, S.-12:30-1:30 . . . . . 7.3</li> </ol> <p><b>Multi-Weekly</b></p> <ol style="list-style-type: none"> <li>1. Late Show, WSB, Th.-S.-11:30-12:00 mid. . . . . 13.2</li> <li>2. Armchair Playhouse, WSB, M.-F.-1:00-2:00 . . . . . 10.9</li> <li>3. MovieTime U.S.A., WLW-A, F., Su.-11:15-12:00 mid. . . . . 8.8</li> <li>4. Sky Theater, WLW-A, M.-W., Su.-11:30-12:00 mid. . . . . 6.3</li> <li>5. Movie at 11, WLW-A, M.-F.-11:00-12:30 . . . . . 3.8</li> </ol> <p><b>TOP SYNDICATED FILMS</b></p> <ol style="list-style-type: none"> <li>1. Badge 714 (NBC), WSB, M.-7:00 . . . . . 24.1</li> <li>2. Amos 'n' Andy (CBS), WAGA, Th.-7:00 . . . . . 23.4</li> <li>3. Superman (Flamingo), WSB, W.-7:00 . . . . . 22.2</li> <li>4. Highway Patrol (Ziv), WAGA, F.-7:30 . . . . . 21.5</li> <li>5. State Trooper (MCA), WAGA, F.-7:00 . . . . . 20.9</li> <li>6. I Search for Tomorrow (King), T.-10:30 . . . . . 20.2</li> <li>6. I Search for Adventure (Bag-nall), WSB, T.-7:00 . . . . . 20.2</li> <li>7. Studio 57 (MCA), WAGA, T.-10:30 . . . . . 18.2</li> <li>8. Science Fiction Theater (Ziv), WAGA, T.-7:00 . . . . . 18.0</li> <li>9. City Detective (MCA), WLW-A, W.-6:30 . . . . . 17.3</li> <li>10. Rosemary Clooney (MCA), WAGA, M.-7:00 . . . . . 16.0</li> <li>10. Death Valley Days (Pacific Borax), WLW-A, Th.-6:30 . . . . . 16.0</li> <li>12. Dr. Christian (Ziv), WSB, F.-7:00 . . . . . 15.5</li> <li>13. Dr. Hudson's Secret Journal (MCA), WSB, M.-10:30 . . . . . 15.4</li> <li>14. Wild Bill Hickok (Flamingo), WLW-A, Th.-6:00 . . . . . 15.3</li> </ol>	<p>2 TV STATIONS—40,800 TV HOMES Population—220,700 (110th in U. S.) Buying Income—\$329,268,000 (110th) Retail Sales—\$176,738,000 (135th) Food Sales—\$40,166,000 (131st) Drug Sales—\$5,335,000 (140th) Automotive—\$35,608,000 (135th) Above figures include following counties: Russell, Ala.; Chattahoochee, Muscogee, Ga.</p> <p><b>TOP NETWORK SHOWS</b></p> <ol style="list-style-type: none"> <li>1. I Love Lucy, WRBL, M. . . . . 50.8</li> <li>2. \$64,000 Question, WRBL, T. . . . . 49.0</li> <li>3. Zane Grey, WRBL, F. . . . . 47.8</li> <li>4. Burns &amp; Allen, WRBL, M. . . . . 45.8</li> <li>4. Ed Sullivan, WRBL, Su. . . . . 45.8</li> <li>6. Phil Silvers, WRBL, T. . . . . 45.5</li> <li>7. Millionaire, WRBL, W. . . . . 45.3</li> <li>8. Disneyland, WRBL, W. . . . . 44.8</li> <li>9. Jack Benny, WRBL, Su. . . . . 43.8</li> <li>10. I've Got a Secret, WRBL, W. . . . . 43.0</li> </ol> <p><b>TOP MULTI-WEEKLY SHOWS</b></p> <ol style="list-style-type: none"> <li>1. CBS News, WRBL, M.-F. . . . . 33.9</li> <li>2. Evening Edition, Weather (7:00 p.m.), WRBL, M.-F. . . . . 32.2</li> <li>3. Mickey Mouse Club, WRBL, M.-F. . . . . 27.6</li> <li>4. Bob Brandy—Kids, WRBL, M.-F. . . . . 21.4</li> <li>5. Late Edition (11:00 p.m.), WRBL, M.-F. . . . . 21.3</li> <li>6. Queen for a Day, WDAK, M.-F. . . . . 16.4</li> <li>7. News Roundup, Misc. (6:45), WDAK, M.-F. . . . . 16.0</li> <li>7. Sports, Weather, Misc. (11:15), WRBL, M.-F. . . . . 16.0</li> <li>9. News, Weather, Sports (11:00), WDAK, M.-F. . . . . 14.8</li> <li>10. Danny Adkinson, WDAK, M.-F. . . . . 14.7</li> </ol> <p><b>TOP FEATURE FILMS</b></p> <p><b>Once Weekly</b></p> <ol style="list-style-type: none"> <li>1. Theater 28, WDAK, S.-11:00-12:00 mid. . . . . 19.7</li> <li>2. Sunday Feature, WRBL, Su.-11:00-12:00 mid. . . . . 17.3</li> <li>3. Saturday Show, WDAK, S.-5:15-6:30 . . . . . 17.3</li> <li>4. Western Theater, WDAK, S.-11:30-2:00 . . . . . 13.5</li> <li>5. Sunday Movie Time, WRBL, Su.-1:30-2:30 . . . . . 12.7</li> </ol> <p><b>Multi-Weekly</b></p> <ol style="list-style-type: none"> <li>1. Studio Four, WRBL, 10 a.m.-11 a.m., M.-F. . . . . 7.8</li> </ol> <p><b>TOP SYNDICATED FILMS</b></p> <ol style="list-style-type: none"> <li>1. Men of Annapolis (Ziv), WRBL, W.-8:30 . . . . . 44.0</li> <li>2. State Trooper (MCA), WRBL, Th.-9:30 . . . . . 36.5</li> <li>3. Highway Patrol (Ziv), WDAK, F.-9:30 . . . . . 32.8</li> <li>4. Science Fiction Theater (Ziv), WRBL, Th.-10:00 . . . . . 32.3</li> <li>5. Mr. District Attorney (Ziv), WRBL, Su.-7:00 . . . . . 30.8</li> <li>6. I Led Three Lives (Ziv), WRBL, Su.-10:30 . . . . . 29.8</li> <li>7. Dr. Christian (Ziv), WDAK, W.-9:30 . . . . . 26.8</li> <li>8. Sky King (Nabisco), WRBL, Th.-6:30 . . . . . 26.3</li> <li>9. Annie Oakley (CBS), WRBL, S.-6:30 . . . . . 25.3</li> <li>10. I Spy (Guild), WDAK, F.-9:00 . . . . . 25.0</li> <li>11. Rosemary Clooney (MCA), WDAK, Th.-9:00 . . . . . 24.0</li> <li>12. Crunch and Des (NBC), WDAK, W.-9:00 . . . . . 22.3</li> <li>12. Dateline Europe (Official), WDAK, Su.-10:30 . . . . . 22.3</li> <li>14. Patti Page, (Screen Gems), WRBL, W.-6:45 . . . . . 20.0</li> <li>15. Duffy's Tavern (Guild) WDAK, M.-10:00 . . . . . 19.0</li> <li>16. Eddie Arnold (Schwimmer), WDAK, S.-6:45 . . . . . 17.8</li> <li>17. Sherlock Holmes (Guild), WDAK, F.-7:00 . . . . . 16.8</li> </ol>	<p>2 TV STATIONS—34,300 TV HOMES Population—152,500 (140th in U. S.) Buying Income—\$272,555,000 (122d) Retail Sales—\$204,452,000 (122d) Food Sales—\$36,488,000 (141st) Drug Sales—\$5,182,000 (146th) Automotive—\$52,842,000 (99th) Above figures include following counties: Lubbock.</p> <p><b>TOP NETWORK SHOWS</b></p> <ol style="list-style-type: none"> <li>1. I Love Lucy, KDUB, M. . . . . 51.3</li> <li>2. Phil Silvers, KDUB, T. . . . . 46.8</li> <li>3. G. E. Theater, KDUB, Su. . . . . 44.3</li> <li>4. Alfred Hitchcock, KDUB, Su. . . . . 43.3</li> <li>5. Jane Wyman, KCBD, T. . . . . 42.0</li> <li>6. December Bride, KDUB, M. . . . . 41.8</li> <li>7. I've Got a Secret, KDUB, W. . . . . 41.3</li> <li>8. Gunsmoke, KDUB, S. . . . . 40.8</li> <li>9. Hey! Jeanie, KDUB, S. . . . . 40.5</li> <li>9. Warner Brothers, KCBD, T. . . . . 40.5</li> </ol> <p><b>TOP MULTI-WEEKLY SHOWS</b></p> <ol style="list-style-type: none"> <li>1. CBS News, KDUB, M.-F. . . . . 20.8</li> <li>2. Looney Tunes, KDUB, M.-F. . . . . 20.2</li> <li>3. Laurel 'n' Hardy, KDUB, M., T., Th., F. . . . . 19.5</li> <li>4. News, Weather, Sections (6 p.m.), KDUB, M.-F. . . . . 19.3</li> <li>5. News, Sports, Weather (6 p.m.), KCBD, M.-F. . . . . 19.0</li> <li>6. Here's Hollywood, KCBD, M.-F. . . . . 18.5</li> <li>7. Hospitality Time, KCBD, M., W., F. . . . . 17.5</li> <li>8. News, Weather, Sections (10:30), KDUB, M.-F. . . . . 17.1</li> <li>9. News, Weather (10:30 p.m.), KCBD, M.-F. . . . . 15.3</li> <li>10. Queen for a Day, KCBD, M.-F. . . . . 14.9</li> </ol> <p><b>TOP FEATURE FILMS</b></p> <p><b>Once Weekly</b></p> <ol style="list-style-type: none"> <li>1. Movie Canteen, KCBD, S.-11:00-12:00 mid. . . . . 12.7</li> </ol> <p><b>Multi-Weekly</b></p> <ol style="list-style-type: none"> <li>1. Movie, KDUB, M.-W., S.-11:00-12:00 mid. . . . . 15.1</li> <li>2. Channel 11 Theater, KCBD, M.-F.-11:30-12:00 mid. . . . . 10.0</li> </ol> <p><b>TOP SYNDICATED FILMS</b></p> <ol style="list-style-type: none"> <li>1. Doug, Fairbanks Presents (ABC), KDUB, M.-7:30 . . . . . 38.0</li> <li>2. Mickey Rooney (Screencraft), KDUB, F.-8:30 . . . . . 33.3</li> <li>3. T.V. Readers' Digest (Schubert), KDUB, Su.-9:30 . . . . . 31.8</li> <li>4. Crunch and Des (NBC), KDUB, Th.-9:00 . . . . . 31.3</li> <li>5. Annie Oakley (CBS), KDUB, Th.-6:30 . . . . . 31.0</li> <li>6. Dr. Hudson's Secret Journal (MCA), KCBD, F.-7:30 . . . . . 29.8</li> <li>7. Code Three (ABC), KDUB, M.-10:00 . . . . . 29.0</li> <li>8. Frontier (NBC), KCBD, Su.-9:30 . . . . . 28.8</li> <li>9. State Trooper (MCA), KDUB, Th.-8:30 . . . . . 26.0</li> <li>10. I Led Three Lives (Ziv), KCBD, Th.-10:00 . . . . . 25.3</li> <li>11. Sheriff of Cochise (NTA), KCBD, M.-9:30 . . . . . 23.8</li> <li>12. O'Henry Playhouse (Gross Krasne), KCBD, Su.-8:30 . . . . . 21.8</li> <li>13. Captain David Grief (Guild), KDUB, T.-8:30 . . . . . 21.0</li> <li>14. Superman (Flamingo), KCBD, M.-5:00 . . . . . 20.5</li> <li>14. Looney Tunes (Guild), KDUB, M.-F.-5:00 . . . . . 20.5</li> <li>16. Steve Donovan (NBC), KCBD, M.-6:30 . . . . . 20.3</li> <li>17. Rosemary Clooney (MCA), KCBD, W.-7:30 . . . . . 20.0</li> <li>18. Looney Tunes (Guild), KDUB, M.-F.-5:45 . . . . . 19.9</li> <li>19. Errol Flynn (King-Shor), KDUB, W.-10:00 . . . . . 19.8</li> <li>20. Laurel and Hardy (Governor), KDUB, M., T., Th., F.-5:15 . . . . . 19.5</li> <li>21. Looney Tunes (Guild), KCBD, M.-5:30 . . . . . 19.0</li> </ol>	<p>2 TV STATIONS—170,900 TV HOMES Population—401,600 (53d in U. S.) Buying Income—\$697,153,000 (53d) Retail Sales—\$502,402,000 (53th) Food Sales—\$97,182,000 (59th) Drug Sales—\$16,744,000 (52d) Automotive—\$107,142,000 (49th) Above figures include following counties: Pottawattamie, Iowa; Douglas and Sarpy, Neb.</p> <p><b>TOP NETWORK SHOWS</b></p> <ol style="list-style-type: none"> <li>1. I Love Lucy, WOW, M. . . . . 53.5</li> <li>2. Godfrey's Talent Scouts, WOW, M. . . . . 49.0</li> <li>3. Red Skelton, WOW, T. . . . . 48.3</li> <li>4. What's My Line? WOW, Su. . . . . 47.8</li> <li>5. Burns &amp; Allen, WOW, M. . . . . 47.3</li> <li>6. \$64,000 Question, WOW, T. . . . . 47.3</li> <li>7. December Bride, WOW, M. . . . . 42.8</li> <li>8. G. E. Theater, WOW, Su. . . . . 42.3</li> <li>8. I've Got a Secret, WOW, W. . . . . 42.3</li> <li>10. Millionaire, WOW, W. . . . . 41.8</li> </ol> <p><b>TOP MULTI-WEEKLY SHOWS</b></p> <ol style="list-style-type: none"> <li>1. Weather, News (10:00 p.m.), WOW, M.-F. . . . . 29.0</li> <li>2. Sports, Misc. (10:15 p.m.), WOW, M.-F. . . . . 28.8</li> <li>3. Mickey Mouse Club, KMTV, M.-F. . . . . 26.9</li> <li>4. Command Performance, WOW, W., F. . . . . 22.7</li> <li>5. Report (10:00 p.m.), KMTV, M.-F. . . . . 21.0</li> <li>6. NBC News, KMTV, M.-F. . . . . 15.6</li> <li>7. Queen for a Day, KMTV, M.-F. . . . . 13.6</li> <li>8. Xavier Cugat, KMTV, W., F. . . . . 12.8</li> <li>9. Hawk, KMTV, M.-F. . . . . 12.7</li> <li>10. Comedy Time, KMTV, M.-F. . . . . 12.3</li> </ol> <p><b>TOP FEATURE FILMS</b></p> <p><b>Once Weekly</b></p> <ol style="list-style-type: none"> <li>1. Million 5 Movie, WOW, Su.-10:15-12:00 mid. . . . . 19.3</li> <li>2. Sunday Theater, KMTV, Su.-10:30-12:00 mid. . . . . 6.0</li> </ol> <p><b>Multi-Weekly</b></p> <ol style="list-style-type: none"> <li>1. Command Performance, WOW, W., F., S.-10:30-12:00 mid. . . . . 24.6</li> <li>2. Academy Theater, WOW, M., T., Th.,-11:00-12:00 mid. . . . . 11.6</li> <li>3. Movie Matinee, WOW, M.-F.-4:00-5:30 . . . . . 9.0</li> </ol> <p><b>TOP SYNDICATED FILMS</b></p> <ol style="list-style-type: none"> <li>1. Whitebirds (CBS), WOW, T.-9:30 . . . . . 37.9</li> <li>2. Dr. Hudson's Secret Journal (MCA), KMTV, W.-9:30 . . . . . 33.3</li> <li>3. Sheriff of Cochise (NTA), WOW, S.-9:30 . . . . . 32.8</li> <li>4. Soldiers of Fortune (MCA), WOW, F.-6:30 . . . . . 25.8</li> <li>4. Sky King (Nabisco), WOW, S.-5:00 . . . . . 25.8</li> <li>4. Mr. District Attorney (Ziv), WOW, S.-10:30 . . . . . 25.8</li> <li>7. Annie Oakley (CBS), WOW, M.-6:30 . . . . . 25.5</li> <li>8. Buffalo Bill Jr. (CBS), WOW, S.-4:30 . . . . . 22.8</li> <li>9. Highway Patrol (Ziv), WOW, F.-10:30 . . . . . 21.8</li> <li>10. State Trooper (MCA), KMTV, M.-9:30 . . . . . 21.3</li> <li>10. Superman (Flamingo), KMTV, F.-7:30 . . . . . 21.3</li> <li>12. Code Three (ABC), WOW, T.-10:30 . . . . . 20.8</li> <li>13. Jungle Jim (Screen Gems), WOW, S.-4:00 . . . . . 20.3</li> <li>14. Bowling (Sterling), KMTV, Su.-1:00 . . . . . 20.0</li> <li>15. Susie (TPA), W.-6:00 . . . . . 19.8</li> <li>16. Passport to Danger (ABC), WOW, M.-10:30 . . . . . 18.0</li> <li>17. Captain Midnight (Screen Gems), KMTV, S.-9:30 a.m. . . . . 17.3</li> <li>18. Falcon (NBC), KMTV, Su.-9:30 . . . . . 16.0</li> <li>19. Flash Gordon (Guild), KMTV, W.-6:00 . . . . . 15.8</li> <li>19. Long John Silver (CBS), WOW, S.-3:30 . . . . . 15.8</li> <li>21. Death Valley Days (Pacific Borax), KMTV, F.-10:30 . . . . . 14.8</li> </ol>

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## STATION SIGNALS

By NORMAN MORRIS

The Westinghouse Broadcasting Company has drawn up a contract to purchase ABC television affiliate WAAM, Baltimore, from its present owners, WAAM, Inc. The transaction is still subject to approval by the board of directors of the Westinghouse Electric Corporation and the Federal Communications Commission. According to the financial arrangements, there will be an exchange of stock between Westinghouse and WAAM, Inc. At the time the agreement was reached between the two companies, it was reported that the dollar equivalent of the stock involved came to about \$4,400,000. Westinghouse also owns WBZ-TV, Boston; KDKA-TV, Pittsburgh;

KYW-TV, Cleveland, and KPIN-TV, San Francisco.

On May 7, when the House Un-American Activities Committee began to probe into Communism in Maryland, Baltimore's television outlets were on hand to report the proceedings. WAAM-TV, WMAL-TV and WMAR-TV had banded together and pooled their resources to give complete TV coverage of the hearings. . . . KING-TV, Seattle, has dispatched newsman Charles Herring to Capitol Hill to cover the appearance of Dave Beck, teamsters' boss, before the Senate committee investigating racketeering in management and labor. Arrangements have been made to have the TV highlights shown in Seattle the same day they

occur in Washington.

WGAN-TV, Portland, Me., last week introduced "Along Maine Street," a daily program block produced and emceed by Jim Fitzgerald. The new morning show includes Maine news, weather and features and is still open for participating sponsorship. . . . The Martin Block show, viewed on WABC-TV, New York, from 11:30 to noon, makes an exit on June 14. The station is seeking a film series to replace the deejay music-and-interview stanza, and Block will concentrate on his radio chores.

Popular WBZ-TV sportscaster Curt Gowdy, absent from the TV scene thus far this season due to a back injury, returned to the air on May 4 to comment on the Red Sox-Cleveland game. The Sox still recouping at home, WBZ arranged to have him do his play-by-play description as he watched the game on his own TV set. . . . Mrs.

A. Samuels, assistant manager of KHAD-TV, Laredo, Tex., has assumed managerial duties until a replacement is named for Cleo E. Long, who left the station. . . . Sportscaster Sam Balter, KTLA, Los Angeles, has landed P. Lorillard Company, Inc., for full sponsorship of his Tuesday and Thursday telecast, "Sam Balter's Sportsbook." The 52-week deal was closed with Old Gold by the Paul Raymer Office, national rep for KTLA in New York.

The Shell Oil Company has signed a 52-week contract with WRCA-TV, New York, for the sponsorship of two news programs. The contract takes effect today (13) and includes sponsorship of a new local newscast, with Gabe Pressman, called "Shell Local News," to be seen weekdays at 6:45 p.m. Shell will also sponsor five local news inserts in "Today" with newscaster Bill Ryan.

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.

Quincy, Ill.—Hannibal, Mo.

Keokuk, Iowa
2 TV STATIONS—28,500 TV HOMES
Population—68,100 (247th in U. S.)
Buying Income—\$99,072,000 (250th)
Food Sales—\$16,323,000 (247th)
Retail Sales—\$74,945,000 (250th)
Drug Sales—\$2,582,000 (223d)
Automotive—\$11,770,000 (259th)
Above market statistics are for Quincy, Ill., only and include following county: Adams.

TOP NETWORK SHOWS

- 1. I Love Lucy, KHQA, M., 52.3
2. \$64,000 Question, KHQA, T., 49.8
3. December Bride, KHQA, M., 46.3
4. Ed Sullivan, KHQA, Su., 45.9
5. Do You Trust Your Wife? KHQA, T., 45.8
6. Climax!, KHQA, Th., 45.0
7. Millionaire, KHQA, W., 42.8
8. Playhouse 90, KHQA, Th., 41.8
8. \$64,000 Challenge, KHQA, Su., 47.8
8. Zane Grey, KHQA, Th., 41.8

TOP MULTI-WEEKLY SHOWS

- 1. Stage News, Wea. (10 p.m.), KHQA, M-F., 33.8
2. World News, Sports (10:15), KHQA, M-F., 29.0
3. Hal Barton Show, KHQA, M-F., 24.4
4. CBS News, KHQA, M., Th., 23.0
5. Children's Hour, KHQA, M-F., 19.2
6. Night Owl Theater, KHQA, M-F., 18.9
7. News, Wea. (10 p.m.), WGEM, M-F., 16.6
8. Cactus Club Theater, KHQA, M-F., 16.5
9. Flying Reporter, WGEM, M-F., 15.5
10. Guiding Light, KHQA, M-F., 15.2

TOP FEATURE FILMS

- Once Weekly
1. Family Theater, Su., KHQA, 3:00-4:30, 17.3
2. Late Show, Su., WGEM, 10:45-12 mid., 7.2
Multi-Weekly
1. Night Owl Theater, M-F., Su., KHQA, 10:30-12:00, 18.6
2. Circle 7 Roundup, S., Su., KHQA, 12:00-1:00, 15.8
3. Western Theater, M-F., WGEM, 5:00-6:00, 12.3

TOP SYNDICATED FILMS

- 1. State Trooper (MCA), KHQA, M-9:00, 40.5
2. Stage Seven (TPA), KHQA, M-9:30, 39.0
3. Dr. Hudson's Secret Journal (MCA), KHQA, Su-9:30, 37.5
4. Sheriff of Cochise (NTA), KHQA, S-9:30, 34.8
5. Wild Bill Hickok (Flamingo), KHQA, M-7:00, 32.5
5. Crunch and Des (NBC), KHQA, F-8:30, 32.5
7. Jungle Jim (Screen Gems), KHQA, Su-6:00, 28.5
8. Highway Patrol (Ziv), WGEM, Th-8:00, 25.3
9. Confidential File (Guild), WGEM, W-9:30, 24.8
9. Judge Roy Bean (Screencraft), WGEM, Su-9:30, 24.8
11. Public Defender (Interstate), KHQA, Th-6:30, 23.0
12. Man Called X (Ziv), Su-10:15, 22.8
13. Sheena, Queen of the Jungle (ABC), WGEM, Su-5:00, 21.8
14. †Sky King (Nabisco), WGEM, F-6:00, 21.5
15. Captain Gallant (TPA), WGEM, F-6:30, 20.5
16. Soldiers of Fortune (MCA), WGEM, Su-5:30, 20.3
17. Annie Oakley (CBS), WGEM, Th-6:00, 18.8
18. Ellery Queen (TPA), WGEM, M-9:30, 16.8
19. Steve Donovan (NBC), WGEM, W-6:00, 16.5
20. Doug Fairbanks Presents (ABC), WGEM, M, W-10:30, 15.2

DES MOINES

3 TV STATIONS—73,000 TV HOMES
Population—249,200 (92d in U. S.)
Buying Income—\$486,059,000 (75th)
Retail Sales—\$337,357,000 (73d)
Food Sales—\$63,911,000 (86th)
Drug Sales—\$11,391,000 (66th)
Automotive—\$79,992,000 (64th)
Above figures include following counties: Polk.

TOP NETWORK SHOWS

- 1. \$64,000 Question, KRNT, T., 44.0
2. Playhouse 90, KRNT, Th., 37.3
3. G.E. Theater, KRNT, Su., 36.5
4. I Love Lucy, KRNT, M., 36.3
5. Person to Person, KRNT, F., 35.8
5. \$64,000 Challenge, KRNT, Su., 35.8
7. Alfred Hitchcock, KRNT, Su., 34.8
7. I've Got a Secret, KRNT, W., 34.8
9. This Is Your Life, WHO, W., 32.8
9. What's My Line? KRNT, Su., 32.8

TOP MULTI-WEEKLY SHOWS

- 1. News—Van Dyke (10 p.m.), KRNT, M-F., 37.0
2. News (10:15 p.m.), KRNT, M-F., 30.9
3. Mickey Mouse Club, WOI, M-F., 17.2
4. News, Sports (6 p.m.), KRNT, M-F., 15.4
5. Gordon Goumock, KRNT, M-F., 14.9
6. Captain Kangaroo, KRNT, M-F., 13.4
6. Love of Life, KRNT, M-F., 13.4
6. News (10 p.m.), WHO, M-F., 13.4
9. Search for Tomorrow, KRNT, M-F., 13.0
9. Valiant Lady, KRNT, M-F., 13.0

TOP FEATURE FILMS

- Once Weekly
1. 20th Century Theater, WHO, Su-10:15-12 mid., 21.8
2. Selznick Theater, KRNT, Su-1:00-3:00, 18.5
3. Saturday Nite Theater, KRNT, S-10:30-12 mid., 13.5
4. Hollywood Playhouse, WHO, S-10:15-12 mid., 8.9
5. Premiere Theater, WOI, F-10:30-11:30, 5.8

- Multi-Weekly
1. Movie Date, KRNT, M-F., Su-11:00-12 mid., 11.5
2. Red Dash Show, WOI, M-Th-10:30-12 mid., 5.0
3. Film Theater, WOI, S, Su-11:30-12 mid., 4.4

TOP SYNDICATED FILMS

- 1. Soldiers of Fortune (MCA), KRNT, T-9:30, 33.5
2. Sheriff of Cochise (NTA), WHO, Su-9:30, 22.8
3. Susie (TPA), WHO, W-9:30, 20.3
4. Brave Eagle (CBS), KRNT, S-10:00 a.m., 18.0
5. Code Three (ABC), WHO, M-9:30, 17.8
6. Hopalong Cassidy (NBC), KRNT, S-12:30, 17.3
7. Superman (Flamingo), WOI, T-6:00, 16.3
7. Captain Midnight (Screen Gems), KRNT, S-11:00 a.m., 16.3
9. Science Fiction Theater (Ziv), WHO, Su-6:00, 16.0
10. †Sky King (Nabisco), KRNT, S-11:30 a.m., 15.3
10. Frontier (NBC), WHO, S-6:00, 15.3
12. Wild Bill Hickok (Flamingo), WOI, Th-6:00, 14.8
12. Uncommon Valor (RKO), KRNT, Th-10:30, 14.8
12. Crunch and Des (NBC), WHO, F-10:30, 14.8
15. Badge 714 (NBC), M-10:15, 13.5
16. State Trooper (MCA), WHO, F-7:30, 13.3
17. Life With Father (CBS), KRNT, Su-3:30, 12.8
18. Buffalo Bill Jr. (CRS), WOI, F-6:00, 12.3
19. Ranger Rider (CBS), WOI, M-6:00, 12.0

PORTLAND, ORE.

4 TV STATIONS—223,100 TV HOMES
Population—785,600 (22d in U. S.)
Buying Income—\$1,301,021,000 (126th)
Retail Sales—\$995,480,000 (23d)
Food Sales—\$231,416,000 (20th)
Drug Sales—\$23,877,000 (32d)
Automotive—\$185,512,000 (24th)
Above figures include following counties: Clackamas, Multnomah, Washington, Ore.; Clark, Wash.

TOP NETWORK SHOWS

- 1. I Love Lucy, KOIN, M., 39.7
2. Ed Sullivan, KOIN, Su., 39.0
3. Alfred Hitchcock, KOIN, Su., 36.4
4. Wyatt Earp, KGW, T., 35.2
5. G.E. Theater, KOIN, Su., 35.0
6. Disneyland, KGW, W., 34.8
7. Lawrence Welk, KGW, S., 34.5
8. What's My Line? KOIN, Su., 32.2
9. \$64,000 Question, KOIN, T., 31.9
10. Burns 'n' Allen, KOIN, M., 31.7

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KGW, M-F., 28.6
2. Cartoon Time, KOIN, M-F., 20.5
3. Mr. Moon, KOIN, M-F., 19.1
4. CBS News, KOIN, M-F., 16.7
5. Weather, Sports, News (6 p.m.), KOIN, M-F., 15.9
6. Art Linkletter, KOIN, M-F., 11.8
7. Nightbeat, Misc. (10:30), KGW, M-F., 11.4
8. Arthur Godfrey, KOIN, M-Th., 10.7
9. NBC News, KPVT, M-F., 10.4
10. Newsbeat (6:30 p.m.), KGW, M-F., 10.1

TOP FEATURE FILMS

- Once Weekly
1. Bar 8 Feature, KGW, S-4:00-6:00, 21.1
2. Saturday Film Fair, KGW, S-7:00-9:00, 14.6
3. Circle 8 Hoedown, KGW, S-6:00-7:00, 13.6
4. Meadows-Movie, KFOR, F-8:30-10:00, 12.8
5. Academy Theater, KFOR, S-7:30-9:30, 10.2

- Multi-Weekly
1. Armchair Theater, KOIN, M-Su-5:30-6:30, 10.3
2. Channel 8 Playhouse, KGW, M-Su-10:30-12 mid., 9.5
3. Showtime on 6, KOIN, M-F-11:30-12 mid., 7.5
4. Premier Theater, KFOR, M-Th-8:30-10:00, 7.0
5. Morning Movie, KGW, M-F-10:00-11:30 a.m., 6.7

TOP SYNDICATED FILMS

- 1. Science Fiction Theater (Ziv), KOIN, M-8:30, 35.0
2. Highway Patrol (Ziv), KOIN, Th-7:00, 30.3
3. I Search for Adventure (Bagnall), KOIN, Th-7:30, 27.5
4. Code Three (ABC), KOIN, T-10:00, 19.9
5. Captain Midnight (Screen Gems), KOIN, S-10:30 a.m., 17.9
6. Annie Oakley (CBS), KFOR, F-6:00, 17.8
6. Last of the Mohicans (TPA), KGW, W-6:00, 17.8
8. Soldiers of Fortune (MCA), KOIN, S-6:00, 17.7
9. Sheriff of Cochise (NTA), KOIN, W-6:30, 16.5
10. Jungle Jim (Screen Gems), KFOR, F-6:30, 16.0
11. State Trooper (MCA), KGW, Th-6:00, 15.3
12. Studio 57 (MCA), KOIN, W-10:00, 15.2
12. †Sky King (Nabisco), KOIN, S-11:30 a.m., 15.2
14. Wild Bill Hickok (Flamingo), KFOR, M-6:00, 14.8
15. Buffalo Bill Jr. (CRS), KFOR, Th-6:30, 14.0
15. Superman (Flamingo), KFOR, T-6:00, 14.0

TUCSON, ARIZ.

3 TV STATIONS—50,500 TV HOMES
Population—217,200 (102d in U. S.)
Buying Income—\$315,997,000 (114th)
Retail Sales—\$231,266,000 (112th)
Food Sales—\$56,064,000 (100th)
Drug Sales—\$8,127,000 (90th)
Automotive—\$39,356,000 (128th)
Above figures include following counties: Pima

TOP NETWORK SHOWS

- 1. Ed Sullivan, KOPO, Su., 40.8
2. \$64,000 Question, KOPO, T., 36.9
3. Alcoa Hour, KVOA, Su., 35.9
4. Groucho Marx, KVOA, Th., 34.7
5. Perry Como Show, KVOA, S., 33.6
6. Wyatt Earp, KGUN, T., 31.9
7. Tennessee Ernie, KVOA, Th., 31.5
8. I Love Lucy, KOPO, M., 31.4
9. Do You Trust Your Wife, KOPO, T., 31.2
10. Big Story, KVOA, F., 30.7

TOP MULTI-WEEKLY SHOWS

- 1. Cartoon Corral, KVOA, M-F., 19.2
2. News, Misc. (9:30 p.m.), KVOA, M-F., 18.6
3. Big Movie, KVOA, M-F., 15.5
3. Our Miss Brooks, KOPO, M-W, F., 15.5
5. Queen for a Day, KVOA, M-F., 14.6
6. Matinee Theater, KVOA, M-F., 14.4
6. Weather—Plunkett, KOPO, M-F., 14.4
8. Sports—Perlin (6:15 p.m.), KOPO, M-F., 14.1
9. Headline, Weather (6 p.m.), KOPO, M-F., 14.0
10. Headlining Tucson, Misc. (10:45) KOPO, M-Th., 13.9

TOP FEATURE FILMS

- Once Weekly
1. Sunday Nite Playhouse, KOPO, Su-10:00-12 mid., 16.5
2. Parade of Stars, KGUN, T-9:30-11:00, 15.0
3. Showtime, KOPO, S-10:15-11:30, 12.2
4. Movie of the Week, KGUN, Th-8:30-9:30, 11.8
5. Sunday Evening Theater, KGUN, Su-8:00-10:30, 11.3

- Multi-Weekly
1. Big Movie, KVOA, M-Su-11:15-12 mid., 13.5
3. Hollywood's Best, KGUN, M-S-11:15-12 mid., 11.3
4. Western Matinee, KOPO, M-F-4:00-5:00, 10.3
5. Marshal "N" Gun, KGUN, M-F-4:30-5:30, 5.4

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), KOPO, M-9:00, 33.9
2. Suspect (TPA), KVOA, M-8:30, 31.7
3. Stage Seven (TPA), KVOA, Su-8:30, 29.2
4. Science Fiction Theater (Ziv), KOPO, W-9:30, 27.7
5. State Trooper (MCA), KOPO, W-9:00, 26.9
6. Badge 714 (NBC), KVOA, T-9:00, 26.3
7. Highway Patrol (Ziv), KOPO, F-8:30, 26.0
8. I Spy (Guild), KOPO, Su-8:30, 24.9
9. Man Called X (Ziv), KVOA, S-9:00, 24.0
10. Judge Roy Bean (Screencraft), KVOA, Su-9:00, 21.5
11. Dangerous Assignment (NBC), KVOA, Th-6:00, 20.8
12. Dr. Hudson's Secret Journal (MCA), KOPO, Su-7:30, 20.5
13. Frontier Doctor (Hollywood TV), KOPO, Th-7:00, 20.2
14. Ray Milland Show (MCA), KVOA, T-6:30, 19.8
15. Dr. Christian (Ziv), KOPO, F-7:30, 19.3
16. Code Three (ABC), KOPO, Su-7:00, 19.2
17. Ranger Rider (CBS), KOPO, F-7:00, 18.5

Outrates all syndicated shows!

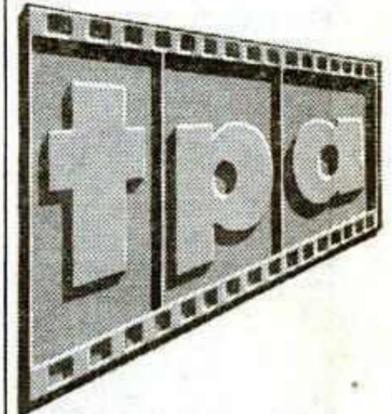


STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc. Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.



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

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

SHORT SCANNINGS

By CHARLOTTE SUMMERS

Oliver Treyz, head of the ABC net, has been elected a director of the Better Business Bureau of New York City, for a three-year term. . . . Robert F. Stanton, formerly of J. Walter Thompson and Albert Frank-Guenther Law, has joined Ketchum, MacLeod & Grove as advertising account executive on the Westinghouse Broadcasting account.

Serge Valle has been moved up to manager of research for California National Productions. . . . George Litto has left William Morris to concentrate on the stage, screen and TV affairs of Eddie Bracken. . . . Bernet G. Hammel has been named assistant manager of research for the ABC-TV net, effective immediately. Hammel

comes to ABC from Schwerin Research where he was assistant director of operations.

The Metropolitan Educational Television Association has chosen Mrs. Meryle Renie Evans as administrative assistant in promotion and public relations. Mrs. Evans was formerly supervisor of public relations for the New York Historical Society. . . . Helen Koss, executive secretary to Jack Gross, head of the American Research Bureau's New York office has been promoted to administrative assistant.

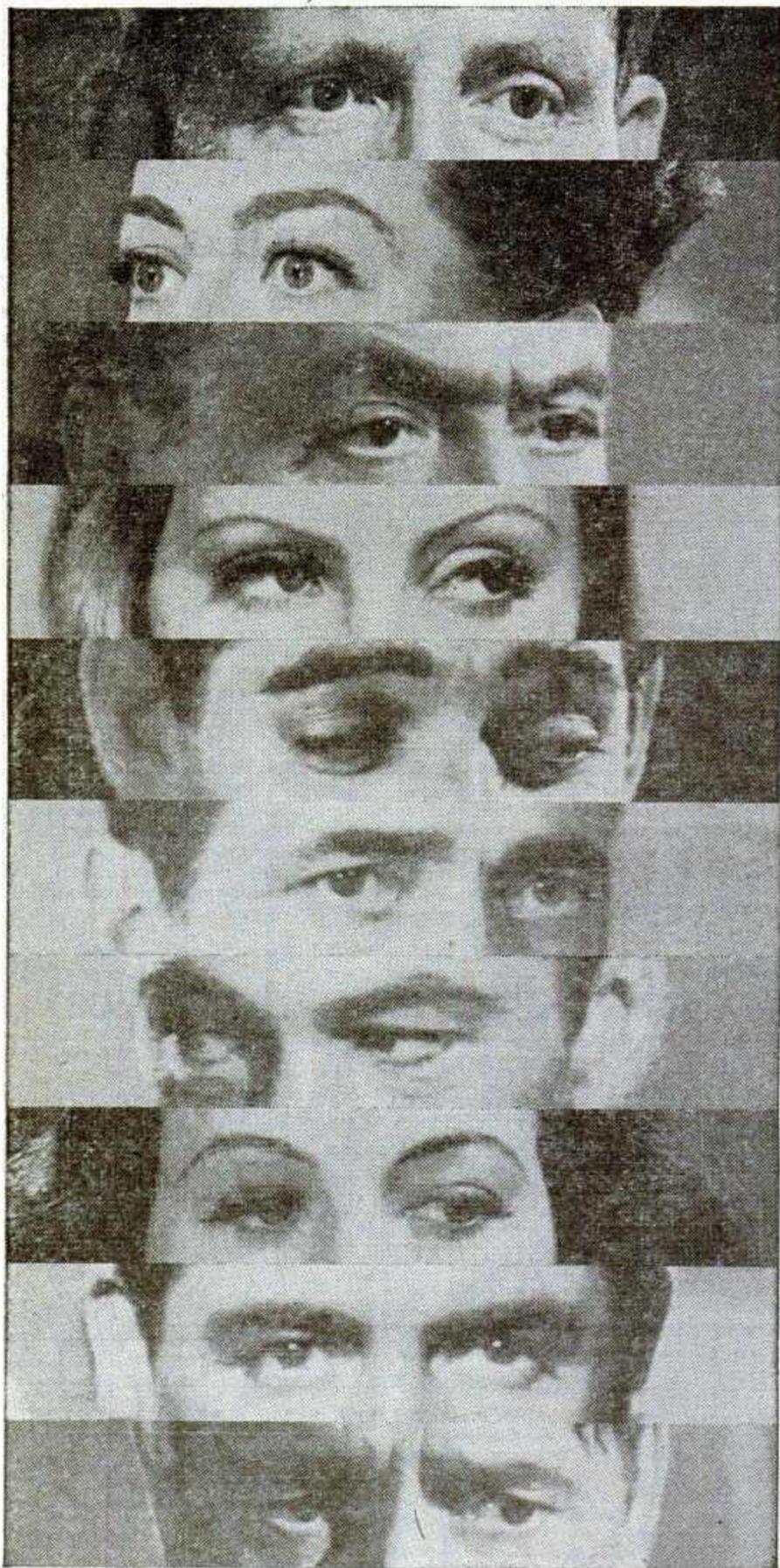
Robert Young, star of Screen Gem's "Father Knows Best," will be the keynote speaker at the Seattle-King County Safety Council campaign kick-off on Thursday (23). . . . After eight years with ABC, Patric Rastall has moved

over to CBS-TV as an account executive in its Chicago network sales department. . . . Armand Grant has been appointed to the newly created post of ABC-TV executive producer for daytime programs effective immediately. Grant will be responsible for the new "live" programming properties which ABC-TV is preparing for its daytime schedule this fall. He was formerly vice-president and general manager of WKIT, Garden City, L. I. . . . Don Kopoloff has been upped by the William Morris agency to its TV department.

'O. Henry' to Gen. Cigar

HOLLYWOOD — "O. Henry Playhouse" was sold to General Cigar Company of Baltimore last week by Gross-Krasne. Sale brings total markets to 188, according to the distributors.

Advertisement for '883' featuring a cartoon character and text: 'STRIP FOR SALES', '883', 'Quite, old boy, and at 15% the cost of a feature package. Need I say more!', 'OFFICIAL FILMS, INC', '25 West 45th St., New York 36, N.Y. PLaza 7-0100'



## BEST FEATURES!

One of the best features of WCBS-TV's feature film programming is that everyone—viewers, advertisers and the industry itself—*agrees* it's the best.

*The trade:* The Billboard's Fifth Annual TV Film Service Awards (a poll of hundreds of stations, sponsors, agencies and producers) voted WCBS-TV "the best station in the nation for imaginative and effective programming of feature films." (Gratifying but not new: this is WCBS-TV's third win in five years.)

*The viewers:* WCBS-TV's feature films are commanding the biggest audiences in their history... far bigger average audiences than feature films on any other New York station (The Early Show 33% larger, The Late Show 105% larger).

*The advertisers:* Sponsors consistently invest more in WCBS-TV's features than in any other feature film programs in New York—and get far bigger returns on their investment!

But the best feature of all, from the advertisers' point of view, is that Channel 2 commands much larger average audiences than any other New York station not only during feature film periods—but *throughout the entire week as well*. And has done so month after month, year after year!

# WCBS-TV

Channel 2 in New York  
CBS Owned • Represented by  
CBS Television Spot Sales

# Feature Use Takes Big Upturn in Year

### Statistics on New York, Chicago, Frisco Attest to Increases; Also More Pic Billings

Stations have increased their programming of feature film overwhelmingly this season. This was made clear in a station survey by The Billboard comparing March, 1956, with March, 1957.

Chicago is one market in which feature films have been given much more exposure this season. WBKB-TV is now running 15 feature telecasts per week. In March, 1956, it was carrying seven. The total amount of time it is devoting to feature film is 22½ hours per week as compared to 10½ last March. The station programs the "Movie-time U. S. A." package, the United Artists group and National Telefilm Associates' "Rocket 86."

Even a station like WOR-TV, New York, which has been a heavy user of feature film for three years, upped its programming of features this season. This March it was presenting 47 feature film telecasts per week, which consumed 62½ hours. Last March it was carrying 40 telecasts, which consumed 53½ hours per week.

#### KPIX, Frisco

KPIX, San Francisco, the Westinghouse outlet, has also stepped up its use of features. It presents 22 telecasts per week, as against 17 last March. They consume 27 hours per week. Last March they were only taking up 21 hours. One of the few examples of a

station that is using less time for features is KTLA, Los Angeles. Last March it was telecasting 17 feature films per week. This March it presented 13. Last March it was devoting 25½ hours per week to features, as compared to 19½ hours now.

Those stations which program primarily feature films show a large amount of their billings contributed by regional and national advertisers, as might be expected. KMGMTV, the Minneapolis independent, for example, reports that 50 per cent of its feature billings is from national and regional business. WITI-TV, Milwaukee, reports that 68 per cent of its billings is national and regional business.

#### Texas Market

Another major-market station in Texas reports that 40 per cent of its billings is from national and regional clients. This station also reports that 60 per cent of its gross for 1956 was contributed by features, as against a 50 per cent share attributed to features the year before. And in January, it was deriving 80 per cent of its gross from features, an increase of 5 per cent over the previous year.

## 10.1 Trendex For NTA Net

The NTA Film Network feels its first rating indicates it carried its fair share of the audience as the fourth network.

The 15-city Trendex for April gives it a rating of 10.1 and a share of 22.1 per cent, or, in other words, nearly one-fourth of those watching TV while the show was on in the big markets covered.

It is difficult to chart the rating of the competition on a 15-city basis since the NTA show, "Premiere Performance," played in a different slot in each market. However, Trendex figured that the cumulative rating of all the competition was 38.9.

The rating was taken on the debut picture, "Suez." The series of 20th Century-Fox features comprising "Premiere Performance" is sponsored in over 125 markets by Warner-Lambert, P. Lorillard, Sunbeam and Hazel Bishop.

## Feature Pkg. Sales Tabbed

Here is a rundown of the total sales to date of the major groups of feature films on the market:

MGM-TV, according to its last report, has made sales to 44 stations. Almost all of them have been for the entire library of Metro pictures, 723 titles. The deals pending at this moment would bring the M-G-M total to close to 50 stations.

AAP, Inc., has made sales on Warner Bros. pictures to about 80 stations to date. About half of those stations have brought the entire library. The others average about half the library.

C&C Television, distributor of the RKO library, "Movietime USA," tries to keep its sales a dark secret, but it is understood to have deals with about 70 stations.

National Telefilm Associates has sold its first package of 20th Century-Fox pictures, the 52 released nearly one year ago, in 150 markets. The "Rocket 86" package, containing 78 Fox films, which went on sale the end of last year, has been sold in 112 markets.

Screen Gems' latest prime Columbia package, the 39-picture "Hollywood Premiere Parade," which went on sale in March, is now sold to 55 stations. Its low-budget "Hollywood Value Parade" is just going on sale now.

United Artists' "Top 39," released last fall, is understood to be booked in about 100 markets now. UA has still not taken station orders on its new package, since it expects to have a national sale on it.

Signet TV has sold the "Action" package—35 Pine-Thomas pictures—in about 50 cities in its four months on the market.

Interstate Television has sold its new package of seven pictures in about 30 markets.

# Spotlight on FEATURE FILM PROGRAMMING

Efficiency with Glamour Makes Movies on TV Popular Ad Buy

## Survey Portends Exhaustion of Feature Films for Video by '63

### Increased Production a Necessity If Heavy Usage Is to Be Permanent

By BOB SPIELMAN

**HOLLYWOOD** — The feature film supply will be exhausted by 1962, if the current rate of use continues. The term supply includes all features currently on the market, pre-'48 backlogs not yet released and all post-'48 pix that will, presumably, have been made available by that time.

According to a survey conducted by The Billboard in 10 key markets (three-station and up), feature programming of the caliber which is being done today cannot continue for more than five years. Altho there are a number of variables which could, possibly stretch this out for another year or two, unless there is a radical increase in pic production current feature use (in Class A time) is of a transitory nature.

Some other conclusions: (1) Current packages now on the market will last for approximately another 18 months (2) pre-'48 backlogs not yet released stretch the period of relatively plentiful feature supply to three years, (3) unless post-'48 pic residual problems are settled by 1960 feature sources will dry up, (4) stations in planning their program policies should keep in mind that features aren't here to

stay forever, (5) feature usage is outstripping production more than four to one, and (6) the situation opens for exploration the possibility of producing feature-length pix for TV.

This is the market-by-market breakdown of current feature use, including the number of first runs played weekly, the number of reruns weekly, unplayed first runs in station libraries, total number of features in the market, total playdates per annum (first and reruns combined), and projected length of time that packages presently in the market will last.

#### ALBUQUERQUE

Total Pix ..... 1,800  
First Runs (Weekly) ..... 12  
Reruns (Weekly) ..... 20  
First Runs Remaining ..... 685  
Playdates (Yearly) ..... 1,664  
Expiration ..... 1-1½ years

#### CHICAGO

Total Pix ..... 2,500  
First Runs (Weekly) ..... 19  
Reruns (Weekly) ..... 39  
First Runs (Remaining) ..... 1,893  
Playdates (Yearly) ..... 3,016  
Expiration ..... 2 years

#### DALLAS-FORT WORTH

Total Pix ..... 3,500

First Runs (Weekly) ..... 18  
Reruns (Weekly) ..... 40  
First Runs (Remaining) ..... 2,000  
Playdates (Yearly) ..... 3,016  
Expiration ..... 2-2½ years

#### DENVER

Total Pix ..... 2,750  
First Runs (Weekly) ..... 23  
Reruns (Weekly) ..... 27  
First Runs (Remaining) ..... 1,963  
Playdates (Yearly) ..... 2,600  
Expiration ..... 1½ years

#### FRESNO

Total Pix ..... 1,350  
First Runs ..... 18  
Reruns ..... 25  
First Runs (Remaining) ..... 708  
Playdates (Yearly) ..... 2,236  
Expiration ..... 1-year

#### LOS ANGELES

Total Pix ..... 3,200  
First Runs (Weekly) ..... 15  
Reruns (Weekly) ..... 89  
First Runs (Remaining) ..... 1,157  
Playdates (Yearly) ..... 5,408  
Expiration ..... 1½ years

#### PHOENIX

Total Pix ..... 4,300  
First Runs (Weekly) ..... 29  
Reruns (Weekly) ..... 27  
First Runs (Remaining) ..... 2,300  
Playdates (Yearly) ..... 2,912  
Expiration ..... 1½ years

#### SAN FRANCISCO

Total Pix ..... 2,600  
First Runs (Weekly) ..... 10  
Reruns (Weekly) ..... 37  
First Runs (Remaining) ..... 770  
Playdates (Yearly) ..... 2,444  
Expiration ..... 1½ years

#### SALT LAKE CITY

Total Pix ..... 2,700  
First Runs (Weekly) ..... 12  
Reruns (Weekly) ..... 21  
First Runs (Remaining) ..... 1,312  
Playdates (Yearly) ..... 1,716  
Expiration ..... 2 years

#### SEATTLE-TACOMA

Total Pix ..... 3,100\*  
First Runs (Weekly) ..... 25  
Reruns (Weekly) ..... 51  
First Runs (Remaining) ..... 1,540  
Playdates (Yearly) ..... 3,952  
Expiration ..... 1-1½ years

\*Does not include KOMO library.

It can be seen that the five- (Continued on page 28)

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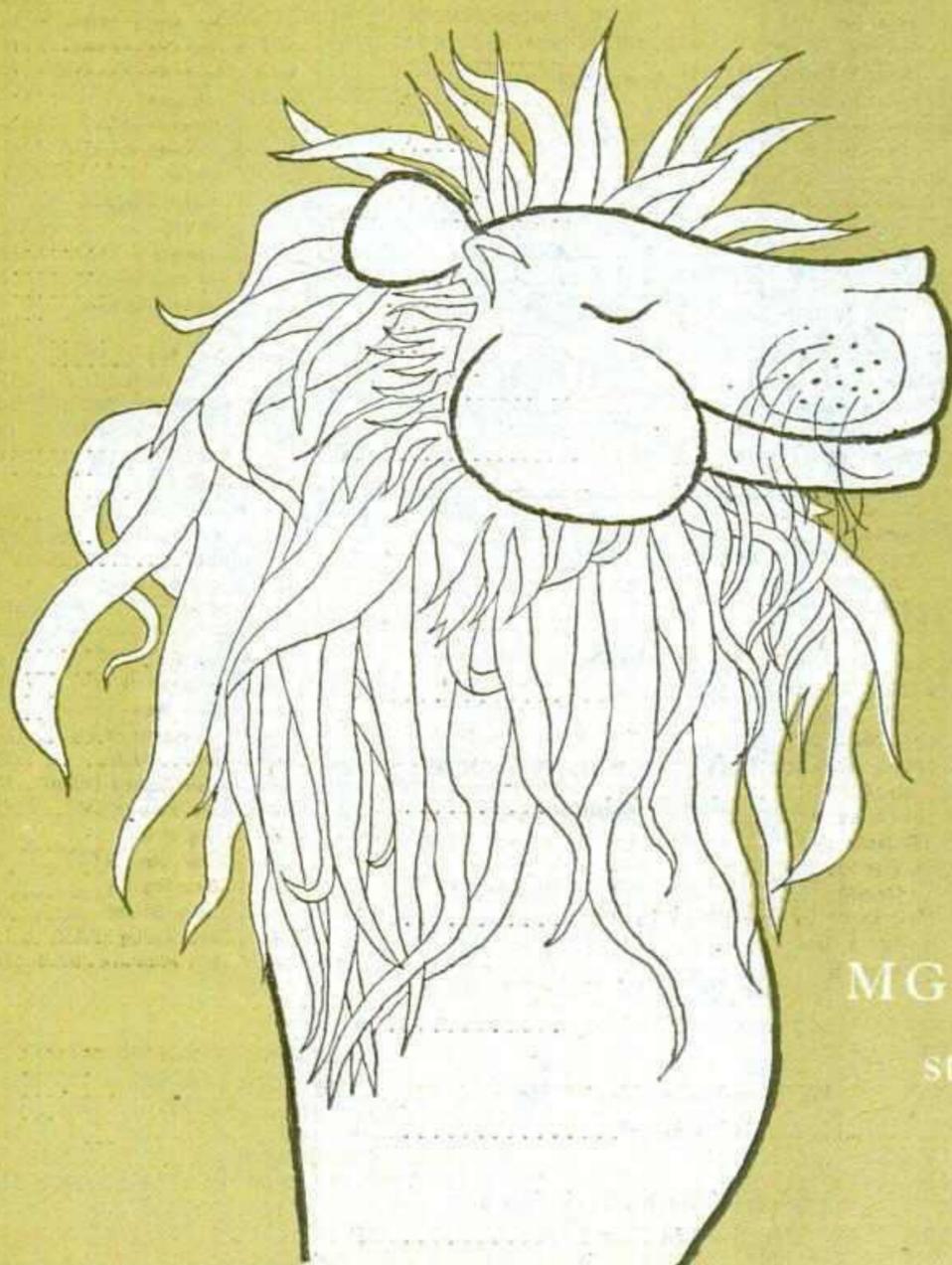
pick a number from

1 to 723

No matter how many feature films your station programs, MGM-TV has a plan to fill your needs—a plan that will bring you *higher audience ratings* and *bigger sales increases* than you ever imagined.

For “one-time” impact, choose single pictures, individually priced in keeping with their fabulous audience appeal.

Or, for maximum economy, choose one of the already-packaged groups, consisting of from 100 to more than 700 titles of the greatest motion pictures ever produced.



Write, wire or phone now to determine if your market is still available.

**MGM-TV**

A SERVICE OF  
LOEW'S INC.

701 Seventh Avenue, New York 36, N. Y.  
Richard A. Harper, General Sales Manager

MGM... the fabulous features that  
started the revolution in ratings!

# Strange Things Can Happen in Picture Ratings

The picture-by-picture ratings of 11 feature film programs listed in this section demonstrate the impact of the 1956 crop of big features. But the list contains a number of surprises. There are instances in which high-grade pictures that must have cost the stations budget-breaking prices utterly failed to live up to their reputations.

There may be reasons for these disappointments—market idiosyncrasies, special competition—that are not readily apparent in this listing. We can only note them and raise the questions.

In Chicago, on WBBM-TV's Saturday night "Best of M-G-M," it's sad to relate that "Mrs. Miniver" slipped and fell. The Metro blockbusters that played that show in the December and January rating weeks scored over 40.0. But "Mrs. Miniver" couldn't keep the pace. Her 26.4 was only 59 per cent of the previous month's picture.

### 'Miniver' Ratings

It couldn't be because the lady had lost her touch. On Seattle's "Command Performance," a late night strip, "Mrs. Miniver" got the highest rating in the six months covered, even beating that same "Thirty Seconds Over Tokyo" that had so far outdistanced her in Chicago. And on New York's "Late Show," the Miniver woman got the fourth highest rating in the six months, just a shade less than "Thirty Seconds."

On Milwaukee's "Six Million Dollar Movie," A nighttime strip on WITI-TV, occurred the most extraordinary rating mix-up. Pictures that in any major market are likely to be considered old and weak, pulled higher ratings than some of the cream of the 1956 influx.

The highest rating of the two American Research Bureau reports in the period covered was 9.8, pulled by a 1946 Wurtzel production, "The Dangerous Years," in which a featured role was played by the then unknown Marilyn Monroe. This picture was brought into TV four years ago by Unity. One of the lowest ratings in the two months listed was Selznick's "The Farmer's Daughter," which won an Academy Award for Loretta Young. It got only 2.0.

### Not So High

On the same show, a 5.1 was drawn by "Clue From a Corpse" out of Unity's old "Lucky 13" package, and also by "The Sicilian," an Italian-made picture from Fortune. This was almost as good as the 5.7 pulled two months later by "Notorious."

There is an explanation for this apparent paradox. In November, indie WITI was trying to fight fire with fire. It booked "Farmer's Daughter" Saturday night, when the four-way feature competition in Milwaukee is fierce. WTMJ's long entrenched "Saturday Night Theater," which got a half-hour head start and which was probably that night playing a Warner Bros. blockbuster, had ratings ranging from 32.0 to 36.0

In January, WITI changed its tack and threw the old "Profile" out of the "Lucky 13" into Saturday night and let it die with a 0.9. Its Selznicks it played midweek, when the competition is mixed, and they drew up to 8.5 for "Spiral Staircase."

### KMG-M Movies

In Minneapolis, KMG-M-TV last fall, when its "Tonight at 9" ratings

## 11 Top Feature Film Programs

# Picture-by-Picture Ratings

September, 1956, thru February, 1957

### WGR-TV, Buffalo

"OPERATION SWINGSHIFT"  
Sun.-Sat., 12:00-1:30 a.m. ARB

Oct. 15—Thunderpass (Alex.)	3.9
Oct. 16—Scatterbrain (Hwd. TV)	2.0
Oct. 17—Counterfeit (SG)	2.9
Oct. 18—One Man's Journey (Alex.)	3.5
Oct. 19—That Brennan Girl (Hwd. TV)	4.9
Jan. 7—Desert Storm (Alex.)	1.5
Jan. 8—Crime Takes a Holiday (SG)	3.7
Jan. 9—Key Witness (SG)	6.1
Jan. 10—Mr. Winkle Goes to War (SG)	5.4
Jan. 11—Out of the Depths (SG)	6.8
Feb. 11—Sign of the Ram (SG)	10.2
Feb. 12—Sahara (SG)	7.4
Feb. 13—Escape to Glory (SG)	2.9
Feb. 14—Africa Screams (Alex.)	3.2
Feb. 15—That's My Man (Hwd. TV)	5.3

### WBBM-TV Chicago

"BEST OF M-G-M"  
Sat., 10:00 p.m. ARB

Dec. 15—Honky Tonk (M-G-M)	42.3
Jan. 5—Thirty Seconds Over Tokyo (M-G-M)	44.7
Feb. 2—Mrs. Miniver (M-G-M)	26.4

### WBKB, Chicago

"MOVIE TIME USA"  
Sun.-Fri., 10:00 p.m. ARB

Dec. 3—The Velvet Touch (C&C)	11.9
Dec. 4—Riff Raff (C&C)	13.3
Dec. 5—Tuttles of Tahiti (C&C)	13.3
Dec. 6—Powderdown (C&C)	10.6
Dec. 7—I, the Jury (UA)	16.9
Jan. 6—Man With a Million (UA)	9.4
Jan. 7—This Land Is Mine (C&C)	15.0
Jan. 8—Three Sons (C&C)	15.4
Jan. 9—Monsoon (UA)	14.3
Jan. 10—Jackie Robinson Story (UA)	11.4
Jan. 11—Act of Love (UA)	17.7
Feb. 1—He Walked by Night (UA)	13.5
Feb. 3—Strangers (RKO-TV)	4.8
Feb. 4—Personal Affair (UA)	12.5
Feb. 5—Hitler's Children (C&C)	11.4
Feb. 6—Body Snatcher (C&C)	10.1
Feb. 7—Man in Hiding (UA)	8.3

### WFJ-TV, Detroit

"FILMLAND'S FINEST"  
Sat., 11:20 a.m.-12:40 p.m. ARB

Sept. 15—Lady of Burlesque (All.)	3.8
Oct. 13—Gang's, Inc. (M. C.)	3.8
Nov. 10—Crash of Silence (ABC)	4.2
Dec. 1—The Magnet (ABC)	1.8
Jan. 5—Federal Fugitives (M. C.)	3.5
Feb. 2—Black Beauty (Alex.)	3.4

### WITI-TV, Milwaukee

"MILLION DOLLAR MOVIE"  
Sun.-Sat., 10:00-11:30 p.m. ARB

Nov. 8—Death Tide (NTA)	7.8
Nov. 9—Thunder in the City (Hygo)	8.8
Nov. 10—The Farmer's Daughter (NTA)	2.0
Nov. 11—Clue From a Corpse (Hygo)	5.1
Nov. 12—The Devil's Brother (NTA)	7.1
Nov. 13—The Sicilian (Fort)	5.1

Nov. 14—The Dangerous Years (Hygo)	9.8
Jan. 5—Profile (Hygo)	0.9
Jan. 6—Notorious (NTA)	5.7
Jan. 7—Portrait of Jenny (NTA)	7.9
Jan. 8—The Spiral Staircase (NTA)	8.5
Jan. 9—Charlie Chan in Monte Carlo (Hygo)	6.3
Jan. 10—I'll Be Seeing You (NTA)	6.3
Jan. 11—Journey Together (Hygo)	8.5

### KMG-M-TV, Minneapolis

"M-G-M SHOWCASE"  
(formerly "TONIGHT AT 9:00")  
Mon.-Sun., 9:00 p.m. ARB

Sept. 9—Angel on My Shoulder (Qual.)	2.8
Sept. 10—Capture (Flamingo)	13.2
Sept. 11—High and Happy (Hwd. TV)	4.2
Sept. 13—Pitfall (Qual.)	2.4
Sept. 14—Lady for a Night (Hwd. TV)	5.6
Oct. 8—Once a Thief (AAP)	5.1
Oct. 9—Almost a Bride (Qual.)	2.4
Oct. 11—Tom Brown's School Days (AAP)	2.0
Oct. 12—Babes in Bagdad (AAP)	4.1
Nov. 8—Inspector Calls (AAP)	1.9
Nov. 9—Man With a Million (UA)	10.0
Nov. 10—Eight O'Clock Walk (AAP)	2.8
Nov. 11—Act of Love (UA)	9.1
Nov. 12—Syncopation (AAP)	1.3
Nov. 13—Happiest Days of Your Life (AAP)	2.2
Nov. 14—Hotel Sahara (UA)	5.6
Dec. 1—The Big Night (AAP)	1.8
Dec. 2—Scarlet Spear (UA)	6.5
Dec. 3—Heat Wave (Tele-Pix)	4.6
Dec. 4—Woman on the Run (AAP)	4.0
Dec. 7—I, the Jury (UA)	7.7
Jan. 5—Thirty Seconds Over Tokyo (M-G-M)	28.4
Jan. 6—Babes in Arms (M-G-M)	13.2
Jan. 7—Honky Tonk (M-G-M)	9.6
Jan. 8—Confession of Boston Blackie (SG)	4.7
Jan. 9—GOG (UA)	8.8
Jan. 10—Boston Blackie Goes to Hollywood (SG)	8.5
Jan. 11—Saber Jet (UA)	16.4
Feb. 1—Canyon City (UA)	11.0
Feb. 2—They Were Expendable (M-G-M)	17.7
Feb. 3—Balaan (M-G-M)	22.0
Feb. 4—Night at the Opera (M-G-M)	7.6
Feb. 5—Min and Bill (M-G-M)	10.1
Feb. 6—Monsoon (UA)	8.7
Feb. 7—Lone Wolf Strikes (SG)	4.8

### WCBS-TV, New York

"LATE SHOW"  
Mon.-Sun., 11:15 p.m. PULSE

Sept. 9—It's a Wonderful Life (Alex.)	7.8
Sept. 10—I Had to Be You (SG)	8.0
Sept. 11—Mr. Winkle Goes to War (SG)	7.7
Sept. 12—Kiss and Tell (SG)	5.6
Sept. 13—Zamba (Alex.)	8.9
Sept. 14—Five Guns West (Rearlart)	10.7
Sept. 15—I Am the Law (SG)	12.3
Oct. 11—Guilt of Janet Ames (SG)	6.2

Oct. 12—Flying Tigers (Hwd. TV)	9.3
Oct. 13—Pennies from Heaven (SG)	8.3
Oct. 14—Coast Guard (SG)	7.8
Oct. 15—Crime Takes a Holiday (SG)	6.3
Oct. 16—Hard to Hold (SG)	6.8
Nov. 7—Dark Command (Hwd.)	7.3
Nov. 8—Doctor Takes a Wife (SG)	8.5
Nov. 9—Lady From Shanghai (SG)	9.8
Nov. 10—More the Merrier (SG)	10.1
Nov. 11—Air Strike (Tele-Pict.)	6.7
Nov. 12—Fuller Brush Man (SG)	6.2
Nov. 13—Mrs. Mike (Alex.)	5.4
Dec. 1—Command Decision (M-G-M)	22.0
Dec. 2—Come Live With Me (M-G-M)	12.7
Dec. 3—Random Harvest (M-G-M)	11.6
Dec. 4—Sahara (Screen Gems)	9.7
Dec. 5—Above Suspicion (M-G-M)	11.8
Dec. 6—Together Again (SG)	11.3
Dec. 7—Johnny Eager (M-G-M)	14.8
Jan. 2—Sea Wolf (AAP)	9.2
Jan. 3—You'll Never Get Rich (SG)	10.3
Jan. 4—Comrade X (M-G-M)	16.0
Jan. 5—Thirty Seconds Over Tokyo (M-G-M)	20.6
Jan. 6—Angel and the Badman (Hwd. TV)	10.7
Jan. 7—The Bribe (M-G-M)	15.2
Jan. 8—Two Mrs. Carrolls (AAP)	11.3
Feb. 1—The Fountainhead (AAP)	19.9
Feb. 2—Mrs. Miniver (M-G-M)	19.2
Feb. 3—They Met in Bombay (M-G-M)	10.0
Feb. 4—Edward My Son (M-G-M)	10.5
Feb. 5—Dive Bomber (AAP)	9.7
Feb. 6—A Bedtime Story (SG)	8.3
Feb. 7—Strange Cargo (M-G-M)	11.8

### WOR-TV, New York

"MILLION DOLLAR MOVIE"  
Mon.-Sun. (same film, 16 times), M.-Su., 7:30-9:00 p.m. M.-F., 10:00-11:30 p.m. Sat., 6:00-7:30 p.m. Sun., 6:00-7:30 p.m. Sun., 10:30-midnight PULSE

Sept. 7-13—Nocturne (3 days) Room Service (4 days)	47.5
Oct. 11-17—Notorious (4 days) Champion (3 days)	62.3
Nov. 7-13—Farmer's Daughter (5 days) The Paradine Case (2 days)	55.5
Dec. 1-7—Experiment Perilous (2 days) Mr. Blanding's Dream House (5 days)	58.4
Jan. 2-8—Spiral Staircase (5 days) Sister Kenny (2 days)	60.8
Feb. 1-7—Intermezzo (3 days) Fallen Sparrow (4 days)	53.3

### KSB-TV, St. Louis

"LATE MOVIE"  
Tues.-Sat., 11:15 p.m.; after Jan. 1, 11:45 p.m. PULSE

Sept. 4—Golden Madonna (NTA)	7.3
Sept. 5—I Married a Witch (MP)	5.3
Sept. 6—Young and Willing (MP)	8.0
Sept. 7—Foreign Correspondent (MP)	9.3
Sept. 8—Long Voyage Home (MP)	7.7
Sept. 10—Blockade (MP)	7.0
Oct. 11—Outcast of the Island (NTA)	8.3

Oct. 12—Western Union (NTA)	7.0
Oct. 13—Farmer's Daughter (NTA)	9.0
Oct. 15—52nd Street (MP)	6.7
Oct. 16—Gilbert and Sullivan (NTA)	6.3
Nov. 8—Black Magic (TPA)	8.0
Nov. 9—Hudson's Bay (NTA)	7.3
Nov. 10—Portrait of Jenny (NTA)	7.7
Nov. 11—Quiet Please, Murder (NTA)	6.7
Nov. 13—Man in the Iron Mask (TPA)	9.0
Dec. 1—Les Miserables (NTA)	9.3
Dec. 2—Pardon My Sarong (NTA)	6.7
Dec. 4—Silver Queen (MP)	9.0
Dec. 6—Cowboy and the Blonde (NTA)	9.7
Dec. 7—Son of Monte Cristo (TPA)	8.7
Jan. 3—Long Voyage Home (MP)	9.3
Jan. 4—Boomerang (NTA)	9.3
Jan. 5—Drums Along the Mohawk (NTA)	11.7
Jan. 6—The Creeper (TPA)	6.0
Feb. 1—Garden of Allah (NTA)	9.0
Feb. 2—Yank in the RAF (NTA)	11.7
Feb. 3—Bermuda Mystery (NTA)	6.3
Feb. 7—Caribbean Mystery (NTA)	8.7

### KPIX-TV, San Francisco

"FABULOUS FEATURES"  
Sun., 5:30-7:00 p.m. ARB

Sept. 9—Intermezzo (NTA)	16.0
Oct. 14—Farmer's Daughter (NTA)	19.6
Nov. 11—Wing and a Prayer (NTA)	22.7
Dec. 2—Paradine Case (NTA)	18.4
Dec. 2—Mr. Skeffington (AAP)	20.2
Feb. 3—Boomerang (NTA)	14.2
March 3—Lifeboat (NTA)	25.1

### KING-TV, Seattle

"COMMAND PERFORMANCE"  
Sun.-Sat., 10:45 p.m. ARB

Oct. 8—Night at the Opera (M-G-M)	14.7
Oct. 9—Edward My Son (M-G-M)	13.8
Oct. 10—Random Harvest (M-G-M)	15.3
Oct. 11—Woman of the Year (M-G-M)	16.7
Oct. 12—Thirty Seconds Over Tokyo (M-G-M)	24.9
Oct. 13—Mrs. Miniver (M-G-M)	30.5
Oct. 14—Test Pilot (M-G-M)	17.3
Nov. 8—Farmer's Daughter (NTA)	15.5
Nov. 9—It Happened in Brooklyn (M-G-M)	10.1
Nov. 10—Strike Up the Band (M-G-M)	17.1
Nov. 11—Slightly Dangerous (M-G-M)	12.7
Nov. 12—Comrade X (M-G-M)	14.9
Nov. 13—Paradine Case (NA)	12.3
Dec. 1—Command Decision (M-G-M)	27.3
Dec. 2—High Barbaree (M-G-M)	18.9
Dec. 3—Spiral Staircase (NTA)	15.1
Dec. 4—Madame Curie (M-G-M)	12.5
Dec. 5—The Firefly (M-G-M)	10.2
Dec. 6—Ninotchka (M-G-M)	11.6
Dec. 7—DuBarry Was a Lady (M-G-M)	18.9
Jan. 5—Anchors Aweigh (M-G-M)	28.3
Jan. 6—Intermezzo (NTA)	11.7
Jan. 7—Navy Blue and Gold (M-G-M)	13.4
Jan. 8—Portrait of Jenny (NTA)	12.7
Jan. 9—Copquest (M-G-M)	8.8
Jan. 10—Notorious (NTA)	16.0
Jan. 11—They Were Expendable (M-G-M)	22.1
Feb. 1—Balaan (M-G-M)	19.7
Feb. 2—Great Ziegfield (M-G-M)	20.0
Feb. 3—New Moon (M-G-M)	12.6
Feb. 4—Song of the Thin Man (M-G-M)	8.6
Feb. 5—Presenting Lily Mars (M-G-M)	7.7
Feb. 6—Home Coming (M-G-M)	17.1
Feb. 7—Julia Misbehaves (M-G-M)	14.9

were going from 2.4 to 5.6, according to the station's records, suddenly got a 13.2 for a Monday night airing of "Capture," which was released two years ago by Flamingo. Even when its rating level was jacked up by the United Artists package in November and December, it did not beat this. It

was not until it got into the Metro pictures in January that its ratings forged ahead of that of "Capture." In St. Louis, KSD-TV started the season with the Masterpiece package, which admittedly includes some of the finest pictures ever to get into TV, but which has been in TV five years. The

ratings it achieved with this old product were hardly exceeded by the fresher 20th Century-Fox, Selznick and Korda releases that KSD subsequently ran on its "Late Movie." In September "Long Voyage Home," out of the Masterpiece group, was played on Saturday

night and drew a 7.7 Pulse. Four months later, in the January rating week, it was played Thursday night and got 9.3, as good as the freshly released "Boomerang" got the next night. Such are some of the strange fortunes of feature film programming.

# 135 Movies Into Distribution So Far in 1957; More Due

So far in 1957 a total of 135 feature films have been put into TV distribution. This does not include any pictures that are having their first run on network, such as the 39 on the NTA Film Network. The 135 are made up by four packages, plus two odd pictures.

What is the outlook for further product this year? Pretty good. United Artists is due at any moment to break a package of up to 65 post-1948 pictures. National Telefilm Associates is due to start selling another package next month. Tentatively labeled the "Big 100,"

it is expected to consist of another batch of 20th Century-Fox product plus some top indie productions such as "High Noon."

In addition, there is a good possibility that Screen Gems will put in another package of Columbia pictures before the end of the year.

In terms of quantity, the greatest potentials are the Paramount and Universal backlogs. The Universal deal has been hot the past few months and looks as if it may be settled at almost any moment. The Paramount situation, which looked hot a couple of months ago, has

been quiet lately. There seemed for awhile to be a serious possibility that Paramount would set up its own TV distribution operation, as M-G-M did. But since the filing of the government's antitrust suits on block booking, the chance of this has been considered far less substantial.

The list of pictures put on the TV market this year follows. The figure following the title is the year the picture was released theatrically. The figure following the performers' names is the total running time in minutes.

**M. & A. ALEXANDER PRODUCTIONS**  
6040 Sunset Blvd., Hollywood

2 pictures  
(TV release—April, 1957)  
**THE SAXON CHARM—1948**  
Robert Montgomery, Susan Hayward  
**RED CANYON—1949**  
Ann Blythe, Howard Duff

**Interstate Television**  
445 Park Avenue, New York

7 pictures  
(TV release—March, 1957)  
**BABE RUTH STORY—1948**  
William Bendix, Claire Trevor.....107  
**DILLINGER—1945**  
Lawrence Tierney, Ann Jeffries..... 89  
**BLACK GOLD—1947**  
Anthony Quinn, Katherine de Mille.. 89  
**SHORT GRASS—1950**  
Rod Cameron, Cathy Downs..... 82  
**SKABENGA—1955**  
..... 61

**AFFAIR EN MONTE CARLO—1953**  
Merle Oberon, Richard Todd ..... 74  
**UNDERWORLD STORY—1950**  
Dan Duryea, Gale Storm ..... 90

**SCREEN GEMS**  
711 Fifth Ave., New York

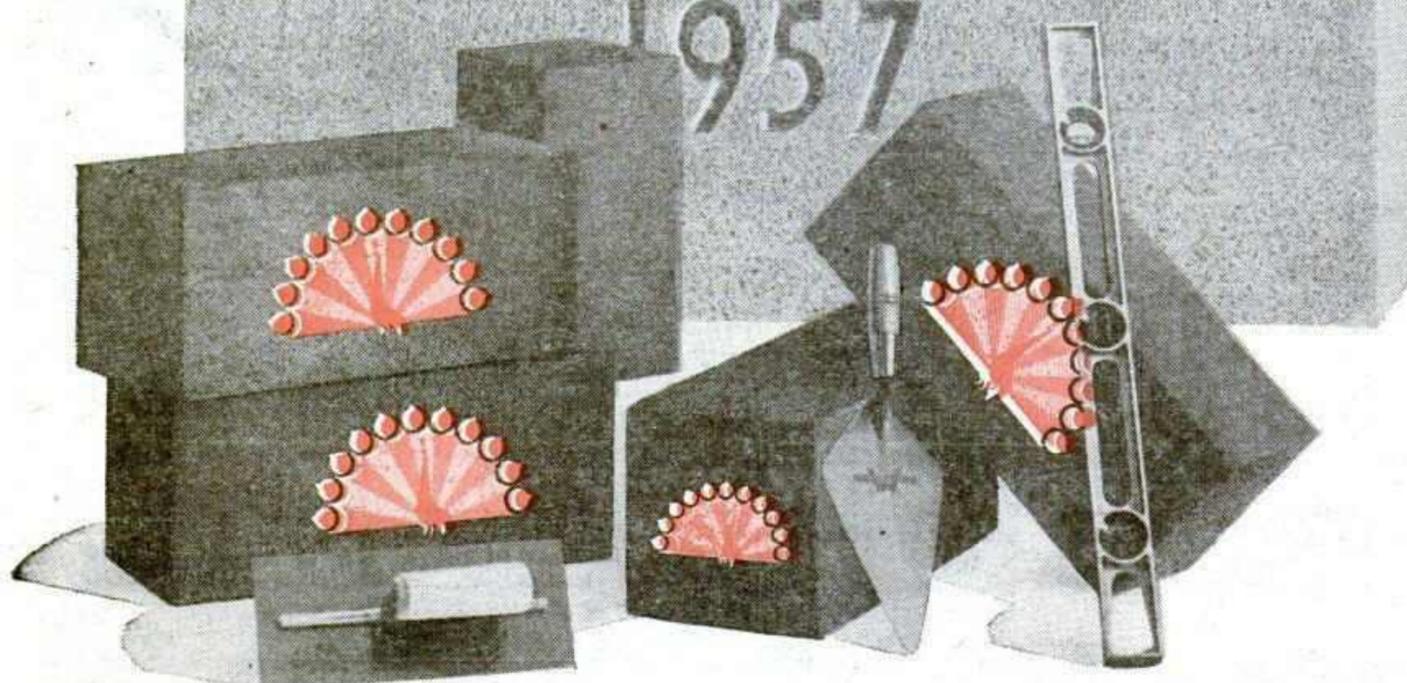
**HOLLYWOOD VALUE PARADE—39**  
Columbia  
(TV Release—April, 1957)  
**MILLIE'S DAUGHTER—1947**  
Gladys George, Gay Nelson ..... 70  
**IT'S GREAT TO BE YOUNG—1946**  
Lealie Brooks, Jimmy Lloyd ..... 68  
**PERSONALITY KID—1946**  
Anita Louise, Michael Duane ..... 68  
**NIGHT EDITOR—1946**  
William Gargan, Janis Carter ..... 68  
**PRISON SHIP—1945**  
Nina Foch, Robert Lowery ..... 60  
**THE GAY SENORITA—1945**  
Jinx Falkenburg, Steve Cochran ..... 70  
**BLONDE FROM BROOKLYN—1945**  
Robert Stanton, Lynn Merrick ..... 65  
**TEN CENTS A DANCE—1945**  
Jane Frazee, Jim Lloyd ..... 60  
**SERGEANT MIKE—1944**  
Jeanne Bates, Larry Parks ..... 60  
**THE UNWRITTEN CODE—1944**  
Ann Savage, Tom Neal ..... 61  
**SHE'S A SOLDIER TOO—1944**  
Nina Foch, Lloyd Bridges ..... 67  
**TWO-MAN SUBMARINE—1944**  
Ann Savage, Tom Neal ..... 62  
**KLONDIKE KATE—1943**  
Ann Savage, Tom Neal ..... 64  
**POWER OF THE PRESS—1943**  
Lee Tracy, Otto Kruger ..... 63  
**A MAN'S WORLD—1942**  
Marguerite Chapman, Edward Norris.. 62  
**JUNIOR ARMY—1942**  
Freddie Bartholomew, Billie Halop.... 69  
**STANDBY ALL NETWORKS—1942**  
John Beal, Florence Rice ..... 64  
**SUBMARINE RAIDER—1942**  
John Howard, Marguerite Chapman... 64  
**BLONDE FROM SINGAPORE—1941**  
Florence Rice, Leif Erickson ..... 70  
**RICHEST MAN IN TOWN—1941**  
Frank Caven, Roger Pryor ..... 70  
**HER FIRST BEAU—1941**  
Jane Wither, Jackie Cooper ..... 78  
**BABIES FOR SALE—1940**  
Glenn Ford, Rochelle Hudson ..... 64  
**OUTSIDE THE 3-MILE LIMIT—1940**  
Jack Holt, Irene Ware ..... 65  
**CONVICTED WOMAN—1940**  
Glenn Ford, Rochelle Hudson ..... 66  
**KONGA, THE WILD STALLION—1939**  
Rochelle Hudson, Fred Stone ..... 65  
**MY SON IS GUILTY—1939**  
Bruce Cabot, Jacqueline Wells ..... 63  
**SCANDAL SHEET—1939**  
Otto Kruger, Ona Munson ..... 67  
**NORTH OF SHANGHAI—1939**  
Betty Furness, James Craig ..... 59  
**ADVENTURE IN SAHARA—1938**  
Paul Kelly, Lorna Grey ..... 58  
**WHEN G MEN STEP IN—1938**  
Robert Paige, Jacqueline Wells ..... 61  
**WHO KILLED GAIL PRESTON—1938**  
Robert Paige, Rita Hayworth ..... 61  
**JUVENILE COURT—1938**  
Rita Hayworth, Paul Kelly ..... 58  
**ROARING TIMBER—1937**  
Jack Holt, Grace Bradley ..... 65  
**THE DEVIL IS DRIVING—1937**  
Richard Dix, Joan Perry ..... 68  
**WOMEN OF GLAMOUR—1937**  
Virginia Bruce, Melvyn Douglas..... 68  
**DEVIL'S PLAYGROUND—1937**  
Dolores Del Rio, Richard Dix ..... 74  
**SHAKEDOWN—1936**  
Lew Ayres, Joan Perry ..... 57  
**ALIBI FOR MURDER—1936**  
William Gargan, Marguerite Churchill. 59  
**MINE WITH THE IRON DOOR—1936**  
Richard Arlen, Cecilia Parker ..... 66  
**PRIDE OF THE MARINES—1936**  
Charles Bickford, Ward Bond ..... 64  
**YOU MAY BE NEXT—1936**  
Ann Sothern, Lloyd Nolan ..... 67  
**CARNIVAL—1935**  
Lee Tracy, Sally Eilers ..... 76  
**PARTY WIRE—1935**  
Jean Arthur, Lyle Talbot ..... 69  
**TOO TOUGH TO KILL—1935**  
Victor Jory, Ward Bond ..... 58  
**UNWELCOME STRANGER—1935**  
Jack Holt, Ralph Morgan ..... 67  
**SHE COULDN'T TAKE IT—1935**  
George Raft, Joan Bennett ..... 89  
**WHOM THE GODS DESTROY—1934**  
Robert Young, Walter Connolly ..... 69  
**CAPTAIN HATES THE SEA—1934**  
Victor McLaglen, Wynne Gibson ..... 92  
**CRIME OF HELEN STANLEY—1934**  
Ralph Bellamy, Shirley Grey ..... 58  
**BEFORE MIDNIGHT—1934**  
Ralph Bellamy, June Collyer ..... 63  
**BITTER TEA OF GENERAL YEN—1933**  
Barbara Stanwyck, Nils Asther ..... 89  
**SHOPWORN—1932**  
Barbara Stanwyck, Regis Toomey .... 75

**HOLLYWOOD PREMIERE PARADE—39**  
Columbia  
(TV Release—February, 1957)  
**YOU CAN'T TAKE IT WITH YOU—1939**  
James Stewart, Jean Arthur .....127  
**DEAD RECKONING—1947**  
Humphrey Bogart, Elizabeth Scott....100  
**20TH CENTURY—1934**  
John Barrymore, Carole Lombard .... 91  
**GOLDEN BOY—1939**  
William Holden, Barbara Stanwyck..101  
**MISSING JUROR—1944**  
Janis Carter, George Macready ..... 71  
**THE AWFUL TRUTH—1938**  
Irene Dunne, Cary Grant ..... 92  
**BLACK ARROW—1948**  
Louis Hayward, Janet Blair ..... 76  
**CRAIG'S WIFE—1936**  
Rosalind Russell, John Boles ..... 75  
**WALK A CROOKED MILE—1948**  
Louis Hayward, Dennis O'Keefe ..... 91  
**ROUGH, TOUGH AND READY—1945**  
Chester Morris, Victor McLaglen..... 70  
**HE STAYED FOR BREAKFAST—1940**  
Loretta Young, Melvyn Douglas ..... 89  
**TALK OF THE TOWN—1942**  
Cary Grant, Jean Arthur .....118  
(Continued on page 28)

IN THE NATION'S CAPITAL, **THIS**  
**IS THE**  
**ONE TO**  
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NBC  
WRC WRC-TV

1957



On the Second of May, the city of Washington witnessed the laying of the cornerstone for WRC-TV's new \$4 million plant, the first building in the world designed from the ground up for Color Television. It also incorporates the most complete, up-to-date radio facilities.

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**WRC-TV-4**

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The girls deserve a break—and take it. Frequently right in the middle of the day. Especially when Warner Bros. features are shown on television.

For example: WOAI-TV, San Antonio, runs a Warner Bros. feature in the noon-1:30 time period — Monday through Friday. February ARB ratings showed a healthy 12.6 average for the program, against 3.5 and 1.0 for the two competing stations. And KRCA-TV, Sacramento, ran Warner Bros. features three weekday afternoons, 2-2:30 P.M., with a February ARB average of 13.5 against 2.2 and 0.5 for the competition.

All of which proves that good programs win viewers, daytime as well as nighttime. For complete details about Warner Bros. availabilities in your area, write or phone

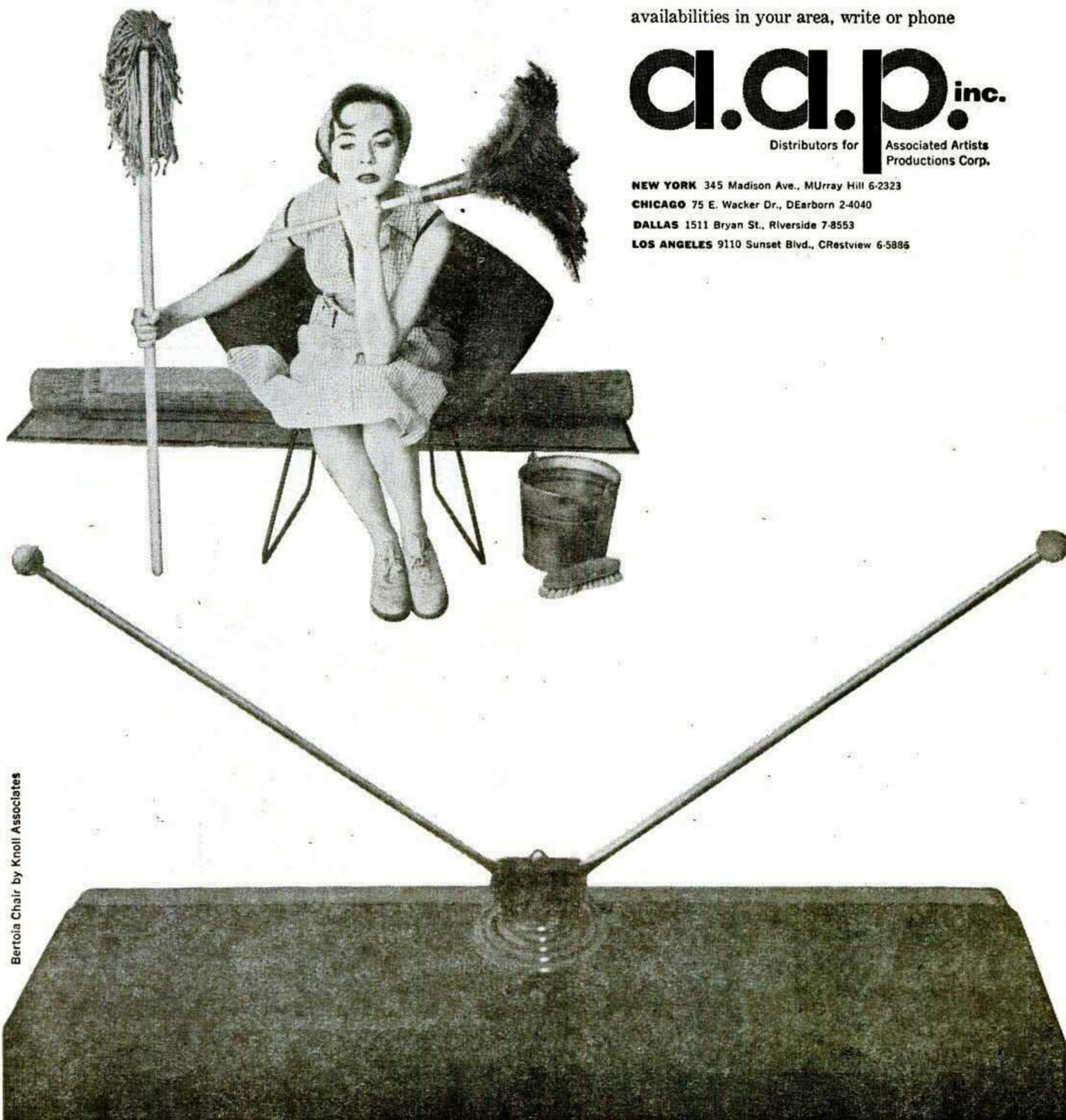
**a.a.p. inc.**  
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Productions Corp.

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

**DALLAS** 1511 Bryan St., RIVERSIDE 7-8553

**LOS ANGELES** 9110 Sunset Blvd., CRestview 6-5886



Bertoia Chair by Knoll Associates

# Blockbuster Features Cause Greater Rating Fluctuations

When the 1956 crop of big feature films hit the air last fall and the first fantastic ratings began hitting time buyers in the eye, there were skeptics who scoffed that after the loud opening shot the ratings would settle down to more modest levels.

The evidence to date refutes this. Picture-by-picture ratings over the past six months—as listed in this section—do not show the leveling off that was predicted.

For instance, WCBS-TV, New York, had its big M-G-M premiere on Saturday, December 1, when its "Late Show" played "Command Decision" and drew a 22.0 Pulse, almost twice the peak that show

had achieved in the previous three months. But that was not the end of high altitude flying for the "Late Show." The next month it hit 20.6 with a Saturday night airing of "Thirty Seconds Over Tokyo." A decline of 1.4 points can hardly be called "leveling off." The next month it was up to those heights again with a Friday night airing of "The Fountainhead," which reached 19.9.

The same trend may be noted in the Sunday evening "Fabulous Features" on KPIX, San Francisco, whose campaign this season has been based on the David O. Selznick and 20th Century-Fox pictures. After playing Selznicks dur-

ing the September and October rating weeks, it hit a high in November with the Fox "Wing and a Prayer," drawing 22.7 from the American Research Bureau. While the ratings did go down again in the succeeding months, it exceeded its "Wing" rating in March, when "Lifeboat" got 25.1.

Where the skeptics seem to have miscalculated was in expecting stations to blow all their power in the opening blast, leaving them weak and depressed for subsequent rating surveys. But, so far anyhow, stations seem to have saved sufficient programming and promotion ammunition to fight again. Nevertheless, the rating pat-

terns as indicated in these picture-by-picture listings, dictate more time-buyer caution than ever before, even more than if the ratings had indeed leveled off.

For, while the new look in features seems to have raised the general level of the ratings in the fringe time in which features are programmed, the rating fluctuations appear to be more extreme than ever. The most manifest trend in previous listings of individual picture ratings, was the relative lack of rating fluctuation from one picture to another.

But with the emergence of the blockbuster picture, the rating mountains have become higher, and the valleys, relative to the peaks, have become deeper. Under these circumstances, a program's average rating becomes a less reliable guide to the audience it may be expected to deliver at any given moment.

WCBS-TV's "Late Show" again offers an excellent example. Firmly

anchored at 11:15 p.m., with a different picture every night, this show for years maintained a remarkable level of rating consistency.

From January to June, 1956, its Pulse ratings ranged from 4.8 to 10.4, a difference of 5.6 Pulse points, with the high exceeding the low by 217 per cent. From September thru November, with its schedule beefed up by the Columbia pictures, its range was 5.4 to 12.3, a difference of 6.9 Pulse points, with the high exceeding the low by 228 per cent. Then in December the show got a hot injection of M-G-M and Warner Bros. features. Its rating range, December thru February, was 8.3 to 22.0, a difference of 13.7 Pulse points, with the high exceeding the low by 265 per cent.

In this case both the mountain and the valley approximately doubled their altitudes, but the effect was to increase the difference between them.

Add to the picture-to-picture fluctuations the inevitable concentration of cream in the Pulse and ARB rating weeks, and add to that some degree of post-midnight audience attribution suffered by late-night movies, and add to that the additional strength the late night movies display on Friday and Saturday nights, and it becomes painfully obvious that it makes a tremendous difference just where in a feature film program your spot is placed.

Undoubtedly the heavy or consistent feature film campaign gives less concern in this regard than the light or in-and-out buy. The very diversity of placements in a saturation campaign means that the rating of the average spot will be close to the average rating of the program as a whole.

But in any event, there is sure to be a best time and a worst time on any participating feature film program. But all the advertisers cannot be crowded into the peak rating segment,

## WJAR-TV, PROVIDENCE, SERVES NEW ENGLAND'S LARGEST— AND STILL GROWING— TV MOVIE AUDIENCE.....

"If ever there was an award for judicious presentation of the best available movies, here's one vote which would have to go to WJAR-TV." — Tony LaCamera, Boston American-Sunday Advertiser

"There may be serious effects on the movie houses of Rhode Island." — Ted Holmberg, Providence Journal

"And your best bet for fine movies on TV is WJAR-TV, Channel 10, which has consistently programmed the finest flickers available." — Bill Buchanan, Boston Daily Record



# WJAR-TV CHANNEL 10 PROVIDENCE

**KOLN-TV's Big Show**  
(Thursday & Friday's Big Movies)  
**SOLD OUT**  
in first week!

**COMING SOON**  
Wednesday night BIG SHOW.

Participations available May 22.  
See Your Avery-Knodel Representative.

**KOLN-TV Channel 10**  
CBS & ABC, Lincoln, Nebraska  
A Fetzer Station.

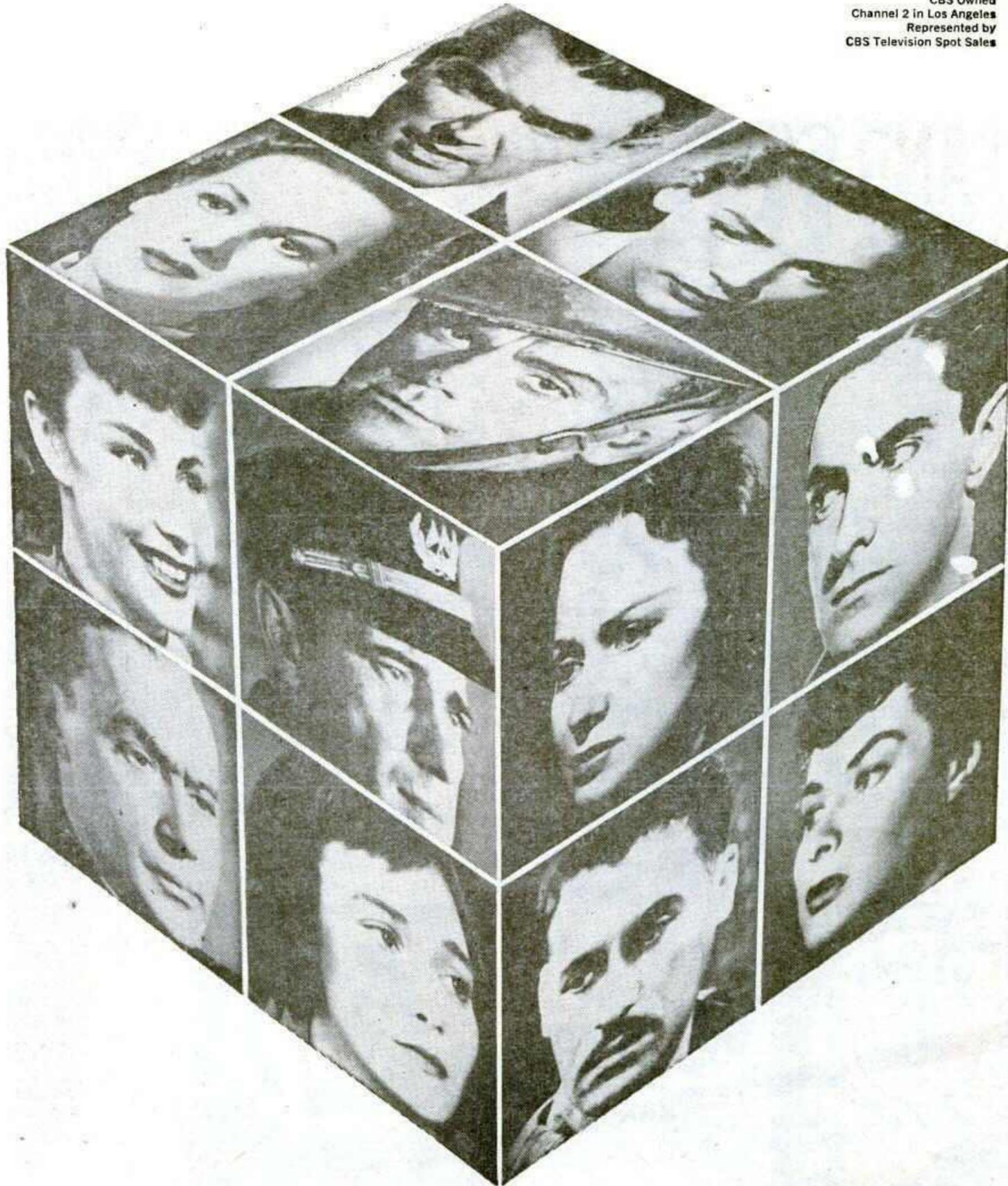
# PRIZE PACKAGE

Presenting KNXT'S FABULOUS 52, the all-time blockbusters from a million-dollar library of Warner Brothers, 20th Century-Fox and United Artists features, never before seen on Los Angeles television. 52 star-studded hits, including such screen classics as "Jane Eyre," "Saratoga Trunk," "Sergeant York," "Johnny Belinda" and "The Snake Pit," are available for the first time on Southern California's most-viewed television station.

Telecast in their entirety every Saturday night at 10 (when better than half of Los Angeles' television sets are turned on), and backed by a tremendous on-the-air, magazine and newspaper advertising and promotion campaign, KNXT'S FABULOUS 52 is packing 'em in. Yet your price of admission is an attractive \$800 flat, per 60-second participation. Reserve yours by calling...

## KNXT

CBS Owned  
Channel 2 in Los Angeles  
Represented by  
CBS Television Spot Sales



### PICTURE OF SUCCESS

# Malcolm-Howard Agency's Story Keys Chicago Boom in Features

By BERNIE ASBELL

With the outburst like a mushroom cloud of first-run feature films for local sponsorship in markets from the largest to the smallest, eyes have been turning to Chicago where experience in the effective use of them has been accumulating for a long period of time.

To find this experience in its most concentrated brew, one might well look into the operation of a single Chicago advertising agency specializing in television for local clients and which, unquestionably, has bought and aired more films

for local merchants than any in America. This is the Malcom-Howard agency, representing Jim Moran's Courtesy Motor Sales, the nation's pioneer in big-time use of first-run features, and currently four other major film-using clients.

#### Four WGN Shows

Of the seven features shown weekly by WGN-TV, Chicago, in the choice 10 p.m. slot, Malcom-Howard controls four of them. In addition, the agency handles the Friday 10 p.m. show on WBKB for Courtesy. Its other film clients at present are Mages Sporting Goods chain, which has grown

from four stores to 11 in recent years, largely due to its effective promotion via TV film; the Fair Store, which recently became the first of the major downtown department outlets to embark on a TV budget; Evans Fur Company, budgeting a film for nine months a year, and the Coral Stone Construction Company, which takes over the Evans slot for the spring quarter. Each of these clients handles a full-length feature on its own, with Courtesy sponsoring two.

Ed Drucker, film director of Malcom-Howard, has watched the

field grow from the time five years ago when he could pick up a run-of-the-mine picture for a few hundred dollars and a top Grade A specimen for \$2,500 to today's toughly competitive market where he's frequently slugged with a \$7,500 price tag.

#### Buying Changes

Also he has experienced the change-over from dealing with picture distributors, when buyers were few and enjoyed the driver's seat, to dealing with stations who resell out of the big packages recently made available to them. Buying directly from stations is administratively easier, Drucker says, but the buyer is no longer dictating the terms, particularly regarding price.

But the future of feature films as a merchandising vehicle, Drucker insists, is sound, despite the increasingly competitive terms. Live television has never paid off as well for the agency's clients. In

the case of Courtesy, in fact, the Friday night WBKB picture replaces a long-running live variety show in the same spot for the same sponsor and is paying off much more handsomely.

While films have amply demonstrated their talent for building huge viewer ratings, the agency is careful not to be satisfied by rating alone. The test is whether the whole effort—film plus commercial—succeeds in moving enough merchandise to warrant the cost. It is essential, Drucker has found, to tie up the strongest of the season's promotional campaigns with the strongest films. A great film, accompanied by a so-so commercial is no more potent than a sensational commercial before the slim audience of a second-rate film.

#### Fair Store

When the Fair Store made its decision to dip its toe into the TV pool, after other downtown stores previously had tried it with dissatisfaction, it placed the Malcom-Howard agency under the most severe of tests. The series opener was "Till We Meet Again," certainly an audience-getter, and the store scheduled a warehouse sale for the next day. The sale was kept out of newspaper advertising, so the effect of the TV effort could be cleanly isolated and measured. The agency struck hard at the broad array of merchandise at attractively cut prices. After a sleepless night of anxiety, agency execs turned up at the sale next morning to find 700 customers lined up before the unopened doors and to watch brisk business continue to the 8:30 p.m. closing. When the store's annual event, "Spring Opportunity Days" came by, the agency coupled the commercial with the showing of "China Clipper," a Humphrey Bogart-Marie Wilson vehicle, and enjoyed another merchandising success.

Drucker formulates three basic rules which, he says, guide the agency's selection of films.

(1) The kind of audience a film can gather, aside from the obvious advantage of size, must be an audience which relates to the product sold. A film with strong intellectual  
*(Continued on page 24)*

*It's your move...*  
to the **TOPS** in  
*Cleveland Television*

# WJW-TV

CHANNEL 8

 <p>A CLEVELAND LANDMARK WELL KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO</p>	<p>GREATER CLEVELAND the nation's 5th market in total retail sales*</p>	<p>GREATER CLEVELAND the nation's 6th market in net effective buying income*</p>
<p>GREATER CLEVELAND the nation's 7th market in population... and still growing!*</p>	 <p><b>WJW-TV</b> "A Leading Citizen" in Ohio's First Market serving 1,200,000 households</p>	<p>More productive local programming on WJW-TV. Top feature films for participating sponsors, including 20th Century-Fox, Columbia and Selznick groups.</p>
 <p><b>A STORER STATION</b></p>	<p><b>WJW-TV</b> Represented Nationally by the Katz Agency</p>	 <p><b>CBS CHANNEL 8 TELEVISION</b> A BASIC AFFILIATE OF THE CBS TELEVISION NETWORK</p>

\* Sales Management, May 10, 1956

WJW-TV—Storer Broadcasting Company • 1630 Euclid Avenue, Cleveland 16, Ohio • TQwer 1-8080



**2 3/4 BILLION DOLLARS  
WAITING TO SEE  
YOUR SALES STORY!**

Your product won't "catch it cold" with exposure in this red hot, tri-cities (Bristol, Va.-Tenn., Johnson City, Tenn., and Kingsport, Tenn.) market! Saturation selling on

# WCYB-TV

BOX 1009, BRISTOL, VIRGINIA-TENNESSEE

THE TRI-CITIES CHANNEL

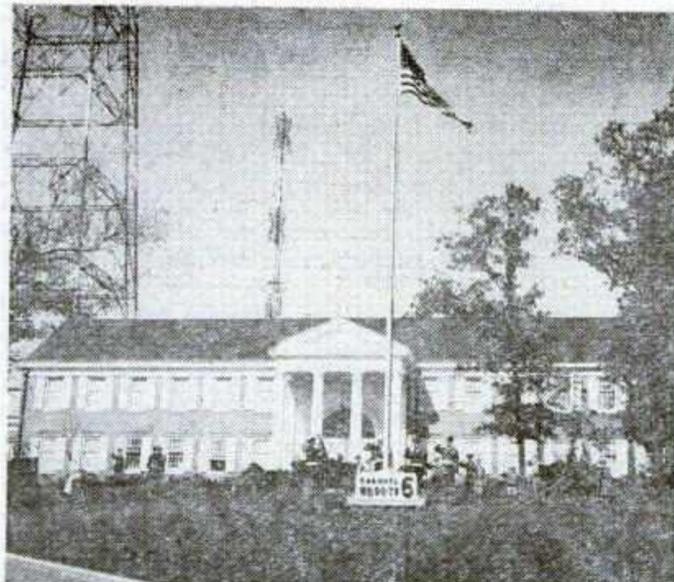
NBC-ABC AFFILIATE

REP: WEED TELEVISION CORP.

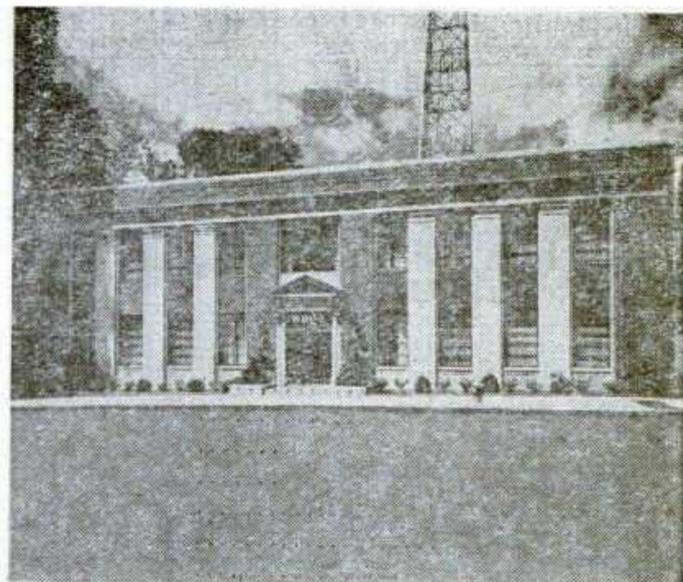




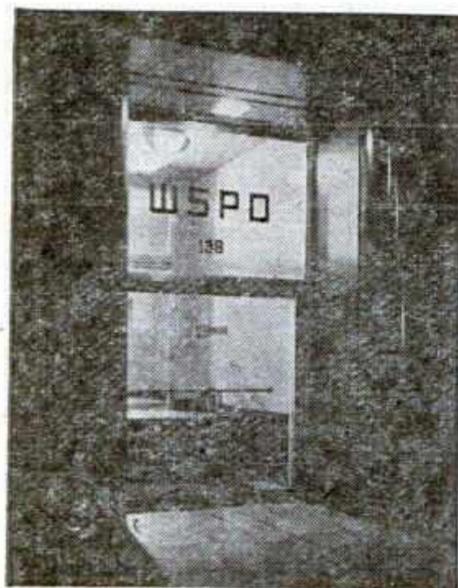
WJW-TV—Cleveland, Ohio



WBRC-TV—Birmingham, Ala.



WAGA-TV —Atlanta, Ga.



WSPD-TV—Toledo, Ohio



WJBK-TV—Detroit, Mich.



Storer Broadcasting Co.—Home Office, Miami, Fla.

# FAR MORE THAN BRICK AND CONCRETE BLOCK

The Storer Broadcasting Company is naturally proud of its television station studios and facilities. The latest, most modern equipment in the hands of trained, professional people will obviously provide the best in television programming and advertising production.

But we prefer to think of these structures as monuments to Storer success—and certainly not just financial achievement. Every brick and every block, we think, is

mute testimony to the large audience response to Storer TV programming—to entertainment ability—to a conscientious recognition of community needs—to faith in the integrity of our advertisers.

And the Storer Broadcasting Company is grateful for its good fortune in being a part of America's most influential medium—broadcasting, both sight and sound. To process our opportunity zealously; our obligation and principle.



## STORER BROADCASTING COMPANY

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

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

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

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

# THE HIGHEST RATED FILM PROGRAMS

ARE ON

# WSLS-TV

PLAYHOUSE OF STARS	41.0
LONE RANGER	40.8
HIGHWAY PATROL	39.4
SKY KING	37.4
SHEENA, QUEEN OF JUNGLE	33.8
RIN TIN TIN	33.8
CODE 3	31.9
SUPERMAN	30.1
ANNIE OAKLEY	29.0
*Last of the Mohicans	29.0
WILD BILL HICKOK	28.8
SOLDIERS OF FORTUNE	25.9
DR. HUDSON'S SECRET JOURNAL	24.7
*Dr. Christian	22.5
*Waterfront	16.6

(\*) Denotes other Roanoke TV station

## ARB SURVEY MARCH '57 IN ROANOKE...

The "Best Looking"  
Film in Town Are On  
**WSLS-TV**

CHANNEL 10  
316,000 WATTS

Represented Nationally  
Avery-Knodel, Inc.



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

## Malcolm-Howard

• Continued from page 22

appeal, even tho a fine and popular one, would probably not be the best choice for Mages Sporting Goods who wants to interest the outdoorsy, he-man type. But it might be good for Evans Fur, for whom such a film might gather up better prospects for a \$2,000 mink than the best of bang-bang Westerns.

(2) The film must have pick-up-and-go in the first 15 minutes. The audience must quickly be engrossed in the story. Often, Drucker says, a film salesman declares, "Here's a picture you don't even have to screen—it was a box-office sensation." But a great theater film might be a slowly building one and by the time it builds, the TV audience has taken off for another channel. As a general rule, Drucker finds British films are out on this count. When he has allowed exceptions to this 15-minute rule, the results have almost always been painful. Once agency execs screened "Thunder Rock" and were tempted by it because it was such a power-

## MONTHS OF PLANNING GOES INTO A TIME BUY

AN ANALYTICAL mind, personality and the ability to see thru availabilities are keys to success in the time-buying field, according to one respected time buyer.

Mickey McMichael, a stable force for Batten, Barton, Durstine & Osborn, Inc., in a constantly

ful drama, but shied away because it built slowly. Then one night Drucker heard the opinion on a panel show that "Thunder Rock" was the finest picture ever made, an opinion with which he did not entirely disagree. Encouraged by the comment, he persuaded his colleagues to run the movie. Unfortunately, he was right the first time. Business the next day, he sadly recalls, just plain died.

(3) The final consideration, of course, is price. But no matter how astutely he negotiates, Drucker finds, he's still resigned to paying for an average quality film today what he paid for the cream of the crop three to five years ago.

changing time picture, works from six months to a year ahead on planning buys, principally for American Tobacco and Vick Chemical. Feature film spots are one element of time buying that has grown recently to a tremendous degree, requiring her and other time buyers to investigate as many movies as the Johnston Office.

"Buying time is only the climax of months of thinking and dissection," says Miss McMichael. "We give our clients' requirements to station reps or individual stations, but these requirements are the result of much planning." Chief factors for a time buyer in basing his or her decision are, length of copy, desired frequency, nature of coverage and prestige wanted.

"It would be ideal to know as many markets as possible personally, but since this is not always possible you must watch network and local scheduling and their effects in individual markets. Most stations (and rightfully so) are sure to program their best films during rating week, therefore to get a true picture the rating factor should be weighed allowing for this blockbuster programming," she points out.

"Dealing with reps and directly with stations is generally a friendly, pleasant job," she goes on. "But one major difficulty is the placing of orders based on availabilities that stations are not really able to deliver. When a rep or station offers a choice spot in a high-rated time, the buyer is prompted to place an order immediately. However, since more than one city gets these avails to sell, the report often comes back that the spot is 'just sold.' I am sure that this is as much a problem to the reps as it is to the buyer."

The next problem for time buyers will probably be the investigation of color TV, which will soon be on the agenda for more and more clients, especially since a color advertiser can already preempt a black-and-white advertiser on any major station.

What does the time buyer want from a station or rep? "Short lists in which appear only the availabilities that fill the requirements you've outlined to them in advance. Prompt attention, the usual courtesy and complete facts about the program which surrounds, precedes and follows your possible buy. They usually come thru," Miss McMichael adds.

Program content, unless it is at odds with the product, is secondary to ratings and the cost-per-thousand they deliver. With fringe time so much more valuable today, thanks to better feature films, she has a choice of more spots on the one hand and more competition for those spots on the other. Fringe time ratings are going up, but so are fringe time prices.

Miss McMichael finds priceless the BBDO system, which allows her to work closely with buying supervisors, such as Hope Martinez on American Tobacco, with whom hourly exchanges of information stimulate new ideas and approaches. "It is imperative to keep abreast of policy changes and last-minute client decisions during campaigns as well as before and after," says the time buyer. "It eliminates 11th-hour

(Continued on page 25)

## Consistency Is Key to Viewer Loyalty, Says AAP's Bob Rich

To many in the field one of the key problems in feature film programming today is establishing viewer loyalty. One of those working toward this end is Bob Rich, general sales manager of AAP, Inc., distributor of the Warner Bros. library.

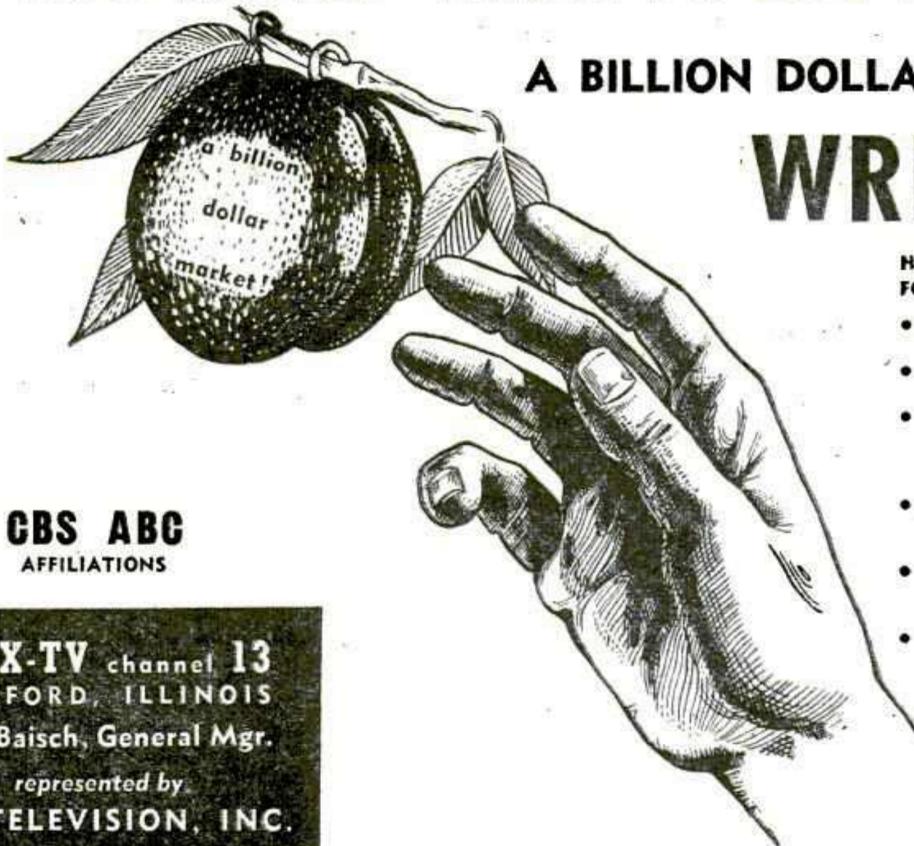
Rich says he is surprised at the number of stations he finds that have not firmly anchored their prime feature film programs. This, he believes, is the first requisite to building the viewing habit. Without doubt the most effective pattern is a fixed starting time right across the board.

He notes recent improvements in this direction. Station after station that has bought the Warner pictures have promptly set up a strip theater in choice time.

Aside from consistency of time, consistency of quality is another basic requirement for viewer loyalty. If possible, Rich believes, the station should seek some identifiable value in the picture it selects for a particular program. The use of the studio name for those programs that use films only from one library helps accomplish this. "If they know they can see a Warner Bros. feature at a regular time, they are much more likely to arrange their routine to watch them often without regard for specific titles."

He concludes, "When people get into the habit of watching a good movie at dinnertime, or before going to bed, or every Friday night, the station will find its ratings higher overall and will be performing a better programming service."

# DO YOU REALLY WANT TO BUY A PLUM?



A BILLION DOLLAR PLUM...

## WREX-TV

HERE IS FRUIT FOR THOUGHT:

- 256,600 TV sets... serving over a million people
- Only VHF station covering this billion dollar market
- Well outside the range of either Chicago or Milwaukee television signals (90 air miles)
- Only VHF station feeding top CBS and ABC network shows to this fruitful market
- Combined rural and industrial following... ideal for test campaigns.
- YES, THERE'S REAL SALES POTENTIAL IN REX-LAND

CBS ABC  
AFFILIATIONS

WREX-TV channel 13  
ROCKFORD, ILLINOIS  
J. M. Baisch, General Mgr.  
represented by  
H-R TELEVISION, INC.



# TvB Names 253 Biggest Buyers of Spot Participations During 1956

Here is a list of the top participation users in 1956. Each of the following 253 advertisers are estimated to have spent at least \$50,000 for spot participations last year, according to the Television Bureau of Advertising's continuing study of spot spending.

A total of \$90,541,000 was spent for participations last year, the TvB estimates. This was 22.8 per cent of the total amount spent for all kinds of spot time.

TvB does not attempt to estimate the amount each advertiser spent for each kind of spot time.

Paxton & Gallagher  
 Pearl Brewing  
 Penick & Ford  
 People's Natural Gas  
 Pepper, Dr./Bottlers  
 Pepsi-Cola  
 Peter Paul  
 Petri Wine  
 Pez-Haas  
 Pharmaceuticals, Inc.  
 Pharma-Craft  
 Philco  
 Piel Bros.  
 Pillsbury Mills  
 Planters Nut & Choc.  
 Plough, Inc.  
 Power Products  
 Procter & Gamble  
 Procter Electric  
 Quaker City Choc. & Conf.  
 Quaker Oats

Radio Corporation of America  
 Ralston-Purina  
 Ransom Insurance  
 Rath Packing  
 Rayco Mfg.  
 Reader's Digest  
 Reily Wm. B., & Co.  
 Revlon  
 Rexall Drug/Dealers  
 Ritchie, Harold F.  
 Rockwood & Co.  
 Roto-Broil  
 Roto-Rooter  
 Safeway Stores  
 Sardeau, Inc.  
 Seabrook Farms  
 Seager, Helaine  
 Sears, Roebuck  
 Seck & Kade  
 Servel, Inc.  
 Seven Up/Bottlers  
 Shell Oil

Simmonds Upholstery  
 Simmons/Dealers  
 Simoniz Company  
 Smith Brothers  
 Spriggs, R. E.  
 Standard Brands  
 Sterling Drug  
 Stokely-Van Camp  
 Studebaker-Packard  
 Sunshine Biscuit  
 Swift & Company  
 Sylvan Seal Milk  
 Taton Distributors  
 Tanney's, Vic, Gym  
 Taylor-Reed  
 Tea Council of U. S. A.  
 Texas Company  
 Texize Chemical  
 Thomas, S. B., Inc.  
 Tidewater Associated Oil

Top Value Enterprises  
 Triangle Sewing Machine  
 U. S. Rubber  
 U. S. Tobacco  
 Vick Chemical  
 Walgreen Company  
 Ward Baking  
 Warner-Lambert Pharma.  
 Welch Grape Juice  
 Wesson Oil & Snow  
 Drift  
 Wilbert Products  
 Wildroot Company  
 Williams, J. B.  
 Williamson Candy  
 Wine Advisory Board  
 Wine Growery Guild  
 Wrigley, William Jr.  
 Zenith Radio Corp.

Adell Chemical  
 Alberto-Culver  
 Alkaid Corporation  
 Amend, Fred W., Co.  
 American Bakeries  
 American Character Doll  
 American Chicle Co.  
 American Home Products  
 American Safety Razor  
 American Sugar Refining  
 American Tobacco  
 Anheuser-Busch  
 Antell, Charles  
 Armour & Company  
 Armstrong Rubber Co.  
 Arnold Bakeries, Inc.  
 Arrowhead-Puritas Waters  
 Associated Hospital Service  
 Associated Products  
 Avon Products, Inc.  
 B. C. Remedy  
 B. T. Babbitt  
 Ballantine, P., & Sons  
 Beatrice Foods  
 Beech-Nut Life Savers  
 Benton, Bill, Clothes  
 Best Foods  
 Better Living Enterprises  
 Bissell Carpet Sweeper  
 Block Drug  
 Bon-Ami  
 Bristol-Myers  
 Brown & Williamson Tobacco  
 Buitoni Products, Inc.  
 Burgermeister Brewing  
 CVA Corporation  
 Campbell, Harry T., Sons  
 Campbell Soup  
 Canada Dry Co./Bottlers  
 Cantrell & Cochran  
 Carling Brewing  
 Carter Products  
 Celanese Corp. of America  
 Charbonneau Packing  
 Cattanooga Medicine  
 Chesebrough-Ponds  
 Chock-Full-O Nuts  
 Chrysler  
 Cities Service  
 Clark, D. L.  
 Clinton Merchandising  
 Clorox Chemical  
 Coats & Clark's Sales  
 Coca-Cola Co./Bottlers  
 Colgate-Palmolive  
 Columbia Broadcasting System  
 Commercial Solvents  
 Continental Baking  
 Corn Products Refining  
 Coty, Inc.  
 Helene Curtis Industries  
 Dan River Mills  
 D-Con Company  
 Deering, Milliken  
 Doeskin Products  
 Dormin, Inc.  
 Drackett Company  
 Drackett Company  
 Drew, E. F.  
 Drug Research  
 Du Pont, E. I., de Nemours  
 Eastern Guild  
 Ex-Lax  
 Exquisite Form Brasiers  
 Fairmont Foods  
 Fels & Company  
 Filbert, J. H.  
 Florida Citrus Commission  
 Folger, J. A.  
 Food Mfrs., Inc.  
 Ford Motor  
 Foster-Milburna

Freihofer Baking  
 Frontier Foods  
 Gallo, E. & J., Winery  
 General Baking  
 General Cigar  
 General Electric  
 General Foods  
 General Mills  
 General Motors  
 General Shoe  
 General Tire & Rubber  
 Gillette  
 Gilmar Record  
 Glamorene  
 Gold Medal Candy  
 Gold Seal  
 Good Humor  
 Goodrich, B. F.  
 Gordon Baking  
 Grant Company  
 A. & P. Food Stores  
 Great Northern Railway  
 Greyhound  
 Grocery Store Products  
 Grove Laboratories  
 Gulf Oil  
 Hall, Robert, Clothes  
 Hamm, Theo., Brewing  
 Hansen's, Chr., Laboratory  
 Heide, Henry  
 Heileman, G., Brewing  
 Heublein, G. F.  
 Hills Bros. Coffee  
 Hi-V Corporation  
 Hoffman Beverage Co./Bottlers  
 Hollywood Brands  
 Hudson Pulp and Paper  
 International Latex  
 International Milling  
 International Shoe  
 Interstate Bakeries  
 Johnson, Walter H., Company  
 Kaiser Aluminum & Chemical  
 Karl's Shoe Stores  
 Kellogg  
 Kimberly-Clark  
 Kitchens of Sara Lee  
 Langendorf United Bakeries  
 La Rosa, V., & Sons  
 Lever Brothers  
 Lewis Food  
 Lewis-Howe  
 Liebmans Breweries  
 Liggett & Myers Tobacco  
 Lionel Corporation  
 Lipton, Thomas J.  
 Little Crow Milling  
 Lo-Calory Food  
 Lorillard, P.  
 Luer Packing  
 M. J. B. Company  
 Malt-O Meal  
 Marathon Corp.  
 Marlowe Chemical  
 Marlun Mfg.  
 Mars, Inc.  
 Max Factor  
 Mayer, Oscar  
 Mennen Company  
 Milani, Louis, Foods  
 Miles Laboratories  
 Milner Products  
 Minute Maid  
 Mishawaka Rubber & Wool  
 Monarch Wine  
 Monsanto Chemical  
 Montgomery Ward  
 Morrell, John H.  
 Morris, Philip  
 Mueller, C. F.  
 National Airlines  
 National Biscuit  
 National Dairy Products  
 National Presto Industries  
 Nationwide Insurance  
 Nehi Corp./Bottlers  
 Nestle Company  
 New England Confectionery  
 Okite Products  
 Pabst Brewing  
 Paper Products Co.

# Thru a Timebuyer's Eyes

Continued from page 24

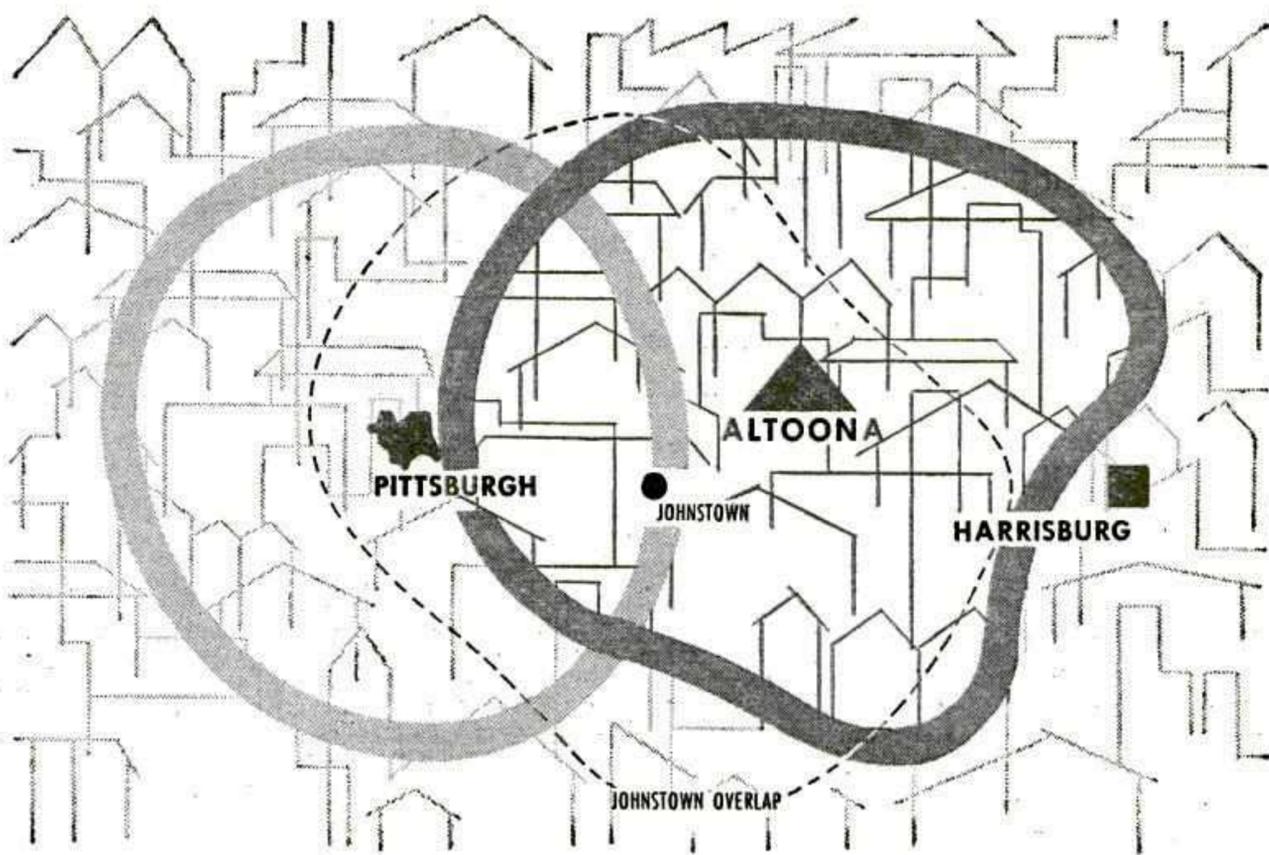
switches in buys and extra research calculation."

"A time buyer ought never to forget that space can always be created but not time. Working in time media, it helps to be understanding of stations' problems and interests, not merely to be liked by them (which is to the good), but to get the most out of what is, after all, a limited number of minutes and partial minutes they have at their disposal even under the broadest figuring."

Let it be noted that friendliness is a two-way street in the phase of the business, she feels. The time buyer needs the station

as much as the station needs the time buyer, and bearing that in mind makes relations more cordial and frank. Not that you shouldn't be tough if the case warrants it.

"The coming of age of feature films has made participation buying fascinating," concludes Miss McMichael. "Its arrival as a major force in TV programming coincided with the increased demand for full minutes from advertisers. This fateful coincidence has created a hundred new problems both for us and for the reps. To solve them with greatest success, we have to solve them together."



## 76,701 MORE TV HOMES

From PITTSBURGH to HARRISBURG

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# Cost Per Pulse Point Compares Feature Film Shows' Efficiency

THE following chart compares the cost efficiency of every feature film program for which cost and rating data could be obtained in eight leading markets. The price of a one-minute participation was, in each case, divided by the program's average Pulse rating for February.

The result is a cost-per-Pulse-point yardstick which gives participation buyers a basis for evaluating the comparative efficiency of feature film programs within each market.

It should be stressed that this is not a basis for comparing programs in different markets, since a Pulse point will represent a different number of homes in each market.

The Pulse ratings listed are average ratings covering all the quarter hours of all broadcasts of each program during the February rating week, with the exception that Pulse ratings do not extend past midnight. Only the one-time flat price is listed here for each show. Some of these shows

have different rates for different portions of the program.

In those few cases, we have selected only one rate and listed only the portion of the program it covers.

Program—Station  
Daytime (Rating—Cost) Cost Per Point

BALTIMORE		
WMAR Movies—WMAR		\$12.26
F, 10:30 p.m.—Mid. (10.6—\$130)		
Adult Theater—WAAM		11.24
S, 4:30-6:00 (8.9—\$100)		
Drive-In Theater—WAAM		18.18
T, 11:30-Mid. (5.5—\$100)		
Saturday Playhouse—WAAM		13.51
S, 1:00-2:00 (7.4—\$100)		
20th Century Theater—WBAL		14.29
Su, 11:15 p.m.—Mid. (10.5—\$150)		
Sunday Playhouse—WAAM		9.90
Su, 1:00-3:00 p.m. (8.6—\$100)		
Channel 2 Theater—WMAR		11.63
M-F, 11:30 p.m.—Mid. (8.6—\$100)		
Playhouse 13—WAAM		11.72
M-F, 1:00-2:00 p.m. (6.4—\$75)		
Nocturne Movies—WAAM		16.20
M-Th-Su, 11:30 p.m.—Mid. (5.4—\$87.50)		
CLEVELAND		
Morning Movie—WEWS		\$25.86
M-F, 10:30-Noon (2.9—\$75)		
Afternoon Festival—WEWS		27.17
M-F, 3:00-4:30 (4.6—\$125)		
Theater 5—WEWS		12.82
M-F, 4:30-5:00 (11.7—\$150)		
Late Matinee—WJW		32.65
M-F, 5:00-6:15 (4.9—\$160)		
6 o'Clock Adventure—KYW		48.98
M-F, 6:00-6:45 (4.9—\$240)		

Program—Station  
Daytime (Rating—Cost) Cost Per Point

Showcase Theater—WJW		30.52
F, 11:30-Concl. (7.7—\$235)		
Western Movie—WEWS		14.15
S, 9:00-10:00 a.m. (5.3—\$75)		
Western Movie—WEWS		13.89
S, 12:00-2:00 (5.4—\$75)		
Saturday Playhouse—KYW		32.41
S, 2:00-2:30 (5.4—\$175)		
Famous Festival—WEWS		43.58
S, 7:30-9:00 (10.9—\$475)		
Night Owl Theater—WJW		53.33
Su, 11:15-Concl. (3.0—\$160)		
One o'Clock Playhouse—KYW		18.62
M-F-Su, 1:00-2:00 (9.4—\$175)		
Nite Owl Theater—WJW		\$22.54
M-Th-Su, 11:15-Mid. (7.1—\$160)		
Late Show—WEWS		22.06
T-Th-S, 11:15-Mid. (6.8—\$150)		
DETROIT		
Big Show—WXYZ		\$34.48
M-F, 7:00-8:30 a.m. (2.9—\$100)		
Theater 7—WXYZ		27.78
M-F, 10:30-11:30 (3.6—\$100)		
Showtime—CKLW		44.00
M-T-W, 1:00-2:45 (2.5—\$110)		
Charm Theater—WXYZ		33.33
M, 2:00-3:00 (4.5—\$150)		
Early Show—WJBL		131.25
M-S, 5-6:15 (6.4—\$840)		
Family Theater—CKLW		18.29
M-Th, 6-7 (8.2—\$150)		
Million Dollar Mystery—CKLW		28.95
T-W, 11:15-Mid (3.8—\$110)		
Mystery Theater—CKLW		51.06
W, 10-11 (4.7—\$240)		
Feature Theater—CKLW		27.59
Th, 9-10:30 (8.7—\$240)		
Crown Theater—CKLW		22.92
Th-Su, 11:15-Mid. (4.8—\$110)		
Saturday Matinee—WWJ		46.67
Sat, 1-2:30 (3.0—\$140)		

## THE FAITHFUL

# WOR 'MDM' Ratings Show Viewer Loyalty

The ratings of "Million-Dollar Movie" on WOR-TV, New York, which plays one picture 16 times in one week, suggest a degree of viewer loyalty unusual for feature film programs.

The highest rating of this season, 62.3 Pulse in October, is only 131 per cent of the lowest rating, 47.5 in September. Compared to the other programs in the picture-by-picture rating list in this section, this is relatively mild fluctuation. It would seem that the very fact that a single picture is billed constantly throughout a week helps not only to draw the viewers to the picture, but also to build up the program's reputation. Furthermore, by getting so much mileage out of a single picture, the station is able to keep the quality level high.

The cost efficiency of "MDM"

is quite good. It is sold on the basis of its cumulative rating, since each sponsor gets a minute in each play of the picture plus an opening billboard. With a base rate of \$4,800 a week, its cost per Pulse point for September and October was \$101.05 and \$77.04 respectively, the latter of which is, of course, very good for New York. (Compare other New York listings in the Cost Per Pulse Point chart this section.)

Considering the discounts for 13-week renewals, that January rating of 60.8 cost some of its sponsors only \$73.02 per point.

"MDM" has been constantly SRO. Bon Ami just dropped out for the summer, when the schedule is broken up by baseball, and within two hours Bristol-Myers had stepped in to fill the gap.

Program—Station  
Daytime (Rating—Cost) Cost Per Point

Movie Date—CKLW		24.44
Sat, 11:15-Mid. (4.5—\$110)		
Million Dollar Movie—CKLW		23.40
M-F, Su, 7:30-9 (9.4, \$220)		
Nightwatch Theater—WJBL		15.12
M-Su, 11:15-Mid. (8.6—\$130)		
LOUISVILLE		
Saturday Theater—WAVE		\$ 9.68
S, 11:30-Concl. (9.3—\$90)		
Mystery Film—WHAS		5.52
S, 11-Concl. (16.3—\$90)		
Movietime—WHAS		16.57
M-F, 11-Mid. (13.7—\$90)		
Starlight Theater—WAVE		7.87
M-F, 11-Mid. (12.7—\$100)		
Movies at Mid-Day—WAVE		9.09
M-F, 12-1 (11.0—\$100)		
MINNEAPOLIS-ST. PAUL		
Middy Matinee—WTCN		\$ 9.76
M, W, F, 12:30-2 (4.1—\$40)		
Afternoon Festival—WTCN		9.52
M-F, 2:30-4 (4.2—\$40)		
Movietime—KMGM		30.00
M-F, 3:30-5 (2.0—\$60)		
Movieland—KMGM		21.43
Su, M, 7-8:30 (7.0—\$150)		
Early Movie—WTCN		14.17
Su, M, 10-11:30 (6.0—\$85)		
Famous Festival—WTCN		48.08
S, 6:30-8 (5.2—\$2.50)		
Boots and Saddles Theater—KSTP		15.50
Su, 11-Mid. (5.0—\$77.50)		
Command Performance—WCCO		13.09
Su, 2-3:45 (19.1—\$250)		
Action Theater—WTCN		12.12
Su, 2-3 (3.3—\$40)		
Theater Tonight—KSTP		23.33
Su, 11-12 Mid. (3.0—\$70)		
M-G-M Time—WMGM		17.63
M, S, 9-11 (15.6—\$275)		

Program—Station  
Daytime (Rating—Cost) Cost Per Point

Hollywood Playhouse—WCCO		14.71
M-F, 10:45-Mid. (6.8—\$100)		
PROVIDENCE		
Million Dollar Movie—WJAR		\$ 8.39
T-F, 11:15-Mid. (14.3—\$120)		
Matinee—WJAR		12.18
M-F, 1-2 (7.8—\$95)		
Big Movie—WJAR		7.94
S, 11-Mid. (31.5—\$250)		
Best of Million Dollar Movie—WJAR		5.31
Su, 2:30-4 (22.6—\$120)		
Movie of the Week—WJAR		7.60
Su, 10:30-11:30 a.m. (7.9—\$60)		
Morning Movie—WJAR		12.24
M-F, 9-10 a.m. (4.9—\$60)		
ST. LOUIS		
Sunday Matinee—KWK		\$15.87
Su, 1:30-2:30 (10.4—\$165)		
Million Dollar Movie—KTVI		8.42
T-Su, 10:00-11:15 (5.7—\$48)		
Movie—KTVI		12.31
M-S, 5:00-6:00 (3.9—\$48)		
Movie—KTVI		12.50
M, 8:30-10:00 (4.8—\$60)		
Movie—KTVI		\$18.75
T, 7:00-8:30 (3.2—\$60)		
Movie—KWK		14.10
Su, 11:30-Mid. (7.8—\$110)		
Late Movie—KSD		16.94
Su, 11:30 p.m.—Mid. (6.2—\$105)		
Feature Films—KSD		10.61
F, S, 11:15-Mid. (9.9—\$105)		
KWK Theater		11.46
M, T, Th, F, 11:15-Mid. (9.6—\$110)		
WASHINGTON		
Morning Movie—WTTG		\$13.14
M-F, 11:00-11:30 a.m. (3.5—\$46)		
Afternoon Movie—WTTG		13.53
M-F, 12:30-2:00 (3.4—\$46)		
Home Theater—WMAL		58.82
M-F, 1:00-2:30 (1.7—\$100)		
Feature Playhouse—WRC		20.00
M & F, 1:00-2:30 (5.0—\$100)		
Early Show—WTTG		24.44
M-F, 4:30-6:00 (2.7—\$66)		
Washington Movietime—WTTG		9.02
M, W, 11:15 p.m.—Mid. (5.1—\$46)		
T, F, 11:00 p.m.—Mid.		
Th, 11:30 p.m.—Concl.		
Su, 10:30 p.m.—Concl.		
Star-West—WTTG		10.20
S, 11:30-1:00 (4.9—\$50)		
Encore Playhouse—WRC		16.67
S, 1:00-2:30 (4.8—\$80)		
Saturday Movie—WTTG		13.28
S, 2:00-4:00 (6.1—\$81)		
Capital Caravan—WTTG		10.67
S, 6:00-7:00 (10.5—\$112)		
Famous Festival—WMAL		87.50
S, 7:30-9:00 (4.0—\$350)		
Not for Nervous Theater—WTTG		25.53
S, 9:30-10:30 (4.7—\$120)		
Premier Playhouse—WTTG		8.33
S, 10:30-Mid. (6.0—\$50)		
Sunday Playhouse—WTTG		33.33
Su, 11:00-12:30 (3.0—\$100)		
Sunday Movies—WTTG		8.00
Su, 1:00-3:30 (9.0—\$72)		
Late Show—WTOP		12.09
M-Su, 11:15-Mid. (9.1—\$110)		
Foollight Theater—WRC		12.50
M-F, 5:30-6:30 (8.0—\$100)		

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WESTINGHOUSE BROADCASTING COMPANY, INC.

# Rerun Techniques Vary in New York

A variety of rerun techniques are employed by New York's stations, the policy in each case usually being a reflection of the station's competitive position in buying product and selling participations.

WCBS-TV, with the longest established feature film programming, follows a maximum protection policy. It used to wait at least two months between separate runs of an individual picture. Now, since last year's influx of product endowed it with a huge backlog on long-term contracts, it has increased its rerun gap to five or, if possible, six months.

WCBS' features are given their "First New York Telecast" on either the "Late Show" or the "Early Show." A picture that has its premiere on the "Late Show" will have its second run usually five months later on the "Early Show." It will have its third run five or six months after that on the "Late Show" again, which will be about a year after its first airing on that show.

WCBS has a third feature strip, "The Late Matinee," which is all rerun.

### 624 Play Dates

The station plays between 200 and 250 first runs per year on the 624 play dates per year provided by the "Late Show" and "Early Shows."

Al Odeal, film buyer for WRCA-TV, and film consultant to NBC's other owned and operated stations, is working on a rerun policy diametrically opposed to the CBS concept. He believes in running off a film as quickly as possible, buying only on short-term contracts. The features he presents are run off in seven to 12 weeks, during which he gets seven runs from them.

A big film tees off on the station's Sunday night "Movie 4," which starts at 10:30. It is then rerun on the outlet's "Movie 4" strip, at 5:30 p.m., which runs it once each week for the next five weeks, on a different day each week. Then it is thrown into one of the other shows for its final run.

The other New York stations go in for quick, one-week run-off policies aimed at getting maximum penetration from the film without regard to the rating fall-off of the show. Both WOR-TV and WATV present the same feature 16 times within a week, a pattern that includes two nighttime strips. WABC-TV presents a single top picture in a six-night strip. This station has its "Night Show" pictures under contract for two years.

### WABD Policy

WABD also tends toward running off its product quickly as possible. The station goes in for a vertical policy during daytime, when it presents the same movie twice. This is rerun product derived from its Wednesday and Friday evening presentations. Its main show, however, is "Warner Brothers Premiere," which is shown twice on Sundays. The film is then put on the shelf.

WATV recently added a new wrinkle to its 16-play policy. Six months after a film has had its debut on its 16-play theater, it is thrown into a seven-night strip between the two nightly airings of its "Famous All-Star Movie." Thus, within six months the station gives a feature 23 reruns, which is undoubtedly the highest rate of re-use in this market.

### Ratings Drop

There are a few ratings available on the seven-week WRCA run-off policy. One example is "Island of Desire," which when shown on its Sunday night feature presen-

tation received a 19.0 American Research Bureau rating. When it was presented on the Monday night installment of "Movie 4" a month later its ARB was 5.8.

With WRCA's seven-week cycle concept, it is possible — but not necessary — for an advertiser to buy on a cumulative rating basis not unlike that offered by the stations that jam their reruns into a single week. An advertiser can attach his participating commercial to a specific picture and then with some assurance assume that his rating was approximately the total rating that "Movie 4" received on the rating week.

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A

## COWLES STATION

ROBERT R. TINCHER, GENERAL MANAGER

Represented by  
Edward Petty & Co., Inc.

# EXHAUSTION OF FEATURES 135 Movies Distributed So Far in 1957, But More Due

• Continued from page 15

year projection is based on the current use of first runs, and that there is no shortage, and none expected, of rerun film. In most cases the total number of pictures in a market roughly approximate the number of yearly playdates, which means that, with features being run an average of close to 10 times (tho this varies greatly; some stations run pix no more than three times, while in Los Angeles top features receive as many as 25 runs) the product now on the market should last 10 years.

In this instance, however, the figures are somewhat misleading. After the first two or three runs (unless the picture is stripped, and in all but the largest markets stripping has not done well) features are generally aired only in marginal periods. Unless, therefore, feature pictures are to lose their place in the Class A time periods new product must be forthcoming.

How much of it is there? Counting the Paramount and U-I backlogs, and those portions of the 20th Century-Fox and Columbia pictures which have not yet been released, there are about 1,750 pre-1948 features not yet on the market. Many of these, however, are not suitable

for prime time and, in the case of Fox and Columbia, a good deal of the top product has already been skimmed off. It's estimated, therefore, that there are about 1,000 Class A pre-'48 pix remaining.

There are approximately 1,400 post-'48 features (The Billboard, January 26) which would become available now if the residual problem were settled. Of these, roughly a third would fit only into secondary time periods. The remainder is increasing by about 200 pictures a year, which means that, by 1962, another 1,000 will have been added to the post-'48 groups.

In effect, between now and then there will be 3,000 pictures available for Class A programming which are not on the market today.

### 18 Per Week Average

The average number of first runs per week in the 10 markets surveyed is 18. This comes to 936 a year. At this rate the 3,000 new pix would last only a little over three years, which, added to the one and a half years of current product, would mean the end of the supply in four and a half to five years.

Perhaps an even better guidepost is the Los Angeles market, where features have been snapped up and played as fast as a new package appears. The rate of use here is 15 pictures, or 780 per year. With this usage the new product would last almost four years. Even

so, all features would be used up in less than five and a half years.

Some stations, of course, have much greater feature libraries than others (KFJZ's, Fort Worth, with 2,500 is probably the biggest in the country), and are better situated, therefore. By and large, however, the stations with the bigger libraries use more film, so, in the end, there is not a great deal of difference when supplies expire.

### Supply Vs. Demand

During the past few months the industry has been wracked with considerable speculation and trepidation as regards feature supply and demand. Stations have feared that they might be caught short and engaged in cut-throat bidding against each other; distributors have teetered back and forth between releasing and not releasing a package, trying to gauge the best time for the best price.

The fact that according to the forecast, there will be a definite shortage in five to six years affects stations and distributors almost equally. Altho the initial effect might be to increase prices, this would certainly lead to a reduction in the amount of feature programming stations use, and, in short order would send stations looking to other sources, e.g., TV film, for their quality programming. In the long run distributors and stations will suffer alike, unless new source material is found.

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<b>BIG TOWN AFTER DARK—1947</b> Philip Reed, Hilary Brooke ..... 63
<b>BIG TOWN SCANDAL—1948</b> Philip Reed, Hilary Brooke ..... 62

The Big Tri-State Home Audience Is Watching . . . KDKA-TV'S

## "The BIG ADVENTURE"

A COMPLETE MOVIE PROGRAM DAILY—4:45 TO 7:00 P.M.

Everybody's going home to the movies . . . staying home to enjoy over 2 hours of exciting movie entertainment, programmed just like at the theatre.

- 4:45 P. M.** WARNER BROS. CARTOON—Bugs Bunny, Daffy Duck, Tweety and many other cartoon favorites.
- 5:10 P. M.** ACTION MOVIE—Top Hollywood features with John Wayne, Robert Mitchum, Kirk Douglas and other top stars.
- 6:15 P. M.** ADVENTURE THEATRE—"Wild Bill Hickok," "The Lone Ranger," "Roy Rogers." (No availabilities at present.)
- 6:45 P. M.** NEWSREEL—News and weather. (No availabilities at present.)

**PLUS HANK STOHL AS HOST**—He's a family favorite in Pittsburgh. His fascinating puppets—"Knish" and "Rodney Hackenflash" are beloved throughout the Tri-State area.

The whole family's looking, in just the right receptive mood to hear about you and your product.

Your admission and just the right "ticket" for sales—is a call to John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000, Pittsburgh; A. W. "Bink" Dannenbaum, WBC VP Sales, at MURray Hill 7-0808, N. Y., or your PGW "Colonel."



## TONIGHT'S NEWSREEL

### Maryland's unique news program

Marylanders don't go to bed without seeing "Tonight's Newsreel," the best locally produced news-film show in this area. Follows our dominating 11:00 PM News-Weather-Sports show.

It's late news on film—local, national and world-wide—often hot out of the camera before the program goes on the air. Keith McBee's narration is dry, witty, and sharply to the point.

Sponsored on Thursdays by DuPont Paints

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**WBAL-TV** **CHANNEL 11** BALTIMORE  
Nationally Represented by EDWARD PETRY & CO. INC.



Narrated by  
**Keith McBee**

**11:15 p. m.**  
**MONDAY**  
thru  
**FRIDAY**

### 31 Participators Talled in WCBS 'Late Show' Week

The amount of spot traffic on a top feature film program is demonstrated by the "Late Show" on WCBS-TV, New York, which makes its appearance at 11:15 p.m. every night of the week.

There is a total of 71 participations on this show per week. According to current contracts, they are divided among 31 different advertisers.

The average deal is for two and a half spots per week, the maximum is for seven. Only two of the 31 current contracts are for four weeks or less. The maximum contract WCBS-TV writes on the show is for one year.

## LIEBERSON TABS SEVERAL INDUSTRY HIGHSPOTS

NEW YORK—Goddard Lieberson, president of Columbia Records, last week delivered a few brief impressions and opinions on several current aspects of the music-record industry.

With regard to repertoire developments, Lieberson believes American music is tending toward an increasingly healthy condition. He has special reference to the pop field, now being influenced so strongly by rhythm and blues and country material. "The lineage of some of this song material can be traced to Elizabethan England," Lieberson stated.

Lieberson noted that Mitch Miller, Columbia pop a.&c. chief, has always been an aficionado of the country field. He added that he—Lieberson—was not one to put down rock and roll. "It is similar to the material we used to cut with such artists as Big Joe Turner and Blind Boy Fuller," he said.

On the matter of possible price cuts in album product, the Columbia president stated: "I am very much against it. We are supposed to make money in the record business. Simple economics are involved."

As to the quantity of album product being released by labels generally, Lieberson has consistently taken the view that there is an excessive amount of indiscriminate production. Many of the packages are produced with little thought, and this places a burden on the dealer, he believes.

## BMI Access to ASCAP Files to Be Decided

NEW YORK—Broadcast Music Inc. is entitled to examine certain long sought after song performance records of the American Society of Composers, Authors and Publishers. Federal Judge William B. Herlands brought Court confirmation Thursday (9) to a previous opinion handed down by special master, former Federal Judge Harold Kennedy. Thursday's session took place in the U. S. District Court for the Southern New York District.

Judge Ferdinand Pecora and Herman Finkelstein, general counsel for ASCAP, asked that the master's decision be overruled and a new hearing called. Judge Herlands compromised by giving ASCAP until Monday evening (13) at 6 p.m. to file a counter suggestion which would allow BMI the substance of what it has already been awarded and still remove various ASCAP objections to the plan. Based on whatever new plan ASCAP submits, a final decision will be returned in a morning hearing on Friday (17).

These current maneuverings constitute a sidelight issue of the suit brought by 33 ASCAP songwriters,

known collectively as the Songwriters of America, against BMI. Judge Samuel Rosenman, arguing for BMI and Judge Bruce Bromley arguing for CBS, another defendant include (1) individual performance records of ASCAP songs, (2) annual listings of performances of ASCAP songs and a certain card file which lists a complete history of performances for all ASCAP songs. BMI wants the information in connection with pre-trial examination of Finkelstein.

## Diaz for LP's, Tab Rolontz For Singles

NEW YORK—Vik Records, the RCA Victor subsidiary revised its artists and repertoire operation last week to give distinct, separate emphasis to singles and albums.

Herman Diaz, who had been handling over-all a.&c., henceforth will concentrate on albums, signaling almost immediate expansion into new areas of repertoire. Bob Rolontz, up till now Diaz's assistant in all operations, will take over a.&c. for singles. Both toppers will report to Ben Rosner, manager of the label.

Future Vik album plans call for the building of Latin-American, semi-classical and eventually classical catalogs, supplementing already active pop and jazz lines. According to Diaz, Vik will produce a minimum of 80 albums in the next 12 months.

Rolontz joined Vik several months ago after a year as a.&c. chief for Victor's Groove label. Prior to that, he was a member of The Billboard's music staff.

## VICTOR HONORS FOR RUBENSTEIN

NEW YORK—Pianist Artur Rubinstein was awarded a gold-framed plaque Thursday (9), at a luncheon at the Hotel Plaza given by RCA Victor, in recognition of the fact that sales of the artist's albums have passed the one million mark. Rubinstein has recorded exclusively for Victor thruout his career.

The presentation was made by George Marek, vice-president and operations manager of Victor's record division.

Few classical artists have achieved such a disk sales figure.

## WHAT PRICE PIC SCORES?

# Diskers Turn to Soundtrack Material as Prices Spiral

By JOEL FRIEDMAN

HOLLYWOOD — With recording costs and production overhead continuing to spiral, the major record companies appear to have settled on the motion picture soundtrack as one of the few premium products it can sell. The return to a \$4.98 price of Columbia's show albums and the additional consumer conditioning of lower-priced packages only tend to emphasize the importance of Hollywood film property, and similarly signal additional competition among the diskeries for soundtrack albums.

The success of music-from-motion-picture albums currently poses the question: "Just how much is a soundtrack album worth to the film producer and to the recording company? There also appears to be some confusion as to who is sitting in the driver's seat, the film company or the diskery, in bargaining for a release.

There apparently is little ques-

tion that soundtrack properties are quite valuable to the recording company, as witness Capitol's success with such packages as "Oklahoma," "Carousel" and "The King and I," and Decca's in "Around the World in 80 Days," "The Glen Miller Story," "The Benny Goodman Story," etc. All of the foregoing packages are reputed to have exceeded sales of 100,000, and for the manufacturer, such sales mean a gross revenue of approximately \$250,000, no figure to be scoffed at. Despite increased royalty costs, bigger promotional budgets and the high cost of the music itself, the diskeries nonetheless appear willing to shell out for a good soundtrack album, particularly a musical package.

The diskers, however, appear to be growing increasingly hesitant and have been known to balk at some of the demands of the film producers and music publishers. Most frequent complaint is the

number of singles a firm is willing to guarantee a film studio in return for the album rights. Even more important, of course, is by whom the single pop records will be recorded.

There also appears to be a point beyond which the majors are not willing to go. This reputedly was the case in "The Ten Commandments" album which ostensibly had a recording cost of more than \$40,000. All of the major record companies bid for the album rights to the Cecil B. DeMille picture, even going to the extent of making up what was referred to as elaborate

(Continued on 76)

## Col. Phonos Adds 5 New Reg. Distributors

NEW YORK — Columbia Phonographs has added five new distributors affecting coverage in all sections of the country, it was announced last week by James F. White, director of sales.

The Intrasouth Distributing Company in Shreveport, La., will cover parts of Texas, Arkansas and Louisiana. Intrasouth and general manager R. L. Chenery will work with Paul J. Gallagher, Columbia district manager for district 7.

The Craig Corporation, Seattle, will cover 17 State counties of Washington and falls under the jurisdiction of Merrill Klein, manager for District 8.

The Graybar Electric Company of Grand Rapids, will cover Michigan. Manager is Walter Bronson, and the territory is within the jurisdiction of District 5, handled by Clifford Spath.

David Kaufmann's Sons, Inc., headed by Edgar Kaufmann, has been appointed in District 2. This includes Maryland, District of Columbia, most of West Virginia and three counties in Delaware. Henry Stewart is the district manager.

The Commercial Electric Company of Toledo, will distribute in most of Ohio and Indiana in Gene Sapak's District 4.

## Roulette Cues First LP Merch. Sales Hype

NEW YORK — Roulette Records is readying its first LP sales merchandise plan, whereby dealers will receive two free albums of their choice when they buy one copy of each of the label's first 12 LP releases. On re-ordering any 10 of the 12 thereafter, dealers will receive one free LP of their choice.

All LP's are 100 per cent exchangeable—90 days from the date of billing—for any LP in the Roulette line at the time. The plan kicks off June 1 and runs thru July 15. According to Roulette's sales veepee, Joe Kolsky, the new sales program "represents a clear profit to the dealer of over \$25 on an investment of less than \$30."

Roulette's first LP release (around which the sales merchandising plan is centered) includes packages by Pearl Bailey, Henry Jerome, Buddy Knox, Jimmy Bowen, Tyree Glenn, Dorothy Donegan, Moe Wechsler and Raymond Paige and the Radio City Music Hall Symphony Orchestra.

## New Bill May Put Curb on AFM Fund

Employee Written Assignment Must Precede Increased Wage Diversion

By MILDRED HALL

WASHINGTON — A bill requiring written assignment by individual employees, before increased earnings won thru collective bargaining can be diverted into a union fund, such as the AFM's Musician's Performance Trust Fund, was introduced in the House last week (7).

The Bill, H. R. 7236, was proposed by Rep. Phil M. Kandrum who was chairman of a Special House Education and Labor Subcommittee to investigate the AFM trust fund, last May. West Coast AFM Local 47's fight against "Diversion of earned increases" into the Petrillo fund is the subject of court battles in Los Angeles and New York.

The presently proposed law is partly an outgrowth of the Landrum Subcommittee report recom-

mending federal legislation to "give individual employees some protection" with respect to diversion of earnings won in collective bargaining. (The Billboard, December 29, 1956.) The bill would provide, however, that the federal statute would not go contrary to any State law.

In a generally approving comment, Rep. James Roosevelt, who was also a member of the Special Subcommittee, had two criticisms of the Landrum Bill to amend the 1957 Labor-Management Relations Act. He told the House (7) that he would oppose the Bill's provision to give States the right to interfere under "so-called and misnamed right-to-work laws which have been given legal status."

Roosevelt would also like the Bill to provide a more "practicable and workable" method of letting each local in the union express the "majority will" in bargaining. The unqualified "individual written as-

(Continued on page 64)

## Merc Tees-Off \$2.98 LP Push

NEW YORK — Mercury Records' new summer season LP promotion—A special \$2.98 price push—gets away this week, with 13 new packages included in the group of 30 specially selected international-theme albums.

New albums in the "World in Hi-Fi" group include: Eddie Barclay's "Paris for Lovers," Jorgen Ingmann's "Swinging Guitar," "Hawaiian Memories," Augusto Alguero's "Arriverderci Roma," Renee La Bas' "Cherie," Wal-Berg Ork's "A Night in Old Vienna," British band leader Eric Delaney's "Mainly Delaney," "Dinner in Mexico" with Arturo Ramirez, "Hawaiian Holiday," a new Blue Stars package, Emil Stern's "Paris Calling," Karl Von Stevens' "In the Land of Oompah-Pah," Tito Guizar's "Romantic Mexico," and Jerry Byrd-D. Kuaana's "On the Shores of Waikiki."

## MOA'S TIMING FITS ASCAP PREXY'S VISIT

FARGO, N. D. — Paul Cunningham, ASCAP president, has been invited by Tom Barnes, general manager of WDAY here, to participate in the celebration of North Dakota Day, May 18. Also in attendance will be songwriter Paul Yoder, who will conduct a band at the festivities.

Cunningham on May 19 returns to the Palmer House, Chicago, where he will visit ASCAP officers and members. The timing fits in perfectly with the convention of the Music Operators of America, whose sessions start the 20th. Cunningham has always expressed a willingness to seek with the MOA a solution to the perennial juke box-ASCAP hassle.

## JIMMIE RODGERS DAY

# Program Set for May 21-22 Affair

By BILL SACHS

MERIDIAN, Miss.—Final plans for the Fifth Annual Jimmie Rodgers Memorial Celebration to be held here May 21-22 have been completed by the annual's original sponsors, "Grand Ole Opry's" Hank Show and Ernie Tubb, who have alternated in spending the last two weeks here ironing out final details.

Members of every branch of the country and western music business have been invited to attend, with special invitations going out to some 1,500 country deejays in the past week. The program will adhere closely to that of other years, and will include the usual big parade Wednesday (22), the mammoth all-night dance at the hangar at Key Field, and the gala country music jubilee at the high school stadium on the final night.

## NEWS REVIEW

## Decca Back In Spoken Word Field

NEW YORK — Decca has re-entered the growing market for the spoken word on disks with the release of six packages of poetry reading by prominent thespians. Range of material indicates aim of replacing the old "Five Foot Shelf" with its own 12-Inch Shelf, featuring popular anthologies on themes of humor, prayer, love, patriotism and narrative, together with a special volume on Shakespeare.

Marquee names like John Gielgud, Fredric March, Pamela Brown and Agnes Moorehead recite selections from Byron, Browning and Tennyson to Lewis Carroll and Sir William Gilbert—from the Psalms to "Casey at the Bat."

Diskery, which did pioneer work in this field many years ago, has neglected the area of late, while Indies like Caedmon and Spoken Arts have enjoyed healthy expansion in this specialty. Meanwhile others have exploited one-shot for the talking-machine like "The Search for Bridey Murphy" and "The Investigator."

Choice of items in the present  
(Continued on page 71)

## Frisco Label Adds Artists, Preps Take

SAN FRANCISCO—San Francisco Records, local indie, has signed disk contracts with four artists and is getting ready to enter the stereo tape field.

Best-known of the pactees is the New York composer-conductor-arranger, Bernie Green. Radio fans of several years back will recall Green's zany novelty arrangements for the old Henry Morgan-ABC radio show. According to SFR prexy, Al Levitt, Green will slice a series of LP's using those arrangements. These also will be stereo-taped—the first for the line.

Ree Brunell, jazz thrush, has been signed to a new three-year deal, and will be slanted pop-wise in the future. Bob Hodes, jazz musician, also has been signed for three years, and will inaugurate a Dixieland jazz line for the label. Barbary Dane, described as a singer of blues and traditional jazz, has been inked for the same period.

## ALL IN THE WAY YOU LOOK AT IT

CHICAGO — "This," said Bill Putnam, head of Universal Recording Studios, "is like going for a no-hitter in the ninth inning."

Putnam was at the control panel and Steve Adamezyk's polka band was cutting four sides for Dana Records. The first three sides had already been completed—each of them on the first take. If they got a one-take record for the fourth time it would be, according to Putnam's memory, one for the books.

The performance turned out to be a good one, but Walter Dana, supervising the session, thought it could be a mite better. Sensing the disappointment on the faces of Putnam and the musicians, Dana came up with a Solomon-like proposal:

"Let's call the first one Take 2, and now we'll do Take 1."

The suggestion was picked up enthusiastically and Take 1 turned out to be a dilly.

## All-Army Talent Set for Contest

WASHINGTON — The cream of the U. S. Army's talent will compete next week at Fort Monmouth in the annual all-Army entertainment contest. Last year's contest produced among its winners Peter Palmer, current hit of Broadway's "Lil Abner."

Beginning Wednesday, May 15, there will be three nights of judging, not only of vocal and instrumental groups in all musical categories, but recordings of the Army's top choral performers. An individual talent category could repeat past achievements and uncover new comic or new singing-comers.  
(Continued on page 71)

## M. McDonald To RCA Victor

HOLLYWOOD — Film star Marie McDonald makes her debut as a recording artist this September via a long-term recording contract with RCA Victor. Miss McDonald last recorded as a band vocalist with the Late Tommy Dorsey. Her first album for RCA will be titled "The Body Sings" and will feature 12 standards with Hal Borne conducting.

Her return to the music field begins this week via two nitery dates, the first at the Mapes Hotel in Reno, to be followed by a four-week run at the Desert Inn in Las Vegas.

## Dana Label's Polka LP's Open Retailer's Doors

CHICAGO—Polka wax is moving thru a broadly expanded field of retailers since Dana Records launched its LP album program six months ago, according to Walter Dana, president of the polka specializing label.

Heretofore dealers had to carry heavy inventory in polka singles or avoid the field altogether, explained Dana, who was visiting here to conduct recording sessions. His label has more than 900 active singles, and since the field is not one which produces outstanding hits, a selective inventory is difficult to arrange.

But with the entrance of his LP catalog, Dana said, distributors are opening new dealer doors where the singles have been shunned.

Already, 30 albums have been released in a six-month period and Dana said the list will be expanded to 60 by the end of the year, all at a suggested \$3.98 list price. The albums are comprised largely of tunes from Dana singles, many of them old repertoire revived from the company's inactive list.

Another development in the past few months has been a slow shift to 45 r.p.m. disks by polka fans, altho 78's are still a major part of the business. Only this year has the 45 r.p.m. demand grown to the point where it now accounts for

slightly more than 50 per cent of total single sales. But the pattern is spotty. For example, the country's biggest single dealer in polka fare, Sajewski Music Company in Chicago's Polish neighborhood, still does 75 per cent of its business in 78's. In Philadelphia, said Dana, 45's predominate.

An interesting sidelight is that Dana's 78's are pressed on breakable shellac. He had switched to vinyl with the rest of industry some years ago, but had to return to shellac because his retail dealers demanded it. So devoted are polka fans to their favorite records that when a record breaks, they come back as many as five or six times for replacements. Dealers howled when unbreakable vinyl threatened this profitable repeat business.

## Indict Rizek On 16 Counts

NEW BRUNSWICK, N. J.—The words, "It's a miracle," uttered several months ago by James Rizek when a settlement was reached with creditors for a number of his capital development and electronics firms, backfired last week. The Middlesex County Grand Jury indicted the high-flying dealer in records and hi-fi equipment on 14 counts of embezzlement and two on forgery.

After weeks of hearings and delays agreement was finally reached several months ago with creditors representing claims of more than \$1,200,000 on a 51-month, 50 per cent plan for settlement of unsecured claims. At the  
(Continued on page 71)

## Cap Expands Edit. Section

HOLLYWOOD—Capitol Records continued to expand its editorial department last week, adding J. Thomas Hurley and Jeri Sopanen to the staff. Appointments were announced by Jack Smothers, named to head the department by Lou Schurrer, manager, Creative Services, following the resignation of Bob Wilhelm recently.

Hurley joins Capitol from the Addressograph-Multigraph Company, and before that was with KETC-TV, St. Louis. Miss Sopanen worked with the J. W. Raymond advertising agency here, and also with the U. S. Public Information Office in Mannheim, Germany.

## Newport Adds Jazz Names

NEWPORT, R. I.—A number of additional jazz names were added last week to the roster of the Newport Jazz Festival, to be held here July 4 thru 7.

These included Stan Getz, Carmen McRae, George Shearing, Jimmy Rushing, Teddy Wilson, Bobby Hackett and Bobby Henderson. According to Festival director George Wein, more are still to be added.

The list of previously pacted Newport acts was published in The Billboard last week.

## New C.&W. Label Bows

SPRINGFIELD, O.—Spangle Record Company, new c.&w. recording firm, made its bow here last week. Floyd Whited is president of the new waxery. Firm debuted with eight releases, with "Fingertips," by O'Brien Risher, getting top promotion.

## Coming Next Week

The Billboard's  
**1957 MOA CONVENTION SPECIAL**  
Dated May 20th

...Distributed at the Music Operators of America Convention at the Morrison Hotel, Chicago, May 19-21  
...And delivering the convention in print with dozens of special features and reference material important to the nation's 7500 juke box operators and the entire music-record industry

# HEADLINERS

## FROM RCA VICTOR



The *new*  
PERRY COMO sensation

**THE GIRL  
WITH  
THE GOLDEN  
BRAIDS**

**MY LITTLE  
BABY**

with the Mitchell Ayres Orchestra  
and Chorus  
Arrangements by Joe Reisman  
47/20-6904



*Sure to follow  
Round and Round  
right to the top!*

...and a new one by **EDDY ARNOLD**

**GONNA FIND ME A  
BLUEBIRD**

**LITTLE BIT**

47/20-6905

# 5

**HOT ONES  
HEADED FOR  
THE TOP!**

- FRANKIE BRUNSON**  
Roses of Picardy  
c/w We'll Meet Again  
47/20-6908
- HAWKSHAW HAWKINS**  
With This Pen  
c/w Dark Moon  
47/20-6910
- HENRI RENÉ**  
Shenandoah Serenade  
c/w Smoky Strings  
47/20-6906
- BOB MANNING**  
Warmed Over Kisses-  
Left Over Love  
c/w Love Bank  
47/20-6903
- ANDY RUSSELL**  
One Is A Lonely Number  
c/w Day Dream  
47/20-6902

*The greatest  
line-up of Record Talent  
in TV History!*

**Watch for the  
RCA Victor  
Galaxy of Stars  
June 15, 9-10 PM EDT  
NBC-TV**

America's favorite speed...



45 RPM



**RCA VICTOR**



## JINGLE BANDWAGON

## Advertising Chants Spark Big \$\$ Hypo

• Continued from page 1

stronger case for extensive exposure.

J. Walter Thompson, pioneer users of pop songs as jingle material, started the new trend when they cut jingle versions of "Mangos" with Rosemary Clooney, "Singing the Blues" with Mitchell, "Lay Down Your Arms" with the Chordettes, and "I Love My Baby" with Jill Corey before commercial waxings of the tunes had even been put on the market.

As a result, many record companies now send all of their new releases on a regular basis to Joe Stone, veepee-copy group head at Thompson, in hope that he may spot one of their sides as potential jingle material.

Since 1951, Miller and arranger Jimmy Carroll have made Ford jingles out of the following pop songs—"Come On-A My House," "Glow Worm," "The Roving Kind," "Where Will the Dimple Be," "Hummingbird," "The Jones Boys," "Hey, Joe," "Open the Door, Richard," "Whatever Will Be Will Be," "The Bus Stop Song," "The Yellow Rose of Texas," "Honey-Babe," "Sixteen Tons," "On the Street Where You Live," from "My Fair Lady," and "Standing on the Corner" from "Most Happy Fella."

Jack Hook recently produced a special rock and roll commercial for a shoe company, Tom McAn. The jingle, featuring copy about a Snapjack shoe model, was sliced by the Bowties. The group also cut a pop version of the tune, tagged "Snapjack," copies of which were distributed by the shoe outfit to jocks across the country.

The usage of "On the Street Where You Live" and "Standing on the Corner" in jingle form, immediately following the openings of their respective shows on Broadway, was the most startling example of the growing acceptance of the singing commercial as a respectable "art form" by top-bracket writers. Loesser's acceptance of this is seen in Thompson's report that the songwriter-publisher brought the idea of using "Standing on the Corner" for a Ford commercial to them.

## B'dway Legit Hook-up

Under his own firm, Loesser has since arranged for White Owl cigars to use the show's title song in a series of TV film jingles, featuring six principals of the Broadway cast. Nightly network showings of the jingle films are credited by Loesser with selling many extra tickets to the show.

Altho Frank Productions has granted Y.&R. its exclusive consultation services on jingles, Frank Music will still sell licenses on tunes in its catalog for jingles to other agencies and advertisers, according to Frank Productions' general manager, Herb Eisman.

Jingle production is only a part of the new Frank Productions operation, which is set up to provide a variety of musical packages for TV.

In fact, at the moment Eisman reports that practically every writer associated with the firm—Norman Gimbel, Moose Charlop, Arthur Hamilton, etc.—is working on a TV show score. Dick Adler and Bob Merrill are doing a musical version of "Of Human Bondage," Wright and Forrest are shaping up a musical take on "Grand Hotel," etc.

Cole Porter reportedly received several thousand dollars from DeSoto for permission to use his "It's De-Lovely" as a jingle. However, agencies claim that money isn't a problem in most cases, since many publishers are willing to settle for a nominal fee in view of the

opportunity to pile up ASCAP credits, via TV and radio performances. On the other hand, Broadcast Music, Inc., does not log singing commercials as performances, and has no plans to do so in the future, according to BMI exec Robert Sour.

## All Writers Not Happy

Not all writers are happy over the prospects of publishers peddling their tunes as jingle possibilities. Don Robertson, for instance, filed a complaint when Ross Jungnickel licensed his "Hummingbird" song to Ford as jingle without his "specific consent." Panel decision on case was that in the future Ross Jungnickel obtain written consent from Robertson on all tunes covered by the 1947 Songwriters' Protective Association contract, before issuing any license for commercial jingles.

A suit by lyricist Ray Gilbert was also filed last month against Hills Bros., Coffee, N. W. Ayer, and music publisher George Simon, who sold jingle rights on the tune "Muskrat Ramble," the tune (not the lyrics) for \$500. Asking the court for a judgment of \$300,000, Gilbert, who wrote the lyrics, charged that the jingle has damaged his reputation "by reducing him in the eyes of the music profession, publishers and the public to the level of a jingle writer."

## Web Reports Solid Rating For First ABC-TV R&amp;R Show

NEW YORK — ABC-TV's first attempt to reach the teen-age rock and roll audience, via a half-hour variety show emceed by Alan Freed last Saturday (4) 7:30-8 p.m., was a hit rating-wise, even tho local newspaper critics were somewhat less than enthusiastic.

The web's programming chief, Ted Fetter, reports that the program's Trendex rating—13.3—was more than four times as high as the rating (3.04) scored by a film show in that time period on the last Trendex report.

Fetter points out that the network took definite steps to make sure the show was acceptable as

## Decca Sales Vets Upped To New Posts

NEW YORK—Louis J. Sebok and Clarence W. Goldberg, veterans in the Decca Records sales organization, have both been appointed to important sales executive posts in the firm. Sebok succeeds Stan Goodman in the post of National Sales Promotion Manager while Goldberg takes over as National Special Service Sales Manager.

Sebok, who has been Special Service Sales Manager and Eastern Assistant Division Manager, has been with Decca 19 years. He'll be in charge of an expanded sales program, encompassing promotion at branch, distributor and dealer levels.

Goldberg, an 18-year man with the firm, has been Milwaukee Branch Manager, Indianapolis Album Plant Manager and Midwest Division Manager. After moving here from Chicago, he will handle syndicate stores, mail-order houses, rack operations, Armed Forces and co-ordination of one-stop activities.

## COL. ARTISTS TO SHINE AT MEET

NEW YORK—A flock of top Columbia Records artists will appear at the label's annual sales convention—to take place in July at the new Americana Hotel, Miami Beach, Fla. According to Dick Linke, pop singles manager, who is directing the entertainment, the talent will include outstanding names in both the pop and country fields. Already scheduled for the affair are Frankie Laine, Paul Weston, Erroll Garner, the Hi Los, Marty Robbins, Ray Price, Jerry Vale, Carl Smith, Mel Tillis and Johnny Mathis.

## Prep's Jerome Ends Biz Trek

HOLLYWOOD — Irv Jerome, general manager of Prep Records, returned to New York last week after a tour of the West Coast and visits to distributors in Seattle and San Francisco. During his trip here, Jerome appointed Stan Hoffman to handle Coast sales and promotion. Latter formerly was with Downbeat.

Additional distributor appointments are expected to be made shortly, with Jerome making stops in Oklahoma City and El Paso en route to New York. Label added John Wilder to its artist roster last week.

family fare—screening lyrics and inviting a selected studio audience, culled from Freed's own fan club. The exec also noted that the network has not received any complaints from viewers re Freed's mixed talent line-up of white and Negro artists.

ABC-TV will work closely with record companies on promotion, said Fetter, in view of the many disk stars set for fall shows, including Frank Sinatra, Pat Boone, and Guy Mitchell. Also strong on platter-tieups are the two Lawrence Welk shows, "Ozark Jubilee," "Disneyland" and "Mickey Mouse Club." A new hour-long country and western show is in the works for fall, and there is a strong possibility that Freed's r.&r. show will be scheduled on a weekly basis at that time.

## Patrons Must Pay Cabaret Tax on DJ's

WASHINGTON — Disk jockey programs broadcast from restaurants, cocktail lounges or similar places constitute "public performance for profit," and make it necessary for the patrons of such establishments to pay the cabaret tax, according to Internal Revenue Service.

In answer to a "request for advice" from industry, IRS last week (6) ruled that while "many factors may enter into the determination" of whether such a show is a "public performance for profit," if the "conception of such program is directed toward the entertainment of the patrons of the establishment as well as the radio audience," the 20 per cent federal levy is incurred.

Tax applies to all amounts paid for admission, refreshments, service or merchandise.

## NAME ARTISTS SPARK DENVER AREA SEASON

By BERNIE GEBHARDT  
DENVER—A big season in all phases of music and entertainment is shaping up in the Rocky Mountain area where the summer season finds some of the country's biggest names appearing in outdoor concerts. Already more than 5,000 tickets have been sold for the Harry Belafonte show booked by Joe Leher for August 9 at the University of Denver stadium. Irene Jordan, Cornel MacNeil and Very Brynner have been signed to play the leads in two operas at Central City where other members of the cast will be chosen from the talent rosters of the New York and Metropolitan opera companies.

The Denver Symphony has lined up two dozen world famous artists as guest stars at the Red Rocks amphitheater during the four-week period between June 23 and July 30. Herbert Graf, Metropolitan stage director will also stage the opera "Die Walkure" as the climax of the Symphony series.

For patrons of pop music, tentative dates are now being set for such stars as Nat Cole, June Christy, Nelson Riddle, Teresa Brewer, Tommy Sands, Frankie Laine and the Four Lads.

## Country Music

Western music lovers will also have a chance to see a monthly country and western show booked by A. V. Bamford in addition to several shows brought in locally by Joe Leher that will include Sonny James, Johnny Cash, Ray Price, Hank Thompson, Ferlin Husky and others.

In the legit field, the Denver Post has slated "The King and I" as its free, week-long stage production on the outdoor stage of the Greek Theater in Chessman Park, and for the first time a Theater Guild subscription series will be offered in Denver with "My Fair Lady" scheduled for 15 performances beginning August 20, starring Anne Rogers, followed by James Holden in "No Time for Sergeants" in October and "The

## Angel 'Firsts' On June Sked

NEW YORK — Angel Records will issue 13 new LP's in June, including several "firsts."

Possibly the highspot of the release is the disk debut of the highly touted Hungarian pianist, Gyorgy Cziffra, playing the Liszt Concerto No. 1 and "Hungarian Fantasy." Another will be the first recording of the 18th century French one-act opera, "Le Devin Du Village," by Rousseau, on a single 12-inch disk.

Still another first recording will be Liszt's Psalm XIII, for ork and chorus, conducted by Sir Thomas Beecham on a disk that also will carry Brahms' "Song of Destiny" and Academic Festival Overture.

Mendelssohn's "Songs Without Words," waxed by Walter Gieseking shortly before his death last year, also is scheduled. The young violinist, Johanna Martzy, who will make her debut in this country this fall, is featured in a Mendelssohn Violin Concerto and the Beethoven Romances. In the \$3.98 Library Series, Angel will release Album 2 of Early Italian Music played by the Quartetto Italiano.

Two light-music releases will honor Alt Wien. One is "Vienna's Favorite Songs" sung by Erich Kunz, and the other is a set of cafe music played by the Jaro Schmied ensemble.

Grieg, Haydn, Von Suppe and Richard Strauss are represented in other sets, performed by such names as Markevitch, the Philharmonia, and Eugene Malinin.

Diary of Anne Frank" in September. Still to be named is the legit production that will close the summer season at Central City.

If visitors to the West want a touch of authenticity, half a dozen old time melodramas will be offered at rejuvenated mining camps and historical Western towns. Highlight of these old-time shows is the melodrama at the Windsor Hotel in Denver where "Sweeney Todd" is now in its second year, but for the fourth continuous year for melodrama in the once glamorous million-dollar hotel of the 1800's.

## Leahy Sets Up Own Diskery

NEW YORK—National Records has been formed here by Joseph Leahy, former president and artist and repertoire director of RKO Unique Records. The new firm has taken over studio facilities at 1697 Broadway, formerly occupied by RKO-Unique.

National has signed singers Jeri Rene and Tommy Mara, formerly of the Unique label, and the firm is already producing disks on an assignment basis for other companies including Unique. Leahy is negotiating for dishing rights for three TV specs slated for next season and will soon leave on a 30-city talent hunt and distributor trip.

NEW YORK—Unique Records, now without an a.&r. head following Joe Leahy's recent exit, has farmed out at least one dishing assignment to record producers in Florida. Altho Leahy is slated to wind up commitments to Unique, uncompleted at the time of his departure, company spokesmen now indicate that the firm will definitely stay in the record business and will later set up a new a.&r. staff within the organization. This comes in the wake of exploratory talks held last week between Jimmy Hilliard, Bally Records prexy, and officials of General Teleradio Pictures, owners of Unique. It is known that the talks dealt with possible merger angles between the two firms but reportedly no decisions will be made on this for some time to come.

## M-G-M Averts Shutdown in AFM Hassle

HOLLYWOOD — Threat of a studio shutdown at Metro-Goldwyn-Mayer by the American Federation of Musicians has been temporarily averted according to a Metro spokesman.

M-G-M President Joe Vogel has reportedly proposed to put \$150,000 into escrow as an indication of good faith, until negotiations with James C. Petrillo and the latter's demands for 5 per cent royalty payments on television sales of pre-1948 features are resolved.

Proposal by Vogel to Petrillo was made last week at meetings between the AFM president and other motion picture studio toppers.

On another front, Local 47 President Elliot Daniel arrived in New York last week for a meeting with Petrillo ostensibly relating to demands and resolutions of the Coast local. Meet with Petrillo, immediately prior to the AFM convention in Denver next month, is deemed significant in that it may determine just what course of action the local will play at the national conclave.



## MATHIS

Johnny's latest is strictly a "Natural!" Both sides are featured numbers in the new M-G-M movie, "Lizzie." On the lead side, Johnny plays his own piano accompaniment (as he does in the movie) in a tune written especially for him, and he really gives it the works. A chart-jumper if ever there was one!

It's Not For Me To Say b/w  
Warm And Tender  
(both from the M-G-M release, "Lizzie")  
Johnny Mathis with Ray Conniff  
4-40851



## NEE

Bernie pulls a Calypso caper on the lead side—one of the brightest, liveliest entries in the fad that's rocking the country. Reverse is a "pop" with a twist—a fast-paced tune with a C&W sound. You'll be seeing plenty of action from all markets on this disc!

Hey Janie  
(Hey Jamie) b/w  
Hey Liley, Liley Lo  
Bernie Nee with Ray Conniff  
4-40906



## ELLINGTON

The "Duke" goes on record for the first time with a single, and that's news any day! The way has been paved with his outstanding successes, "Ellington at Newport" (CL 934) and "A Drum is a Woman" (CL 951). The latter was such a success that you (and your customers) were treated to an hour-long color TV show based on the album on May 8th. The public is crying for more and both sides of this entry are huge request numbers, so it's up to you! Like taking candy from a baby, only baby don't mind!

Cop-Out b/w  
Rock City Rock  
Duke Ellington  
4-40903



## THE HI-LO'S

Take a Hit song from a Hit movie; put it with a Smash vocal, and what have you got? A SMASH HIT from The Hi-Lo's. These are the hearties who've been eating up the album charts (Suddenly It's The Hi-Lo's CL 952), and singles buyers will be snapping it up.

A Face in the Crowd  
(from Warner Bros.' "A Face in the Crowd") b/w  
Autumn Rain  
The Hi-Lo's with Frank Comstock  
4-40915



## TILLIS

This is Mel's second release on Columbia, and it's a beauty! Both sides were written by Mel and he delivers them like good country butter—fresh and saleable! Mel's a new star in the C&W listings, but he's already established a nice reputation as a solid singer and a fancy man on the guitar. Look to the C&W markets for traffic like Times Square on New Year's Eve!

Case Of The Blues b/w  
It's My Life  
Mel Tillis  
4-40904-c



## WHEELER

Onie has dished up a pair of sides with all the zest of a Virginia Reel. This man's a steady seller in C&W territory and sits on the charts as easily as a cow-poke on the top rail. Don't miss this one. Onie's ridin' a winner!

Steppin' Out b/w  
Going Back To The City  
Onie Wheeler  
4-40911-c

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## Angel Skeds Big '57-'58 Beecham List

NEW YORK—Altho the conductor, Sir Thomas Beecham, will not conduct in the States again until the 1958-'59 season, Angel Records has completed a series of new recordings by the maestro in England, with the Royal Philharmonic. These will be released here during the 1957-'58 season.

Beecham's completed list includes: Grieg, complete music from "Peer Gynt" with Ilse Hollweg, soprano; Haydn: Symphony Nos. 97 and 102, "The Seasons"—oratorio; Mozart: Divertimento, K.131, "Jupiter" Symphony; Bizet: "L'Arlesienne" Suites and Overture "La Patrie"; Beethoven: Symphony No. 2 and music from "Ruins of Athens"; Brahms: Symphony No. 2; Delius: "Over the Hills and Far Away" and "Songs of Sunset"; Handel - Beecham: "The Great Elopement" (with Mme. Hollweg); Rimsky - Korsakoff: "Scheherazade," and a group of lighter works by Suppe, Sibelius, Mozart, Debussy, Berlioz, Chabrier, etc., which Beecham has described as "lollipops."

Beecham will celebrate his 80th birthday in this country on April 29, 1959.

## Cap Reps to MOA Confab

HOLLYWOOD—Capitol Records will be represented at the upcoming MOA show in Chicago next week via a six-man force of executives from New York and company headquarters here. Latter include Bud Fraser, national director of merchandising; Mike Maitland, national director of sales; Max Callison, national sales manager; George Gerken, Midwest district sales manager, and Joe Cerami, district promotion manager.

## Capitol Inks Alberghetti

HOLLYWOOD—Singer Anna Maria Alberghetti was inked to a term recording contract by Capitol Records last week, confirming a previous story here.

Formerly with Mercury Records, Miss Alberghetti will etch both singles and albums. Singer's motion picture and nitery career is currently at an all-time high, with two films upcoming and bookings scheduled for the next three months. She recently co-starred in "Ten Thousand Bedrooms" with Dean Martin.

## HUSKY TRIPLES WITH 'GONE'

NEW YORK—Ferlin Husky was presented with The Billboard's Triple Crown Award on ABC-TV's Paul Winchell show last week. Husky's Capitol disk "Gone" was No. 1 across the board on the country and western charts for the last four weeks.

The disk is also strong on the pop charts this week—placing No. 4 on the jockey and juke listings and No. 6 on the retail chart.

## 'Bandstand' Skeds a Gala Anniversary

NEW YORK—The Mutual "Bandstand," all-live two-hour jazz show, beamed over 300 Mutual web stations every Saturday night, is preparing a special blow-off for its first anniversary show, to take place in July.

The seg, which features jazz talent via remotes from various clubs throught the country, teed-off last July 7 with a broadcast of the Duke Ellington band from the Newport Jazz Festival. Since then, it has carried practically every big jazz name in the business.

Since the show went on the Coast-to-Coast hook-up, some of the top jazz clubs have inaugurated early, even 8 p.m. shows, in order to get on board. (Bandstand runs from 8 to 10.) The pay-off is strictly in plugs and in good artists relations. Artists like to play clubs on the pick-up circuit for several reasons, one of which is the fact that many jazzmen write, and some even publish, their own originals, and "Bandstand" provides one of the very few opportunities to pick up ASCAP or BMI performances at network rates.

"Bandstand" is produced and programmed by the band leader-clarinetist, Tommy Reynolds.

## New Talent For Challenge

HOLLYWOOD—Challenge Records, the Gene Autry entry in the disk business, added to its talent roster last week signing the Commodores and Gerry Wallace to term recording contracts.

Hoe Johnson, general manager of the label, disclosed that rush releases have been set for both artists. The Commodores, formerly on Dot Records, and currently appearing on the Arthur Godfrey television show, have etched "Not a Day Goes By" and "Sweet Angel." Gerry Wallace formerly recorded for Mercury. Johnson has firmed distribution of the label via 35 independent distributors throught the nation.

## AAP UNVEILS

### Two Speed 'Popeye' Album

NEW YORK—A new "Popeye the Sailor" album, available in both 78 r.p.m. and 45 r.p.m. EP form, has just been released by Associated Artists Productions, distributor of the Popeye cartoon to TV stations.

Disks feature the tune, "I'm Popeye the Sailor Man," and seven others performed by Allen Swift, star of the cartoons, and Mae Questel, original "Olive Oyl" in the films. Production was by Arthur Pine, Allen Swift and Paul Kwartin, AAP's Director of New Business Development.

Famous Music and King Features Syndicate have authorized use of the Popeye comic strip characters on the disk labels with the notation that "this is the Official Popeye TV Record Album," and the only such use currently authorized. Both Capitol and Little Golden Records, however, are now represented on the market with Popeye disks.

The packages are having a special two-week premiere via an introduction thru the local airing on WPIX here. Subsequently the disks will be marketed thru airings of the show on other stations and thru chain stores and supermarkets. Income from the on-the-air sale of the disks will be shared with TV stations which feature the licensed "Official Popeye Album" on their Popeye shows and other spots.

## Decca Execs To Europe For Meets

NEW YORK—Three Decca execs took off for Europe last week. Departing for huddles with officials of Deutsche Grammophon in Hamburg were Syd Goldberg, sales veepee; Is Horowitz, classical artists and repertoire director and Hubert Stone, W. Schneider, executive veepee, will join the groups Wednesday (15) in Germany.

Goldberg, Schneider and Stone will discuss distribution matters with the D.G.G. officials while Horowitz will hold repertoire meetings with the firm's a.&r. staff. Later, the first three named will go to London to meet with Ted Lewis, president of British Decca which distributes the American Decca line in England. The travellers will be back in the States around the first of June.

## Dot Adds to Album Roster

HOLLYWOOD—Dot Records upped its album roster here last week, adding Bill Frawley and song stylist Easy Williams to term recording contracts.

Frawley, who plays the part of Fred Mertz on the "I Love Lucy" teleshow will wax a package of vaude songs. Miss Williams was inked by Dot album chief Tom Mack, with her album "Easy Does It" to be released shortly.

## Vera Hodes New Gone Label Exec

NEW YORK—Vera Hodes has joined George Goldner's new Gone label as executive veepee. She will concentrate on building the firm's Real Gone Music Company. Miss Hodes was with Mills Music for almost 10 years, and more recently handled copyrights for the Patricia-Kahl Music firms.

## IST R&B TRIPLE FOR PRESLEY

NEW YORK—Elvis Presley became the first country-derived artist to win The Billboard triple crown in the rhythm and blues charts last week. His disk of "All Shook Up," achieved that distinction when it hit first place simultaneously in the r.&b. best selling, most played by jockeys and most played in juke box charts. The disk previously had won the same award in the pop division.

## Freed to Star In Big Budget Documentary

NEW YORK—Academy Award winning producer Dino De Laurentiis is readying a big-budget rock and roll documentary film, starring deejay Alan Freed and a flock of record stars, thereby marking the first official recognition of r.&r. as a legitimate art form rather than a passing musical fad.

The movie, which will be shot both here and abroad early this summer, will spotlight the life story of Freed and also trace rock and roll music back thru the birth of the blues in American and Europe. De Laurentiis who produced "War and Peace" and "La Strada," which won an Academy Award this year, will spend four weeks filming the picture in New York City.

Meanwhile Freed is lining up a group of top-flight r.&r. artists, who will appear in the movie and also perform in a special rock and roll stage show unit, with which the jocks will tour Europe, starting in London later this summer. Thus De Laurentiis will be able to film the reactions of various countries to the beat. Contracts haven't been signed yet, but Freed said the bill will "include" everybody from LaVern Baker to Chuck Berry.

Meanwhile, Vanguard Productions, Inc., which produced Freed's third film last year, is also making plans to give r.&r. a global impact, via a new film, featuring 12 U. S. jockeys and two European spinners. (See The Billboard, May 6.) Both pictures are scheduled for an early fall release here and in Europe.

The dual filming plans could result in a talent scramble, since the pictures will be shooting at approximately the same time. It poses a tough decision for artists. Freed, of course, is considered the country's No. 1 rock and roll deejay, but he's outnumbered by the other film, which features such top jocks as Barry Kaye, Pittsburgh; Al Jarvis, Los Angeles; Robin Seymour, Detroit; Dick Clark, Philadelphia; Ed Bonner, St. Louis; Douglas (Jocko) Henderson and Milt Grant, Washington.

## SPA Cancels Contr'ts With Two Pubbers

NEW YORK—Songwriters' Protective Association has canceled basic agreements with two publishers, Glenbrook Music Corporation and Weiss and Barry.

Glenbrook and its principals, Frank Military and Wynn Lassner, have been charged with failure to pay writer royalties. Weiss and Barry allegedly failed to give an SPA contract to writer Fritz Rotter on the song "That's All I Want From You." Cancellations will remain in effect until such time as "the damage is repaired," according to an SPA spokesman.

## Offshore Jazz Tour Extolled

WASHINGTON—That jazz "has proven of real value in reaching important foreign audiences," was pointed out last week (9) by the State Department in a letter to Senator Styles Bridges (R., N. H.), member of a Senate Appropriations Subcommittee. Letter also praised the benefits to the U. S. from tours made by Dizzie Gillespie.

According to the letter, the "particular contribution made by jazz, and by the Gillespie group specifically, is that of a musical form uniquely American in origin, evoking a special response from new and otherwise unresponsive groups." (House Appropriations hearings held earlier in the year looked with disfavor on the Gillespie tour of Africa, the Near East and South America last year, which cost approximately \$133,000. (The Billboard, April 20.)

State Department pointed out to Senator Bridges that "to the young people in almost every country, jazz represents freedom, vitality and a new kind of expression." The Department believes "substantial benefits have accrued to the U. S. as a result of the Gillespie tour and those of other similar groups."

## Merc. Slices Group of New Jazz Albums

NEW YORK—Mercury's Eastern artist and repertoire chief Bob Shad returned last week from Hollywood, where he cut the label's first singles with Billy Eckstine and a group of jazz LP's.

Among the albums sliced were part of a two-pocket jazz package with Patti Page; and half of a two-pocket LP with Sarah Vaughan and Eckstine. The latter package will be finished when the canary opens at the Waldorf here in June. Shad's schedule here this week includes sessions with Richard Hayman and Nino Anthony.

## Decca Shuffles Distrib Set-Up

SALT LAKE CITY—Decca Records has opened a new company-owned branch here. The outlet replaces the Salt Lake Hardware Company. Joe Rogers, who handled the line for the distributor, has been appointed branch manager.

Another important change in the Decca distribution network is the appointment of Al Barsimanto to head up the Los Angeles company-owned branch. Barsimanto formerly was manager of the company's Seattle branch and has been replaced there by Luther Choate.

## B'DWAY TO GET GOSPEL GROUP

NEW YORK—A gospel sing, the first to be staged at a midtown Broadway theater, is expected to open here at the Central on May 29. It would run for two weeks or more.

The first act committed, altho papers hadn't been signed at press time, is the Clara Ward Singers, Savoy artists and long one of the top draws in the field.

The in-person show would run concurrently with the flick "The Evil Forest," which was filmed in Europe, and in which the Ward Singers appear.

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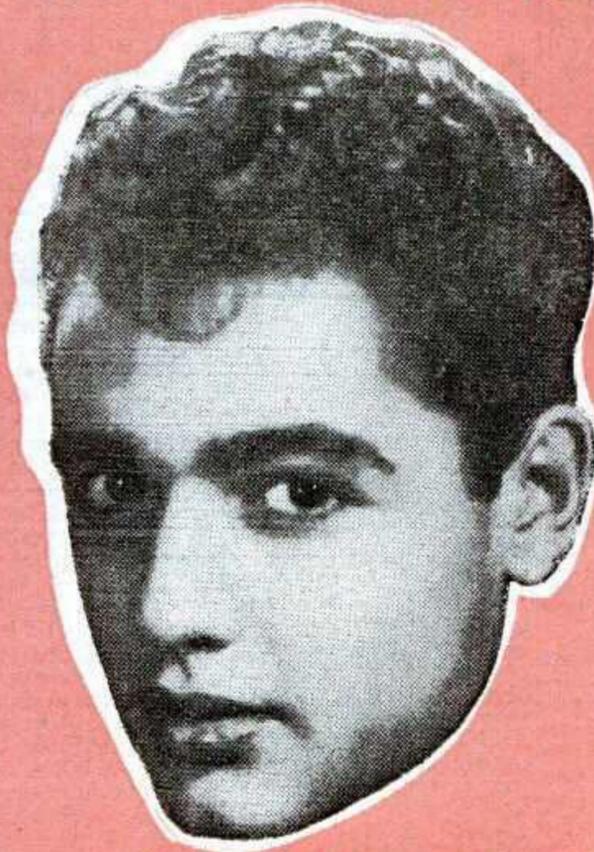
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# **9216**

# ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Recent summers have seen a great new outlet opening up for disk talent package shows. Pop and country and western packages and single acts have hit the road in greater abundance than ever for the fairs, expositions and local Decoration Day, Fourth of July and Labor Day celebrations. Till now, the great outdoors has failed to beckon r.&b. and rock and roll acts to anywhere near the same degree. This year, however, could see a change. It's no secret that r.&b., rock and roll, country, and what has traditionally been called pop music, have come closer and closer together—to the point where American pop music today springs from one mass melting pot of once widely divergent forms.

Bookers cautiously explain they are looking the situation over. Some have already booked groups

of acts and singles into a limited number of locations. But the very same bookers offer various reasons for their reluctance. First they point to the traditional booking operation in the outdoor field. Promoters like to book acts on a percentage of the gate. Bookers feel, however, they must set acts with a guarantee. Local men are unwilling to do this, primarily, because they are at the mercy of the weather in an outdoor arena. In other cases, the talent managers feel their acts sell mainly to a limited market of youngsters. The outdoor field, they aver, draws all ages, and many of the other groups would have little interest in the rock and rollers.

In the Southern territories, the old bugaboo of segregation enters the picture. Here, it's argued, the fairs are mainly for the whites. Negro artists obviously are reluctant to perform, no matter how great their white following may be, if Negroes are not admitted to the shows.

Despite such legitimate problems as these, it would appear that a tremendous number of outdoor and summer locations exist where these artists, admittedly some of the hottest in the business, could make plenty of money for themselves and the locations.

Many of the fairs and expositions now book a different group of acts for every night of their run. This paves the way for one-nighters in cases where a location could not support the same package for every night of a run of anywhere from three days and nights up. Amusement parks and ballrooms and even drive-in theaters are all highly likely spots where the rock and rollers could play to a profitable crowd.

The Oklahoma Semi-Centennial Exposition, which will run from June 14 to July 7 in Oklahoma City, will have at least one packaged rock and roll attraction, with Ruth Brown already expected to head the list. General Artists Corporation—Hamid, Inc., have booked Lillian Briggs into a series of fairs in New York, Pennsylvania, Virginia and Georgia and the same outfit has Guy Mitchell slated for fair appearance in Oklahoma, Indiana, Illinois and Michigan. Bill Haley and the Comets, meanwhile are definitely set for the Michigan State Fair, August 30, 31 and September 1 and 2. At the ballroom level, deals are reportedly cooking for Fats Domino and Bill Doggett to make the seaside scene at the Bolero in Wildwood, N. J. Most bookers indicate they will have more confirmed dates on the docket shortly.

"Spiritual" sales are way up, according to Herman Lubinsky, col-

(Continued on 76)

## DJ FORMAT FOR GODFREY SHOW?

NEW YORK — Arthur Godfrey may turn deejay again. Ford Motors is scheduled to sponsor a new Godfrey radio series in the fall, which will be aired across the board from 5:05 to 5:30 p.m.

The program's format hasn't been resolved yet, but it will feature music, and records reportedly will make up part—if not all—of its programming.

## S. F. Records To Test Right Of LP Titles

HOLLYWOOD—The right of a diskery to the titles on its LP's was raised last week when Al Levitt, president of San Francisco Record Corporation, disclosed the firm's attorneys are taking immediate action against other diskeries who imitate the company's "Oom-Pah-Pah in Hi Fi" package.

Levitt's attorneys state that use of the same title is an unfair trade practice, and those firm's doing so have been asked to cease and desist. According to Levitt, "This is a flagrant infringement on our title and an attempt to capitalize on our successful album." Levitt's subsidiary label, Talking Machine Records, issued the "Oom-Pah-Pah" set last February by the Guckenheimer Sour Kraut Band.

On the talent front meanwhile, Levitt announced the signing of Ree Brunell, Bernie Green, Bob Hodes and Barbary Dane to the firm's talent roster. All of the new artists will record jazz works for San Francisco Records.

## BB Star Will Cut Own Label

SAN FRANCISCO — Don Barksdale, the pro basketball star, who now is a deejay on KWBR, Oakland, Calif., has formed his diskery, Rhythm Records.

Barksdale personally will handle artists and repertoire. He intends to cut pop, rhythm and blues and jazz material. Artists already recorded include 15-year-old thrush, Alice Jean, and the team of Sugar Pie and Pee Wee.

Barksdale will specialize in San Francisco area talent.

## Rogers Signs With Imperial Records

HOLLYWOOD—Imperial Records added country and western singer Weldon Rogers to its talent roster, with Rogers scheduled to record upon the return from Europe of label topper Lew Chudd.

Diskery will also release George Liberace's first album, "George Liberace Goes Teen-Age" next week, marking his entrance in the rock and roll field. Other May releases include new singles by Ken Copeland, Faye Adams and The Scholars.

## Personal Appearances

The Tarriers, Storyville, Boston.

For pleasant entertainment the Tarriers, three young men with two guitars and a banjo, earn for themselves above-average marks in what is an off-beat stint for this hot jazz spot operated by George Wein. Biggest hit is their "Banana Boat Song," which up to a couple of months ago was bigger here than Belafonte's.

The boys don't indulge in gimmicks, but stick pretty much to singing, which is a pleasant

change. They go from ballads to bop in a style that doesn't strain the ears. It is doubtful that any of their numbers is a potential "Banana Boat."

Numbers like "I Know Where I'm Going," "The Fox Ballad" and a wide swing away to "Pick a Bale of Cotton" go over well with the patrons who are more used to jazz artists. While the lads project well, their offerings seem a trifle bland to register more than average.

Cameron Dewar.

## MUSIC AS WRITTEN

### Request Makes Tico Distrib Hook-Up . . .

Request Records, Inc., in a move to enlarge its distrib set-up, has made an agreement with Tico Distributing Company to cover the New York area. The label is stepping up its releases of albums in the semi-classical category.

### New York

M-G-M Records has purchased the master of "Forsaking All Others," by Hank Barnett on the Bar label. . . . Another new master acquisition occurred when Coral Records picked up two sides by Jean Martin, the "Chock Full of Nuts" coffee gal. Sides are "Yum Yum Yummy," and "Another Door Opens." . . . Max K. Lerner, who has served as chairman of the Copyright Office Affairs Committee of the American Bar Association, has resigned from SESAC, Inc., to enter private law practice.

"My Fair Lady," "Carousel," "Most Happy Fella," "Oklahoma!" and "The King and I," headed the list of LP's aired on WVNJ, Newark last Tuesday (7) when in answer to a stampede of written requests, the station skedded an entire broadcasting day of show albums. The station debuted its all-album programming policy last January. . . . D J Records, formed by Princeton (N. J.) high school sophomores, Dave Rosendorf and John Davis, will sell disks at a discount to neighboring high schools and colleges. Both cats are avid jazz fans. . . . NG Lian Chin of

Hup Hup, Ltd., Singapore, phono distributor and importer and presser of disks, will be in New York starting June 10 to line up new business with Stateside diskeries.

Jim Winston, general manager for the Columbia Record Division of the Danforth Corporation, Pittsburgh, has announced the appointment of Mort Hoffman as sales promotion manager in the Tri-State area. Hoffman was formerly Charleston, W. Va., branch manager for Danforth.

### Hollywood

Coral Records opens its fourth branch distribution point next month, replacing the present independent, Modern Distributing Company. Firm already has company-owned outlets in New York, Chicago and Detroit, with a tentative date of June 1 set as the opening of the Los Angeles branch. No decision has as yet been made by Bunny Kurlan, president of Modern, regarding her plans.

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BIG MAYBELLE . . . "ALL OF ME" (SAVOY 1512)

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# richard MALTYBY

and his  
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# ROCKIN' FIDDLE

B/W **THE CHECK APRON BALL**

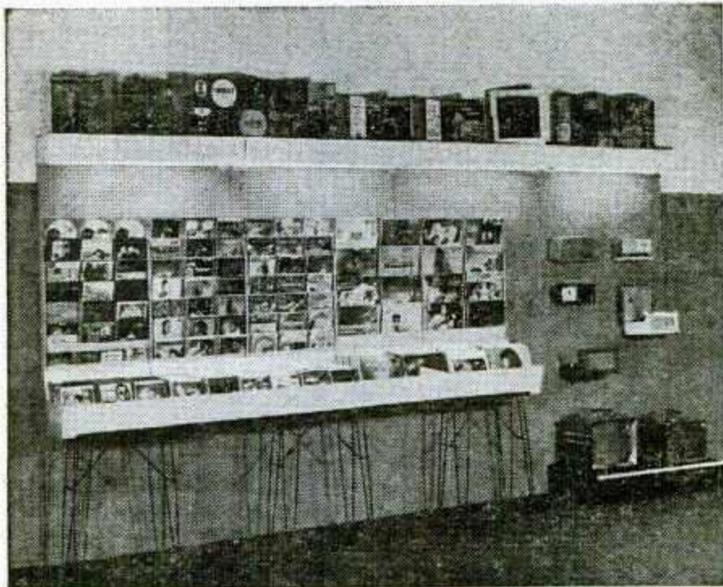
(From the Musical Production, "New Girl in Town")



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THE BILLBOARD'S WEEKLY

Record & Equipment  
Merchandising  
News & Sales Tips



Many important items in the Freedman fixture line are shown in this photo: the 340 browser stands, WR-7 and WR-12 wall racks for 45's, LP's and recorded tapes, pegboard panels and racks, canopy lights and letters and WPB-48 base for display of small TV, radios and players. Note display area afforded on top of canopy.

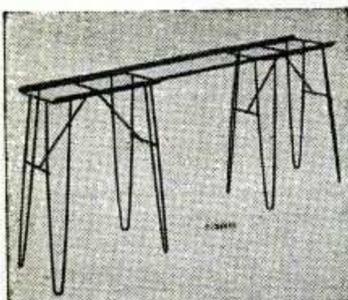
New Fixtures for  
Changing Business

CHARLEVOIX, Mich. — The Freedman - Arcraft Engineering Company, manufacturers of fixtures for special display requirements, is readying a new portfolio of self-service fixtures for disk shops. The basic browsers and bases are still the mainstay of the line. However, they have been modified slightly to allow for more flexibility and more efficient display.

New Tape Browsers

An important addition to the line is the 328 browser for five-inch recorded tapes. The seven-inch reels may, of course, be accommodated by the browsers for seven-inch disks. The 328 unit for five-inch reels holds up to 18 tapes in their packages. The WR-7 wall-rack displays the faces of 21 tape boxes. By overlapping them, 35 may be displayed.

Disk shops can save money with Freedman's new bridging clips (see illustration below), which are used between 340 browser stands. The number of stands used in a large browser display may be substantially reduced by using the clips. The clips perform equally well with the MB bases.



Freedman's new adjustable bridging angles clip onto lips of 340 browser stands. This bridging principle saves dealer dollars in providing bases for browsers.

Customers can't get lost among the LP's if a disk shop uses the new Freedman light canopies and letters. The canopy units (shown in illustration above) are used above wall racks or pegboard panels. The letters, applied with cement to the canopy, may be used as the dealer sees fit. He can make up his own canopy inscriptions to guide the customer to various classes of merchandise (jazz, classical, pop vocal, etc.).

The light canopies themselves are four feet long, six inches high and 11 inches deep. They are equipped with 30-watt fluorescent lamps and diffusion grid. Canopy sections may be placed in continuous strips and are easily hung on pegboard or on a wall.

Pegboard Has Many Uses

The new versatile wall panels of pegboard complete the record shop picture in the Freedman fixture line. The panels measure four feet by eight feet, are finished in Arcraft Pink, and may be used either horizontally or vertically, depending on dealer requirements. The panels are mounted on a two-inch wooden frame which holds the pegboard far enough out from the wall for the insertion of hooks, baskets and other pegboard accessories. The illustration above shows the use of four pegboard panels used vertically. The light canopies, used in an unbroken series, gives a unity to the display. By the same token, the WPB-48 base used to support two portable TV sets gives a unity to the display of radios and phonos mounted on the pegboard above it. The base is constructed of heavy-duty plywood painted a dull black. It has an aluminum sign channel on the front edge, is four feet wide, eight inches high and 20 inches deep.

TRAFFIC BUILDERS

Dealers Showing  
More Sales Savvy

- Intelligent premium programs not limited to manufacturers
- Connecticut dealer has give-away stunt with special twist

By RALPH FREAS

The time was when record companies released a disk and it sold or didn't, depending solely on its merits or the public's ever-changing taste. But that's a thing of the past. Nowadays, big and small manufacturer alike vie in seeking new means to make their product either more palatable or more salable.

There are the specially priced "buys." There are specially packaged items with elaborate art and/or program notes. There are the "samplers" in virtually every musical category, designed to sell catalog merchandise at regular prices. Most recently there have been the Columbia tie-in deals with a special price for one disk if purchased with another at the regular price. Or, the current RCA Victor trade-in deal gives the customer a dollar credit for old recordings toward the purchase of the new.

Premiums on the Retail Level Significantly, these merchandising practices haven't been confined to the manufacturing level. The consciousness of stimulating traffic thru special gimmicks or programs has been seeping down to the retailer. In short, the retailer has been becoming more merchandising-minded.

It's the rare retailer who isn't offering some kind of premium to the customer to get him to buy more and to buy it from him. The most common form of premium is the "baker's dozen," a free record after the purchase of 12 of any given type or speed.

Such plans usually operate under a name such as "Melody Shop Record Club," and have the virtue of being extremely easy to set up and maintain. They involve no bookkeeping, consisting as they do of cards which are punched at time of purchase. The customer keeps one card; the store keeps a duplicate on file.

A variation on the club-card system is the issuance of special script, or "play" money. For every dollar's worth of merchandise bought, the customer receives a dollar's worth of script. Ten dollars worth of script is worth a dollar on future disk purchases. The store's name is imprinted on it and there is probably lively

PHILCO DEBUTS  
RECORD PACK

The radio division of Philco is offering a pack of 15 current hit Columbia 45 r.p.m. records as part of a special promotion. The record pack will be used to promote two Philco phonographs, models 1357 and 1370.

The package will include a phonograph, 45 r.p.m. spindle and the record pack and will be advertised as a retail saving of \$30 on the Model 1370 and a retail saving of \$25 on the Model 1357. The record pack of 15 hits will be advertised as a \$15 value.

Dealers will receive a complete advertising kit to promote the deal. In addition, dealers who buy three of the record packs will get, at no extra cost, a special window-display kit.

traffic in script between teenagers.

Two-Pronged Program

A typical small disk and music outlet that uses the script system is the A. & J. Music store in Bridgeport, Conn. A. & J.'s owner-brothers, Frank and Jerry Aiello, have studiously built their business by appealing to the younger disk buyer—the pop single element. Their heaviest dollar volume comes from this source. An LP sale—they carry complete stocks and the LP section takes up 80 per cent of the store area—is considered a "pure gravy" sale.

"You have to sell a lot of LP's to equal 600 Presley sales," says Frank Aiello.

Their program to attract the younger disk buyer is two-pronged. The first and most important half of the program is having the singles the customers want when they want them. To this end they are alert to what is being promoted and how teenage tastes are running. They frequently pick up their records from distributors rather than wait for shipments and have achieved a reputation of getting the hits first.

"If you go get them yourself," says Frank, "you're more certain of getting what you want. I know how the distributors operate. Sometimes our order will lay around for a day before it's filled. We're the same way when the local box operators place an order with us. We never fill it right away."

Never Gives Disks

The other half of the brothers' program is the attraction of young buyers with premiums. But, unlike many other retailers, the brothers Aiello are strongly opposed to giving disks as premiums.

Says Frank, "People forget a gift record too easily. If you give them a cleaning cloth, a record rack or carrying case, they are reminded more often of the store that gave it to them than if they had gotten a record for a gift."

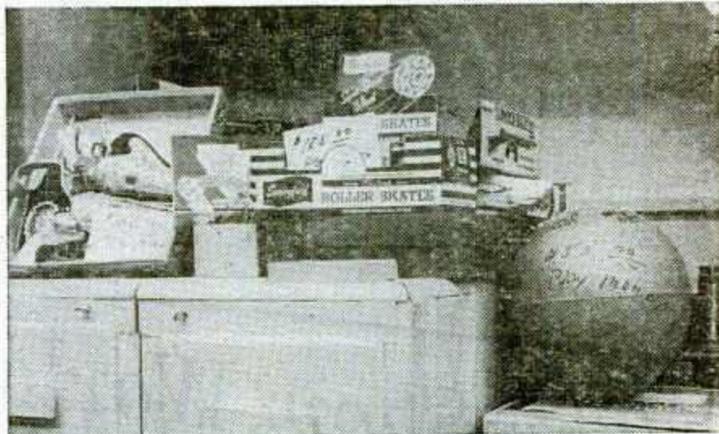
He has a special deal for the very young. He offers them such premiums as roller skates, basketballs, cap pistols, etc. The skates, for instance, can be bought with \$125 worth of script. The purpose behind such premiums is as simple as it is logical. The brothers figure that the parents will buy where their children do.

Three Strikes and In

Looking back on their start in business, Frank Aiello shakes his head in wonder.

"We had no right to go into business," he says. "We had three strikes against us. First, we didn't know anything about the record business. Second, we didn't have enough money to be in business. And third, we expected that all we had to do was open the doors and customers would flock in. I don't know how we survived."

Part of the answer is certainly an intelligent premium program.



Young customers of A & J Music Store "buy" premiums of toys with play money. Skates "cost" \$125, while the basketball sells for a low \$55. A & J figures that the youngsters will encourage parents to buy there to help them buy premiums.

3-Way Use  
To Cap Cards

The full-color divider display cards being introduced to the trade by Capitol have three uses, the firm points out. The cards are exact color reproductions of the firm's newest album merchandise, with a two-inch selling message extending above and across the top.

The multi-purpose cards may be used as easel-backed counter cards. Because it is hole-punched at the top it may also be used as a hanger in booths or on walls. Its third use is a browser-box divider card.

Capitol's merchandising men point out that the cards have been prepared by categories of music or by artists and that their use can stimulate sales. Dealer display, according to company or by number is an aid to inventory check but doesn't mean much in increasing business, the firm says.

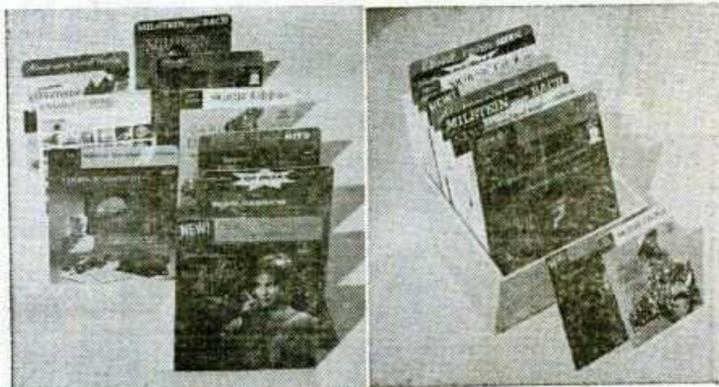


Photo at left shows how the cards may be used for attractive hangers or easel displays, while photo at right illustrates their use as dividers in browser boxes.

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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. LOVE IS THE THING—Nat (King) Cole . . . . . Capitol W 824
  3. AN EVENING WITH BELAFONTE . . . . . RCA Victor LPM 1402
  4. MY FAIR LADY—Original Cast . . . . . Columbia OL 5090
  5. HYMNS—Tennessee Ernie Ford . . . . . Capitol T 756
  6. OKLAHOMA!—Sound Track . . . . . Capitol SAO 595
  7. THE KING AND I—Sound Track . . . . . Capitol W 740
  8. STEADY DATE WITH TOMMY SANDS . . . . . Capitol T 848
  9. AROUND THE WORLD IN 80 DAYS—Sound Track . . . . . Decca DL 9046
  10. SONGS OF THE FABULOUS FIFTIES—Roger Williams . . . . . Kapp KXL 5000
  11. 'S WONDERFUL—Ray Conniff . . . . . Columbia CL 925
  11. CLOSE TO YOU—Frank Sinatra . . . . . Capitol T 789
  13. SPIRITUALS—Tennessee Ernie Ford . . . . . Capitol T 818
  14. \*PEACE IN THE VALLEY—Elvis Presley, RCA Victor EPA 45045
  15. THE EDDY DUCHIN STORY—Sound Track . . . . . Decca DL 8289
- \*(Not available as a pop album. Available on RCA Victor EPA-40545)

## • 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. Rockin' . . . . . Frankie Laine  
Columbia CL 975
2. Pat . . . . . Pat Boone  
Dot DLP 3050
3. Eydie Gorme . . . . . Eydie Gorme  
ABC-Paramount ABC 150
4. Day by Day . . . . . Doris Day  
Columbia CL 942
5. Casa Loma in Hi-Fi . . . . . Glen Gray  
Capitol W 747
6. Here's Little Richard . . . . . Little Richard  
Specialty SP 100

## • Most Played by Jockeys

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

1. CALYPSO—Harry Belafonte . . . . . RCA Victor LPM 1248
2. LOVE IS THE THING—Nat (King) Cole . . . . . Capitol W 824
3. CLOSE TO YOU—Frank Sinatra . . . . . Capitol W 789
4. AN EVENING WITH HARRY BELAFONTE—Harry Belafonte . . . . . Victor LPM 1402
5. GREAT SONGS FROM HIT SHOWS—Sarah Vaughan . . . . . Mercury MGP-2-100
6. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's . . . . . Columbia CL 952
7. ROCKIN'—Frankie Lane . . . . . Columbia CL 975
8. CASA LOMA IN HI-FI—Glen Gray . . . . . Capitol W 747
9. STEADY DATE WITH TOMMY SANDS—Tommy Sands . . . . . Capitol T-848
10. 'S WONDERFUL—Ray Conniff . . . . . Columbia CL 925

## • Spotlight on Sound

**BILL BELL AND HIS TUBA (1-12)**—Bill Bell, Golden Crest Records Cr 3015.

This is strictly a hi-fi novelty with the wide-range contrasts of the tuba set against rhythm cymbals, piccolo or xylophone. Listeners get every nuance of the mighty featured instrument and there's a nice sheen to the cymbals.

## • Review Spotlight on . . .

### Pop Albums

**A SWINGIN' AFFAIR (1-12)**—Frank Sinatra, Capitol W 803

A swingin' affair indeed! Sinatra, who sounds better and better with each effort, has a sure smash in his newest album. Nelson Riddle's arrangements and ork compliment the singer in their usual terrific manner. The package is a natural.

**MICKEY ROONEY SINGS GEORGE M. COHAN (1-12)**—with Van Alexander Ork, RCA Victor LPM 1520

Actually, the Cohan specials occupy just one side of this package, while the flip lists mostly top, flavorsome standards. But initial impact will come as result of Rooney's scheduled portrayal of Cohan Saturday (11) on the NBC-TV Showcase Productions Spectacular. Heavy promotion is in work, and Rooney could pull a Jerry Lewis. Rush release made for improper titling, but customers will get the message. Strong singles possibility in period version of "Brown Eyes, Why Are You Blue?" on standard side.

### New Pop Album Talent

**FROM THIS MOMENT ON (11-2)**—The Four Grads, Liberty 3039

An exceptional blend of voices, The Four Grads' appeal cuts across both modern and conventional vocal group lines, and is a lively, lush and imaginative package. Their treatment of such standards as "The Night Is Young" and "It Could Happen to You" is peerless, and relies more on melody and harmony than on purely developing an unusual sound. Group is well known in Canada—this set might well bring them here. Smart cover art will enhance the sales appeal.

### Special Merit Jazz Album

**TAL (1-12)**—Tal Farlow, Verve MG V 8021

Dazzling jazz musicianship here. All the elements necessary for definite jazz playing—fluency, lyricism and swing—are present in large doses. Farlow, perhaps the most persuasive jazz guitarist since C. Christian, turns in an exemplary set of performances. Cohorts Ed Costa and V. Burke are individually stimulating, and as a unit, trio functions as a well-oiled, custom-made machine. Wealth of musical content and attractive packaging make this an almost certain sale for jazz dealers who show it.

### New Jazz Talent

**MR. ROBERTS PLAYS GUITAR (1-12)**—Howard Roberts, Verve MG V 8192

Set will satisfy many variations in taste within jazz circles and extend beyond to listeners of other persuasions. Various contexts are utilized to support Roberts in his solo album premiere—string quartet, woodwind quartet, etc. Roberts, aided by arrangements and compositions by J. Montrose, M. Paich, B. Holman, etc., explores main-stream jazz, synthesis of jazz with classical techniques, even Spanish folk material, and is excellent.

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### Spiritual Album

**IN THE UPPER ROOM WITH MAHALIA JACKSON (1-12)**—Apollo LP 474

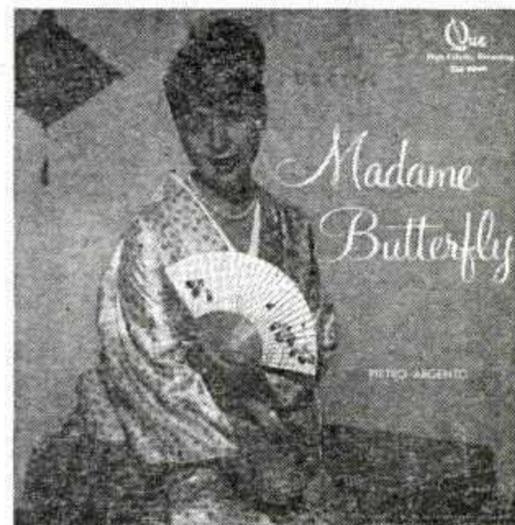
This is a group of recordings which many buyers will recall as hit singles. To have a dozen on a 12-inch disk is a delight and a strong merchandising angle. The performances are outstanding examples of the art by perhaps its greatest practitioner. "In the Upper Room," "City Called Heaven," "I Walked Into the Garden" are some titles. Irresistible wax.

### Sacred Album

**THE STATESMEN QUARTET WITH HOVIE LISTER (1-12)**—RCA Victor LPM 1411

Strong, standard merchandise for the sacred field. Hovie Lister and others in the group are known far and wide thru personal appearances, and in areas where sacred music goes this can be expected to sell well. The material includes gospels and spirituals, done with a rousing beat and great feeling for the idiom. "My God Is Real," "He's Everywhere," "Hide Me," "Rock of Ages" are some selections.

## — Album Cover of the Week —



**MADAME BUTTERFLY (ORCHESTRAL SUITE)**, Que 2000. "Madame Butterfly" is personified—thanks to the beautiful shot of a Japanese lovely. Admirer's of Oriental flavor will see their cup of tea in this dish. The cover will do much to sell the record. One glance tells why Pinkerton returned. The model is Machiko Kyo, star of "Gate of Hell," "Teahouse of the August Moon," and other internationally exhibited flicks.

## • Reviews and Ratings of New Albums

### Popular

**FATS DOMINO (1-EP)** . . . . . 87  
Imperial IMP 127  
Here's a bargain package of the great Domino, including earlier hits, "Going to the River" and "Goin' Home," with "Every Night About This Time" and "Please Don't Leave Me." These have less of the pop styling of his current releases and much more of the primitive blues sound. Sales should be brisk and in some stores the EP can probably sell like a single, depending on clientele.

**ALONE** . . . . . 86  
Judy Garland (1-12")  
Capitol T 835

The selections are a change from the mood themes, show songs and picture tunes usually associated with Judy Garland. The numbers, which are all built around the feeling of loneliness, haven't been previously recorded by her. The voice is not as sure as it may once have been, but the warm, dramatic appeal remains. Fans will not be disappointed. Fine ork support is lent by Gordon Jenkins. Attractive cover.

**THE ROARING '20's, VOL. 3** . . . . . 82  
Charleston City All Stars (1-12")  
Grand Award GA 33-353

(Continued on page 45)

### Classical

**KODALY: HARRY JANOS SUITE; BARTOK: HUNGARIAN SKETCHES; ROMANIAN FOLK DANCES (1-12")** . . . . . 75  
Minneapolis Symphony Orchestra; Antal Dorati, Cond. MG 50132  
Hungarian-born Dorati has a natural affinity for the works of these composers and he strikes fire with this interpretation. His sensibility for the national spirit of the music is felt particularly in the "Roumanian Folk Dances"—among Bartok's most familiar work. Full of hi-fi riches, the sound is clear and brilliant. Demonstrate band 4 of the Kodaly work with its cymbals, tympani rolls snares, solo horn passages and brilliant climaxes. Wary dealers will note the heavy competition from other versions, particularly on the latter work.

**BEETHOVEN: "MOONLIGHT," "PASTHETIQUE," "APPASSIONATA" SONATAS (1-12")**—Raymond Lewenthal, Piano, Westminster XWN 18400 . . . . . 72  
These are performances in the true virtuoso tradition—technically compelling. Unfortunately, the dealer cannot be advised to stock heavily, owing to the tremendous competition one would expect with such standard repertoire. Nevertheless, dealers who can sell performances by lesser known artists should certainly push this wax, for Lewenthal is superior

(Continued on page 48)

### Jazz

**JAZZ FOR PLAYBOYS** . . . . . 85  
(1-12")  
Savoy MG 12095

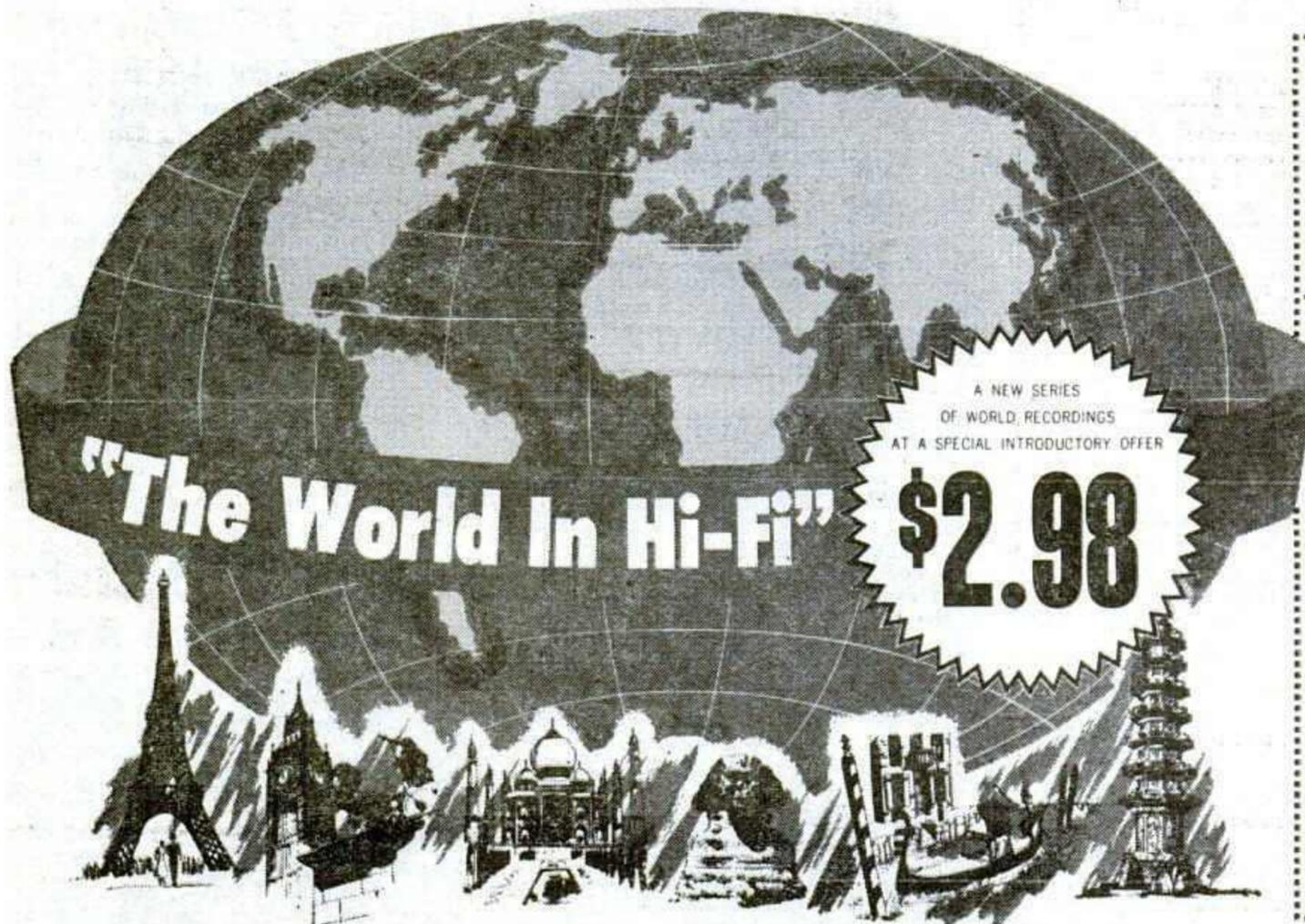
One of the better Basic-oriented sets, of which there are dozens available. It's jazz with broad appeal, with such good names as J. Newman, Freddie Green, Frank Wess—but, most important for this set—Kenny Burrell on solo guitar (there's no piano). Burrell shows that he's the real comer on the instrument. Wess, on flute and tenor, also turns in some of his best work to date. Plenty of happy happenings hereon. Also Savoy's best cover in a long time.

**TRUMPETS ALL OUT** . . . . . 82  
(1-12")  
Savoy MG 12096

A follow-up to "Top Brass" (MG 12044) featuring trumpets and rhythm. Wealth of solo content—A. Farmer, E. Berry, C. Shavers, E. Royal and H. Baker are all excellent and represent variety in conception—plus rhythmically strong, moving Basic-type arrangements by Ernie Wilkins give set real substance. Ballad segment on Side Two makes for good change of pace. If shown, should be good seller. Color cover is excellent.

(Continued on page 50)

# Mercury's Greatest Sales Promotion Of 1957



Outstanding new releases from abroad backed up with top Mercury best sellers bring you music from the World at a price guaranteed to make every sale a sure fire hit!

SPARK INTEREST AND CREATE TRAFFIC WITH THESE POWERFUL SALES AIDS:

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- ★ Window Streamers
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- ★ 2-color "World in Hi-Fi" Consumer Catalogs

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MG 30009 SCHEHERAZADE	MG 50011 PINES AND FOUNTAINS OF ROME	MG 50020 BOLERO - CAPRICCIO ESPAGNOL	MG 50084 LA FIESTA MEXICANA	MG 50088 BRITISH BAND CLASSICS	MG 36032 HAMP IN PARIS	MG 36035 JAM SESSION IN PARIS	MG 36067 THE BLUE STARS
MG 36083 JAZZ ABROAD	MG 20065 CUGAT'S FAVORITES	MG 20108 MAMBO!	MG 20142 AN ACCORDION IN PARIS	MG 20158 HAWAIIAN HOLIDAY	MG 20180 DREAMLAND, U.S.A.	MG 20190 PARIS FOR LOVERS	MG 20200 SWINGING GUITAR
MG 20217 HAWAIIAN MEMORIES	MG 20220 TWO TICKETS TO PARIS	MG 20226 MANHATTAN TOWER	MG 20227 ROMANTIC MEXICO	MG 20236 ARRIVEDERCI ROMA	MG 20238 DINNER IN MEXICO	MG 20240 CHERIE	MG 20243 A NIGHT IN OLD VIENNA
MG 20258 MAINLY DELANEY	MG 20230 ON THE SHORES OF WAIKIKI	MG 20129 COME WITH ME TO FARAWAY PLACES	MG 20186 ITALIA	MG 20215 PARIS CALLING	MG 20241 HI FI IN THE LAND OF OOM PAH PAH		

# Reviews and Ratings of New Popular Albums

Continued from page 43

Students of the '20's and collectors with long memories and a desire for nostalgia provide a market for this disk. The authentic Jazz Age performances and arrangements would convince one that the disk was recorded 30 years ago, if it were not for the hi-fi recording quality. There's nothing subtle about this music; everything is plainly stated and overstated. To be brief, it's a ricky-ticky waxing of the real razz-ma-tazz, and should do as well as two previous disks in series.

**RAY ANTHONY PLAYS FOR STAR DANCING** .....81  
(1-12")  
Capitol T 831

Cheek-to-cheek dance music for the romantic high school and college prom crowd as well as jocks with young audiences. Anthony plays 12 dreamy, smoothly terp-able selections, "Moon Over Miami," "Thanks for the Memory," "Sleepy Lagoon," etc. The Belvederes contribute a few girlish vocals on some bands. Nostalgic line-up of tunes also gives package appeal to young middle-aged set.

**THE STRANGE ONE** .....80  
Sound Track (1-12")  
Coral CRL 57132

Kenyon Hopkins, who scored "Baby Doll," has penned an equally fascinating, off-beat musical background for the new Ben Gazzara film "The Strange One." Highlights from the sensuous, haunting score have already been cut as singles (e.g. "Jocko's Theme" and title tune). These and other bands—the honky-tonk "Country Juke," etc.—shape up as excellent programming material for hip jocks. The music is reminiscent in mood of the "Man With the Golden Arm" score, and if this film goes over as well, album could become a sleeper.

**THE MUSIC OF HAWAII — THE MAGIC ISLANDS** .....80  
Ken Darby Singers, Alfred Newman Ork (1-12")  
Decca DL 9048

The de luxe packaging job is the outstanding feature here. Several beautiful color pages of island scenes, a glossary of everyday Hawaiian words and their pronunciation, and a list of common English terms with the Hawaiian equivalents are included in addition to the disk. The color, customs and romance of the scenic isles are enjoyably presented in the sequence of songs. Hi-fi bugs will go for the range and depth of sound. The special features make this a very attractive buy.

**THE GOLD RECORD** .....79  
Various Artists (1-12")  
Capitol T 830

Capitol utilizes the "Gold Record" gimmick to package a group of old singles, each of which sold more than 1,000,000 copies. Good name value gives album sales potential, altho cover isn't up to label's usual high standard. Selections include Sonny James' "Young Love," Nat Cole's "Too Young," Peggy Lee's "Manana," Les Baxter's "The Poor People of Paris," along with past hits by Tennessee Ernie Ford, Kay Starr, Pee Wee Hunt, Dean Martin, Nelson Riddle, Sonny and Les Paul and Mary Ford.

**SUMMERTIME** .....78  
Ray Charles Singers (1-12")  
M-G-M E 3529

Another edition in the Ray Charles seasonal series. Previous albums devoted to autumn, spring and winter have been successful long-pull entries and this, sporting a cool summertime woodland painting, and the group's restful singing of standards associated with summer, can be just as sure a sales lure. Jocks too will like the versions of "Lullaby of the Leaves," "Mountain Greenery," etc. Worth stocking now and it can become a solid catalog item.

**THE HI-LO'S ON HAND** .....78  
The Hi-Lo's (1-12")  
Starlite 7008

The Hi-Lo's recent release on Columbia continues to rack up heavy sales, and there's little in this package to change the story any. In one of several albums yet to be released on Starlite, the group displays the same facile imagination in their vocal arrangements. There's a flock of long requested tunes here, among them the sock rendition of "Lulu's Back in Town" and "The Touch of Your Lips." Music is by Frank Comstock and is pert and wide awake thruout.

**A FELLOW NEEDS A GIRL** .....78  
Joe Bushkin Ork. (1-12")  
Capitol T 832

This is another tastily arranged set of quiet mood music, in the style of the pianist's earlier "Midnight Rhapsody," package for Capitol. Jocks can be expected to get on this for healthy exposure and dealers will find that the cover offers big counter appeal. Can definitely be sold.

**KATE SMITH** .....77  
(1-12")  
Capitol T 854

Kate Smith's is still a name to be conjured with and this, her first recording in some time, tied in with the advent of her new TV plunge, can prove that she still has fans. For this group of standards, Miss Smith has a new vocal lightness that is more in keeping with today's tastes than the full-voiced belting that used to be her stock in trade. The lady can still sell and a copy of this should be on every dealer's rack.

**AND THE BANJOS SING!** .....76  
John Cali (1-12")  
Golden Crest CR 3016

An unashamedly sentimental trip into the past via banjo. It isn't the Jazz Age past, the speakeasy past or the boop-boop-a-do past. Rather, it's the "let's put on the piano roll and sing" past. The corny chorus and banjo hit the properly mushy tone and are guaranteed to make all listeners over 40 grow alternately misty-eyed, sing a chorus of a half-forgotten or long-remembered tune or do a heavy-footed Charleston. Place the needle anywhere for demonstration.

**CALYPSO IS LIKE SO** .....76  
Robert Mitchum (1-12")  
Capitol T 853

This one will have to be sold mainly on Robert Mitchum's drawing power as a movie star. His current pic "Heaven Knows Mr. Allison," is big box office, which might hypo sales if package is pushed in areas where film is showing. Mitchum warbles capably, but sans any real vocal showmanship or humor on a group of calypsos — some traditional, others new—including one already released as a single, "What Is This Generation Coming To?" Sexy cover shot of Mitchum gives LP good display value.

**THIS COULD BE THE NIGHT** .....75  
Ray Anthony Ork, Sound Track (1-12")  
M-G-M E 3530 ST

The new Jean Simmons-Paul Douglas film, "This Could Be the Night," is essentially a comedy, rather than a musical, so these sound-track selections may be of secondary importance to movie fans. LP spotlights some swingy instrumentals by Anthony, several attractive readings by nitery canary Julie Wilson, and one provocative item—"Hustlin' Newsgal"—by dancer Neile Adams. Most commercial aspect is eye-catching cover, featuring both gals in come hitherish attitudes.

**ALAN FREED'S ROCK 'N' ROLL DANCE PARTY, VOL. 2** .....75  
(1-12")  
Coral CRL 57115

This has everything to assure teenagers a swinging dance party. The Freed band has pretty much the typical big band sound with a flock of brass predominating, with the more frantic excursion into the rock and roll field left to Jimmy Cavello and His House Rockers. The latter has four of the 12 bands. Any store with a high school or college clientele should put this well up front. Should be a good steady seller.

**HONEYMOON IN PARIS** .....73  
Frank Pourcel and His Parisian Strings (1-12")  
Capitol T 10040

Gay, gallic instrumental wax with lush strings for Continental mood music segs on jockey shows and nostalgic listening sessions for world travelers. Selections include "Just a Gigolo," "La Vie En Rose," "Under Paris Skies," etc. There's strong competition in the romantic Parisian-flavored wax market, but this is among better available packages.

**THE CALL OF THE WILDEST** .....72  
Louis Prima, Keeley Smith, Sam Butera and the Witnesses (1-12")  
Capitol T 836

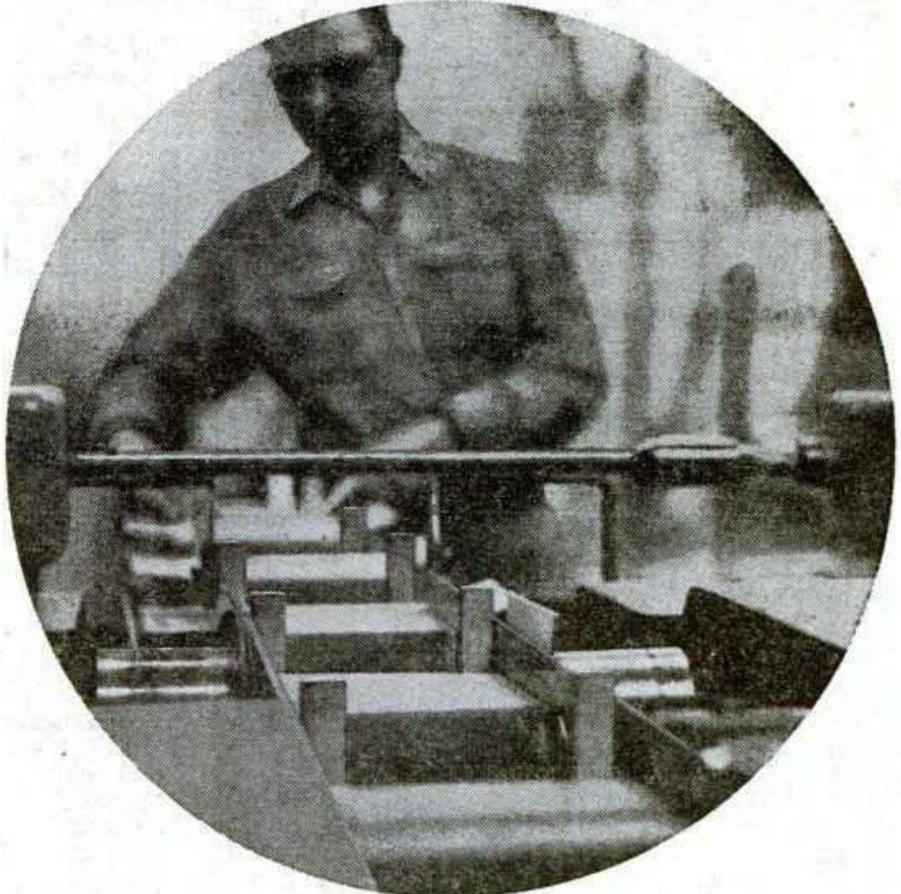
Fans of that wild and frantic Prima approach will love this. Additions to the older cast include Prima's wife, Keeley Smith, who sings some relaxed, semi-jazz offerings, and accomplished tenor sax man Sam Butera. Prima and crew are not the hottest of artists in today's market but the package has the showmanship, pacing and comedy touches to make it worth a cautious try.

**BRIDEY O'TOOLE AND HER SINGIN' LADS** .....71  
(1-12")  
Grand Award GA 33-345

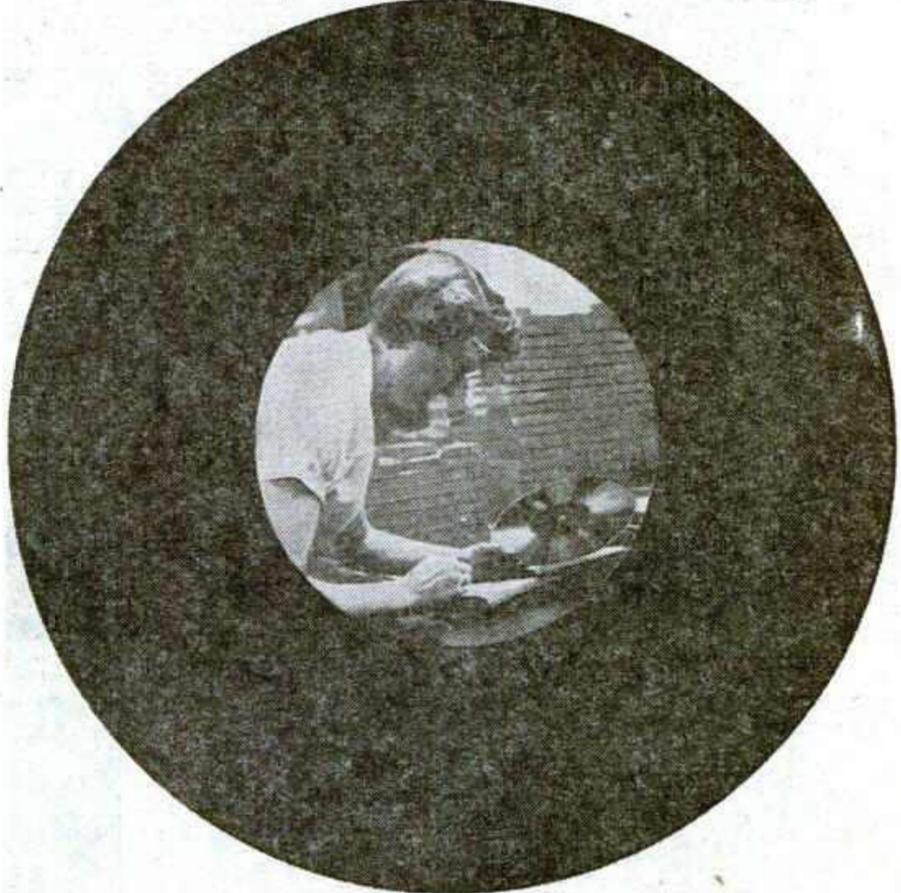
Collectors with a yen for authentic "Gay Nineties" repertory have a gold mine in this disk. To give it the pure flavor, Golden Age has included the barbershop quartet, the twanging piano tone, the banjo and the tear in the voice. Included are such standard oldies as "Hot Time in the Old Town," "Cuddle Up a Little Closer," "Tell Me Pretty Maiden," and so on.

(Continued on page 48)

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# Reviews and Ratings of New Classical Albums

Continued from page 43

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**COWELL: SYMPHONY NO. 16; HYMN & FUGING TUNE NO. 2 AND NO. 5; BALLAD; FIDDLER'S JIG (1-12)**—Vienna Orch. Society, F. Charles Adler, Cond. Unicorn UNLP 1045 . . . . .60  
Good readings of agreeable contemporary works rooted in early American music including hymns and Scotch-English ballad material. Brief "Fiddler's Jig" is zestfully played by unidentified soloist. Recording not up to label's highest standards. Material combined from portions of two previous disks.

### Semi-Classical

**PUCCINI: MADAME BUTTERFLY (1-12)**—Rome Festival Orchestra; Pietro Argento, Cond. Que CLS 2000 . . . . .73  
Increasing success of opera packages without vocalists seems to indicate appeal to new audience. Present package should prove no exception despite stronger Kostelanetz entry. Recording and interpretation are routine, but superb cover photo of actress Machiko Kyo will draw shoppers. Previously available on Kingsway label.

**VIVES-ROMERO-SHAW: DONA FRANCISQUITA (1-12)**—Vocal soloists, chorus and Orquesta De Camara De Madrid; Daniel Montorio, Cond. Montilla FM 85 . . . . .73  
Another in the distinguished line of zarzuelas issued by Montilla. There are several beautiful songs which, in performance, are virtually arias. The voices are classy, much superior to the American light musical-theater, and include tenor Alfred Kraus, Ana Maria Olaria, etc. With the aficionados, this will sell well. General dealers should order moderately unless they intend to push the merchandise thru special promotion.

**OVERTURES FROM SPAIN (1-12)**—Orquesta De Camara De Madrid; Jose Luis Lloret, Cond. Montilla FM 88 . . . . .72  
Authentic stylings of orchestral selections from Spanish "zarzuelas" by Vives, Gimenez, Chapi and other composers in this popular idiom. Excerpts draw heavily on folk sources, lending color and excitement to typical material. Spacious sound.

### Folk

**MY SONGS** . . . . .85  
Roland Hayes (1-12)  
Vanguard VRS 494  
An outstanding package of Afro-American religious folk songs—or spirituals. Roland Hayes, one of the great interpreters of this musical form, brings to this album a combination of heart and technical skill. Buyers interested in religious material will have very little resistance if the dealer demonstrates this disk. "I'll Make Me a Man," "Steal Away" are some of the sides. Piano accompaniment is by Reginald Boardman. For discriminating buyers.

**THE JOSH WHITE STORIES, VOL. 2 . . .** 80  
(1-12)  
ABC-Paramount ABC 166  
Striking cover art accurately catches the spirit of this, for the most part, folk-blues album. Josh's delivery has lost none of its ability to project the drama of the lyrics. Altho his fans have heard most of these before ("Gray Goose," "Fine and Mellow," "Strange Fruit") they have a substance that can stand repetition. Josh's daughter, Beverly, makes an impressive disk debut with a sweet-voiced quality on two numbers.

**SABICAS, VOL. II** . . . . .79  
(1-12)  
Elektra 121  
A package by one of the masters of flamenco, this is a companion album to one previously issued by the label. It is superbly recorded—with multiple tracking on some selections. The performer's technique and improvisational capacity is a revelation. Bands include "Danza Mera," "Malaguena," "Aires Del Norte," etc. This is highly specialized material, and dealers should bear this in mind. However, dealers who demonstrate and push the package, will find it profitable to do so.

**AMERICA'S BEST LOVED FOLK SONGS** . . . . .77  
Milt Okun (1-12)  
Baton BL 1203  
This folk album has all the great ones and can be recommended as "folk music for people who hate folk music." That small group with a taste for folk material won't find anything new here but the wider audience couldn't find a better introduction. Okun has a pleasant voice and individual style eschewing conventional phrasing. It's an especially great record for children due to the crystal clear readings of the sometimes complex, sometimes funny, sometimes nonsense lyrics. The banjo and guitar have a fine down-home sound.

**THAR SHE BLOWS** . . . . .75  
A. L. Lloyd and Ewan MacColl (1-12)  
Riverside LP 12-635  
A fine collection of 19th century English and Scotch whaling ballads and songs. The tales include comic, romantic and tragic selections. Suitable accompaniment is given by Peggy Seeger on banjo and guitar and J. Cole on harmonica. The LP should do well among others of this type. Cover is a beautiful illustration from a Currier and Ives lithograph.

**ANTONIO MOLINA FLAMENCO STYLES** . . . . .70  
(1-12)  
Montilla FM 90  
Since singer has huge Spanish following via native film and radio appearances, this set of selections from two of his pictures can spark solid sales interest at Latin American level. Unique delivery style and meticulous ork backing. Stores with a Spanish-speaking-and-listening clientele should give it prime consideration.

**JES' TALKIN'** . . . . .69  
Cort Johnson (1-12)  
Sage CJLP-C3  
A folk package, much of the material being of American derivation. Johnson accompanies himself on the guitar, and captures the flavor of the outdoors and the pioneer spirit. Other selections have a religious cast, etc. Titles include "Jes' Talkin'," "Down in the Valley," "Molly Malone." Pleasant listening. Even tho the folk field is specialized, competition is heavy, and moderate ordering is indicated.

**MISS CALYPSO** . . . . .66  
Maya Angelou (1-12)  
Liberty 3028  
Tho calypso addicts will question the authenticity of this package, Miss Angelou has enough sell in her voice to offer dealers a promising set. Selections include such oldies as "Run Joe," "Stone Cold Dead in the Market" and "Calypso Blues," all of which are handled with finesse. Singer's name value is a rising commodity via her nitery dates, and should increase some as a result of this wax. Competition is heavy, of course.

**CANTA UN TIPLE** . . . . .63  
Pacho Benavides (1-12)  
Montilla FM 89  
Appeal here will be fore the specialized Latin American ear, and would seem doubtful to carry far even in that direction. The tiple (12-string relative of the guitar family) is relatively obscure as a solo instrument, and while herein played by an obvious expert, lacks the quality for any prolonged ear-excitement. Go slow on this one unless you know your customer very well.

**BILL BELL AND HIS TUBA** . . . . .70  
(1-12)  
Golden Crest CR 3015  
Here is a set that sound enthusiasts can go for in a big way—solo virtuosity on the tuba by an artist who is top man on his instrument. Herein, with backing by piano and rhythm, technique and tone are completely amazing as he varies his mood from pops to classics and tosses in a couple of bass vocals on the side. Ten items span such matters as a rollicking "When Yuba Plays the Rumba on the Tuba" to a touch of Grieg and variations on "Carnival of Venice." Demonstrate for hi-fi addicts.

# Reviews and Ratings of New Popular Albums

Continued from page 45

**THE DAZZLING SOUND** . . . . .70  
Keith Williams Ork (1-12)  
Liberty LRP 3040  
Liberty has captured a good "big band" sound on this disk. Hi-fi-wise it also rates a hearing. The program is nicely balanced between standards and original material and it could do well if pushed. "Wiki-Wiki" (Side 1, band 6) is a good bet for hi-fi demo with its emphasis on percussion and bass. Full-color cover will attract.

**HARPO IN HI-FI** . . . . .68  
Harpo Marx (1-12)  
Mercury MG 20232  
This brace of standards has a refreshingly new sound because we don't often hear the harp as a featured instrument. The title—"Harpo in Hi-Fi"—is no gag. Cello and string bass really woof while the harp hits the higher frequencies. Sample, for example, "My Funny Valentine" in which harp and solo cello are spotlighted. Disk departs from the usual Mercury one-mike technique, according to the liner notes. No less than four mikes were used in a tiny studio. It makes for pleasant background music. Spoof cover is an eye-catcher.

**IVANHOE; PLYMOUTH ADVENTURE; MADAME BOVARY** . . . . .65  
Sound Tracks (1-12)  
M-G-M E 3507  
Sound track recordings from scores of three M-G-M pix as listed in title. Most of Rozsa's compositions are highly listenable and carry out the various moods of the films as described in liner notes. Sales appeal, however, would seem gauged to flicker fans with a yen for collecting such material. Any big popularity here is debatable.

### International

**LOVE ME IF YOU WANT TO** . . . . .74  
Nilla Pizzi (1-12)  
RCA Victor LPM 1378  
This is Nilla Pizzi's second Italian album. Material is made up of Italian pop songs, sung in Italian, with considerable stylistic excellence. One selection is the Italian version of "Love Is a Many-Splendored Thing." The arrangements are lush, include a chorus, and capture that Mediterranean mood. Moderate action indicated, except in Italian nubes.

**FLETA** . . . . .68  
Ella and Paloma (1-12)  
Montilla FM 91  
Pleasant listening here as the daughters of the Spanish tenor, Miguel Fleta, duet on a dozen tuneful numbers. Moods run from humorous to romantic for a combination of good vocalizing and orchestral backing. Since duo have achieved popular appeal in Iberian circles this latest set can provoke interest at counters catering to this class of trade. Best to go slow elsewhere.

### Documentary

**CAST THE FIRST STONE** . . . . .80  
Produced by Judge John M. Murtagh and Sara Harris (1-12)  
Dolphin Documentary 1  
Much-publicized item, a thoro, revealing interview with a prostitute, will probably sell initially on basis of its promise to sensation-seekers. More serious listeners, however, will be profoundly moved by the frank drama of this often heart-rending, sometimes humorous life-story. A thoro absorbing disk and an important sociological study. Stores who sell book of same name can display this to advantage.

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• **Reviews and Ratings of New Jazz Albums**

• *Continued from page 43*

**FLUTE 'N' OBOE** .....79  
Bud Shank-Bob Cooper (1-12")  
Pacific Jazz 1226

A very compelling demonstration of the elasticity of jazz, using flute and oboe as the lead instruments, shaded by a string quartet on all but three of the selections. Shank on flute and Cooper on oboe evoke exceptional feeling thruout, and despite the limited dynamics, there's a genuine swing in this chamber music approach. Jazz enthusiasts will welcome this one.

**JIMMY RANEY IN THREE ATTITUDES** .....79  
(1-12")  
ABC-Paramount ABC 167

A classy, loosely swinging jazz set that may be sold, first, to guitar addicts, and second, to patrons of semi-cool modern jazz. There's good variety via guest stars B. Brookmeyer and Al Cohn, each of whom shares several tracks with sensitive, inventive guitar-leader. Fine program, fine packaging. For something unusual, try "Last Night When We were Young."

**JAZZ GUITAR** .....78  
Jim Hall Trio (1-12")  
Pacific Jazz 1227

Tho he's relatively new to the jazz scene, Hall's amazing dexterity, inventiveness and wide imagination have earned an ever-growing coterie of loyal followers. His guitar work is strongly reminiscent of Charlie Christian, and he wisely has chosen a good group of evergreens for his first albums. Hall is ably abetted by Red Mitchell on bass and Carl Perkins on piano. Good cover here too. Will sell to many who made Hall's acquaintance with the Chico Hamilton Quintet.

**DO RE MI** .....76  
Bobby Troup (1-12")  
Liberty 3026

Songwriter Bobby Troup has long been deserving of an opportunity to sing his many hits. It's a tempting, warm and sensitive approach to pop music, delicately shaded by Troup's jazz overtones and a sock group of sidemen, latter including Buddy Collette, Jimmy Rowles, Bob Ensvoldsen, Red Norvo, etc. Every track is good, tho "Lonely Boy," "It Happened Once Before" and "Do Re Mi" have broad appeal.

**THE GILDED HAWK** .....74  
Coleman Hawkins Ork. (1-12")  
Capitol T 819

It's a long time since Hawkins' sales have been commensurate with his great, timeless talent. These routines barely can claim the "jazz" classification. These are all standard ballad readings, with big string ork—actually mood music. The saxman's big, virile tone and imaginative embellishments are here, and they could appeal to mood buyers looking for something with character. Most jazz buyers may tend to pass it by.

**JAZZVILLE, VOL. 3** .....73  
Charlie Smith Trio; Aaron Sachs Sextet (1-12")  
Dawn DLP 1114

A thoroly professional set presenting two musicians who have been long overlooked. Smith, one of the best small band drummers around, unites with H. Jones and O. Pettiford to form a highly empathetic, dexterous trio; Sachs, clarinet and tenor, and five prominent players—J. Cleveland, O. Johnson, D. Garcia, etc.—enmesh in a more disciplined and arranged context, but the result is equally satisfying. Album could be sold on Smith's side alone, but dealer will have to help, for these two musicians are not well known.

**FIDDLE ON FIRE** .....73  
Joe Venuti; Paul Whiteman Ork (1-12")  
Grand Award GA 33-351

The Venuti name may not mean much to younger buyers, but many old-time jazz fans will have a holiday with this. The first, and to many the only, jazz fiddler plays as great as ever—especially on ballad standards where he can exercise his broad lyricism. Modernists may be surprised by some of his "block chords." Deejays will find plenty here to appeal to even pop audiences, especially in such as "Body and Soul" and "Humoresque." Somebody goofed on one title.

**SWING LOW SWEET SPIRITUAL** .....71  
Jack Teagarden (1-12")  
Capitol T 820

A surprisingly pleasant display by the veteran jazz trombonist-vocalist, altho its hybrid nature may scare off many potential buyers. With classy ork and vocal group support, Big Tea sings and plays 12 of the absolutely best known Negro Spirituals. His feeling for these obviously is sincere, tho the product won't appeal to most spiritual fanciers. And jazz fans may prefer more ribald repertoire. Let's say it's for Teagarden fans.

**MUTED JAZZ** .....70  
Jonah Jones (1-12")  
Capitol T 839

Set is similar to that issued last year on Groove, with this virile, but quiet Embers-type quartet jazz. Group is not too distinctive, but Jones swings tastefully on trumpet, in Armstrong-derived style, and also sings pleasantly. Some good recent tunes mixed in with jazz standards, for the "smart" cafe patrons . . . "On The Street Where You Live," "Too Close for Comfort," "Rose Room," etc.

**CALM, COOL & COLLETTE** .....70  
Buddy Collette Trio (1-12")  
ABC-Paramount ABC 179

Collette formerly played with the Chico Hamilton Quintet. This LP is the first by his own quartet. The versatile reed man and his new group score well in modern jazz stylings. The past association with Hamilton may attract some buyers to the Collette name, which may not yet be big enough to sell on its own strength.

**JAZZ RECITAL** .....67  
Charlie Byrd, Guitar (1-12")  
Savoy MG 12099

Title, to a degree, is a misnomer. This is not jazz in the salable or pure sense. However, package has much charm derived from Byrd's unamplified, unaccompanied playing on ballads. He touches on some of the less obvious, compelling tonal aspects by using classical finger style on his Spanish guitar. Byrd turns to electric guitar and more standard jazz approach on two tunes. LP is not likely to reach a wide jazz audience.

**CLASSIC PIANO SOLOS** .....65  
Jelly Roll Morton (1-12")  
Riverside DLP 12-111

Originally recorded for the old Genett label some 30 years ago, this collection should be appealing to collectors. Morton gives evidence of why he is tagged as one of the early great jazz innovators by running down 11 of his own compositions plus one outsider. Sound has been enhanced, but, understandably, is not quite up to standard. A sound sale to small segment of jazz fans, but not likely to stir up wide interest.

**DOING THE TOWN** .....57  
Bobby Crocker Quartet (1-12")  
Piv 5000

A thoroly uninspiring collection of tunes designed to give the listener a Cook's tour of somewhere. Other

**Sweden's Dog Days Spark U. S. Talent**

STOCKHOLM, Sweden — It looks as tho this may be a good summer for American jazz units and other categories of American pop singers and musical talent—in all fields of amusement in Sweden.

The Bern's Variety, vaude spot, has the hefty chirper, June Richmond, as top of its bill, and the big China Variety is presenting Johnnie Ray as added attraction. That's unusual for the early part of the season, altho the Cina often books such "names," whenever they are available.

Biggest deal set is at six weeks' tour of the Folk Parks, opening at Stockholm on June 14, of the quintet of J. J. Johnson, trombonist. Members of the unit are Tommy Flanagan, piano; Bobby Jaspar, sax-clarinet; Wilbur Little, bass, and Elvin Jones, drums.

Skedded to appear this summer in Grona Lunds Tivoli are the Deep River Boys and Billy Eckstine. All the above are routine bookings and not the usual "concert" tours of jazz units and "names."

than Howard Roberts on guitar, the small group jazz effort is in the main quite dull. Cover art, liner notes offer the dealer little chance to sell exposure.

**Spoken Word**

**DRAMATIC HIGHLIGHTS FROM "QUO VADIS"** .....60  
Sound Track (1-12")  
M-G-M B 3524 ST

These scenes, starring Robert Taylor and Deborah Kerr, supplement the musical excerpts by Miklos Rosza previously released by M-G-M and Capitol. Dubious literary quality, timing of release and nondescript quality of sound will not help this. However, some with fond memories of the M-G-M spectacle may want a permanent record.

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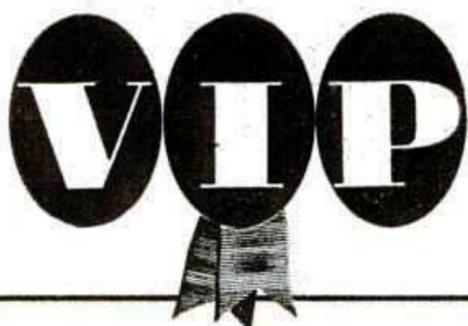
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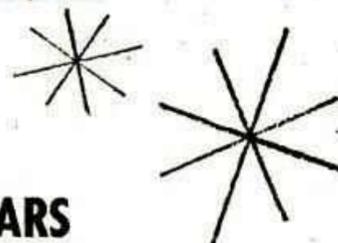
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(SAY A PRAYER)
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Mr. **PIANO** and Mr. **BANJO**



*You ain't heard nottin 'til you bend an ear to this  
fantabulous combination of*

- DIXIE
- IF YOU KNEW SUZIE
- BYE BYE BLACKBIRD
- O DEM GOLDEN SLIPPERS
- (AND 25 OTHERS)

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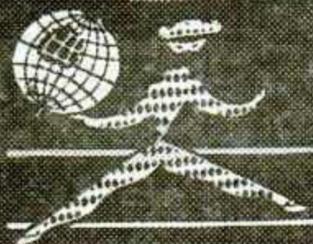
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and

### TRY AGAIN

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A NEW WORLD OF SOUND



# money !!

## bill haley

and his  
comets

Sing

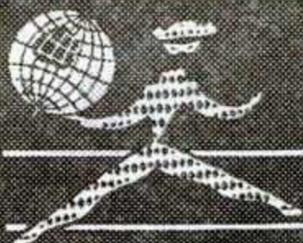
(You Hit The Wrong Note)

### BILLY GOAT

and

### ROCKIN' ROLLIN' ROVER

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DECCA  
RECORDS



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motion pictures  
broadway  
television  
now on Capitol!*

**DOLORES  
GRAY**

with Orchestra conducted by VAN ALEXANDER



**FOOL'S ERRAND**      **THERE'LL  
BE SOME  
CHANGES  
MADE**

Record No. 3719



*From the M-G-M Motion Picture  
"Designing Woman"*

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending May 8

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. All Shook Up</b> By Otis Blackwell-Elvis Presley—Published by Presley-Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6870. RECORD AVAILABLE: D. Hill, Aladdin 3359.	1	7	<b>6. Party Doll</b> By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORDS: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.	5	12
<b>2. Little Darlin'</b> By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71060. RECORD AVAILABLE: Gladiolas, Excello 2101.	2	9	<b>7. Dark Moon</b> By Ned Miller—Published by Dandelion (BMI) BEST SELLING RECORDS: B. Guitar, Dot 15550; G. Storm, Dot 15558. RECORDS AVAILABLE: H. Hawkins, Vic 20-6910	11	4
<b>3. Round and Round</b> By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815. RECORD AVAILABLE: W. Solek, Dana 2121.	3	11	<b>8. Why Baby Why?</b> By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.	8	9
<b>4. Gone</b> By S. Rogers—Published by Hill & Range (BMI) BEST SELLING RECORD: F. Husky, Cap 3628. RECORDS AVAILABLE: R. Sovine, Dec 29755; B. Wayne, Mercury 71070; J. Weber, Col 40852.	6	10	<b>8. Come Go With Me</b> By C. E. Quick—Published by Gil-Fee Bee (BMI) BEST SELLING RECORD: Deli-Vikings, Dot 15538. RECORDS AVAILABLE: Federals, De Luxe 6112; S. Gale, Dec 30321.	7	10
<b>5. Butterfly</b> By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: Andy Williams, Cadence 1308; C. Gracie, Cameo 105. RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1028; B. Williams, Coral 61795.	4	13	<b>10. School Day</b> By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: C. Berry, Chess 1653. RECORDS AVAILABLE: T. Little, Brunswick 55007.	12	4

### Second Ten

<b>11. White Sport Coat</b> By Marty Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: M. Robbins, Col 40864. RECORD AVAILABLE: J. Desmond, Coral 61835.	13	4	<b>16. Rock-A-Billy</b> By W. Harris-Deane—Published by Oxford (ASCAP) BEST SELLING RECORD: G. Mitchell, Col 40877. RECORDS AVAILABLE: Darlene Gillespie, Disneyland 52.	18	5
<b>12. So Rare</b> By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: J. Dorsey, Fraternity 755.	14	5	<b>16. Chantez Chantez</b> By Albert Gamse-Irving Fields—Published by Cronwell (ASCAP) BEST SELLING RECORD: D. Shore, Vic 20-6792. RECORD AVAILABLE: G. Wisniewski, Dana 2120.	17	9
<b>13. I'm Walkin'</b> By Al Domino-D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORDS: F. Domino, Imperial 5428; R. Nelson, Verve 10047.	9	10	<b>18. Pledge of Love</b> By Redd—Published by Lin (BMI) BEST SELLING RECORD: K. Copeland, Imperial 5432. RECORDS AVAILABLE: D. Contino, Mercury 71079; D. Hart, Reserve 118; J. Janis, ABC-Paramount 9800; Penguins, Atlantic 1132; M. Torok, Dec 30230.	16	6
<b>14. Marianne</b> By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: Hilltoppers, Dot 15537. RECORDS AVAILABLE: T. Gilkyson, Col 40817; B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.	10	15	<b>19. Ninety-Nine Ways</b> By Charlie Gracie—Published by Mayland Music (BMI) BEST SELLING RECORD: T. Hunter, Dot 15548. RECORD AVAILABLE: C. Gracie, Cameo 109.	18	8
<b>15. Almost Paradise</b> By Norman Petty—Published by Peer International Corp. (BMI) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount 9787; L. Stein, Unique 385.	15	11	<b>20. Four Walls</b> By Marvin Moore & George Campbell—Published by Springfield (BMI) BEST SELLING RECORD: J. Reeves, Vic 20-6874. RECORDS AVAILABLE: J. Lowe, Dot 15569.	-	1

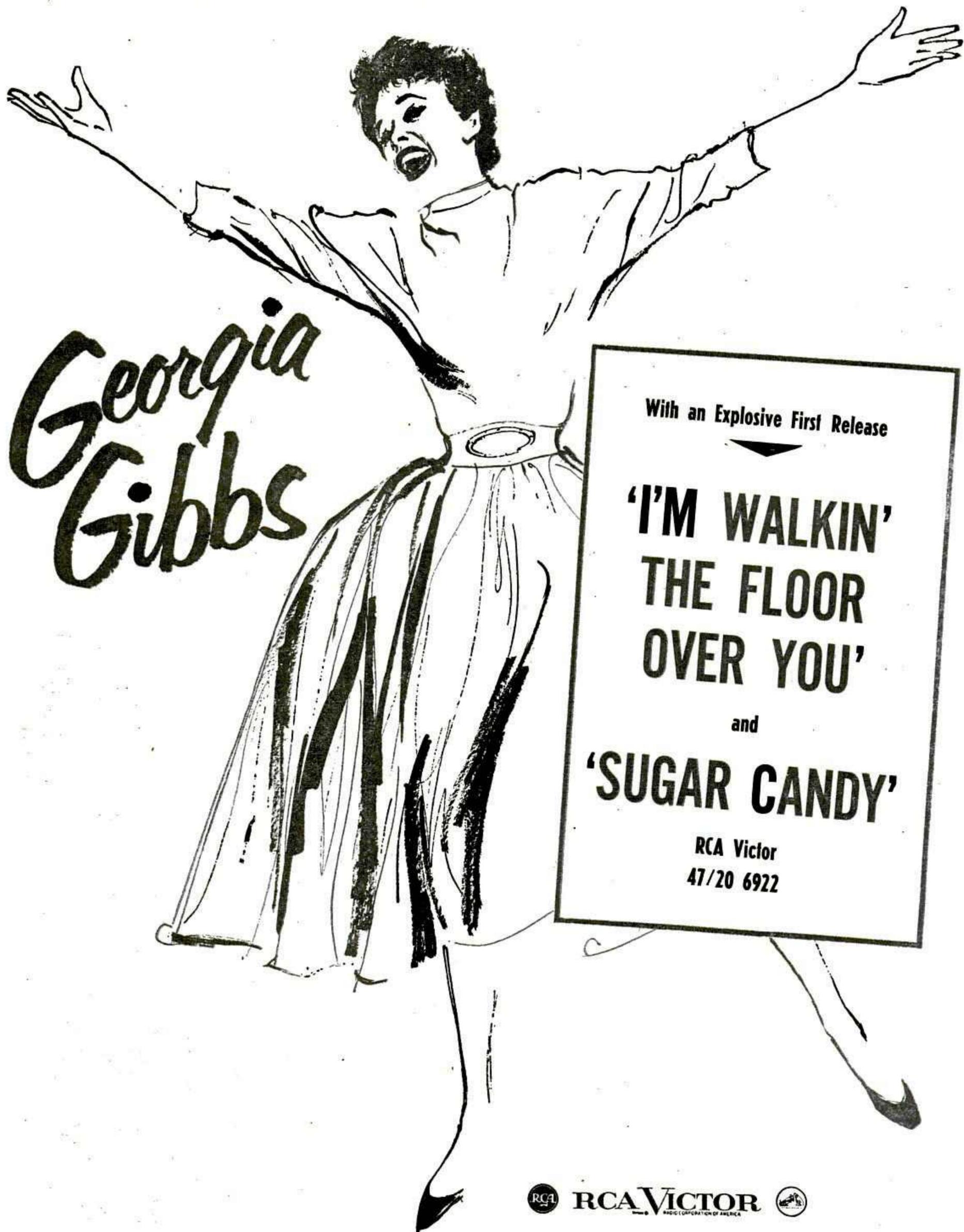
### Third Ten

<b>21. Love Letters in the Sand</b> By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15570; M. Wiseman, Dot 15578.	-	1	<b>25. Mangos</b> By S. Wayne, Libbey—Published by Redd Evans Music Co. (ASCAP) RECORDS AVAILABLE: R. Clooney, Col 40835; B. Morrow, Mercury 71091; R. King Mozian, Dec 30330.	30	2
<b>22. Empty Arms</b> By I. J. Hunter—Published by Ivory Music (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61805; I. J. Hunter, Atlantic 1128.	23	3	<b>27. Love Is a Golden Ring</b> By Dehr-F. Miller-T. Gilkyson—Published by Montclare (BMI) RECORD AVAILABLE: F. Laine, Col-40856.	27	3
<b>23. Do I Love You</b> By Richard Rodgers—Published by Williamson (ASCAP) RECORDS AVAILABLE: V. Damone, Col 40858; S. Feller, ABC-Paramount 9795; T. Martin, Vic 20-6868; Paul Whiteman-B. Eberle, Grand Award 1013; J. Southern, Dec 30254.	26	5	<b>28. Shish Kebab</b> By J. Shelton—Published by Pure Music (BMI) RECORDS AVAILABLE: R. Marterie, Mercury 71092.	-	1
<b>24. I'm Sorry</b> By Buck Ram-Tintwun-W. White—Published by Algonquin (BMI) RECORD AVAILABLE: Platters, Mercury 71032.	28	4	<b>29. Yes, Tonight, Josephine</b> By W. Scott & D. Goodman—Published by Robert Astor Music (BMI) RECORD AVAILABLE: J. Ray, Col 40893.	-	1
<b>25. Mama Look-A Booboo</b> By Lord Melody—Published by Duchess Music (BMI) RECORDS AVAILABLE: H. Belafonte, Vic 20-6830; M. Franklin, Cadence 1321; S. Karmen, Eldorado 510; King Flash, Col 40866; R. Mitchum, Cap 3672.	20	7	<b>30. Young Love</b> By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) RECORDS AVAILABLE: R. Cartey-Jive Tones, Vic 20-6751; Crew Cuts, Mercury 71022; Frontiersmen, Ivory 101; T. Hunter, Dot 15533; S. James, Cap 3602.	21	20

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

**Here they come—  
Her Nibs and RCA Victor**



*Georgia  
Gibbs*

With an Explosive First Release

**'I'M WALKIN'  
THE FLOOR  
OVER YOU'**

and

**'SUGAR CANDY'**

RCA Victor  
47/20 6922

# WONDERFUL! WONDERFUL!

**THE  
SONG**

**THE  
VOICE**



**THE  
RENDITION**

**THE  
REACTION**

# JAN PEECE

**B/W MY YIDDISHE MOMME**

**47/20-6916**



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





**CHUCK  
MILLER**

TWO GREAT SIDES!

**"Bye, Bye, Love"  
AND  
"Rang Tang Ding Dong"**

MERCURY 71118



**NICK  
NOBLE**

GREAT BALLAD HIT!

**"A FALLEN STAR"**

MERCURY 71117

**DAVE  
DIDDLE DAY**

A ROCKER WITH AN ORIENTAL TOUCH!

**"BLUE MOON BABY"**

MERCURY 71114



**PITCH  
PIKES**

SENSATIONAL NEW SINGING GROUP!

**"ZING ZING"**

MERCURY 71099

**BERT CONVY**  
OF THE CHEERS  
**You Never Have Time**  
AND  
**Two Hearts**  
71100

**GEORGIA GIBBS**  
WITH ROBERT MAXWELL  
**The Sheik Of Araby**  
AND  
**I Am A Heart, A Heart**  
71103

**LOUIS JORDAN**  
**Fire**  
AND  
**Ella Mae**  
71106

**EARLSTON FORD**  
**Wings To Fly**  
AND  
**Ain't Nothin Shakin**  
71108

**THE TYRONES**  
**Pink Champagne**  
AND  
**Street Of Memories**  
71104

**FREDDIE BELL**  
**You're Gonna Be Sorry**  
AND  
**Rockin Is My Business**  
71105

**EDDIE CHAMBLEE**  
**Goin' Long**  
AND  
**Back Up**  
71107

**PETE MARSHALL**  
**It's My Way.**  
AND  
**Suddenly I'm Sad**  
71109



### • Best Sellers in Stores

For survey week ending May 8

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	Weeks on Chart	Record	This Week	Weeks on Chart
<b>1.</b>	<b>7</b>	<b>ALL SHOOK UP (BMI)—E. Presley... That's When Your Heartaches Begin (ASCAP)— Vic 20-6870</b>	<b>1</b>	<b>7</b>
<b>2.</b>	<b>10</b>	<b>LITTLE DARLIN' (BMI)—Diamonds... Faithful and True (BMI)—Mercury 71060</b>	<b>2</b>	<b>10</b>
<b>3.</b>	<b>5</b>	<b>SCHOOL DAY (BMI)—C. Berry..... Deep Feeling (BMI)—Chess 1613</b>	<b>5</b>	<b>5</b>
<b>4.</b>	<b>11</b>	<b>ROUND AND ROUND (BMI)— P. Como..... Mi Casa, Su Casa (ASCAP)—Vic 20-6815</b>	<b>3</b>	<b>11</b>
<b>5.</b>	<b>12</b>	<b>COME GO WITH ME (BMI)— D. Vikings..... How Can I Find Love? (BMI)—Dot 16538</b>	<b>4</b>	<b>12</b>
<b>6.</b>	<b>9</b>	<b>GONE (BMI)—F. Husky..... Missing Persons (BMI)—Cap 3628</b>	<b>6</b>	<b>9</b>
<b>7.</b>	<b>5</b>	<b>SO RARE (ASCAP)—J. Dorsey..... Sophisticated Swing (ASCAP)—Fraternity 755</b>	<b>9</b>	<b>5</b>
<b>8.</b>	<b>12</b>	<b>PARTY DOLL (BMI)—B. Knox..... My Baby's Gone (BMI)—Roulette 4002</b>	<b>7</b>	<b>12</b>
<b>9.</b>	<b>2</b>	<b>I'M WALKIN' (BMI)—R. Nelson..... A TEENAGER'S ROMANCE (ASCAP)— Verve 10047</b>	<b>18</b>	<b>2</b>
<b>10.</b>	<b>3</b>	<b>WHITE SPORT COAT (BMI)— M. Robbins..... Grown Up Tears (BMI)—Col 40864</b>	<b>13</b>	<b>3</b>
<b>11.</b>	<b>4</b>	<b>DARK MOON (BMI)—B. Guitar.... Big Mike (BMI)—Dot 15550</b>	<b>12</b>	<b>4</b>
<b>12.</b>	<b>5</b>	<b>ROCK-A-BILLY (ASCAP)—C. Mitchell. Hoot Owl (ASCAP)—Col 40877</b>	<b>10</b>	<b>5</b>
<b>13.</b>	<b>1</b>	<b>LOVE LETTERS IN THE SAND (ASCAP)—P. Boone..... BERNARDINE (ASCAP)—Dot 15570</b>	<b>-</b>	<b>1</b>
<b>14.</b>	<b>9</b>	<b>WHY, BABY, WHY (BMI)—P. Boone.. I'm Waiting Just for You (BMI)—Dot 15545</b>	<b>8</b>	<b>9</b>
<b>15.</b>	<b>2</b>	<b>DARK MOON (BMI)—C. Storm..... Little Too Late (BMI)—Dot 15550</b>	<b>20</b>	<b>2</b>
<b>16.</b>	<b>5</b>	<b>HE'S MINE (BMI)—Platters..... I'M SORRY (BMI)—Mercury 71032</b>	<b>-</b>	<b>5</b>
<b>17.</b>	<b>8</b>	<b>MAMA LOOK-A BOOBOO (BMI)— H. Belafonte..... Don't Ever Love Me (ASCAP)—Vic 20-6830</b>	<b>14</b>	<b>8</b>
<b>18.</b>	<b>1</b>	<b>FOUR WALLS (BMI)—J. Reeves..... I Know and You Know (BMI)—Vic 20-6874</b>	<b>-</b>	<b>1</b>
<b>19.</b>	<b>13</b>	<b>BUTTERFLY (BMI)—C. Gracie..... Ninety-Nine Ways (BMI)—Cameo 105</b>	<b>16</b>	<b>13</b>
<b>20.</b>	<b>12</b>	<b>BUTTERFLY (BMI)—A. Williams.... It Doesn't Take Very Long (ASCAP)— Cadence 1308</b>	<b>15</b>	<b>12</b>
<b>21.</b>	<b>11</b>	<b>I'M WALKIN' (BMI)—F. Domino..... I'm in the Mood for Love (ASCAP)— Imperial 5428</b>	<b>11</b>	<b>11</b>
<b>22.</b>	<b>1</b>	<b>WONDERFUL, WONDERFUL (BMI)—J. Mathis..... Since You Went Away (BMI)—Glory 256</b>	<b>-</b>	<b>1</b>
<b>23.</b>	<b>1</b>	<b>MANGOS (ASCAP)—R. Clooney..... Independent (ASCAP)—Col 40835</b>	<b>-</b>	<b>1</b>
<b>24.</b>	<b>1</b>	<b>ROSIE-LEE (BMI)—Melo Tones..... I'll Never Fall in Love Again (BMI)— Gee 1037</b>	<b>-</b>	<b>1</b>
<b>25.</b>	<b>1</b>	<b>C. C. RIDER (BMI)—C. Willis..... Ease the Pain (BMI)—Atlantic 1130</b>	<b>-</b>	<b>1</b>

### • Most Played in Juke Boxes

For survey week ending May 8

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 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	Weeks on Chart	Record	This Week	Weeks on Chart
<b>1.</b>	<b>6</b>	<b>ALL SHOOK UP (BMI)—E. Presley... That's When Your Heartaches Begin (ASCAP)— Vic 20-6870</b>	<b>1</b>	<b>6</b>
<b>2.</b>	<b>8</b>	<b>LITTLE DARLIN' (BMI)—Diamonds... Faithful and True (BMI)—Mercury 71060</b>	<b>2</b>	<b>8</b>
<b>3.</b>	<b>9</b>	<b>ROUND AND ROUND (BMI)— P. Como..... Mi Casa, Su Casa (ASCAP)—Vic 20-6815</b>	<b>3</b>	<b>9</b>
<b>4.</b>	<b>6</b>	<b>GONE (BMI)—F. Husky..... Missing Persons (BMI)—Cap 3628</b>	<b>5</b>	<b>6</b>
<b>5.</b>	<b>11</b>	<b>PARTY DOLL (BMI)—B. Knox..... My Baby's Gone (BMI)—Roulette 4002</b>	<b>4</b>	<b>11</b>
<b>6.</b>	<b>3</b>	<b>COME GO WITH ME (BMI)— D. Vikings..... How Can I Find True Love (BMI)—Dot 15538</b>	<b>9</b>	<b>3</b>
<b>7.</b>	<b>9</b>	<b>I'M WALKIN' (BMI)—F. Domino.... I'm in the Mood for Love (ASCAP)— Imperial 5428</b>	<b>6</b>	<b>9</b>
<b>8.</b>	<b>8</b>	<b>WHY, BABY, WHY? (BMI)—P. Boone.. I'm Waitin' Just for You (BMI)—Dot 15545</b>	<b>8</b>	<b>8</b>
<b>9.</b>	<b>11</b>	<b>BUTTERFLY (BMI)—A. Williams.... It Doesn't Take Very Long (ASCAP)— Cadence 1308</b>	<b>7</b>	<b>11</b>
<b>10.</b>	<b>3</b>	<b>SO RARE (ASCAP)—J. Dorsey..... Sophisticated Swing (ASCAP)—Fraternity 755</b>	<b>12</b>	<b>3</b>
<b>11.</b>	<b>2</b>	<b>WHITE SPORT COAT (BMI) M. Robbins..... Grown-Up Tears (BMI)—Columbia 40864</b>	<b>18</b>	<b>2</b>
<b>11.</b>	<b>2</b>	<b>DARK MOON (BMI)—B. Guitar..... Big Mike (BMI)—Fabor 5018</b>	<b>19</b>	<b>2</b>
<b>13.</b>	<b>2</b>	<b>EMPTY ARMS (BMI)—T. Brewer..... Ricky-Tick Song (BMI)—Coral 61085</b>	<b>15</b>	<b>2</b>
<b>14.</b>	<b>1</b>	<b>ROCK-A-BILLY—C. Mitchell..... Hoot Owl (ASCAP)—Columbia 40877</b>	<b>-</b>	<b>1</b>
<b>15.</b>	<b>2</b>	<b>SCHOOL DAY (BMI)—C. Berry..... Deep Feeling (BMI)—Chess 1653</b>	<b>14</b>	<b>2</b>
<b>16.</b>	<b>12</b>	<b>BUTTERFLY (BMI)—C. Gracie..... Ninety-Nine Ways (BMI)—Cameo 105</b>	<b>10</b>	<b>12</b>
<b>17.</b>	<b>6</b>	<b>NINETY-NINE WAYS (BMI)— T. Hunter..... Don't Get Around Much Anymore (ASCAP)— Dot 15548</b>	<b>17</b>	<b>6</b>
<b>18.</b>	<b>10</b>	<b>PARTY DOLL (BMI)—S. Lawrence.. Pum-Pa-Lum (ASCAP)—Coral 61792</b>	<b>11</b>	<b>10</b>
<b>19.</b>	<b>1</b>	<b>DARK MOON (BMI)—C. Storm..... Little Too Late (BMI)—Dot 15558</b>	<b>-</b>	<b>1</b>
<b>20.</b>	<b>13</b>	<b>MARIANNE (BMI)—Hilltoppers..... You're Wasting Your Time (ASCAP)— Dot 15537</b>	<b>12</b>	<b>13</b>

### • Best Selling Sheet Music

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

This Week	Weeks on Chart	Record	This Week	Weeks on Chart
<b>1.</b>	<b>10</b>	<b>Round and Round (Ruski).....</b>	<b>1</b>	<b>10</b>
<b>2.</b>	<b>5</b>	<b>All Shook Up (Shalimar-Presley).....</b>	<b>2</b>	<b>5</b>
<b>3.</b>	<b>6</b>	<b>Why Baby Why (Winneton).....</b>	<b>4</b>	<b>6</b>
<b>4.</b>	<b>2</b>	<b>Little Darlin' (Excellence).....</b>	<b>8</b>	<b>2</b>
<b>5.</b>	<b>12</b>	<b>Marianne (Montclare).....</b>	<b>3</b>	<b>12</b>
<b>6.</b>	<b>10</b>	<b>Butterfly (Mayland-Presley).....</b>	<b>5</b>	<b>10</b>
<b>7.</b>	<b>2</b>	<b>White Sport Coat (Acuff-Rose).....</b>	<b>9</b>	<b>2</b>
<b>8.</b>	<b>9</b>	<b>Chantez-Chantez (Cromwell).....</b>	<b>7</b>	<b>9</b>
<b>9.</b>	<b>9</b>	<b>Almost Paradise (Peer).....</b>	<b>6</b>	<b>9</b>
<b>10.</b>	<b>4</b>	<b>Gone (Hill &amp; Range).....</b>	<b>10</b>	<b>4</b>
<b>11.</b>	<b>2</b>	<b>Dark Moon (Dandelion).....</b>	<b>14</b>	<b>2</b>
<b>12.</b>	<b>5</b>	<b>Ninety-Nine Ways (Mayland).....</b>	<b>12</b>	<b>5</b>
<b>13.</b>	<b>3</b>	<b>Come Go With Me (Gil-Feebee).....</b>	<b>13</b>	<b>3</b>
<b>14.</b>	<b>1</b>	<b>Four Walls (Springfield).....</b>	<b>-</b>	<b>1</b>
<b>15.</b>	<b>5</b>	<b>Do I Love You? (Williamson).....</b>	<b>10</b>	<b>5</b>

### • Most Played by Jockeys

For survey week ending May 8

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. Last on the reverse side of each record is also listed.

This Week	Weeks on Chart	Record	This Week	Weeks on Chart
<b>1.</b>	<b>6</b>	<b>ALL SHOOK UP (BMI)—E. Presley... That's When Your Heartaches Begin (ASCAP)— Vic 20-6870</b>	<b>1</b>	<b>6</b>
<b>2.</b>	<b>12</b>	<b>ROUND AND ROUND (BMI)— P. Como..... Mi Casa, Su Casa (ASCAP)—Vic 20-6815</b>	<b>3</b>	<b>12</b>
<b>3.</b>	<b>8</b>	<b>LITTLE DARLIN' (BMI)—Diamonds... Faithful and True (BMI)—Mercury 71060</b>	<b>2</b>	<b>8</b>
<b>4.</b>	<b>10</b>	<b>GONE (BMI)—F. Husky..... Missing Persons (BMI)—Cap 3628</b>	<b>4</b>	<b>10</b>
<b>5.</b>	<b>3</b>	<b>SO RARE (ASCAP)—J. Dorsey..... Sophisticated Swing (ASCAP)—Fraternity 755</b>	<b>10</b>	<b>3</b>
<b>6.</b>	<b>11</b>	<b>PARTY DOLL (BMI)—B. Knox..... My Baby's Gone (BMI)—Roulette 4002</b>	<b>7</b>	<b>11</b>
<b>7.</b>	<b>7</b>	<b>COME GO WITH ME (BMI)— D., Vikings..... How Can I Find True Love (BMI)—Dot 15538</b>	<b>6</b>	<b>7</b>
<b>8.</b>	<b>11</b>	<b>BUTTERFLY (BMI)—A. Williams.... It Doesn't Take Very Long (ASCAP)— Cadence 1308</b>	<b>5</b>	<b>11</b>
<b>9.</b>	<b>4</b>	<b>SCHOOL DAY (BMI)—C. Berry..... Deep Feeling (BMI)—Chess 1653</b>	<b>9</b>	<b>4</b>
<b>10.</b>	<b>1</b>	<b>LOVE LETTERS IN THE SAND (ASCAP)—P. Boone..... Bernadine (ASCAP)—Dot 15570</b>	<b>-</b>	<b>1</b>
<b>11.</b>	<b>1</b>	<b>SHISH KEBAB (BMI)—R. Marterie.... Bop a Boo-Bop a Doo (ASCAP)—Mercury 71092</b>	<b>-</b>	<b>1</b>
<b>12.</b>	<b>9</b>	<b>I'M WALKIN' (BMI)—F. Domino.... I'm in the Mood for Love (ASCAP)— Imperial 5428</b>	<b>16</b>	<b>9</b>
<b>13.</b>	<b>9</b>	<b>WHY, BABY, WHY? (BMI)—P. Boone.. I'm Waiting Just for You (BMI)—Dot 15545</b>	<b>11</b>	<b>9</b>
<b>13.</b>	<b>1</b>	<b>DARK MOON (BMI)—C. Storm..... Little Too Late (BMI)—Dot 15550</b>	<b>-</b>	<b>1</b>
<b>15.</b>	<b>10</b>	<b>PARTY DOLL (BMI)—S. Lawrence.. Pum-Pa-Lum (ASCAP)—Cadence 61792</b>	<b>18</b>	<b>10</b>
<b>16.</b>	<b>3</b>	<b>WHITE SPORT COAT (BMI)— M. Robbins..... Grown-Up Tears (BMI)—Col 40864</b>	<b>8</b>	<b>3</b>
<b>17.</b>	<b>5</b>	<b>MANGOS (ASCAP)—R. Clooney..... Independent (ASCAP)—Col 40835</b>	<b>19</b>	<b>5</b>
<b>18.</b>	<b>4</b>	<b>ROCK-A-BILLY (ASCAP)— C. Mitchell..... Hoot Owl (ASCAP)—Col 40877</b>	<b>15</b>	<b>4</b>
<b>19.</b>	<b>3</b>	<b>PLEDGE OF LOVE (BMI)— K. Copeland..... Night Air (BMI)—Imperial 5432</b>	<b>12</b>	<b>3</b>
<b>20.</b>	<b>1</b>	<b>TALKIN' TO THE BLUES (BMI)— J. Lowe..... Four Walls (BMI)—Dot 15569</b>	<b>-</b>	<b>1</b>
<b>21.</b>	<b>2</b>	<b>YES, TONIGHT, JOSEPHINE (BMI)— J. Ray..... No Wedding Today (ASCAP)—Col 40893</b>	<b>23</b>	<b>2</b>
<b>22.</b>	<b>2</b>	<b>DARK MOON (BMI)—B. Guitar..... Big Mike (BMI)—Dot 15550</b>	<b>13</b>	<b>2</b>
<b>23.</b>	<b>4</b>	<b>ALMOST PARADISE (BMI)— R. Williams..... For the First Time (ASCAP)—Kapp 175</b>	<b>22</b>	<b>4</b>
<b>24.</b>	<b>8</b>	<b>CHANTEZ-CHANTEZ (ASCAP)— D. Shore..... Honkytonk Heart (BMI)—Vic 20-6792</b>	<b>21</b>	<b>8</b>
<b>25.</b>	<b>5</b>	<b>LOVE IS A GOLDEN RING (BMI)— F. Lane..... There's Not a Moment to Spare (ASCAP)— Col 40856</b>	<b>16</b>	<b>5</b>

# MGM Records



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

K12450 • MGM 12450



**MARVIN RAINWATER**  
 POP & CGW HIT!  
**GONNA FIND ME A BLUEBIRD**

K12412 • MGM 12412



**DAVID ROSE**  
 and His Orchestra  
**CALYPSO MELODY**

K12430 • MGM 12430

**MIKE SECREST**

Sensational Reaction to First Air Plays  
**THE GIFT**  
*and* **DO YOU PROMISE**  
 K12479 45 RPM ONLY

**SHEB WOOLEY**

That "Are You Satisfied" man is back again with a new hit!  
**PLENTY OF LOVE**  
*and*  
**I WON'T COME BACK**  
 K12467 • MGM 12467

**LEROY HAIMES**  
 and His Orch. & Chorus

**SOUVENIR D'ITALIE**  
 Vocal by Angela Drake  
*and*  
**WARM AND TENDER**  
 K12460 • MGM 12460

**JERRY WAYNE**

**IT'S NOT TOO LATE**  
*and*  
**DON'T WANT YOUR KISS**  
 (Without Your Love)  
 K12477 45 RPM ONLY

NEW SOUND-TRACK ALBUM

Recorded Directly From the MGM Motion Picture

**this could be the night**

RAY ANTHONY and His Orchestra  
 JULIE WILSON • NEILE ADAMS

E3530 ST



## • Territorial Best Sellers

For survey week ending May 8

Listings are based on late reports secured from top dealers in each of the markets listed.

### Atlanta

1. Come Go With Me, D. Vikings, Dot
2. White Sport Coat, M. Robbins, Col.
3. All Shook Up, E. Presley, Vic.
4. Little Darlin', Diamonds, Mer.
5. Round and Round, P. Como, Vic.
6. Pledge of Love, M. Torok, Dec.

### Baltimore

1. School Day, C. Berry, Chs.
2. All Shook Up, E. Presley, Vic.
3. Dark Moon, B. Guitar, Dot
4. Wonderful, Wonderful, J. Mathis, Col.
5. So Rare, J. Dorsey, Fty.
6. Four Walls, J. Reeves, Vic.
7. Empty Arms, T. Brewer, Cor.
8. Rock-a-Billy, G. Mitchell, Col.
9. Mama Look-A Booboo H. Belafonte, Vic.
10. Round and Round, P. Como, Vic.

### Boston

1. It's Not for Me to Say, J. Mathis, Col.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, E. Presley, Vic.
4. Dark Moon, B. Guitar, Dot
5. School Day, C. Berry, Chs.
6. Why, Baby, Why? P. Boone, Dot
7. Harem Dance, Armenian Jazz Sextet, Kap.
8. Love Letters in the Sand, P. Boone, Dot
9. So Rare, J. Dorsey, Fty.
10. I'm Sorry, Platters, Mer.

### Buffalo

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Empty Arms, T. Brewer, Cor.
4. Gone, F. Husky, Cap.
5. Bye Bye Love, Everly Brothers, Cdc.
6. Round and Round, P. Como, Vic.
7. School Day, C. Berry, Chs.
8. White Sport Coat, M. Robbins, Col.
9. Love Letters in the Sand, P. Boone, Dot
10. Shish Kebab, R. Marterie, Mer.

### Chicago

1. I'm Walkin', R. Nelson, Vrv.
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, E. Presley, Vic.
4. Dark Moon, B. Guitar, Dot
5. Party Doll, B. Knox, Rit.
6. School Day, C. Berry, Chs.
7. Come Go With Me, D. Vikings, Dot
8. Mama Look-A Booboo H. Belafonte, Vic.
9. Rock-a-Billy, G. Mitchell, Col.
10. Gone, F. Husky, Cap.

### Cincinnati

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. School Day, C. Berry, Chs.
4. Come Go With Me, D. Vikings, Dot
5. Gone, F. Husky, Cap.
6. Round and Round, P. Como, Vic.
7. I'm Walkin', R. Nelson, Vrv.
8. I'm Walkin', F. Domino, Imp.
9. Party Doll, B. Knox, Rit.
10. Fabulous, C. Gracie, Cam.

### Cleveland

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. So Rare, J. Dorsey, Fty.
4. I'm Walkin', R. Nelson, Vrv.
5. School Day, C. Berry, Chs.
6. Round and Round, P. Como, Vic.
7. I'm Sorry, Platters, Mer.
8. Dark Moon, G. Storm, Dot

### Dallas-Fort Worth

1. Little Darlin', Diamonds, Mer.
2. School Day, C. Berry, Chs.
3. Till, P. Faith, Col.
4. All Shook Up, E. Presley, Vic.
5. Come Go With Me, D. Vikings, Dot
6. White Sport Coat, M. Robbins, Col.
7. It's Not for Me to Say, J. Mathis, Col.

### Denver

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. Little Darlin', Diamonds, Mer.
4. Come Go With Me, D. Vikings, Dot
5. Party Doll, B. Knox, Rit.
6. School Day, C. Berry, Chs.
7. Dark Moon, G. Storm, Dot

### Detroit

1. All Shook Up, E. Presley, Vic.
2. School Day, C. Berry, Chs.
3. Rosie Lee, Mello Tones, Gee
4. So Rare, J. Dorsey, Fty.
5. Baby She's Gone, J. Scott, Pmt.
6. Harem Dance Armenian Jazz Sextet, Kap.
7. Why, Baby, Why? P. Boone, Dot
8. Little Darlin', Diamonds, Mer.
9. Calypso Melody, D. Rose, M-G-M
10. I'm Walkin', F. Domino, Imp.

### Kansas City

1. School Day, C. Berry, Chs.
2. All Shook Up, E. Presley, Vic.
3. So Rare, J. Dorsey, Fty.
4. Gone, F. Husky, Cap.
5. After School, R. Starr, Dal.
6. Dark Moon, G. Storm, Dot
7. Pledge of Love, K. Copeland, Imp.
8. Round and Round, P. Como, Vic.
9. Little Darlin', Diamonds, Mer.
10. I'm Stinkin' With You, J. Bowen, Rit.

### Los Angeles

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Round and Round, P. Como, Vic.
4. Come Go With Me, D. Vikings, Dot
5. School Day, C. Berry, Chs.
6. Wonderful, Wonderful, J. Mathis, Col.
7. Mama Look-A Booboo H. Belafonte, Vic.
8. Marianne, T. Gilkyson, Col.

### Milwaukee

1. Dark Moon, B. Guitar, Dot
2. Little Darlin', Diamonds, Mer.
3. All Shook Up, E. Presley, Vic.
4. Pledge of Love, D. Contino, Mer.
5. School Day, C. Berry, Chs.
6. Rock-a-Billy, G. Mitchell, Col.
7. Round and Round, P. Como, Vic.
8. Come Go With Me, D. Vikings, Dot
9. Mangos, R. Clooney, Col.

### Minneapolis-St. Paul

1. All Shook Up, E. Presley, Vic.
2. He's Mine, Platters, Mer.
3. So Rare, J. Dorsey, Fty.
4. Peace in the Valley, E. Presley, Vic.
5. Little Darlin', Diamonds, Mer.
6. Round and Round, P. Como, Vic.
7. Four Walls, J. Reeves, Vic.
8. Dark Moon, G. Storm, Dot
9. White Sport Coat, M. Robbins, Col.
10. Love Letters in the Sand, P. Boone, Dot

### New Orleans

1. All Shook Up, E. Presley, Vic.
2. C. C. Rider, C. Willis, Atl.
3. White Sport Coat, M. Robbins, Col.
4. School Day, C. Berry, Chs.
5. Little Darlin', Diamonds, Mer.
6. Come Go With Me, D. Vikings, Dot
7. Rock-A-Billy, G. Mitchell, Col.
8. Round and Round, P. Como, Vic.

### New York

1. All Shook Up, E. Presley, Vic.
2. Little Darlin', Diamonds, Mer.
3. Come Go With Me, D. Vikings, Dot
4. Round and Round, P. Como, Vic.
5. Party Doll, B. Knox, Rit.
6. Mama Look-A Booboo H. Belafonte, Vic.
7. Gone, F. Husky, Cap.
8. When Rock 'n' Roll Comes to Trinidad Nat (King) Cole, Cap.
9. Butterfly, A. Williams, Cdc.
10. Why, Baby, Why? P. Boone, Dot

### Philadelphia

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. Round and Round, P. Como, Vic.
4. So Rare, J. Dorsey, Fty.
5. School Day, C. Berry, Chs.
6. Come Go With Me, D. Vikings, Dot
7. Gone, F. Husky, Cap.
8. Why, Baby, Why? P. Boone, Dot
9. Butterfly, C. Gracie, Cam.
10. Almost Paradise, L. Stein, Uni.

### Pittsburgh

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

### St. Louis

1. Little Darlin', Diamonds, Mer.
2. All Shook Up, E. Presley, Vic.
3. So Rare, J. Dorsey, Fty.
4. Party Doll, B. Knox, Rit.
5. Dark Moon, G. Storm, Dot
6. Round and Round, P. Como, Vic.
7. Tricky, R. Marterie, Mer.
8. Come Go With Me, D. Vikings, Dot
9. Fabulous, C. Gracie, Cam.
10. Shish Kebab, R. Marterie, Mer.

### San Francisco

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

### Seattle

1. All Shook Up, E. Presley, Vic.
2. I'm Walkin', R. Nelson, Vrv.
3. Teenager's Romance, R. Nelson, Vrv.
4. Little Darlin', Diamonds, Mer.
5. Lucille, Little Richard, Spe.
6. Rock-A-Billy, G. Mitchell, Col.
7. School Day, C. Berry, Chs.
8. Come Go With Me, D. Vikings, Dot
9. Gone, F. Husky, Cap.

### Toronto

1. All Shook Up, E. Presley, Vic.
2. Round and Round, P. Como, Vic.
3. Little Darlin', Diamonds, Mer.
4. Gone, F. Husky, Cap.
5. Why, Baby, Why? P. Boone, Dot
6. School Day, C. Berry, Chs.
7. Party Doll, S. Lawrence, Cor.
8. Come Go With Me, D. Vikings, Dot
9. I'm Walkin', F. Domino, Imp.

# Dot's PARADE of BEST SELLERS

- 15570—**LOVE LETTERS IN THE SAND**—**BERNARDINE** — Pat Boone
- 15558—**DARK**—**GALE STORM**
- 15550—**MOON**—**BONNIE GUITAR**
- 15569—**TALKIN' TO THE BLUES**—**FOUR WALLS** — Jim Lowe
- 15538—**COME GO WITH ME** — The Dell-Vikings
- 15574—**A FALLEN STAR** — Jimmy Newman
- 15560—**I'M SERIOUS—I LOVE MY GIRL** — The Hilltoppers
- 15545—**WHY BABY WHY—I'M WAITING JUST FOR YOU**
- 15548—**DON'T GET AROUND MUCH ANYMORE** — Pat Boone  
**NINETY-NINE WAYS** — Tab Hunter
- 15571—**WHAT MADE MAGGIE RUN—LITTLE BILLY BOY**  
— The Dell-Vikings
- 15551—**ISABELLA—I DON'T LIKE IT** — Roy Tan
- 15565—**KING'S ROCK—HELLO ALOHA** — Johnny Maddox
- 15566—**HEART OF MY HEART**  
**THAT OLD GANG OF MINE—JUST BECAUSE** — The Happy Jesters
- 15561—**HONKY TONK SONG—THE POCKET BOOK SONG**  
— LeRoy VanDyke

## NEW RELEASES

- 15575—**TELL MY LOVE—VE' BORRIQUITO** — Billy Vaughn
- 15581—**WHICH WAY TO YOUR HEART—FOOL AROUND** — The Fontane Sisters
- 15583—**SPEAK FOR YOURSELF JOHN—KILL ME WITH KISSES** — Margaret Whiting

- 15564—**MAKE UP YOUR MIND— HERE AM I** — Jimmy Spellman
- 15573—**ON MY MIND AGAIN—ALWAYS LATE** — Bob Denton
- 15576—**I SAW YOU, I SAW YOU—BYE BYE LOVE** — T. Tommy
- 15577—**LATELY—THE BLUES WALKED IN** — Whitey Knight
- 15578—**BECAUSE WE ARE YOUNG—LOVE LETTERS IN THE SAND** — Mac Wiseman
- 15579—**ATOM BOMB BABY—YOU SWEET LITTLE THING** — The Five Stars
- 15580—**TALKING TO MYSELF—DON'T MAKE MY POOR HEART WEEP** — Bobby Rand
- 15582—**CALYPSO GIRL—I HOPE YOU FIND A SWEETHEART** — Lenny Perna

## —SELLING LIKE A SINGLE—

- DEP-1056—**"A CLOSER WALK WITH THEE"** — Pat Boone

*Dot*

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

# ATCO

*...has a 2 Sided Smash—*

**The Billboard**

**\* This Week's R&B Best Buys**

**THE CASH BOX—SURE SHOT**

**The Coasters  
YOUNG BLOOD**

b/w  
**SEARCHIN'**

Atco 6087



*...has a Sleeper*

**The Cash Box—SLEEPER OF THE WEEK**

**The Sensations  
YOU MADE ME  
LOVE YOU**

b/w  
**MY DEBUT  
TO LOVE**

Atco 6090



*...has a Great POP Release*

**The Vocal Find of '57**

**Frank Bianco  
ANGELITA**

b/w  
**NOW I KNOW**

Atco 6091



*...It's ATCO All The Way!*

**ATCO RECORDS**  
167 WEST 57 STREET, NEW YORK

# THE TOP 100

For survey week ending May 8

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

Pos.	Song, Artist, Label	Last Week
1.	ALL SHOOK UP, E. Presley, Victor	1
2.	LITTLE DARLIN', Diamonds, Mercury	2
3.	ROUND AND ROUND, P. Como, Victor	3
4.	GONE, F. Husky, Capitol	4
5.	COME GO WITH ME, D. Vikings, Dot	5
6.	PARTY DOLL, B. Knox, Roulette	6
7.	SO RARE, J. Dorsey, Fraternity	10
8.	SCHOOL DAY, C. Berry, Chess	9
9.	WHY, BABY, WHY? P. Boone, Dot	7
10.	WHITE SPORT COAT, M. Robbins, Columbia	12
11.	BUTTERFLY, A. Williams, Cadence	7
12.	I'M WALKIN', F. Domino, Imperial	11
13.	DARK MOON, B. Guitar, Dot	13
13.	ROCK-A-BILLY, G. Mitchell, Columbia	15
15.	DARK MOON, G. Storm, Dot	22
16.	BUTTERFLY, C. Gracie, Cameo	17
17.	PARTY DOLL, S. Lawrence, Coral	14
18.	EMPTY ARMS, I. Brewer, Coral	18
19.	MAMA LOOK-A BOOBOO, H. Belafonte, Victor	15
20.	I'M SORRY, Platters, Mercury	25
21.	LOVE LETTERS IN THE SAND, P. Boone, Dot	72
22.	YES, TONIGHT, JOSEPHINE, J. Ray, Columbia	45
23.	LOVE IS A GOLDEN THING, F. Laine, Columbia	23
24.	PLEDGE OF LOVE, K. Copeland, Imperial	21
25.	MANGOS, R. Clooney, Columbia	30
26.	PLEDGE OF LOVE, M. Torok, Decca	41
27.	ALMOST PARADISE, R. Williams, Kapp	28
28.	NINETY-NINE WAYS, T. Hunter, Dot	20
29.	WHO NEEDS YOU, Four Lads, Columbia	41
30.	SHISH KEBAB, R. Marterie, Mercury	43
31.	HE'S MINE, Platters, Mercury	31
32.	AFTER SCHOOL, R. Starr, Dale	37
33.	I'M WALKIN', R. Nelson, Verve	52
34.	TEEN-AGE CRUSH, T. Sands, Capitol	19
34.	WONDERFUL, WONDERFUL, J. Mathis, Columbia	36
36.	FOUR WALLS, J. Reeves, Victor	39
37.	SITTIN' IN THE BALCONY, E. Cochran, Liberty	27
38.	I'M STICKIN' WITH YOU, J. Bowen, Roulette	24
39.	MARIANNE, T. Gilkyson, Columbia	26
40.	LUCILLE, Little Richard, Specialty	34
41.	MARIANNE, Hilltoppers, Dot	35
42.	BERNADINE, P. Boone, Dot	98
43.	TALKIN' TO THE BLUES, J. Lowe, Dot	65
44.	FOUR WALLS, J. Lowe, Dot	80
45.	JUST BECAUSE, L. Price, ABC-Paramount	33
45.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	32
47.	MAMA GUITAR, D. Cornell, Coral	56
48.	DAY-O BANANA BOAT SONG, S. Freeberg, Capitol	48
48.	CHANTEZ-CHANTEZ, D. Shore, Victor	29
50.	YOUNG BLOOD, Coasters, Atco	69
51.	FABULOUS, C. Gracie, Cameo	97
52.	LITTLE WHITE LIES, B. Johnson, Bally	88
53.	I JUST DON'T KNOW, Four Lads, Columbia	84
54.	RING-A-DING, T. Sands, Capitol	50
55.	ALMOST PARADISE, L. Stein, Unique	58
56.	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	96
57.	BANANA BOAT (DAY-O), H. Belafonte, Victor	40
58.	CALYPSO MELODY, D. Rose, M-G-M	81
59.	LITTLE DARLIN', Gladiolas, Exello	54
60.	THERE OUGHTA BE A LAW, Mickey and Sylvia, Vik	77
61.	PLEDGE OF LOVE, D. Contino, Mercury	44
62.	I LOVE MY GIRL, C. Morley, ABC-Paramount	89
62.	YOUNG LOVE, T. Hunter, Dot	38
65.	IT'S NOT FOR ME TO SAY, J. Mathis, Columbia	51
66.	ROCK YOUR BABY TO SLEEP, B. Knox, Roulette	—
67.	EMPTY ARMS, I. J. Hunter, Atlantic	52
67.	HAREM DANCE, Armenian Jazz Sextet, Kapp	100
67.	WIND IN THE WILLOW, J. Stafford, Columbia	56
70.	PEACE IN THE VALLEY, E. Presley, Victor	46
71.	C. C. RIDER, C. Willis, Atlantic	59
72.	I'LL TAKE ROMANCE, E. Gorme, ABC-Paramount	72
72.	TRICKY, R. Marterie, Mercury	59
74.	SO LONG, MY LOVE, F. Sinatra, Capitol	79
75.	I LOVE MY GIRL, Hilltoppers, Dot	—
76.	MY LOVE SONG, T. Sands, Capitol	62
76.	SEARCHING, Coasters, Atco	—
78.	I'M STICKIN' WITH YOU, Fontane Sisters, Dot	72
79.	CAN I STEAL A LITTLE LOVE, F. Sinatra, Capitol	85
79.	POOR MAN'S ROSES, P. Page, Mercury	54
81.	WHEN ROCK AND ROLL COMES TO TRINIDAD, Nat (King) Cole, Capitol	67
82.	DO I LOVE YOU, V. Damone, Columbia	100
82.	DO I LOVE YOU, T. Martin, Victor	—
84.	FORTY CUPS OF COFFEE, B. Haley, Decca	—
84.	TWELVE O'CLOCK TONIGHT, Doris Day, Columbia	68
86.	BUTTERFLY, B. Carroll, Bally	—
86.	1492, B. Johnson, Bally	70
88.	TILL, P. Faith, Columbia	77
89.	SEND ME SOME LOVIN', Little Richard, Specialty	—
90.	DON'T EVER LOVE ME, H. Belafonte, Victor	—
91.	ROSIE LEE, Mello Tones, Gee	—
92.	I'M WAITING JUST FOR YOU, P. Boone, Dot	61
93.	TRUE LOVE GONE, B. Madigan, M-G-M	91
94.	PLEDGE OF LOVE, J. Janis, ABC-Paramount	63
95.	VALLEY OF TEARS, F. Domino, Imperial	—
96.	LUCKY LIPS, G. Storm, Dot	—
97.	YOUNG LOVE, S. James, Capitol	46
98.	DON'T FORBID ME, P. Boone, Dot	75
98.	JAMIE BOY, K. Starr, Victor	71
100.	OVER THE MOUNTAIN, Johnnie and Joe, J & S	—

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.

# A GASSER!

*From*

# The Cues

P	R	E	P
R			R
E			E
P	R	E	P

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and

# I PRETEND

#F-104

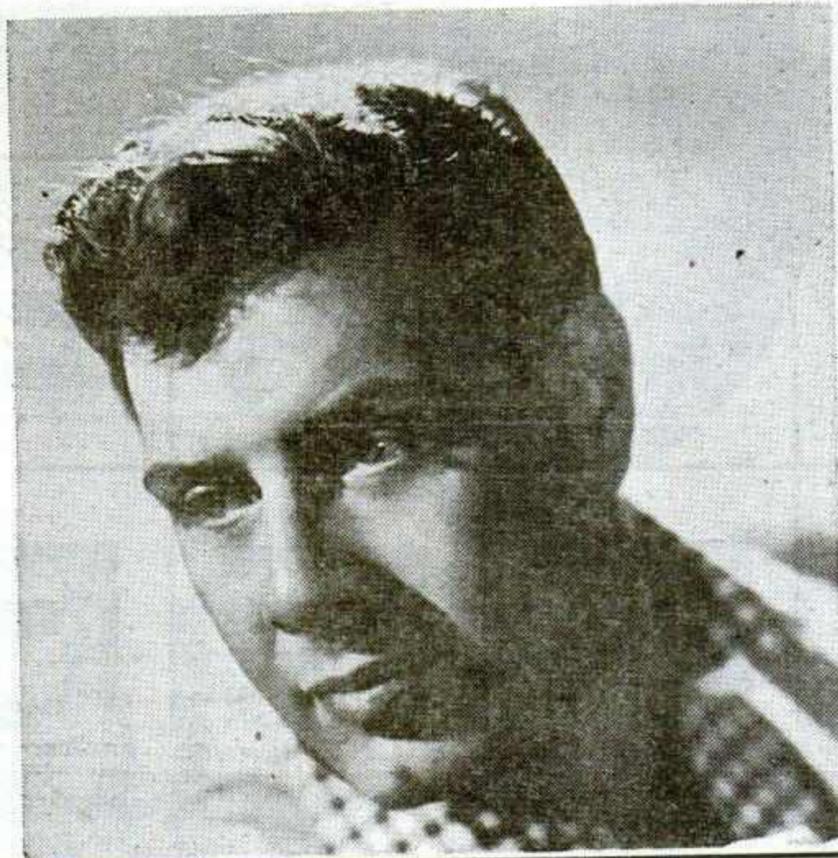


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THE GREAT **BOB**  
**MANNING**



**WARMED OVER**  
**KISSES**  
and Leftover Love  
B/W  
**LOVE BANK**

47/20-6903



• **Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Face in the Crowd (R) (F)—Remick—ASCAP	All Shook Up (R)—Shalimar—BMI
Almost Paradise (R)—Peer International—BMI	Almost Paradise (R)—Peer International—BMI
Bernardine (R)—Palm Springs—ASCAP	Around the World (R)—Young—ASCAP
Can't Wait for Summer (R)—Southern—ASCAP	Boy on a Dolphin (R) (F)—Robbins—ASCAP
Cattle Call (R)—Forster—ASCAP	Butterfly (R)—Mayland-Presley—BMI
Do I Love You (R)—Williamson—ASCAP	Chantez-Chantez (R)—Chantez—ASCAP
Empty Arms (R)—Ivory—BMI	Dark Moon (R)—Dandelion—BMI
Girl With the Golden Braids (R)—Roncom—ASCAP	Do I Love You (R)—Williamson—ASCAP
Gone (R)—Hill & Range—BMI	False Hearted Girl (R)—American—BMI
I'm Walkin' (R)—Reeves—BMI	First Date, First Kiss, First Love (R)—Lowery—BMI
Italiano (R)—Harms—ASCAP	Girl With the Golden Braids (R)—Roncom—ASCAP
It's Good to Be Alive (R) (M)—Valyr—ASCAP	Gone (R)—Hill & Range—BMI
Little Darlin' (R)—Excellorc—BMI	I Dreamed (R)—Trinity—BMI
Little White Lies (R)—Bregman, Vocco & Conn—ASCAP	I'm Sorry (R)—Algonquin—BMI
Lonely Man (R)—Paramount—ASCAP	Little Darlin' (R)—Excellorc—BMI
Look at 'Er (R)—Valyr—ASCAP	Little White Lies (R)—Bregman, Vocco & Conn—ASCAP
Love Letters in the Sand (R)—Bourne—ASCAP	My Love Song (R)—Birchwood—ASCAP
Mama Guitar (R) (F)—Remick—ASCAP	Party Doll (R)—Jackie—BMI
Mangos (R)—Redd Evans—ASCAP	Rain in Spain (R) (M)—Chappell—ASCAP
Marianne (R)—Montclare—BMI	Ring My Phone (R)—Central—BMI
Round and Round (R)—Rush—BMI	Rock-a-Billy (R)—Oxford—ASCAP
So Long My Love (R)—Shaw—ASCAP	Round and Round (R)—Rush—BMI
So Rare (R)—Robbins—ASCAP	Sittin' the Balcony (R)—Bently—BMI
That Face (R) (F)—Empress—ASCAP	Start Movin' (R)—Sheldon—BMI
Twelve O'Clock Tonight (R)—Daniels—ASCAP	Strictly Sentimental (R)—Southern—ASCAP
When Rock 'n' Roll Comes to Trinidad (R)—Marvin—ASCAP	Bye Baby Bye (R)—Winnerton—BMI
The Whistling Sergeant (R)—Zodiac—BMI	Wondering (R)—Egap—BMI
Who Needs You (R)—Korwin—ASCAP	Yes Tonight, Josephine (R)—Astro—BMI
Wind in the Willows (R)—Broadcast—BMI	You Broke Your Promise, Mr. Sandman (R)—Stardust—BMI
	Young Love (R)—Lowery—BMI

• **Best Selling Sheet Music in Britain**

(For week ending May 4)

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.

Heart—Frank (Frank)	Cumberland Gap—Essex (Hollis)
Young Love—Cromwell (Lowery)	The Wisdom of a Fool—Leeds (Planetary)
The Banana Boat Song—Morris (E. B. Marks-Bryden)	Ninety Nine Ways—Good Music (Mayland)
True Love—Chappell (Buxton Hill)	I'll Find You—Robbins (Robbins)
Singing the Blues—Frank (Acuff-Rose)	Rock A Billy—Joy Music (Joy Music)
Don't Forbid Me—Campbell Connelly (Roosevelt)	Good Companions—Maurice (Maurice)
Marianne—Montclare (Montclare)	All—Angle-Continental
Look Homeward Angel—Kassner (Greta Rose)	By You, By You, By You—Cinephonic (Trinity)
Knee Deep in the Blues—Leeds (Acuff-Rose)	Chapel of the Roses—Victoria (Triangle)
Mangos—Bron (Redd Evans)	I Dreamed—Duchess (Trinity)
Butterfly—Aberbach (Mayland-Presley)	Friendly Persuasion—Robbins (Feist)
Adoration Waltz—Bron (Sovereign)	Don't You Rock Me Daddy-O—Essex (Hollis)

• **Best Selling Pop Records in Britain**

(For week ending May 4)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication	Last Week
1. CUMBERLAND GAP—Lonnie Donegan (Pye-Nixa)		1
2. BANANA BOAT—Harry Belafonte (HMV)		2
3. BUTTERFLY—Andy Williams (London)		9
4. ROCK-A-BILLY—Guy Mitchell (Phillips)		7
5. NINETY-NINE WAYS—Tab Hunter (London)		4
6. BABY, BABY—Teen-Agers (Columbia)		5
7. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)		11
8. YOUNG LOVE—Tab Hunter (London)		3
9. FREIGHT TRAIN—Chas. McDevitt Group (Oriole)		15
10. LOOK HOMEWARD ANGEL—Johnnie Ray (Phillips)		8
11. LONG TALL SALLY—Little Richard (London)		6
12. I'LL TAKE YOU HOME AGAIN KATHLEEN—Slim Whitman (London)		13
13. DON'T FORBID ME—Pat Boone (London)		12
14. THE GIRL CAN'T HELP IT—Little Richard (London)		10
15. YES, TONIGHT JOSEPHINE—Johnnie Ray (Phillips)		—
16. HEART—Max Bygraves (Decca)		17
17. TOO MUCH—Elvis Presley (HMV)		—
18. WHY, BABY, WHY?—Pat Boone (London)		—
19. CHAPEL OF THE ROSES—Malcolm Vaughan (HMV)		—
20. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)		16

**Bill May Curb AFM Fund**

• *Continued from page 31*

signment" method brought down union wrath when it was proposed in the House Subcommittee report. Union spokesmen say it would make negotiations too difficult, since union spokesmen could not know in advance how many of the employees would want increases to go into wages or a union fund.

Diversion of increased earnings from disks, and residuals from TV filming of movies, into the AFM fund, has caused a running battle between Local 47 and AFM President James Petrillo. One suit brought by the AFM musicians would halt the flow of increased performance money into the fund, at the source. (AFM agreements reportedly make it compulsory for record manufacturers and vidfilm producers to pay into the fund.) Musicians' suit for \$8.5 million against AFM is also pending in Los Angeles courts. In New York, fund trustee Samuel R. Rosenbaum is fighting to maintain the status

quo for the Musicians' Fund. West Coast musicians told the House Subcommittee last year that they were given no voice in their own affairs, either as individuals or as a union local. They charged AFM leadership with "misuse" of the funds for the benefit of non-professional musicians, and said control of the fund was a device to insure present leadership continuing control of the AFM.

No further hearings will be held on the musicians' fund problem per se, but all fund legislation will be taken up by the full House Education and Labor Committee at some "future date." Committee spokesmen point out that in such "legislative hearings" only government people and representatives of labor unions involved are called upon to give their opinion of proposed bills. However, the West Coast Subcommittee hearings and report may enter into considerations by the full Committee.

# TWO GREAT HITS BY FIVE GREAT MISSES



## "LIKE A BABY"

b/w

"I WAS A FOOL FOR LEAVING"

VIK x/4x-0273

## VIKKI NELSON

A NEW DYNAMIC  
VOICE ON . . .



## THE MAMSELLES

Graduate to the hefty coin with . . .



## "HE'S GRADUATING"

b/w

"I'LL ALWAYS THANK YOU FOR THE SUNSHINE"

VIK x/4x-0272



## 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. **Yes Tonight, Josephine** . . . . . **Johnnie Ray**  
(BMI) Columbia 40893
2. **Fabulous** . . . . . **Charlie Gracie**  
(BMI) Cameo 107
3. **After School** . . . . . **Randy Starr**  
(BMI) Dale 100
4. **My Love Song**  
**Ring-a-Ding** . . . . . **Tommy Sands**  
(ASCAP); (BMI) Capitol 3690
5. **Warm Up to Me Baby** . . . . . **Jimmy Bowen**  
(BMI) Roulette 4010
6. **Young Blood** . . . . . **The Coasters**  
(BMI) Atco 6087
7. **Wind in the Willow** . . . . . **Jo Stafford**  
(BMI) Columbia 40832
8. **Mama Guitar** . . . . . **Don Cornell**  
(ASCAP) Coral 61819
9. **It's Not for Me to Say** . . . . . **Johnny Mathis**  
(ASCAP) Columbia 40851
10. **Bye, Bye, Love** . . . . . **Everly Brothers**  
(BMI) Cadence 1315

### 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.

- ROCK YOUR LITTLE BABY TO SLEEP** (Kahl, BMI)—Buddy Knox—Roulette 4009—Baltimore, Buffalo, Milwaukee, St. Louis and Pittsburgh are very strong loot areas for the new Knox disk. Strong sales also reported in Providence, Philadelphia and Durham. In other locales, the platter is going well. Flip is "Don't Make Me Cry," (Patricia, BMI). A previous Billboard "Spotlight" pick.
- DON'T CRY MY LOVE (THE FAITHFUL HUSSAR)** (B. F. Wood, BMI)—Vera Lynn—London 1729—This platter has been in circulation for several weeks and has started to move very strongly. Action is greatest in Baltimore, Buffalo, Milwaukee and St. Louis. Durham, Providence, Philadelphia, Pittsburgh and Boston lists the record as a strong seller. Sales are increasing in other area, and the side looks like the biggest for Miss Lynn in some time.
- YOUNG BLOOD** (Tiger, BMI)—The Coasters—Atco 6087—The platter is already on the r.&b. best selling chart and has now begin to click in the pop stores as well. All areas report good sales, and the signs are that it will be a big pop record, too. Flip is "Searchin'," (Tiger, BMI).

### • Review Spotlight on . . .

#### POP RECORDS

- THE PLATTERS** . . . Mercury 71093 . . . . . **MY DREAM**  
(A.M.I., ASCAP)  
Another smash for the group. Smooth vocalizing with powerful emotional impact on a languid, romantic ballad, reminiscent of the Platters' previous hit "My Prayer." Flip is a lively rhythm item, "I Wanna" (Peer, BMI).
- EDDIE COCHRAN** . . . Liberty 35070 . . . . . **ONE KISS**  
(Simon-Jackson, BMI)  
Cochran follows his "Sittin' in the Balcony" hit with another strong one. "One Kiss" is an appealing moderate-beat tune with rockin' chorus backing and teen-bait lyrics. Flip is also an effective rock and roller, but "One Kiss" has edge, performance-wise. Both sides should pull plenty of play.
- DON (RED) ROBERTS** . . . Rama 230 . . . . . **ONLY ONE**  
(Home Folks-Sherlyn-Sheldon, BMI)  
This bought master—original version of tune also known as "One and Only"—is a sock rockabilly side. Roberts packs solid showmanship into the rockin', infectious rhythm tune. Excellent material for today's market. Flip is "Don't Say Maybe" (Kahl & Sherlyn, BMI).
- JOHNNY CASH** . . . Sun 266 . . . . . **NEXT IN LINE**  
(Knox, BMI)  
Cash has a worthy successor to his best seller "I Walk the Line." In "Next in Line," a dirge-like theme with haunting guitar backing by the Tennessee Two. Flip is another plaintive tune with hypnotic beat. Cash sells both with sincerity and heart.
- THE McGUIRE SISTERS** . . . Coral 61842 . . . . . **ROCK BOTTOM**  
(Vernon, ASCAP)  
This exceptionally smart grooving has the potential to swing the non-femme chart trend right around. The side has a great, medium-paced beat, the rock and roll tune is strong and the thrushes' delivery is tops. Watch this one. Flip is "Beginning to Miss You," a smooth pulsant ballad (Sunbeam, BMI).
- WAYNE WALKER** . . . Columbia 40905 . . . . .  
. . . . . **A TEENAGE LOVE AFFAIR (CAN CAUSE THE BLUES)**  
(Cedarwood, BMI)  
**WHATEVER YOU DESIRE** . . . . . (Cedarwood, BMI)  
The label unveils a standout new talent in this two-sider. The country-oriented chanter debuts solidly with a slow, rock and roll ballad that's loaded with powerful teen-slanted philosophy. The flip is a moist-eyed, fervent expression of love with soft chorus frills to dress it up. Watch this boy!
- TONY RAND** . . . Columbia 40925 . . . . . **SEVEN COME ELEVEN**  
(Rush, BMI)  
**CAN'T BE TRUE—OR CAN IT?** . . . . . (Rush, BMI)  
A second top-notch chunk of young talent kicked off by Columbia. The rockabilly pounds out a frantic, power-packed version of the tune that's already breaking for Rusty Draper. On the flip, there's an exciting rhumba blues with sharp interplay of Rand's belting, a tricky chorus and tenor sax honking.
- THE COLLINS KIDS** . . . Columbia 40921 . . . . . **HOP, SKIP AND JUMP**  
(Vidor, BMI)  
**YOUNG HEART** . . . . . (Vidor, BMI)  
The youngsters have had impressive disks, but this is the best to date. The "Hop" side is a big, happy rockabilly with strong thrushing by the gal and fast, fancy guitar by the lad. On the flip, there's a very commercial, chorus-backed, teen-pitched tune.

#### POP TALENT

- DAVID HOUSTON** . . . RCA Victor 6927 . . . . . **HACKIN' AROUND**  
(Trinity, BMI)  
**ONE AND ONLY** . . . . . (Home Folks-Sherlyn-Sheldon, BMI)  
Houston, heretofore strictly c.&w., emerges here as an exciting new pop talent of the rockabilly school with youthful vitality and strong showmanship. "Hackin' Around" is a rockin' blues with exuberant beat and honky-tonk piano, a la "Green Door." Flip a cover of the Don (Red) Roberts waxing "Only One" with a new title—spotlights a most impressive performance on the infectious rhythm tune.

### Reviews and Ratings

- THE EASY RIDERS AND ROBERTA LEE**  
**Strollin' Blues** . . . . . 86  
COLUMBIA 40910 — A strumming, bluesy song nicely underplayed by the Easy Riders and Roberta Lee. The listenable side has all the potential and should go very well. (Montclare, BMI)
- Tina** . . . 83  
A very strong treatment is given to the folk-calypto. Arriving on the heels of "Marianne," the sides are sure of a lot of play. Strong coupling could take off. (Acuff-Rose, BMI)
- THE BOBBSEY TWINS**  
**A Change of Heart** . . . . . 84  
CADENCE 1324—Excellent reading by the girls on an appealing country ballad, originally sliced by Kitty Wells. (Acuff-Rose, BMI)

#### Part-Time Gal . . . 83

The label is backing this disk with a deejay contest to guess the identity of the two gals. The gimmick should garner strong exposure. Performance-wise, the duo has a pleasing commercial sound on a standout rockabilly ballad, a cover of the Laura K. Bryant platter. (Mayland-Presley, BMI)

#### THE RAYS

**My Steady Girl** . . . . . 83  
XYZ 100—A dangerous side. Has the teen-age message, obviously. Also it's well sung and produced. Unidentified lead carries the load, with group support. Both sides clefted by Slay and Crewe. Not the same tune that's on Rama, incidentally. (Conley, BMI)

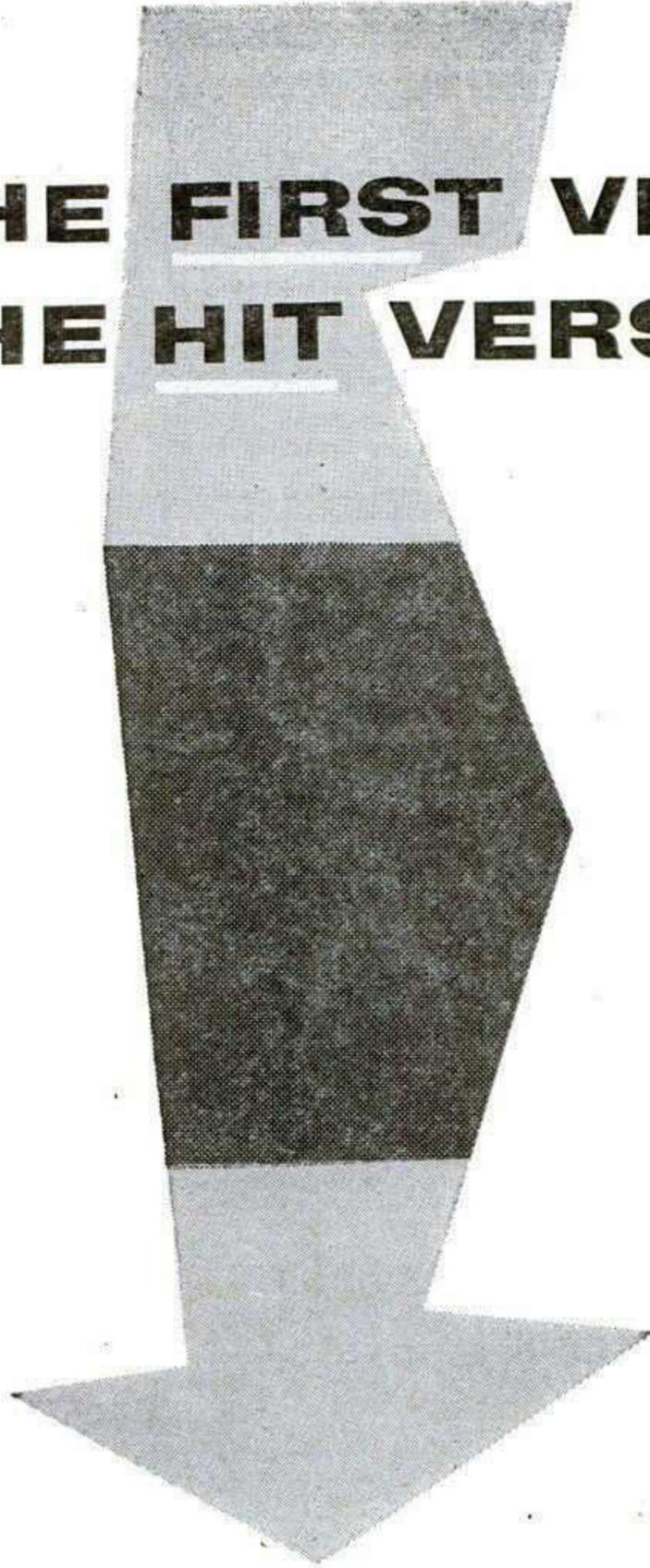
(Continued on page 69)

**THE FIRST VERSION**  
**THE HIT VERSION**

FROM  
 THE SENSATIONAL

**bonnie**  
**scott**

AMERICA'S MOST  
 DYNAMIC  
 TEENAGER



**KILL ME WITH KISSES**  
**DEEP WITHIN ME**

47/20-6921

*In Spring a Young Man's  
 Fancy Turns to Girls--  
 and Victor's got  
 The Best--*



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



**KING BEST SELLERS**

**BILL DOGGETT**

ANOTHER SMASH FOR DOGGETT 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**

BREAKING FOR A SMASH HIT **DONNIE ELBERT**  
**WHAT CAN I DO b/w HEAR MY PLEA**  
DE LUXE 6125

THE LATEST BY **EARL BOSTIC**  
**TEMPTATION b/w SEPTEMBER SONG**  
KING 5041

A HOT ONE BY **THE MIDNIGHTERS**  
**IN THE DOORWAY CRYING**  
FEDERAL 12293

A REAL HIT BY **LITTLE WILLIE JOHN**  
**I'VE GOT TO GO CRY**  
b/w  
**LOOK WHAT YOU'VE DONE TO ME**  
KING 5045

**SPECIAL RELEASE**  
**WYNONIE HARRIS**  
**BIG OLD COUNTRY FOOL**  
**THAT'S ME RIGHT NOW**  
KING 5050

**OTIS WILLIAMS and his CHARMS**  
**NO GOT DE WOMAN b/w NOWHERE ON EARTH**  
DE LUXE 6130

**THE "5" ROYALES**  
**TEARS OF JOY**  
b/w  
**THIRTY SECOND LOVER**  
King 5032

**JAMES BROWN and the FAMOUS FLAMES**  
**GONNA TRY**  
b/w  
**CAN'T BE THE SAME**  
FEDERAL 12292

**NEW RELEASES**

**JAMES BROWN AND THE FAMOUS FLAMES**  
**Love or a Game**  
b/w  
**Messing With the Blues**  
FEDERAL 12295

**THE QUARTER NOTES**  
**My Fantasy**  
b/w  
**Ten Minutes to Midnight**  
DE LUXE 6129

**EARL (CONNELLY) KING**  
**Walking Slowly**  
b/w  
**Nothin'**  
King 5038

**FULLER TODD**  
**Proud Lady—Heart Stealer**  
b/w  
**Old Fashioned**  
KING 5048

**STILL BIG—KING 4950**  
**HONKY TONK—Bill Doggett**  
**KING - FEDERAL - DELUXE RECORDS**

**AT LAST!** A NEW EXCITING SOUND  
**The Wheelers**  
**"RIDIN' ALONG" b/w**  
**"VERADA TROPICAL"**  
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Of all the trade publications covering all of showbusiness . . . **THE BILLBOARD** is the only paper with an **AUDITED PAID CIRCULATION**.

**VOX JOX**

By JUNE BUNDY

**ARE DEEJAYS NEUROTIC?**—Brooklyn newspaper columnist Lou Terras posed that provocative question in the Kings County Chronicle, Brooklyn, N. Y., recently, and answered it in the affirmative. The deejay, contended Terras, "is a frustrated performer. . . . They derive only a half-pleasure from performing before a non-seeing audience. . . . Here we have record spinners who are performers at heart but whose work revolves around the performers who have made entertainment their life's work. And here we came to the heart of the problem and learn why they play the trash they do. When there is no outlet for these secret desires they turn to other channels such as resentment."

**YESTERYEAR'S TOPS—**  
as reported in The Billboard  
The nation's top tunes on records

- MAY 17, 1947
1. Mam'selle
  2. Heartaches
  3. Linda
  4. My Adobe Hacienda
  5. Anniversary Song
  6. April Showers
  7. That's My Desire
  8. Managua Nicaragua
  9. I Believe
  10. It's a Good Day
- MAY 17, 1952
1. Blue Tango
  2. Wheel of Fortune
  3. Kiss of Fire
  4. Guy Is a Guy
  5. Blacksmith Blues
  6. I'll Walk Alone
  7. Any Time
  8. I'm Yours
  9. Pittsburgh, Pa.
  10. Forgive Me

Continuing in this controversial vein, Terras wrote, "Did you know that deejays and recording artists seldom become friends and even in those cases where some do it is usually superficial? Another factor that frustrates them: They know that while thousands may know of them, they walk the streets unrecognized."

**SHEPHERD FLYING HIGH:** Speaking of Freud, Jean Shepherd, WOR, New York, invited his listeners to "stop fighting that subconscious urge" and join him for the first annual "Go Fly a Kite, Buddy" Day Saturday (4). "If you want to rise above your fellow man, in a nice genteel inconspicuous way," said Shepherd, "Come down to Washington Square in Greenwich Village." The jock provided his fans with specially made "inconspicuous" four-inch kites while he flew a black and white job "with an additional 12 inches of string."

**THIS 'N' THAT:** Don Larkin, WAAT, Newark, N. J., conducted a country and western popularity poll recently. Faron Young walked off with the title "Number One Folk Artist of the Year." Hank Snow was second and Johnny Cash, third. . . . Jerry Marshall, WMGM, New York, hosted his listeners at a preview of the new Jean Simmons-Paul Douglas movie, "This Could Be the Night," last week. The first 1,000 persons who wrote to the jock last week received two free tickets each to the Loew's State Theater, where Marshall appeared on stage to introduce stars from the picture.

**MILLER CONCERT:** Deejay Howard Miller, WIND, Chicago,

will present another pop concert at the Civic Opera House June 15. The bill will feature pop record artists, but no names have been signed as yet. The Chicago Daily News' third annual "Youth Rally" show last Sunday (30), emceed by Miller, drew 17,500 people. Miller's contract with WIND winds up in June, and rumors have been circulating to the effect that he might move over to WBBM. The jock, however, said there is no truth to the report at this time, and that he is currently talking over a new contract with WIND.

**COLUMBUS DISCOVERS AUSTIN:** Bob Howard, WKVO, Columbus, O., who plays mostly oldies on his program, recently staged a "Gene Austin Day" in his city. The idea was sparked when Howard played an old Austin recording of "My Blue Heaven" and was overwhelmed by audience response to the disk. Howard then started plugging Decca's newly released album of sides Austin cut in the thirties, following which Austin himself flew into Columbus to receive the keys of the city and participate in a variety of affairs held in his honor.

New York City's first new commercial station in 14 years, WPOW, went on the air May 1, with Ken Sullivan and Mel Miller handling the "Friendly Neighbor" show from 6 to 7:45 a.m. and Bob Ancell emceeding the "Top 40" program from 5 to 8 p.m. daily.

Gene Winters, WPGC, Washington, D. C., emceed the first record hop ever held at the new Coca-Cola plant in Capitol Heights, Md., last week. . . . Paul Coburn, KLUB, Salt Lake City, recently acted as emcee for the "Annual U Days Songfest" of all the Greek letter organizations on the Utah University campus. The affair drew 10,000 people. . . . KPEG, Spokane, advises us that WHER, Memphis, is not the only all-fem station in the country. The outlet reports "KPEG is an all-girl radio station with girls not only doing announcing but also operating the control board, etc."

**MONITOR MUSICAL SURVEY**

According to a survey made by the NBC radio network show "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Cumberland, Md.  
"Empty Arms," Teresa Brewer, Coral.
- Cincinnati  
"Round and Round," Perry Como, RCA Victor.
- Elmira, N. Y.  
"All Shook Up," Elvis Presley, RCA Victor.
- Reno, Nev.  
"Four Walls," Jim Reeves, RCA Victor.
- Yuma, Ariz.  
"Traveling Stranger," Ann Leonardo, Capitol.
- Louisville  
"Love Letters in the Sand," Pat Boone, Dot.
- Davenport, Ia.  
"The Proposal," Norman Luboff Choir, Columbia.
- Laurel, Miss.  
"Coconut Woman," Harry Belafonte, RCA Victor.
- Baltimore  
"So Rare," Jimmy Dorsey, Fraternity.

Another New Hit  
by the  
**JIVE BOMBERS**  
•  
**"BLUES DON'T MEAN A THING"**  
b/w  
**"IF I HAD A TALKING PICTURE OF YOU"**  
Savoy #1513

**SAVOY** RECORD CO  
18 MARKET ST  
NEWARK, N. J.

THE BIGGEST OF THE YEAR!  
**FATS DOMINO**  
**VALLEY OF TEARS**  
#5442

**Imperial Records**  
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**"IF I SHOULD LOSE YOUR LOVE"**  
by  
**The Sophomores**  
Dawn 228

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New York 23, N.Y.  
Circle 4-9705

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**ONE STOP**  
45's . . . . . 60c  
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E.P.'s . . . . . 98c  
L.P.'s . . . . . 2.98  
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The **BIG** Version  
**Lou Stein**  
**"ALMOST PARADISE"**  
Unique #385

**RKO UNIQUE RECORDS**

**SEMI-FLEX 10" or 45 RECORDS**  
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Write for full particulars  
**BEST PRESSING DEAL ANYWHERE**  
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**GIVE TO DAMON RUNYON CANCER FUND**

# Reviews of New Pop Records

Continued from page 66

**(Candy Bar)—Nobody Loves You Like I Do...78**  
Rock and roll with mambo beat part way and pounding swing beat elsewhere. Another strong job, altho flip may get more heated support. (Conley, BMI)

**SYLVIA SYMS**  
**It's Good to Be Alive...82**  
DECCA 30326—Here's another of the strong group of tunes clefted by Bob Merrill for the legit "New Girl in Town." Miss Syms' biggest previous hit was another important show tune similarly scored. (Valyr, ASCAP)  
**Be Good...76**  
Lots of zip here on a bouncy tune that seems to fit the chick. Because of show exposure, flipside has a definite edge in the running. (Winneton, BMI)

**HANK AND FRANK**  
**The Rock-A-Billy Walk...81**  
XYZ 101—Again, both sides are clefted by Slay and Crewe, and both are excellent for the teen buyers. This up-tempo boogie is great dance bait, and the cats belt out the lyrics smartly. (Conley, BMI)

**MERCY AND JUSTICE**  
**Aintcha Got Some Room in Your Great Big Heart for Me...79**  
There's a little of Mickey and Sylvia in this hard-rockin' duo. With fine band and production, this smart side really moves along. This one has strong r.&b. chances as well as pop. (Conley, BMI)

**BUDDY BREGMAN ORK**  
**Nickelodeon Holiday...78**  
VERVE 10049—From out of the ricky-tick past comes this classy interpretation of the nickelodeon sound. Jocks may well play this and with right exposure, juke and counter action could come. A strong instrumental pairing. (Globarry, ASCAP)

**Theme From "New Girl in Town"...76**  
Bregman has arranged a salable version of the theme tune from the new legit hit, also waxed by Hugo Winterhalter and Nelson Riddle. Scoring seems to build all the way for a strong impression. Can compete well for the loot. (Chappell, ASCAP)

**DICK HYMAN ORK**  
**Tokyo Alley...78**  
M-G-M 12476—Oriental-flavored instrumental, with blues overtones, featuring artistic keyboard styling. A harpsichord is used and sax. A mood piece, with tonal texture. For deejays. (Cromwell, ASCAP)  
**Sweet Georgia Brown...75**  
A nimble-fingered instrumental reading of the great standard. Hyman plays the magnaharp here. The feeling is deft and tasteful. For jocks. (Remick, ASCAP)

**BONNIE SCOTT**  
**Deep Within Me...78**  
RCA VICTOR 6921—This bright item, with strains of "Workin' on the Railroad," gets sock teen-type chirping from the young thrush, formerly known as Bonnie Paul. Spins could stir interest. (GIL, BMI)  
**Kill Me With Kisses...74**  
Miss Scott comes on like a younger Micki Marlo on this scorching invitation. It's another rock and roller. (BMI, BMI)

**PAT KIRBY**  
**Tammy...78**  
DECCA 30317—The ex-Steve Allen TV thrush has one of her strongest disk outings. A simple, pretty tune with sweet, clear thrushing and dual tracking worked to advantage. Tune is from new pic "Tammy and the Bachelor." This can get a strong reaction, sales and spinwise. (Northern, ASCAP)  
**Don't Keep Silent...74**  
Another pretty love song handled with convincing warmth by Miss Kirby. Flip has more ear-catching uniqueness, but this has quality, too, and rates a look. (Empress, ASCAP)

**THE JOHNSTON BROTHERS**  
**Give Her My Love...76**  
LONDON 1741—The boys wrap up a sentimental lyric in a wistful vocal and an unusual, gentle march tempo. (Duchess, BMI)  
**Killmanjaro...74**  
Elaborate choral work and backing marks this off-beat disk, featuring hypnotic jungle-type drum accompaniment. Interesting change of pace for jock segs. (Burlington, ASCAP)

**THE CUES**  
**Crazy, Crazy Party...76**  
PREP 104—A zestful, fast-moving rock and roll side, with a show-wise vocal by the group and lead singer Ollie Jones and backing with a rockin' beat. Good programming for both pop and r. & b. jocks. (Roosevelt, BMI)  
**1 Fretted...73**  
Moving interpretation of a tender Buck Ram ballad by Jones and the group, but flip has stronger spin-potential. (Panther, ASCAP)

**CHUCK DARTY**  
**My Steady Girl...75**  
RAMA 229—Miami deejay Darty's

personable rockabilly vocal treatment of a pleasant rhythm-ballad with a catchy tempo stirred up some action reportedly in Florida, and Rama bought the master. XYZ has a different tune of same title. (Patricia & Sherlyn, BMI)  
**Can't You See?...62**  
A routine reading of a so-so blues-ballad. Flip is side to watch. (Kahl & Sherlyn, BMI)

**FREDDIE BELL & THE BELLBOYS**  
**Rockin' Is My Business...74**  
MERCURY 71105—The boys are big in Britain, but have yet to click with record fans here. They exude plenty of enthusiasm and drive on this otherwise ordinary rock and roll rhythm item. (Argo, BMI)  
**You're Gonna Be Scrry...72**  
Another lively performance on a bouncy rhythm-ballad. (Argo, BMI)

**JERRY WAYNE**  
**It's Not Too Late Now...74**  
M-G-M 12477—A rhythm side, with a touch of country in the song. Wayne gives it a rousing vocal, which is abetted by a full-voiced chorus. Could get action. (Broadcast Music, BMI)  
**Don't Want Your Kiss (Without Your Love)...69**  
Wayne gives this one a dramatic treatment. His phrasing is exceptionally good, and so is the arrangement, with its staccato beat. (Weiss-Barry, BMI)

**KAY CEE JONES**  
**The Loves of Omar Khayam...74**  
DECCA 30329—Miss Jones chants straight on this poetic hunk of exotica by Livingston and Evans, from the flick "Omar Khayam." Classy side that should intrigue quality-minded jocks. (Famous, ASCAP)  
**You I Love...62**  
Smart production of girl's gimmicky voice and honky-tonk piano. Tune is from the late TV bomb, "A Man's Game." Action unlikely here. (Mills, ASCAP)

**ROB WHALEN**  
**With This Ring (I Thee Wed)...73**  
JUBILEE 5283—A pretty melody which may appeal to adult listeners. Whalen's tasteful warbling is matched with a lush, tho not overbearing arrangement which showcases the vocal nicely. (Bregman, Vocco & Conn, ASCAP)  
**A Rose and a Prayer...72**  
The graceful waltz is done with taste and charm. The antithesis of rock and roll. Deejays should like it for a change of pace. (Bregman, Vocco & Conn, ASCAP)

**DORIS ALLEN**  
**I Can't Give You Anything But Love...73**  
JADE 106—Mambo beat combined with the new thrush's hip phrasing makes for an unusual, quite attractive side. Jocks looking for something new could give it a try. Real interesting. (Mills, ASCAP)  
**He's Funny That Way...68**  
Another standard, this time handled in hip ballad style, with traces of Chris Connor. Repertoire on both sides would be better suited to album selling. (Rosarita, ASCAP)

**ROD WILLIS**  
**Somebody's Been Rocking My Baby...73**  
CHIC 1010—Willis turns out a bright rockabilly job. Side includes chorus backing to fit current trends. Chanter has a good lusty style that could churn some action. (Smash, BMI)  
**Old Man Mose...68**  
Same tempo as the flip, this is an okay arrangement of an old, old tune. Top side definitely gets the nod here. (Joy, ASCAP)

**STANLEY BLACK**  
**Tropical...72**  
LONDON 1720—Unusual orchestration makes this instrumental version a hunting tune sure-fire, exotic programming choice for jocks. (Mills, ASCAP)  
**Begin the Beguine...70**  
Black's smart, deftly styled piano solo work is spotlighted on a listenable version of the great Cole Porter standard. Excellent for mood music segs. (Harms, ASCAP)

**FREDDIE HILL**  
**When He Is All Dolled Up...72**  
GOLDEN CREST 104—Hill hands the Walter Donaldson oldie a real old-time vaude styling. Some jocks will get a boot out of it, and it could do some juke business. (Donaldson, ASCAP)  
**Love Me a Little Bit...70**  
Cute, contagious bit of corn that has some juke appeal. (Lake Shore, ASCAP)

**JACK CARROLL**  
**Don't Look At Me...72**  
RKO UNIQUE 401—Carroll registers well on a swiny ballad, reminiscent of material usually associated with Sinatra. Quality wax for jocks. (Fran, BMI)  
**Ridin' Into Tulsa...69**  
Genial vocal job by Carroll and chorus on a pleasant western theme which ambles along at a leisurely pace. (Lamas, ASCAP)

**KIP HALE**  
**Angelita...71**  
CAVALCADE 4764—A pretty melody, romantic and classy, sung in legit style by Hale. Chorus and arrangement is lush. Nice for jocks with an eye to the adult listener. Song is from the pic, "The Restless Breed." Orchestration by D'Artega. (Olman, ASCAP)  
**Remember That Was Then...65**  
Lush fiddles and a chorus back the romantic vocal of Kip Hale. But the material isn't in the groove of today's teen market. (Bruode Bros., ASCAP)

**KAY THOMPSON**  
**Light Up the Candles on the Birthday Cake...70**  
VERVE 10052—Kay Thompson's sophisticated style is backed by a polished arrangement, imaginative and with bright sound. For jocks looking for material out of the common groove. (Thompson, ASCAP)  
**Bazazz...69**  
More bright sounds here. Song classifies as "material," again out of the ordinary run. For deejays. (Thompson, ASCAP)

**THE KING SISTERS**  
**You're My Thrill...70**  
CAPITOL 3713—Sisters pack some excitement into a frantic, Latin-rhythm styling of a great standard ballad. Some jocks may like it for an opener. (Movietone, ASCAP)  
**Imagination...68**  
The girls again switch style for an arrangement of the standard that could have been scored for the Four Freshmen or Hi-Lo's. Very hip, but unlikely to sell as a single. (ABC, ASCAP)

**PETE MARSHALL**  
**Suddenly I'm Sad...70**  
MERCURY 71109—Marshall, co-star of a recent TV version of "Manhattan Tower," sings with sincerity and heart on a moody ballad with effective lyrics. (Teri, ASCAP)  
**It's My Way...67**  
Warbler is effective, albeit a trifle strained, range-wise, on a solemnly paced ballad with semi-classical-styled backing. (Cedar-Wood, BMI)

**THE QUARTER NOTES**  
**Ten Minutes to Midnight...70**  
DE LUXE 6129—The Notes present an impressive vocal on this rhythm story-ballad. As with flip, the side could go well, if plugged. (Armo, BMI)  
**My Fantasy...65**  
The exotic, Latin-flavored tune gets a real pop treatment. The beguine arrangement could create some interest. (Menlo, BMI)

**FESS PARKER**  
**Gonna Find Me a Bluebird...70**  
DISNEYLAND 53—One of all too numerous covers of the Marvin Rainwater original, Fair-enough rendition but it's likely to go nowhere except among the die-hard fans. (Acuff-Rose, BMI)  
**Catch Me Fish...64**  
A neo-folk opus which gives Parker small enough opportunity to show off his lumberjacking outdoor style. A disappointment. (Record-Musicland, ASCAP)

**RON HARGRAVE**  
**Hold Me...70**  
M-G-M 12475—Okay, beat-backed rendition of the impassioned standard. Hard to see this cracking thru. (Robbins, ASCAP)  
**The Song of the Moonlight...60**  
There's some Mediterranean flavor to this opus based on themes from "Ill Met by Moonlight." Les interesting than flip. (Ludlow, BMI)

**JOHNNY GREEN ORK**  
**Confetti...68**  
M-G-M 12478—A pleasant, bright instrumental bit from the track of the film "Lili," which stays in circulation. Some jock possibilities for a change-up. (Robbins, ASCAP)  
**Cinderella's Wedding Cake...68**  
Instrumental excerpt from film "The Glass Slipper." A catchy, whirly tidbit for family shows. (Robbins, ASCAP)

**STEVE KARMEN**  
**Mama Look-A Booboo...68**  
ELDORADO 510—Karmen sells the calypso with sales-savvy, but spin-potential is low. Belafonte version has the market cornered. (Duchess, ASCAP)  
**Freight Train...66**  
An okay version of folksy theme, but again singer is faced with overpowering competition from earlier versions. He has talent and might click on less competitive material. (Maurice, ASCAP)

**DARLENE GILLESPIE**  
**Rock-A-Billy...68**  
DISNEYLAND 52—Cover of the Guy Mitchell hit has little chance to mak headway. Side manages to expose more of a talented young country-styled chick who has had other recent pleasing releases on the label. (Oxford, ASCAP)  
**I've Never Been in Love...66**  
The youngster projects plenty of maturity and poise into this slow, slow ballad. Tune hasn't the guts to go but it's a good framework for a strong future torch talent. (Wonderland, BMI)

(Continued on page 70)

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**Reviews of New Pop Records**

Continued from page 69

**BUDDY GRECO**

**With All My Heart** . . . 68  
KAPP 183—English and Italian lyrics are voiced on this ballad with a Latin beat. B-G Skiffle Gang lends a nice guitar backing to the Greco chanting, but chances seem slim. (Delmar, ASCAP)  
**Game of Love** . . . 62  
A pleasant enough cover arrangement of the tune waxed by Laverna Baker. Greco warbles in okay style but the original has a long head start. (Garland, ASCAP)

**HANK BARNETT**

**Deep in a Dream** . . . 68  
M-G-M 12481—Tho the voice isn't sharply recorded, the heavy-toned crooner manages some interesting phrases on this fine ballad standard. Could find some support. (Harms, ASCAP)  
**Forsaking All Others** (Never Forsaking You) . . . 60  
Tho styled with a beat, this ballad offering by Barnett doesn't appeal. (Colliseum, BMI)

**DICK OLSON**

**Hearts Were Never Meant to Be Broken** . . . 67  
Mark 104—A tender love song, chanted by Olson in a nice baritone, to a tasteful backing, including chorus. A bit old-fashioned in conception. (Dorsey Brothers, ASCAP)  
**Shake With a Guy in Love** . . . 64  
This one has the touch of show material. Olson sings it okay, with sufficient instrument and chorus to give it a full sound. But has not the appeal of the flip. (Dorsey Brothers, ASCAP)

**NORRIE PARAMOR ORK**

**The Gemini Waltz** . . . 66  
Capitol 3714—The British orkster turns out a melodic and handsomely scored piece of instrumental background material. Chorus works as an instrument. Effect is lush and makes appealing jock programming. (Beechwood, BMI)  
**Taurus Tango** . . . 60  
More fresh sounds, this time in tango rhythm. Adds up to a nice coupling for jocks, though flip is probably stronger. (Beechwood, BMI)

**RUTH WALLIS**

**A Sad Calypso** . . . 66  
Decca 30336—Material is a switch from the stuff Miss Wallis cuts for her own "party" label. There has been much stronger calypso material which has gone nowhere. (Champion, BMI)  
**Donkey Is Jackass** . . . 58  
So-so humor on still another of the many contrived calypso offerings. (Champion, BMI)

**CHRIS WARFIELD**

**You Won't Forget Me** . . . 65  
Liberty 55068—The song is from "Torch Song," a picture released a year or so ago. Warfield does a pleasant job on the pretty ballad. (Fleet, ASCAP)  
**Three Dollar Orchid** . . . 63  
New artist makes an okay debut on a rock and roll side. The cute tune and lyrics could sell. (Morris, ASCAP)

**LOUIS NYE**

**Hi-Ho Steve-O** . . . 64  
Coral 61836—Nye, as "Gordon Hathaway," shouts out some business based on a routine from the Steve Allen TV show, with swing backing by Larry Sonn ork. Only Allen addicts will get it. (Maxana, ASCAP)

**LARRY SONN ORK**

**I Gotta Run** . . . 63  
Breezy, swing tempo instrumental clefted by Steve Lawrence. Okay Lindy fare. (Vernou, ASCAP)

**WENDELL TRACY ORK**

**Little Angels Lullaby** . . . 64  
Big 607—Instrumental arrangement of a pretty ballad. A fair deejay side, but not big loot material. (Village, BMI)  
**Moonlight in Hindustan** . . . 62  
Okay instrumental with a slight Eastern flavor and pianos featured. (Village, BMI)

**LARRY CLINTON ORK & CHORUS**

**Show Me** . . . 64  
Dana 2115—Radio chanter Bill Harrington takes the vocal on this mild-mannered ballad with a rock and roll backing. Pallid material nullifies a nice vocal effort. (Dana, BMI)  
**Hi Diddle, Diddle—Oom Pah, Pah** . . . 62  
Has the flavor of the Bavarian band with chanter Bill Harrington offering a vocal of no-account lyrics. Little appeal on this. (Melody Trails, BMI)

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**THE SPORTS**

**Hot Lips and Pretty Brown Hair** . . . 64  
Deb 1002—This has speed, some swingin' live on the instrumental part, and shouted vocal by the group. Unfortunately, the material is a big letdown and chances seem very slim. (Griffie, BMI)  
**True Love Come Back to Me** . . . 55  
An old, old tune but the group has absolutely no life on the disk. They sound as tho they're struggling thru the first rehearsal. Little here. (Witmark, ASCAP)

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**LORD FLEA**  
If All Began With Adam and Eve . . . 63  
Capitol 3712—Authentic styling by Lord Flea on a night club type calypso. Singles action unlikely, tho

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the coupling could move in an album of similar fare. (Veronique, ASCAP)  
**Donkey Bray . . . 62**  
As Above. (Pinebrook, BMI)

**JACK HASKELL**  
Around the World . . . 62  
Thunderbird 1956—The score from the Mike Todd movie has already made the jockey rounds, so it's doubtful if there are many spins left for this version of the film's title theme. However, Haskell gives the melodic theme a smooth, thoroly pleasant delivery. (V. Young, ASCAP)  
**Away Out West . . . 58**  
Another good reading by the singer on a jauntily paced folksy ditty. Same comments on spin potential. (V. Young, ASCAP)

**JON NORBERT**  
Addio Cara . . . 60  
Eclipse 1653—Mandolins set the pace for this Adriatic-styled tune. Norbert belts the romantic melody with a high-powered Neapolitan tenor. In today's market it looks dubious. (Foglie, BMI)  
**Undertow . . . 56**  
Tune has a touch of the sea-gull style with rolling fiddle choruses. Singer gives the saccharine story a noble try but the day for this material has not yet returned. (Ardmore, ASCAP)

**THE WHEELERS**  
Verada Tropical . . . 60  
Accent 1050—The Wheelers are a marimba act of three. Group here performs with a big ork build-up in a night club intro. Probably a great sight bit, but on disks there's practically no chance at all. (Peer-International, BMI)  
**Ridin' Along . . . 53**  
Tune is attractive but the marimba sound on soil just doesn't have it. Disk would be a good demo for a talent buyer but that's about all. (Sound-Music, BMI)

**LYNNE RICHARDS**  
I Just Can't Get Enough of You . . . 55  
Apache 1004—A rather banal novelty-ballad is handed an okay vocal treatment by the canary. (Rochet)  
**Red Roses . . . 55**  
The ex-Harry James vocalist thrushes with intensity on a so-so ballad. (Rochet)

**LOU STEIN ORK**  
Forever Is a Long, Long Time . . . 52  
Greenbrier 115—Pleasing backing is highspot of this otherwise unexciting platter. Singer, billed as "George, the Singing Gondolier," warbles rather uncertainly on a pretty ballad. (Greenbrier, BMI)  
**Whoever You Are . . . 50**  
Same comment. (Greenbrier, BMI)

**LEON LONG**  
Somebody Else Is Taking My Place . . . 50  
King 5040—Very dull arrangement of the standard. Whole side has the sound of a high school dance band. Singer does nothing to sell it. (Shapiro-Bernstein, ASCAP)  
**Please Think of Me . . . 45**  
Another standard with results equally negligible. (Witmark, ASCAP)

**Sacred**

**THE CHUCK WAGON GANG**  
Sing on the Way . . . 86  
COLUMBIA 40912—The mixed group projects a selling warmth on this strongly appealing arrangement. Ingredients of good harmony, rhythm and message are all here. Stock this one for quick sales in the territories. (Stamps-Baxter, SESAC)  
**I Know (Yes, I Know) . . . 84**  
Another powerful devotional message. This time it's a slower tempo, but the feeling is just as strong. Informal joiners-in can really get with this. Two fine sides make it a worthwhile buy. (Hill & Range, BMI)

**STUART HAMBLÉN**  
My Father . . . 80  
RCA VICTOR 6911—Unusual, rich sacred material sung and recited by the coffer. Most action will be in the country markets, despite choral and string backing. (Hamblen, BMI)  
**The Lonesome Cowboy's Prayer . . . 70**  
Another song and recitation—without the great universal appeal of the flip. (Hamblen, BMI)

**Polka**

**FRANK WOJNAROWSKI ORK**  
White Waltz . . . 80  
DANA 3258—Here's a big ork treatment—including full-size brass and reed sections—of a lazy, melodic three-beater. Contrasts with normal polka-type group, but the listening's easy to take. (Dana, BMI)  
**Dark Bell—Polka . . . 79**  
This can get listening, too. Big ork sound applied to the polka beat. Good sales in view for polka specialists and jukes in the right areas. (Dana, BMI)

**ORGANISTS—PIANISTS**

Singles and Duos wanted for Midwest bookings in hotels, cocktail lounges, cafes. Must have ability above average. Send photos and tell all.

**TOMMY THOMPSON**  
Parker Hotel, Rochester, Minn.

**STEVE ADAMCZYK**  
Happy Days—Polka . . . 78  
DANA 3251—Faster, lighter polka tempo on this side, with same favorable market potential. From the same album as the flip. Either one of these makes good tavern juke programming. (Sajewski, BMI)  
**It's Never Too Late—Oberek . . . 76**  
A good, bright sound registers here with accordion in the spotlight. Side is from a recent album and like the bigger package, it rates exposure in the right markets. (Sajewski, BMI)

**GENE WISNIEWSKI & HIS HARMONY BELLS**  
Heel and Toe Dance—Polka . . . 76  
DANA 3256—Harmony Bells crew provides danceable stuff with some fancy fingering on the accordion. Good arrangement, with good decibel quotient, should make a possible box selection. (Dana, BMI)  
**Eldorado—Oberek . . . 72**  
The slower-paced work is expressed in a playable reading by the group. Makes a good companion piece with the flip for the juke trade. (Dana, BMI)

**Spiritual**

**RADIO FOUR**  
Travelin' Through the Land . . . 85  
NASHBORO 600—A wonderfully dedicated job by the quartet. Side has solid religion and a great, hand-clapping beat. This can get itself lots of attention, from jocks and buyers. (Excelloree, BMI)  
**You Must See Jesus . . . 84**  
Every bit as impressive as the flip, this has the same pounding rhythm with a constantly building effect. Two strong sides should rate as good, solid sellers. (Excelloree, BMI)

**THE HIGHWAYS O'S**  
I'll Trust His Word . . . 78  
VEE-JAY 844—Of-repeated figure gives the lead chanter a chance to pound out a simple but memorable message. A good group and both sides are worthy of exposure. (Tollie, BMI)  
**I Was So Happy . . . 74**  
A slow dirge-like chant sung and spoken with a fervent spirit. Melody content is weak but intensity of performance is worth a listen. (Tollie, BMI)

**JEWEL GOSPEL TRIO**  
Sin Is to Blame . . . 77  
NASHBORO 599—Rev. L. Harrison, a high-pitched lead singer, delivers this powerful message, accompanied by the trio in the chorus harmonies. Strong performance can win plays in its market. (Excelloree, BMI)  
**Praying Time . . . 73**  
Moderate-paced gospel chant. Spirit is there with strong lead belting but balance in disk is bad with piano and organ sometimes nearly drowning the singers. (Excelloree, BMI)

**Number of Releases This Week**

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	1	—
ACCENT	1	—	—
ANTLER	—	2	—
APACHE	1	—	—
ATLANTIC	1	2	—
BAKERS FIELD	—	—	2
BIG	1	—	—
CADENCE	1	—	—
CAPITOL	4	—	2
CAVALCADE	1	—	—
CHIC	—	—	1
CHOICE	—	—	1
COLUMBIA	3	—	3
CORAL	—	1	—
DANA	1	—	—
DAWN	—	1	—
DEB	1	—	—
DECCA	—	—	3
DE LUXE	1	—	—
DISNEYLAND	2	—	—
DONNA	—	1	—
EBB	—	4	—
ECLIPSE	1	—	—
ELDORADO	2	—	—
EXCEL	—	1	1
EXCELLO	—	1	—
FABLE	—	1	—
FEDERAL	—	2	—
FIRESIDE	—	—	2
FLASH	—	1	—
FORTUNE	—	—	1
GOLDEN CREST	2	—	—
GREENBRIER	1	—	—
HOLIDAY	—	1	—
KAPP	1	—	—
KING	1	—	1
JADE	1	—	—
JUBILEE	1	—	—
JUPITER	1	—	—
LIBERTY	2	—	—
LONDON	3	—	—
MARK	2	—	—
MERCURY	2	5	3
M-G-M	7	—	1
PREP	1	—	—
RAMA	2	—	—
RCA VICTOR	1	—	2
RKO	1	—	—
STANDARD	—	—	1
THUNDERBIRD	1	—	—
VEE JAY	—	1	—
VERVE	2	—	—
XYZ	2	—	—
TOTAL	55	26	23

**News Review**

Continued from page 32

series, captioned: "Parnassus: A Treasury of the Spoken Word," courts the mass market rather than the eggheads who may find elsewhere anything from E. E. Cummings to Sanskrit.

Veteran record collectors will recognize excerpts from the Shakespeare and story-telling sets from previous incarnations going back to 78 r.p.m. All the others appear to be new.

Titles and credits in series include: "Famous Poems That Tell Great Stories" (1-12"), R. E. Johnson, Arnold Moss, A. Scourby, Fredric March and Agnes Moorehead, (DL 9040); "William Shakespeare: Immortal Scenes and Sonnets" (1-12"), John Gielgud, Pamela Brown, Arnold Moss and R. E. Johnson (DL 9041); "The Fun Makers—An Evening With the Humorists" (1-12"), Arnold Moss, R. E. Johnson, Jay Jostyn and A. Scourby (DL 9042); "The Heart Speaks: Lyrics of Love" (1-12"), Arnold Moss and R. E. Johnson (DL 9043); "The Heroic Soul: Poems of Patriotism (1-12"), Arnold Moss, R. E. Johnson and Jay Jostyn (DL 9044); "Words to Live By: Prayers and Inspirations" (1-12"), Arnold Moss, R. E. Johnson and Jay Jostyn (DL 9045).  
Bernard Braddon.

**All-Army Talent**

Continued from page 32

dian talent for shows, recording and broadcasting.  
Announcement of the contest, with over 200 entries from all the armed forces, was made by Maj. Gen. Herbert M. Jones, Adjutant General. Army's USAREUR jazz contestants who toured Germany and France last fall will also be represented. Winners of the Army contest will again appear on the Ed Sullivan show this year, as they did last.

Dr. Harold Arberg, head of "soldier music" in Army's Special Services Division, has asked Billboard's music editor, Paul Ackerman, and N. T. outdoor editor, Jim McHugh, to assist in the judging, as they did last year. Mitch Miller will be on the roster of judges for musical talent.  
First-rate sound is expected at the Signal Corps' Fort Monmouth theater. Sounds to be heard will include everything from barber shop groups to jazz instrumental and vocal, in groups and solos. Blues and country categories will also be on hand.

**Indict Rizek**

Continued from page 32

conclusion of these sessions, during which Rizek's tremendous dealings in records and audio goods with Sam Goody were brought out in testimony, Rizek made the "miracle" statement in reference to the job his lawyers had done for him.  
Following completion of the bankruptcy sessions, the Grand Jury commenced its hearing. The embezzlement charges came as the result of Rizek's alleged personal transfer of 14 different blocks of funds from the bank account of the Hampshire Corporation to the account of Colonial Electronics, another of his firms. To show that Colonial had enough in the till to cover the amounts of transfers, Rizek allegedly forged the initials of Sam Goody on two invoices for material supposedly accepted by Goody from Colonial.

Just prior to the handing down of the indictments, Rizek was discharged from St. Peter's General Hospital after undergoing an ulcer operation. On Friday (10) he entered pleas of "not guilty" to all charges in County Court here.

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**JOHNNY CASH'S**  
**"NEXT IN LINE"**  
and  
**"DON'T MAKE ME GO"**  
Sun 266

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# 'FABULOUS'

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ONCE MORE

# CARL SMITH

• **Review Spotlight on . . .**  
C&W RECORDS

**CARL SMITH**  
Try to Take It Like a Man (Cedarwood, BMI)  
Mr. Lost (Gaylord, BMI)—Columbia 40918—Two great sides,  
warbled in traditional country style by Smith, who rarely misses  
the best-seller charts. "Try to Take It Like a Man" is a plaintive  
waltz-weeper, while the flip is an appealing up-tempo rhythm  
item. Both sides spotlight powerful performances by Smith, with  
"Try to Take It Like a Man" a shade stronger.

comes up with a  
HIT record

## TRY TO TAKE IT LIKE A MAN

and

## MR. LOST

Columbia #40918

FEATURED STAR  
PHILIP MORRIS COUNTRY  
MUSIC SHOW

PERSONAL MANAGEMENT:  
JIM DENNY  
ARTIST BUREAU  
146 7th AVE., NO.,  
NASHVILLE, TENNESSEE  
PHONE: ALpine 6-5558

The Philip Morris Country Music Show  
broke show business attendance records  
at the Coliseum in Louisville, May 1,  
when 15,600 people turned out for it.  
Show is carried over the Mutual Radio  
Network on Fridays from 9:05 to 9:30  
P.M. Eastern Daylight Saving Time.



### • C&W Best Sellers in Stores

For survey week ending May 8

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	Weeks on Chart	Last Week
<b>1. GONE (BMI)—F. Husky</b> .....	1	13
Missing Persons (BMI)—Cap 3628		
<b>2. WHITE SPORT COAT (BMI)—M. Robbins</b> .....	2	5
Grown-Up Tears (BMI)—Col 40864		
<b>3. ALL SHOOK UP (BMI)—E. Presley</b> .....	4	6
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
<b>4. HONKY TONK SONG (BMI)—W. Pierce</b> .....	3	8
SOME DAY (BMI)—Dec 30255		
<b>5. FOUR WALLS (BMI)—J. Reeves</b> .....	6	3
I Know and You Know (BMI)—Vic 20-6874		
<b>6. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> ...	5	12
Poor Man's Roses (ASCAP)—Dec 30221		
<b>7. FRAULEIN (ASCAP)—B. Helms</b> .....	11	7
Heartsick Feeling (BMI)—Dec 30194		
<b>8. YOUNG LOVE (BMI)—S. James</b> .....	7	12
YOU'RE THE REASON (I'M IN LOVE) (BMI)—Cap 3602		
<b>9. FIRST DATE, FIRST KISS, FIRST LOVE (BMI)—S. James</b> .....	9	6
Speak to Me (BMI)—Cap 3674		
<b>10. GONNA FIND ME A BLUEBIRD (BMI)—M. Rainwater</b> .....	14	3
So You Think You've Got Troubles (BMI)—M-G-M 12412		
<b>11. THERE YOU GO (BMI)—J. Cash</b> .....	8	22
Train of Love (BMI)—Sun 259		
<b>12. I'M TIRED (BMI)—W. Pierce</b> .....	10	16
It's My Day (BMI)—Dec 30155		
<b>13. AM I LOSING YOU? (BMI)—J. Reeves</b> .....	12	16
Waitin' for a Train (BMI)—Vic 20-6749		
<b>14. I MISS YOU ALREADY (BMI)—F. Young</b> .....	12	13
I'm Gonna Live Some Before I Die (BMI)—Cap 3611		
<b>15. DON'T STOP THE MUSIC (BMI)—G. Jones</b> .....	—	1
Uh, Uh, No (BMI)—Mercury-Starday 71029		
<b>15. YOUR TRUE LOVE (BMI)—C. Perkins</b> .....	15	2
Matchbox (BMI)—Sun 261		

### • Most Played C&W in Juke Boxes

For survey week ending May 8

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	Weeks on Chart	Last Week
<b>1. ALL SHOOK UP (BMI)—E. Presley</b> .....	2	5
That's When Your Heartaches Begin (ASCAP)—Vic 20-6870		
<b>2. GONE (BMI)—F. Husky</b> .....	1	11
Missing Persons (BMI)—Cap 3628		
<b>3. WHITE SPORT COAT (BMI)—M. Robbins</b> .....	3	5
Grown-Up Tears (BMI)—Col 40864		
<b>4. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> ....	5	7
Poor Man's Roses (ASCAP)—Dec 30221		
<b>5. GONNA FIND ME A BLUEBIRD (BMI)—M. Rainwater</b> .....	8	6
So You Think You've Got Troubles (BMI)—M-G-M 12412		
<b>5. FOUR WALLS (BMI)—J. Reeves</b> .....	10	2
I Know and You Know (BMI)—RCA Victor 20-6874		
<b>7. HONKY TONK SONG (BMI)—W. Pierce</b> .....	7	6
SOME DAY (BMI)—Dec 30255		
<b>8. THERE YOU GO (BMI)—J. Cash</b> .....	4	19
TRAIN OF LOVE (BMI)—Sun 258		
<b>9. AM I LOSING YOU? (BMI)—J. Reeves</b> .....	6	13
Waitin' for a Train (BMI)—Vic 20-6749		
<b>10. I'M TIRED (BMI)—W. Pierce</b> .....	—	15
It's My Way (BMI)—Dec 30155		
<b>10. TOO MUCH (BMI)—E. Presley</b> .....	—	12
Playing for Keeps (BMI)—Vic 20-6800		

### • Most Played C&W by Jockeys

For survey week ending May 8

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	Weeks on Chart	Last Week
<b>1. GONE—F. Husky</b> .....	1	12
Cap 3628—(BMI)		
<b>2. WHITE SPORT COAT—M. Robbins</b> .....	3	5
Col 40864—(BMI)		
<b>3. HONKY TONK SONG—W. Pierce</b> .....	2	8
Dec 30255—(BMI)		
<b>4. FOUR WALLS—J. Reeves</b> .....	4	3
Vic 20-6174—(BMI)		
<b>5. GONNA FIND ME A BLUEBIRD—M. Rainwater</b> .....	6	20
M-G-M 12412—(BMI)		
<b>6. WALKIN' AFTER MIDNIGHT—P. Cline</b> .....	9	10
Dec 30221—(BMI)		
<b>7. FRAULEIN—B. Helms</b> .....	8	5
Dec 30194—(ASCAP)		
<b>8. ALL SHOOK UP—E. Presley</b> .....	5	6
Vic 20-6870—(BMI)		
<b>8. OH, SO MANY YEARS—W. Pierce &amp; K. Wells</b> .....	15	6
Dec 30183—(BMI)		
<b>10. FIRST DATE, FIRST KISS, FIRST LOVE—S. James</b> .....	12	4
Cap 3674—(BMI)		
<b>11. AM I LOSING YOU?—J. Reeves</b> .....	10	18
Vic 20-6749—(BMI)		
<b>12. SOME DAY—W. Pierce</b> .....	—	2
Dec 30255—(BMI)		
<b>13. YOUNG LOVE—S. James</b> .....	7	22
Cap 3602—(BMI)		
<b>14. THERE YOU GO—J. Cash</b> .....	11	20
Sun 258—(BMI)		
<b>15. BYE, BYE LOVE—Everly Brothers</b> .....	—	1
Cadence 1315—(BMI)		

### • This Week's C&W Best Buys

**BYE BYE, LOVE** (Acuff-Rose, BMI)—Webb Pierce—Decca 30321—All the country markets are listing strong sales for the disk. It is also selling well in Buffalo, Baltimore, Philadelphia, Milwaukee and Chicago. Looks like a sure bet to be a big one. Flip is "Missing You," (Copar, BMI). A previous Billboard "Spotlight" pick.

**HE WAS THERE** (Alamo, ASCAP)—Faron Young—Capitol 3696—There has been a consistent growth of sales for this pop-styled platter, and now it has broken thru in several areas. Strongest markets are St. Louis, Atlanta and Richmond. It's also selling well in Buffalo, Baltimore, Philadelphia and Milwaukee. Elsewhere, sales are good and increasing. Flip is "The Shrine of St. Cecelia," (Braun, SESAC). A previous Billboard "Spotlight" pick.

### • Review Spotlight on . . .

#### C&W RECORDS

##### JOHNNY CASH

Next in Line (Knox, BMI)  
Don't Make Me Go (Knox, BMI)—Sun 266—See listing under Review Spotlight on Pop Records.

##### JIM EDWARD, MAXINE AND BONNIE BROWN

I'm in Heaven (American, BMI)  
Getting Used to Being Lonely (Showcase, BMI)—RCA Victor 6918—The brother and his two sisters have a strong pair of traditional sides. First, there's a hymn of love with a devotional tone with insistent harmony backing Jim's lead. A powerful blend of love and salvation. The flip has another beautifully handled ballad that can pay off.

#### SACRED

##### THE JOHNSON FAMILY SINGERS

Tell Me the Old, Old Story (PD)  
Precious Memories (Stamps Baxter, SESAC)—RCA Victor 6912—The singers have turned out an exceptional job with these wonderful hymn readings. Both sides have that glowing old-fashioned flavor and Betty Johnson sings the leads in angelic style. For sacred-minded clientele and for hundreds of jocks, both sides are absolute musts.

**DICKIE BISHOP . . . No Other Baby**: Cumberland Gap . . . London 1736—Disk was selected as a C. & W. Disk Jockey Programming Spotlight in the April 29 issue, but the label and number were omitted thru error.

### • C&W Territorial Best Sellers

For survey week ending May 8

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. White Sport Coat, M. Robbins, Col.
2. Some Day, W. Pierce, Dec.
3. All Shook Up, E. Presley, Vic.
4. Gone, F. Husky, Cap.
5. Three Ways, K. Wells, Dec.

#### Charlotte

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. There You Go, J. Cash, Sun
4. Young Love, S. James, Cap.
5. I'm Tired, W. Pierce, Dec.

#### Dallas-Fort Worth

1. White Sport Coat, M. Robbins, Col.
2. Fraulein, B. Helms, Dec.
3. Gone, F. Husky, Cap.
4. Four Walls, J. Reeves, Vic.
5. Gonna Find Me a Bluebird M. Rainwater, M-G-M
6. Young Love, S. James, Cap.
7. Don't Stop the Music, G. Jones, Stdy.
8. Knee Deep in the Blues M. Robbins, Col.
9. Honky Tonk Song, W. Pierce, Dec.
10. Some Day, W. Pierce, Dec.

#### Houston

1. Gone, F. Husky, Cap.
2. White Sport Coat, M. Robbins, Col.
3. All Shook Up, E. Presley, Vic.
4. Gonna Find Me a Bluebird M. Rainwater, M-G-M
5. Four Walls, J. Reeves, Vic.
6. Fraulein, B. Helms, Dec.
7. Don't Stop the Music, G. Jones, Stdy.
8. Walkin' After Midnight, P. Cline, Dec.
9. Young Love, S. James, Cap.

#### Memphis

1. All Shook Up, E. Presley, Vic.
2. Next in Line, J. Cash, Sun
3. White Sport Coat, M. Robbins, Col.
4. Four Walls, J. Reeves, Vic.
5. Honky Tonk Song, W. Pierce, Dec.
6. So Long, I'm Gone, W. Smith
7. Bye Bye Love, Everly Bros., Cdc.
8. Gonna Find Me a Bluebird M. Rainwater, M-G-M

#### Nashville

1. Four Walls, J. Reeves, Vic.
2. Fallen Star, J. Newman, Dot
3. White Sport Coat, M. Robbins, Col.
4. I'll Be There, R. Price, Col.
5. All Shook Up, E. Presley, Vic.
6. Three Ways, K. Wells, Dec.
7. Bye Bye Love, Everly Bros., Cdc.
8. Gone, F. Husky, Cap.
9. Walkin' After Midnight, P. Cline, Dec.

#### Richmond, Va.

1. White Sport Coat, M. Robbins, Col.
2. Gone, F. Husky, Cap.
3. Four Walls, J. Reeves, Vic.
4. Don't Laugh, Louvin Bros., Cap.
5. Gonna Find Me a Bluebird M. Rainwater, M-G-M

#### St. Louis

1. All Shook Up, E. Presley, Vic.
2. Gone, F. Husky, Cap.
3. Four Walls, J. Reeves, Vic.
4. White Sport Coat, M. Robbins, Col.
5. Walkin' After Midnight, P. Cline, Dec.

### • Reviews of New C&W Records

##### BILLY WALKER

**On My Mind Again**.....82  
COLUMBIA 40920—A country ballad which will appeal to pop listeners. A chorus hints Walker's vocal. Letter chanted in fine style, in slow tempo, to a well-marked rhythm. Watch it. (Slim Willet, BMI)

##### Viva La Matador

.....65  
This side is a novelty with a Latin flavor, and a lyric which includes crowd sounds. Rather colorful in effect. (Nor Va Jak, BMI)

##### TEX WILLIAMS

**Talkin' to the Blues**.....79  
DECCA 30328—The side is a cover of the Jim Lowe original, which has been in circulation for several weeks. This effort is sure to get some play. (Trinity, BMI)

##### Every Night

.....79  
A very strong vocal of the tune which has also been done by Peggy Lee. Williams hits a real rock and roll groove here. The side should go well. (Fairway, BMI)

##### LOUISE DUNCAN

**Heart**.....78  
CAPITOL 3716—The thrush waits with vibrant sincerity on a moving ballad, highlighted by excellent lyrics. With proper exposure this might happen. (Central Songs, BMI)

##### Too Young to Settle Down

.....77  
A poignant reading by the thrush of an effective weeper. (Central Songs, BMI)

(Continued on page 74)

the sound that SELLS

**SLEEPY LA BEFF**

HAS A HIT

**"All Alone"**

COUPLED WITH

**"I'M THROUGH"**

MS 7112

**CHARLIE WALKER**

Singing With The Four Pals and With The Big Beat

**"I'll Never Let It Show"**

COUPLED WITH

**"TAKE MY HAND"**  
(I'll Understand)

MS 7111

DON'T DELAY



ORDER TODAY

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Hank Snow and His Rainbow Ranch Boys are set for an extensive tour of Canada beginning in July. The trek will take them thru Ontario and into Newfoundland, and with the completion of the tour Hank and his lads will have covered virtually all of Canada within the past year. Tuesday of this week (14), Snow and the Rainbow Ranchers complete a 14-day jaunt with Jim Reeves and band, which carried them thru Virginia, Pennsylvania, New York, New Jersey, Vermont and Connecticut. Mr. and Mrs. Snow, along with Jimmie Rodgers Snow and the Rainbow Ranch Boys, will spend May 21-22 in Meridian, Miss., for the Fifth Annual Jimmie Rodgers Memorial Celebration. On May 26, Hank takes his combo to Hary Smythe's Buck Lake Ranch, Angola, Ind.

Faron Young put in the May 6-14 period visiting pop deejays in Chicago, St. Louis, Detroit, Cleveland, Boston, Hartford, Conn.; New York, Philadelphia and Baltimore to plug his latest Capitol release, "The Shrine of St. Cecilia" and "He Was There." Faron's own composition, "Goin' Steady," as recorded by Tommy Sands on the same label, is reported going like a house afire by Capitol's Ken Nelson. Another of Young's own compositions is slated to be cut soon by Elvis Presley on RCA Victor. . . . Ferlin Husky works his first solo nitery date at Club El Rancho, Winnipeg, Man., May 13-18.

Tom Kelly has set Brenda Lee, George Jones, Patsy Cline, Jimmy Newman, the Everly Brothers, Mel Tillis and Smokey Pleacher for an eight-day tour thru New Mexico, Colorado, Wyoming, Idaho and Washington, starting May 25 and running thru June 2. . . . Hawkshaw Hawkins is pointing toward the pop field with his newest release on the RCA Victor label, "With This Pen" b.w. "Dark Moon." . . . The Philip Morris Country Music Show is laying off the week of May 12-18 and resumes its trek at Sylacauga, Ala., May 20, to follow with Demopolis, Ala., 21; Meridian, Miss., 22; Pensacola, Fla., 23; Eglin, Fla., 24; Selma, Ala., 25; Montgomery, Ala., 26; Troy, Ala., 27; Montgomery, Ala., 28; Dothan, Ala., 29, and Columbus, Ga., 30-31. Early in June the unit works up the Coast to Norfolk, where it shows June 12-13. It then tours thru Virginia thru the end of June.

"The Town and Country Time overseas unit, featuring Mel Price and the Sante Fe Rangers, Grandpa Jones, Barbara Ann Shirley, Dale Turner and Bob (Luke) Jones, has returned to the States after entertaining U. S. Air Force personnel on a 10-week tour that took them half way around the world. Price has resumed his daily radio show over WIPA, formerly WASL, Easton, Md. . . . Nan Castle, 16-year-old country singer who made her debut on the RCA Victor label in March with "Run Along, Junior" b.w. "Take My Love," has just cut another session in Nashville under the direction of RCA Victor's Chet Atkins. Nan appears regularly on the Saturday night "Red River Jamboree" in Paris, Tex., and heads up her own "Nan Castle Show" over KSST, Sulphur Springs, Tex., on Wednesday nights, 8-8:30.

Johnnie Bailes, who spins the country wax at WJAT, Swainsboro, Ga., recently purchased by Jim Denny and Webb Pierce, has just been appointed manager of Nancy Auditorium there, also recently

acquired by Denny and Pierce. Bailes says he's endeavoring to keep something cooking in the auditorium at least four nights a week and Sunday afternoons. On Friday nights, the Nancy is occupied with a record hop which, Bailes says, pulls on an average of 500 teen-agers. Saturday nights are taken up with "Peach State Jamboree," which runs from 8 p.m. to midnight and which Bailes emcees. Other nights are taken up with country shows, gospel sings and the like.

Elmer Snodgrass, talent director of WGGC, Gainesville, Ga., and Buddy Pitts, manager of the Chapeleers Quartet, heard daily over WGGC the last two years, are planning a series of gospel concerts in the North Georgia area in the near future. The boys feel that the territory is ripe for gospel groups, as there has been little activity along those lines in that area the past year. . . . Curly Gurlock, Edmonton, Alta., c.&w. deejay, is still bringing the best country shows available to Edmonton Gardens. On May 10 it was the Johnny Cash show, which included Wanda Jackson, Carl Perkins and Jerry Lee Lewis.

The "Buck Benson Show," new country music jamboree, is heard each Saturday, 8:30-9 a.m., over WGAL-TV, Lancaster, Pa., sponsored by the Super Self-Service Show Stores. Featured are Buck Benson and His Country Neighbors. Benson continues with his daily c.&w. deejay program over WLBR, Lebanon, Pa.; WORK, York, Pa.; WGAL, Lancaster, and WRAW, Reading, Pa. . . . Homer and Jethro, stars of WLS' "National Barn Dance," Chicago, have a new album titled "Barefoot Ballads" on the RCA Victor label.

Denver Duke and Jeffery Null (Mercury-Starday) have kicked off a new two-hour Saturday afternoon jamboree over WVOW, Logan, W. Va., in conjunction with Hence (Country Bill) Eversole, who produces and emcees the seg. Duke and Null are presently on a 26-date tour that will carry them thru June 6. Accompanying them on the trek are Little Josie Jitters and Bashful Beau Henry, and Uncle Zeke. Thrush Doris Lee will appear with them at most of the stands, with Jess Stevens, a new artist, filling in at some of the spots. . . . Ken Fairlie, 18-year-old singer-guitarist, has as his first release on the Event label, "The Table's Turned" b.w. "Tonight Is Just Another Sleep." A native of Montreal, Fairlie is currently being handled by the Canadian Talent Company of that city.

Lucky Moeller, of Top Talent, Inc., Springfield, Mo., has set Brenda Lee, Marvin Rainwater, Bobby Lord, Chuck Bowers, the Philharmonics, Suzi Arden, Uncle Cyp Brasfield, the Jubilee Promenaders and Bill Wimberly's Country Rhythm Boys for the annual Navy Relief Show to be staged at the Naval Air Station, Norman, Okla., May 14. . . . Eddie Harrell, a feature on the staff of WDRF, Chester, Pa., has inaugurated a series of Monday night dances at Green Ridge Memorial Home, that city. . . . Okie Jones, formerly with the Casey Clark jamboree, Detroit, is now working out of Fort Worth. He appears each Saturday night in Paris, Tex., where he doubles between his regular dance engagement with the Western Starlighters and the "Red River Jamboree."

Roy Glen and Pee Wee Reid, of Paris, Tex., have in-

augurated a two-hour preview of their Saturday night "Red River Jamboree" in the form of a live remote broadcast from KFTV, Paris, from 2-4 p.m. each Saturday, with talent from the night show participating. Presented in the Coliseum, with seating capacity of over 1,000, the producers say it's the largest free broadcast in the Southwest. The night show continues as usual, spotting local, regional and visiting name talent.

Del Wood spots her grand honky-tonky pianistics on a new RCA Victor album just released. Tunes include "Pony Boy Medley," "Remember Me," "Run-around," "Tennessee Waltz," "Chinese Breakdown," "Little Green Valley," "Beer Barrel Polka," "Sen-

timental Journey," "Black and White Rag," "Cuckoo Waltz," "Red Rose," and "Somebody Else Is Taking My Place." . . . Dave Folks, of Hamilton, Ont., has a new one on the Spartan label spotting two tunes penned by Jimmy Johnston. The first is a rockabilly number titled "Rockin' the Blues," with the flip a blues number called "Everlasting Blues." Frontier Music (BMI), owned by Fred Roy, is publishing the ditties. . . . Jimmy Work, songwriter-performer, has moved from his Michigan stamping grounds to Whittier, Calif., where he has launched the Work Music Publishing Company. His contract with the Dot label recently expired.

Decca's Montana Slim (Wilf Carter) last week kicked off his annual extended tou of Canada at St. Thomas, Ont., May 6 and followed in order with Simcoe, 7; Chatham, 8; Stratford, 9; Woodstock, 10, and London, 11, all in Ontario. From May 13-18, Slim

plays the following Ontario spots: Belleville, Brockville, Kingston, Peterborough, Colingwood and Owen Sound. May 27-31 finds him in Calt, Milton, Scarborough, Toronto and Sudbury, in the same Province. On June 1, he stops off in Sault Ste. Marie, Ont. . . . Ward Allen continues to hold 'orth with his old-time fiddling at CFRA, Ottawa, Ont., while keeping busy on personals in the Ottawa Valley. His latest release on the Spartan label is "Back to the Sugar Camp."

## THE VIPER SKIFFLE GROUP

Cumberland Gap . . . . .68  
CAPITOL 3711—An exciting version of the tune already getting action via the Lonnie Donegan disk. Side was recorded in Britain. Builds as it goes along. (Cromwell, ASCAP)  
Maggie May . . . . .68  
This skiffle has a nostalgic flavor, and a lyric about a sailor who fall afoul of a chick in Liverpool. Has a rousing beat and gang-sing effect. (Essex, ASCAP)

## MEL TILLIS

It's My Life . . . . .66  
COLUMBIA 40904—Some observations on human nature expressed in back-country style by Tillis. Other voices work in to lend on okay harmony sound. No fast action indicated, however. (Tree, BMI)  
Case of the Blues . . . . .65  
Tillis puts the yodels to work on this blues with a slow, persistent beat. Down guitar backs the good chanting, but material is only so-so. (Tree, BMI)

## BILL MONROE

Four Walls . . . . .68  
DECCA 30327—Monroe and the Blue Grass Boys wrap up the expressive ballad in a real backwoods vocal treatment. Jim Reeves and Jim Lowe, tho, have song cornered in both markets. (Sheldon, BMI)  
A Fallen Star . . . . .65  
Pensive vocal cover by Monroe on a melancholy love song with wistful lyrics. (Tree Pub, BMI)

## STONEWALL JACKSON

Don't Be Angry . . . . .64  
COLUMBIA 40883—Sort of a documentary of a lifetime in this message. Material is well conceived, but somehow the spark is missing. (Acuff-Rose, BMI)  
Knock Off Your Naggin' . . . . .60  
A fair warning to the chick. An age-old problem, but this doesn't make it sound very different. Limited chances only. (Ernest Tubbs, BMI)

## DUSTY PAYNE

Long Time Gone . . . . .64  
BAKERSFIELD 119—Western warbler belts this "Hey, Bobba Rebob" type shout with just fair effect. Some home-town sales possible. (Chris, BMI)  
Easy to Cheat . . . . .60  
Sad tale is sung and orked in Western style. Mild stuff for today's market. (Chris, BMI)

## MR. & MRS. SUNSHINE

Grandma's Courtin' . . . . .63  
M-G-M 12473—Fem member of duo sings out with cheerful drive on a fairly amusing ditty about an 82-year-old gal with young ideas. (Cenora Songs, BMI)  
Don't You Believe . . . . .60  
Pleasing blend work by duo on a so-so country ballad. (Cenora Songs, BMI)

## JIMMY HINKLE

Seeing Is Believing . . . . .69  
FIRESIDE 28836—Melancholy reading on old-fashioned country weeper. (Country Music, BMI)  
Won't Cha Marry Me? . . . . .55  
Routine rhythm tune with Hinkle chanting in legit country style. No special distinction here. (Acuff-Rose, BMI)

## DON BURTON

You Told Me You Loved Me . . . . .59  
MARK 1051—Combination of unimpressive vocal, poor material and dull backing kill any chance on this. Stay away. (Grille, BMI)  
I'm Counting Stars . . . . .48  
Same sad quality story, unvaried except by slower tempo, in a three-beat framework. (Grille, BMI)

## Reviews of New C&W Records

Continued from page 73

### SLEEPY LA BEFF

All Alone . . . . .78  
MERCURY 71112—There's a Sun Records sound to the vocal styling and ping-pong guitar effect. La Beff hands this a most engaging whirl, and it could click. (Starrite, BMI)  
I'm Through . . . . .70  
The chick gets a one-way ticket to the end of the line. Rhythmic backing is catchy in the rockabilly vein, and La Beff again gives it distinction, tho flip gets the nod. (Starrite, BMI)

### TENNESSEE JIM

My Baby She's Rockin' . . . . .77  
CHOICE 852—Rockabilly blues with great relaxed tempo and a story well sung. (Shelter, BMI)  
Hold Me Tight . . . . .71  
A nice skiffle sound on this up-tempo tune. Tennessee Jim strikes a real rockabilly groove here that should attract some coin. (Shelter, BMI)

### MYRNA LORRIE

Teenagers Breakup . . . . .76  
RCA VICTOR 6909—Here's a chick who should make it. Miss Lorrie sings this weeper right from the heart, and it's a song that will bring a tear to many an eye. In waltz time. (Hank Snow, Hill & Range, BMI)  
Just Released . . . . .73  
Another weeper. Miss Lorrie gives it the same tear-drenched reading, and it's effective. (Tannen, Inc., BMI)

### CHARLIE WALKER

Take My Hand (I'll Understand) . . . . .75  
MERCURY 71111—Country warbler sings a good near-pop ballad with backing by group and restrained rock and roll band. Better production can be imagined, but this has something that bears watching. (Starrite, BMI)  
I'll Never Let It Show . . . . .71  
An energetic rendition of some attractive material. Quality of the rural jazz band doesn't help the warbler, however. (Starrite, BMI)

### BUDDIE EMMONS

Silver Bell . . . . .74  
COLUMBIA 40922—The pretty Percy Wenrich oldie, as an instrumental. The country band, with fiddles, guitars and drums beat out a swiny version. For jocks. (Remick, ASCAP)  
Border Serenade . . . . .73  
Another instrumental. This one has a Tex-Mex quality. A simple, pretty melody, with solid instrumentation. (Remick, ASCAP)

### TIBBY EDWARDS

Long Time Gone . . . . .74  
MERCURY 71113—Edwards really sounds sincere on this weeper. Honky-tonk backing is excellent. Good potential for rural sectors. (Starrite, BMI)  
I'd Come Running . . . . .70  
Back-country weeper rendered just as effectively as the flip. Chances are about the same. (Starrite, BMI)

### PAUL DAVIS

I Don't Need a Back-Seat Driver . . . . .73  
M-G-M 12472—In the traditional style, Davis chants a swiny story of his capacity to get along in the ways of love. A good song and a good reading. (Acuff-Rose, BMI)  
How Can I Leave Her? . . . . .73  
Another in the good old-fashioned style. This one's a weeper, with Davis' straightforward vocal backed by strings and a honky-tonk piano. Sure to appeal to the aficionados. (Acuff-Rose, BMI)

### THE CARLISLES

Wouldn't You Like To? . . . . .73  
MERCURY 71110—Bright country novelty. Bill Carlisle chants the lively lyric, with the chicks chiming in on

the choruses. Nice side, with a swiny rhythm. (Nash, BMI)  
Ladder of Love . . . . .73  
Another lively song. The Carlises chant it with a rocking rhythm, and there's good sound to those fiddles and guitars. (Acuff-Rose, BMI)

### GARY WALKER

It's Only a Matter of Time . . . . .72  
M-G-M 12474—Walker weaves a mournful spell on an unusual weeper, reminiscent of "Young Love." Side merits exposure. (Acuff-Rose, BMI)  
Everybody Gotta Go Sometime . . . . .71  
Another interesting side. The fatalistic title message is conveyed with tearful resignation and haunting rhythm. (Acuff-Rose, BMI)

### FULLER TODD

Proud Lady-Heart Stealer . . . . .72  
KING 5048—Singer gives a pleasant vocal on a c&w ballad with chorus backing. Side has pop overtones. It should enjoy a fair share of coin. (Mar-Kay, BMI)  
Old-Fashioned . . . . .69  
Rockabilly tune features a statement and answer gimmick between Todd and a chorus. Tune will probably cop some spins, but flip is stronger side. (Mar-Kay, BMI)

### PAT KELLEY

The Stranger Dressed in Black . . . . .72  
CHIC 1009—Another smart side from the new label with Kelley showing a fine shouting style. This is a blues with breathless excitement. (Cedarwood-Smash, BMI)  
She's a Devil . . . . .66  
More blues in a more melancholy, slow framework. Another strong piece of material that rates exposure, too. Flip may have a bit more immediate impact. (Cedarwood-Smash, BMI)

### SONNY COLE

Curfew Cops . . . . .72  
EXCEL 123—Honky-tonkin' tale about a guy who has become 21 and no longer has to fear the curfew cops gets a good rendition. Has a definite teen-age message. (Flex, BMI)  
I Dreamed I Was Elvis . . . . .65  
Similar delivery on as so-so country novelty on an overworked theme. (Flex, BMI)

### CUSTER BOTTOMS

Stood Up Blues . . . . .72  
BAKERSFIELD 108—Bottoms' style is as intriguing as his moniker. This bright blues gets a cute comic quality from his pipes. Could do some rural business if it gets circulation. (Chris, BMI)  
Someone to Love Me . . . . .67  
Ballad side, in more traditional country vein, is less intriguing. (Chris, BMI)

### HAWKSHAW HAWKINS

With This Pen . . . . .71  
RCA VICTOR 6910—Plaintive warbling stint by Hawkins on a tender ballad, already cut by several pop artists. (Herb Reis, BMI)  
Dark Moon . . . . .69  
Hawkins hands the moody ballad a meaningful vocal treatment. However, bulk of play both pop and c.&w. has already been garnered by earlier versions of tune by Bonnie Guitar and Gale Storm. (Dandellon, BMI)

### JIMMIE LAWSON

Ole Jack Hammer Blues . . . . .69  
FABLE 583—Lawson sells well on a swiny rockabilly blues with clever lyrics about a riveter who works with a rockin' beat. Interesting conversation piece for big-city jocks. (Okun, BMI)  
Fickle Fool . . . . .67  
Convincing warbling stint on an up-tempo weeper with good lyrics. (Happy, BMI)

**FREDDIE HART**  
**'BABY DON'T LEAVE'**  
VIDOR PUBLICATIONS  
Columbia 40896  
b/w 'Fraulein'

### R&B Best Sellers in Stores

For survey week ending May 8

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		6	<b>ALL SHOOK UP</b> (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
2.		6	<b>SCHOOL DAY</b> (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	
3.		10	<b>COME GO WITH ME</b> (BMI)—D. Vikings How Can I Find True Love (BMI)—Dot 15538	
4.		9	<b>LITTLE DARLIN'</b> (BMI)—Diamonds Faithful and True (BMD)—Mercury 71060	
5.		10	<b>I'M WALKIN'</b> (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
6.		10	<b>LUCILLE</b> (BMI)—Little Richard <b>SEND ME SOME LOVIN'</b> (BMI)—Specialty 598	
7.		12	<b>C. C. RIDER</b> (BMI)—C. Willis Ease the Pain (BMI)—Atlantic 1130	
8.		10	<b>PARTY DOLL</b> (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
9.		9	<b>NEXT TIME YOU SEE ME</b> (BMI)—Little Jr. Parker My Dolly Bee (BMI)—Duke 164	
10.		1	<b>YOUNG BLOOD</b> (BMI)—Coasters <b>SEARCHIN'</b> (BMI)—Atco 6087	
11.		3	<b>JUST HOLD MY HAND</b> (BMI)—C. McPhatter No Matter What (ASCAP)—Atlantic 1133	
12.		3	<b>EMPTY ARMS</b> (BMI)—I. J. Hunter <b>LOVE'S A HURTING GAME</b> (BMI)—Atlantic 1128	
13.		2	<b>TROUBLE, TROUBLE</b> (BMI)—B. B. King <b>I WANT TO GET MARRIED</b> (BMI)—RPM 92	
14.		1	<b>JIM DANDY GOT MARRIED</b> (BMI)—L. Baker Game of Love (BMI)—Atlantic 1136	
15.		11	<b>JUST BECAUSE</b> (BMI)—L. Price Why? (BMI)—ABC-Paramount 9792	

### Most Played R&B in Juke Boxes

For survey week ending May 8

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		4	<b>ALL SHOOK UP</b> (BMI)—E. Presley That's When Your Heartaches Begin (ASCAP)—Vic 20-6870	
2.		5	<b>SCHOOL DAY</b> (BMI)—C. Berry Deep Feeling (BMI)—Chess 1653	
3.		6	<b>LITTLE DARLIN'</b> (BMI)—Diamonds Faithful and True (BMD)—Mercury 71060	
4.		9	<b>LUCILLE</b> (BMI)—Little Richard <b>SEND ME SOME LOVIN'</b> (BMI)—Specialty 598	
5.		11	<b>I'M WALKIN'</b> (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
6.		2	<b>HE'S MINE</b> (BMI)—Platters <b>I'M SORRY</b> (BMI)—Mercury 71032	
7.		2	<b>YOUNG BLOOD</b> (BMI)—Coasters <b>SEARCHIN'</b> (BMI)—Atco 6087	
8.		5	<b>C. C. RIDER</b> (BMI)—C. Willis Ease the Pain (BMI)—Atlantic 1130	
9.		8	<b>COME GO WITH ME</b> (BMI)—D. Vikings How Can I Find True Love? (BMI)—Dot 15538	
10.		8	<b>PARTY DOLL</b> (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	

### Most Played R&B by Jockeys

For survey week ending May 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1.		6	<b>SCHOOL DAYS</b> —C. Berry Chess 1653—(BMI)	
2.		6	<b>ALL SHOOK UP</b> —E. Presley Vic 20-6870—(BMI)	
3.		6	<b>SEND ME SOME LOVIN'</b> —Little Richard Specialty 598—(BMI)	
4.		3	<b>C. C. RIDER</b> —C. Willis Atlantic 1130—(BMI)	
5.		7	<b>LUCILLE</b> —Little Richard Specialty 598—(BMI)	
6.		3	<b>EMPTY ARMS</b> —I. J. Hunter Atlantic 1128—(BMI)	
7.		2	<b>OVER THE MOUNTAIN</b> —Johnnie & Joe J & S 1664—(BMI)	
8.		10	<b>I'M WALKIN'</b> —F. Domino Imperial 5428—(BMI)	
9.		2	<b>HE'S MINE</b> —Platters Mercury 71032—(BMI)	
10.		7	<b>JUST BECAUSE</b> —L. Price ABC-Paramount 9792—(BMI)	
11.		8	<b>LITTLE DARLIN'</b> —Diamonds Mercury 71060—(BMI)	
12.		2	<b>YOUNG BLOOD</b> —Coasters Atco 6987—(BMI)	
13.		1	<b>ROOSTER SONG</b> —F. Domino	
14.		1	<b>JUST TO HOLD MY HAND</b> —C. McPhatter Atlantic 1133—(BMI)	
15.		1	<b>PLEDGE OF LOVE</b> —Penguins Atlantic 1132—(BMI)	
16.		6	<b>IT HURTS TO BE IN LOVE</b> —A. Laurie DeLuxe 6107—(BMI)	

### R&B Territorial Best Sellers

For survey week ending May 8

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

- School Day, C. Berry, Chs.
- Come Go With Me, D. Vikings, Dot
- All Shook Up, E. Presley, Vic.
- Just to Hold My Hand, C. McPhatter, Atl.
- I'm Walkin', F. Domino, Imp.
- C. C. Rider, C. Willis, Atl.
- Searching, Coasters, Ato.
- Lucille, Little Richard, Spe.
- I Wanna Get Married, B. B. King, RPM
- Party Doll, B. Knox, Rit.

#### Charlotte

- All Shook Up, E. Presley, Vic.
- Come Go With Me, D. Vikings, Dot
- Party Doll, B. Knox, Rit.
- I'm Walkin', F. Domino, Imp.
- Little Darlin', Gladiolas, Exc.

#### Chicago

- All Shook Up, E. Presley, Vic.
- Next Time You See Me, Little Jr. Parker, Duk.
- I'm Walkin', R. Nelson, Vrv.
- School Day, C. Berry, Chs.
- Come Go With Me, D. Vikings, Dot
- Rock Me, M. Waters, Chs.
- Dark Moon, B. Guitar, Dot

#### Cincinnati

- Little Darlin', Diamonds, Mer.
- School Day, C. Berry, Chs.
- All Shook Up, E. Presley, Vic.
- Come Go With Me, D. Vikings, Dot
- C. C. Rider, C. Willis, Atl.
- I'm Walkin', F. Domino, Imp.
- Jim Dandy Got Married, L. Baker, Atl.
- Send Me Some Lovin', Little Richard, Spe.
- Next Time You See Me, Little Jr. Parker, Duk.
- Just Because, L. Price, Pmt.

#### Detroit

- All Shook Up, E. Presley, Vic.
- Next Time You See Me, Little Jr. Parker, Duk.
- School Day, C. Berry, Chs.
- Got My Mo-Jo Working, A. Cole, Bin.
- So Rare, J. Dorsey, Pty.
- My Heart Is Crying, B. Boy
- Little Darlin', Diamonds, Mer.
- I Wanna Get Married, B. B. King, RPM
- Begging for Love, S. Ward
- Empty Arms, I. J. Hunter, Atl.

#### Los Angeles

- All Shook Up, E. Presley, Vic.
- Come Go With Me, D. Vikings, Dot
- Little Darlin', Diamonds, Mer.
- I'm Walkin', F. Domino, Imp.
- Next Time You See Me, Little Jr. Parker, Duk.
- Little Darlin', Gladiolas, Exc.
- Just Because, L. Williams, Spe.
- Love's a Hurting Game, I. J. Hunter, Atl.
- Too Much, E. Presley, Vic.
- It Hurts to Be in Love, A. Laurie, Del.

#### New Orleans

- C. C. Rider, C. Willis, Atl.
- All Shook Up, E. Presley, Vic.
- School Day, C. Berry, Chs.
- Empty Arms, I. J. Hunter, Atl.
- Send Me Some Lovin', Little Richard, Spe.

#### New York

- Come Go With Me, D. Vikings, Dot
- Little Darlin', Diamonds, Mer.
- All Shook Up, E. Presley, Vic.
- School Day, C. Berry, Chs.
- I'm Walkin', F. Domino, Imp.

#### Philadelphia

- Send Me Some Lovin', Little Richard, Spe.
- All Shook Up, E. Presley, Vic.
- Next Time You See Me, Little Jr. Parker, Duk.
- Mama Look-A-Boo-Boo, H. Belafonte, Vic.
- C. C. Rider, C. Willis, Atl.

#### St. Louis

- School Day, C. Berry, Chs.
- Lucille, Little Richard, Spe.
- Trouble, Trouble, B. B. King, RPM
- All Shook Up, E. Presley, Vic.
- C. C. Rider, C. Willis, Chs.
- Honey, Where You Going? J. Reed, VJ
- I'm Walkin', F. Domino, Imp.
- Come Go With Me, D. Vikings, Dot
- Got My Mo-Jo Working, A. Cole, Bin.
- Next Time You See Me, Little Jr. Parker, Duk.

#### Washington, D. C.

- School Day, C. Berry, Chs.
- All Shook Up, E. Presley, Vic.
- Jim Dandy Got Married, L. Baker, Atl.
- Just to Hold My Hand, C. McPhatter, Atl.
- Little Darlin', Diamonds, Mer.
- C. C. Rider, C. Willis, Atl.
- Come Go With Me, D. Vikings, Dot
- Party Doll, B. Knox, Rit.
- Gone, F. Huskey, Cap.
- Lucille, Little Richard, Spe.

### This Week's R&B Best Buys

VALLEY OF TEARS (Travis, BMI)—Fats Domino—Imperial 5442—The new Domino disk shows all the signs of being another big loot maker. All areas report strong sales. It's selling strongly as a pop and r.&b. side. The strong initial reaction leaves no doubt that it will be another Domino smash. Flip is "It's You I Love," (Travis, BMI). A previous Billboard "Spotlight" pick.

### Review Spotlight on . . . R&B RECORDS

#### RUTH BROWN

When I Get You Baby (Tiger, BMI)

One More Time (Progressive, BMI)—Atlantic 1140—Ray Ellis has provided an imaginative, march-type background complete with life and drum instrumentation for the chantress on "Baby." The thrush has never sung better. The flip is an unusual blues with the singer backed by orking full of mood and rhythm. The virtuoso performances are sure to be a baste for both the pop and r.&b. trade.

#### THE CLOVERS

I-I Love You (Progressive, BMI)—Atlantic 1139—The group packs plenty of sock potential into their smooth styling of this excellent rhythm side. The disk is their strongest recently and could put them back among the top sellers. Flip is a cover of "So Young" (Renda-Desert Palms, BMI)—a tune that has several competing versions on the market. Plenty of appeal here, too, but "I-I Love You" shows the boys at their best.

#### JO-ANN CAMPBELL

Funny Thing (Joy, ASCAP)—Eldorado 509—Miss Campbell really gives out with cheerful exuberance on this bouncy, zany novelty, showing a range to match Yma Sumac's. Bright interpretation is loaded with sales potential. The flip is an interesting styling of the oldie, "I Can't Give You Anything But Love" (Mills, ASCAP), that is fine fare for both pop and r.&b. deejays.

#### FAYE ADAMS

Keeper of My Heart (Travis, BMI)

So Much (Travis, BMI)—Imperial 5443—The singer's first on the label has sure-fire appeal on both sides. "Keeper of My Heart" is more traditionally r.&b. and gets a sincere, bluesy reading. "So Much" has all the stuff needed to be a big one in both the pop and r.&b. markets. Miss Adams composed the tune and she sings it as tho she really means it. The strong coupling should get plenty of plays and bring her back into the chips.

### Reviews of New R&B Records

#### QUINTON KIMBLE

I'll Be a Fool for You . . . 85

Federal 12296—Kimble, a new artist, does a great talk-sing selling job on his first attempt. Artist has a real blues sound. Side should get plenty of action. Good riff backing. (Armo, BMI)

My Mojo and My Lodestone . . . 73

Rumba blues gets a sock down-home treatment. Backing is good. Good Southern sales possible. (Armo, BMI)

#### TONY MIDDLETON & THE WILLOWS

The First Taste of Love . . . 84

Eldorado 508—Ray Ellis' backing gives class to this solo-with-group reading of a meaningful ballad. Could do good pop business as well as r.&b. (Buchanan & Goodman, BMI)

Only My Heart . . . 82

Another good ballad rendition by Middleton with smart Ray Ellis backing. Better than average rock and roll lyrics, and again, good pop potential. (Buchanan & Goodman, BMI)

#### EDDIE CHAMBLEE

Goin' Long . . . 80

Mercury 71107—Instrumental. It's a blues with a fine striding rhythm and a world of mood. Instrumentalists contribute strongly, notably a fine tenor and pianist. Deejays looking for a satisfying, relaxed and swinging instrumental have it here. (Cypress, BMI)

Back Up . . . 73

Another blues instrumental, characterized by staccato phrasing. Like the flip, there's a striding beat and fine tenor sax. (Hartsdale, BMI)

#### THE CHILI PEPPERS

South of the Border . . . 78

Golden Crest 105—The singer is not identified on these sides, but the cat comes on with fine flavor. The rock and roll band lays down a strong beat on the standard. This could pay off if it gets plugged. (Shapiro-Bernstein, ASCAP)

Don't Say Goodnight . . . 77

It could be this side. Rock ballad gets handled with plenty of savvy by all participants. Well worth a whirl for both pop and r.&b. spinners. (Simon, ASCAP)

#### GUITAR GABLE

It's Hard But It's Fair . . . 77

Excello 2108—Gable has a strong, commercial disking here of a slow bluesy weeper. If anybody can connect in the Fats Domino groove, this could be the one. Appealing wax. (Excello, BMI)

Cool, Calm, Collected . . . 76

The guitar man plays and sings to a boogie beat. Side has okay blues vocalizing with good sound from the plucking and tenor sax blowing.

A worthwhile juke selection. (Excello, BMI)

#### THE SOPHOMORES

If I Should Lose Your Love . . . 77

Dawn 228—This mixed group is at its best in slow ballads of this type. Good material that should do well on its own. Fine deejay stuff. (Cherio, BMI)

(Continued on 76)

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# Reviews of New R&B Records

Continued from page 75

**I Just Can't Keep the Tears From Tumbin' Down** . . . 76  
Rocker starts out in rather conventional fashion—then builds into something quite wild, with pounding beat thruout. Has a near-revivalist flavor. (Cherlo, BMI)

**JAMES BROWN**  
**Messing With the Blues** . . . 77  
Federal 12295—A fine gospel-type styling of blues with good guitar and choral support. Side by the "shouter" is strong, but not his best. (Armo, BMI)

**Love or a Game** . . . 74  
Brown comes on strong on this side, also a blues. The "shouting" delivery really comes across, but context is thin. (Armo, BMI)

**THE BLOCKBUSTERS**  
**Fulltime Baby** . . . 77  
Antler 4006—From "Carnival Rock" comes a rockabilly that's close in pattern and rendition to "Party Doll." Could be some strong teen appeal, especially if it gets full distribution. (Argo, BMI)

**EDDIE BEAL COMBO**  
**Ton's Tune** . . . 58  
An innocuous instrumental filler. (AMC, ASCAP)

**PROFESSOR LONGHAIR**  
**No Buts—No Maybes** . . . 74  
Ebb 101—Again the Domino feeling, abetted by the pattern of drums and a rolling piano beat. Disk has a good sound and is likely to get strong spins. (Ebb, BMI)

**Cry Pretty Baby** . . . 73  
The Professor is real soulful, and has a Fats Domino touch when he chants this pretty slow-paced tune. Tenor sax contributes strongly to the satisfying effect. (Ebb, BMI)

**TONY HARRIS**  
**I'll Forever Love You** . . . 74  
Ebb 104—A blues with a dreamy, melodic riff, done in slow tempo. Harris' vocal is effective, backed with a neat arrangement. Side has a funky sound. (Ebb, BMI)

**Chicken, Baby, Chicken** . . . 71  
Novelty blues, shouted by Tony Harris in high-pitched gravel voice. Vocal is backed by heavily-accented Fats Domino-type drums and horns. Appeal is in the shrill vocal, slightly similar to Little Richard. (Ebb, BMI)

**LOUIS JORDAN**  
**Fire** . . . 72  
Mercury 71106—A wild, rhythm-novelty with a fast-moving tempo and sock vocalizing by Jordan. (Silhouette, BMI)

**Ella Mae** . . . 72  
The daddy of rock and roll belts across a spirited rhythm tune with verve and showmanship. However, his style may be a trifle old-fashioned for today's market. (Steinway, BMI)

**THE SPANIELS**  
**I. O. U.** . . . 72  
Vee Jay 246—Lead man's pulsating pipes grind out this draggy romantic message. Wild and unearthly choral backing is suitably flat. Could be some action but it doesn't have the big money look. (Conrad, BMI)

**Everyone's Laughing** . . . 70  
Complex backing pattern gets a little tiresome on a mediocre hunk of clefting. Lead man does a creditable job but the group has had better stuff. (Conrad, BMI)

**STEVE GIBSON AND THE RED CAPS**  
**You May Not Love Me** . . . 72  
ABC-Paramount 9796—Damito Jo is featured with the Red Caps on this tune, a ballad co-authored by Gibson. Chances are fair. (Myers, ASCAP)

**You've Got Me Dizzy** . . . 70  
Smooth standard delivery by the Red Caps on a rock and roll number. More on flip. (Conrad, BMI)

**THE LOVE NOTES**  
**Tonight** . . . 71  
Holiday 2605—Routine material, well done. Disk has a clean, bright sound

and a strong rhythm featuring keyboard triplets, a solid drum beat. Tenorman takes over after the first vocal for a fine solo. (Everlast, BMI)  
**United** . . . 69  
This side is a slow ballad. Good sound and adequate performance, but material is somewhat forced. (Everlast, BMI)

**RUBY WHITAKER & THE CHESTNUTS**  
**Who Knows Better Than I** . . . 71  
Standard 7701—Despite cluttered sound, fem thrush impresses with her intense feeling on this slow, meaningful ballad. Will need heavy plugging by the New Haven, Conn., label. (Wall, BMI)

**LYMON HOPKINS & THE CHESTNUTS**  
**Mary, Hear Those Love Bells** . . . 62  
There's a lot of noise and a strong beat here, but the vocal and content don't get across. (Wall, BMI)

**RIFF RUFFIN**  
**No More** . . . 70  
Ebb 103—Standard blues. Vocal is shouted strongly, backed by chorus and a rollicking piano, rhythm and horns. Moves right along. (Ebb, BMI)

**If You Please** . . . 68  
This is the slow side. Riff Ruffin sings a bluesy ballad here. Rhythm is marked, including keyboard triplets and guitar, and persistent drum. (Ebb, BMI)

**THE PITCH PIPES**  
**Zing Zing** . . . 70  
Mercury 71099—A peppy delivery of a rocker that is in the current commercial vein. Side should do fair business. (Harbor, BMI)

**Never Never Land** . . . 68  
The group does a good enough vocal on a ballad with rhythm backing. Listenable delivery packs moderate attention. Not to be confused with tune of same name from "Peter Pan." (Norbay, BMI)

**THE EBBTONES**  
**Danny's Blues** . . . 70  
Ebb 100—A moody blues. Lead singer does a nice job, singing it tastefully, with no extreme gimmicks, and with soul. (Ebb, BMI)

**I've Got a Feeling** . . . 67  
Rhythm side. Routine material, well done with a slow, swingy beat. (Ebb, BMI)

**THE FLAIRS**  
**Swing Pretty Mama** . . . 70  
Antler 4005—Not much new in this invite to rock and roll. Deep voice has the lead, but material is thin. (Argo, BMI)

**I'd Climb the Hills and Mountains** . . . 66  
A slow, plodding ballad that won't get off the ground easily. (Argo, BMI)

**THE IVYLIERS**  
**When the Reign of Love Begins** . . . 69  
Donna 3—A fervent up-tempo spiritual treatment on a semi-sacred theme with vivid vocalizing and a lively beat. (Central-West, ASCAP)

**Echo From the Blue** . . . 67  
A conventional ballad is accorded an attractive vocal treatment, but flip is stronger side. (Arco, BMI)

**FRAN & FLO**  
**Two Hearts Beat as One** . . . 69  
Jupiter 211—Fems are low on voice quality, but they sell this routine ballad with so much intensity and genuine emotion that it has a powerful impact. With better material they might move out. (Gildave, BMI)

**I Got the Blues** . . . 66  
Same comment. (Gildave, BMI)

**EARLSTON FORD**  
**Wings to Fly** . . . 67  
Mercury 71108—Ford belts out a vigorous vocal on an up-beat shout. Swinging support gives the side some potential. (Norbay, BMI)

**Ain't Nothin' Shakin'** . . . 67  
An all-out effort on a shout novelty. (Wadsworth, BMI)

**JUDGE DAVIS**  
**Sawmill Section** . . . 66  
Flash 120—A funky blues instrumental. Deejays may find this an attractive item. (Shag, BMI)

**Can't Sleep at Night** . . . 64  
Davis sounds a little like James Rushing on this blues tune. "Old-fashioned" styling may find rough going against the current commercial material. (Shag, BMI)

**NOLAN STRONG AND THE DIABLOS**  
**The Mambo of Love** . . . 60  
Fortune 525—Poor material, and the arrangement just doesn't come off well. (Trianon, BMI)

**Can't We Talk This Over** . . . 60  
Again poor material. Not much spark or brightness to the arrangement. (Trianon, BMI)

# ON THE BEAT

Continued from page 38

orful disk savant and proprietor of the House of Savoy in Newark. Commenting on the badly slackened pace of the disk business during the past couple of months, Herman says his distributors in St. Louis, Chicago and New York all report the same upward trend in sales of religious disks. The reverse indications are easily explained according to Lubinsky. When the record business goes bad, it's a reflection on general economic conditions. Unemployment may be on the rise with spendable income in general tight. When things go bad, people just normally turn to religion—hence the upswing in spiritual record interest. Lubinsky said he is planning to release three new spiritual LP's, including one by the gifted Ward Family singers. On other fronts, Lubinsky has signed Allen Kendall, a pop singer, and Little Miss Cornbread, who reportedly is the size of Little Esther with pipes like Big Maybelle.

Atlantic Records reports that its latest master acquisition of Dean Beard's "Rakin' and Scrapin'" is hitting the jackpot. Meanwhile, the label's blues king, Joe Turner, has arrived in town to cut a series of singles. The label's subsidiary, Atco, is also cruising at high speed with two current disks. The Coasters have hit paydirt with "Young Blood" and "Searching," with both sides going strong. The Sensations, with the smart thrashing of Yvonne Mills are getting a heavy response to their revival of the standard, "You Made Me Love You." The label has signed a new singer, Frank Bianco for a series of pop sides.

Bill Powell, veteran deejay at WILY, East Liberty (Pittsburgh, Pa.), is running for the city council in Pittsburgh in the forthcoming election there. . . . Morey Carr,

lead man and bassist with the Playmates is recuperating at his home in Newark after a recent appendectomy. . . . Joe Valino of Philadelphia and Vik Records, was flown to Chicago recently with Vice President Nixon to appear at the Chicago Daily News Youth Rally at Chicago Stadium. The event, set up by deejay Howard Miller, drew over 20,000 fans. . . . Elmore (the Voice) Morris, interrupted his tour with the B. B. King troupe to cut some sides for Don Robey's Duke label. Robey will also issue sides by Roscoe (the Chicken) Gordon in the near future.

George Bannister Show of WBVP, Trenton, N. J., hit the road last week for three location jobs. Singer Annie Laurie and Sticks McGhee were starred in the package which visited in Somerville, Trenton and Berlin, N. J. . . . The Matys Brothers, a rock and roll group managed by Lord Jim Ferguson, are appearing at Wally's Clover Club in Miami.

The great Fats Domino received some glowing press accolades this week, this time in London's New Musical Express. Altho Fats has never appeared in Britain and has no definite British bookings lined up, his disks on the London label are big sellers over there. "I'm in Love Again," "Blueberry Hill," "My Blue Heaven," "Honey Chile," "Blue Monday," and "I'm Walkin'," have all hit the Express' best seller charts. Just last February, in fact, Fats had three hit disks on the British charts simultaneously. Domino has had additional favorable publicity heaped on his ample shoulders in the States via his work in two current films, "Shake Rattle and Rock," and "The Girl Can't Help It," and there has already been some discussion on the possibility of his one day playing the role of Fats Waller, in a film biog of the great piano man.

# What Price Picture Scores?

Continued from page 31

rate Madison Avenue brochures depicting just what they could and would do if they got the album rights.

Just who gets what album in many cases is largely determined by the talent involved in any given film. In an effort to tie up loose ends that might prevent successful bidding, the majors are now signing as many film names as they can, within reason, including film stars, composers, conductors and background music clefters. Capitol recently added Dolores Grey, RCA Victor has Alex North, Decca signed Elmer Bernstein, ad infinitum, all with a cautious eye toward landing the eventual album rights to a film property. One major diskery is now reported dickering with a number of book publishers, ostensibly to tie up the album rights even before Hollywood buys a story to be turned into a motion picture.

That competition is keener is seen in the unofficial, tho firm edict at Metro-Goldwyn-Mayer which will now aim to land the lion's share of film albums for the studio disk subsidiary, M-G-M Records. Latter company has the largest library of motion picture albums, tho it has lost out on a number of extremely valuable properties in recent years. The majors are also keeping an ever-watchful eye out for their indie competitors, e.g. Verve Records, who landed "Funny Face."

**Indies Get in Act**  
While some of the majors are given to scoff at the type of film product being adapted into album

material, the old axiom, "What's one man's meat is another's poison," seems to prevail. Tho Liberty Records' soundtrack version of "Drango," for example, will not be as commercially successful as Capitol's "Oklahoma," it nevertheless represents a very salable commodity for the indie diskery, altho such a package might prove to be economically impractical for a major firm. Imperial Records is reported to have sold in excess of 5,000 copies of its "Men in War" soundtrack set, more than enough for it to be a profitable item for them.

The bid for movie albums continues to grow, bordering at times on the frantic. All the majors are patiently awaiting the outcome of singer Gogi Grant's legal action against Era Records, hoping to sign her and acquire rights to "The Helen Morgan Story." Tho she didn't appear in the film, Miss Grant dubbed the vocal tracks. The lead roles in "South Pacific" are cloaked in a veil of secrecy; Capitol recently landed album rights to "St. Joan" without hearing the score; there's repeated talk of record company investment in pictures as a means to and end—all of which are indications of the value of a potentially "hot" soundtrack album.

Thus far, there's little indication of the pace slowing down. Tho the film studios appear to hold the cards, the record firms have the sales organization and general wherewithal so necessary to hypo the box office.

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**NAVY**

## Over 2,000 Fairs Prep for Crowds

• Continued from page 1

horses. To the man in the gray flannel suit, a fair has a strong nostalgic tinge.

But to regular fair patrons, fairs, while holding a nostalgic appeal, are infinitely more.

To them, depending upon the fair of their choice, a fair is another Radio City, Coney Island, Churchill Downs, Indianapolis Speedway, Hambletonian, Cotton Bowl, Cypress Gardens, or a combination of them.

You can find a show comparable to Radio City at Toronto's huge Canadian National Exhibition, a midway with as much appeal as Coney Island at many fairs, horse racing to parti-mutuel betting at a substantial number of fairs, and

big car races (and stocks, too) on macadam and dirt tracks of many fairs.

Too, you can find the Hambletonian—richest even in the harness racing world—this year for the first time at the Du Quoin (Ill.) State Fair; the finest of football games in the Cotton Bowl on the State Fair of Texas grounds, and top-notch water skiing and other water events at the New York State Fair.

You can also find such attractions as the thrilling chuck wagon races at the Calgary Exhibition and Stampede; big-budgeted New York stagelights in the theater at the Dallas Fair; top ice shows at a large number of fairs, and some of the most outstanding rodeos at many fairs.

As for talent, headliners such as Bob Hope, Tennessee Ernie Ford, Roy Rogers, Gene Autry, etc., will be at some of the larger fairs. At the smallest you'll find a wide range of acts, some reminiscent of yesteryear, some fresh from TV triumphs.

## Pool-Rink Tax Relief Given Nod

WASHINGTON — A proposal to exempt privately operated swimming pools and skating rinks from the admissions tax has been made part of an excise tax "technical change" bill introduced in the House by Rep. Aime J. Forand. Proposed legislation is the latest attempt by the tax-writing Ways and Means Committee to exempt such facilities from the tax.

Rep. Forand asked for the exemption in a bill introduced last session. During hearings held on the bill late last year by an excise tax subcommittee, pleas by industry for removal of the tax fell on sympathetic Congressional ears. The subcommittee's report on the hearings called for the exemption, and asked that it be made part of the new Forand excise tax bill (The Billboard, April 6.)

New bill, H. R. 7125, was referred to the Ways and Means Committee for further comment and action.

## Quebec Joins Festival Mgrs.

NEW YORK—First Canadian event to be represented in the Festival Managers' Association is the Quebec Winter Carnival. Pierre Tremblay is manager of the event.

The association, formed in New York last year, is composed mainly of managers of festivals in the United States, altho problems which confront them are similar to those of managers in Canada, too. The FMA will meet here in October, Secretary Robert Meyer Jr. reports.

## Animodels Exhibit for Asbury Park Boardwalk

DELAWARE, N. J.—For the second successive season, May 19-September 15, Ivan Sanderson's Animodels exhibit will be a boardwalk feature at Asbury Park, N. J. The show will be part of the Americana exhibits in the Casino Building, according to Edgar O. Schoenberger, president of Animodels, Inc. The show specializes in small, rare animals from all over the world.

## Oklahoma Expo Gets Federal Peace Exhibit

OKLAHOMA CITY—The federal government's "Pathway to Peace" exhibit, which is made up of 19 color panels, has been added to the educational displays at the Oklahoma Semi-Centennial Exposition. The expo will be held here on the Oklahoma State Fairgrounds June 14-July 7.

The exhibit, sponsored by the disarmament staff, displays steps toward peace, beginning with the United States' proposals for control and reduction of arms, and ends with President Eisenhower's "Price of Peace" message. It is simply worded and drawn so even a child can understand it.

Individual panels point up initial U. S. objectives, reduction of war danger, threat and control of surprise attack, plans for control of outer space and the quest for space.

The exhibit will be set up behind the General Motors Building.

## Western Mass. Fairs Report 10% Gate Hike

SPRINGFIELD, Mass. — Attendance at fairs comprising the Western Massachusetts Fairs Association rose more than 10 per cent last season, over the 1956 figure.

Last year's turnout was reported at 682,569 at the association's meeting here Monday (6) by Leo F. Doherty, director of fairs for the State Department of Agriculture. The 1955 attendance figure was surpassed by 70,000, he reported.

The State contributed prize money totaling \$40,128, and other awards put up by the fairs brought the association's total prize money to \$90,920. The 50 member fairs had 29,667 individual agricultural exhibits.

Attending the meeting in the Hampden County Improvement League Building, the 20th such

## TUPELO FAIR RE-INKS ELVIS

TUPELO, Miss. — Elvis Presley, who was born near here, will play a return engagement at the Mississippi-Alabama Fair & Dairy Shows in September, Janes M. Savery, president-manager, announced.

Last year the rock and roll singer from East Tupelo, drew a record one-day crowd to the fair which helped set a new six-day attendance high of 180,000. His appearance was marked by heavy throngs and 100 special police were called in to handle the overflow.

## Swenson Adds Three Fairs

SPRINGFIELD, Mo. — Aut Swenson, owner-manager of the Swenson Thrillcade, reports signing several additional Thrill Show dates in the United States and Canada.

Swenson, who makes his home here, has contracted to stage one show each at fairs in Pana and McLeansboro, Ill. Also on the route are two shows at the Portage Industrial Exhibition, Portage La Prairie, Man.

## New Site Urged For Calif. Fair

SACRAMENTO, Calif. — A proposed preliminary master plan of the new California State Fair, an excerpt from the Stanford Research Institute urging the proposed site, history of the fair, and facts and figures on attendance and buying-power are included in the 22-page booklet, "The Prestige Fair," issued by the State exposition here.

The Stanford report points out that the fair on the new site should attract representation of all industry and adds that the event must reflect the State's pre-eminence in such diverse industries as aircraft manufacturing, electronics, apparel, foods, petroleum, movies and entertainment. Dynamic exhibits that invite visitor participation are suggested.

Based upon independent survey

affair, were more than 100 persons, including L. Roy Dawes, agriculture commissioner.

### Re-Elect Bodurtha

Vernon S. Bodurtha, Blandford, was re-elected president. Other officers are Russell Pomeroy, Westfield, vice-president; Mrs. William D. Spooner, Brimfield, secretary, and Mary Carlin, West Springfield, financial and recording secretary.

Also speaking to the membership, in addition to Commissioner Hawes, were William C. Webb, manager of the Springfield Better Business Bureau, and Carl Hedin, Massachusetts director of the American Dairy Association. Entertainment was provided by the Happy Rambler, of Monson. A baked ham supper was prepared by the Westfield Fair Association.

## SILVER LINING

# Rains Brighten Texas Prospects

DALLAS — The drought has been broken in Texas, and outdoor showfolk can perceive a silver lining in the dark rainclouds that did it.

The complete about-face by traditionally unpredictable Texas weather has got outdoor show business pretty well bogged down for the present, but carnival and fair people believe that nothing but good times can lie ahead for the rest of the year.

After seven long years of drought in which crops were burned up, cattle had to be shipped out of the State to be fed, farmers and ranchers were having hard times and cities suffered water shortages, the bottom dropped out in April and the rains came with a vengeance.

There were only two days during the month when there was no measurable rain, and the drought was officially declared broken in practically all of Texas.

### Rain Hurts Park

The State Fair Park Midway in Dallas opened its season April 13 and has had rain almost every day since. However, on days and nights when the weather held off

for a few hours, crowds have been remarkably good, presaging an extremely good year when it finally stops raining.

Stock racing scheduled in front of the grandstand at Fair Park was washed out three successive Saturdays.

Altho some business has been lost to the weather up to now, the prospect for the future is regarded as bright, indeed, particularly for fairs and carnivals this summer and fall.

In addition to putting folks in a better frame of mind, the rains will have a substantial, tangible effect on the prosperity of the region as a whole, especially in the small towns and farm areas.

### Good Prospects

Agricultural observers report that Texas should have its best cotton crop since 1949, with nearly all of Texas farmland now containing enough moisture to produce a bale of cotton per acre, which is a yield that means money in the pockets of the cotton farmers.

In 1949, the year before the dry

(Continued on page 87)

## Streamer Avalon Skeds Lengthy Excursion Run

CINCINNATI — The Steamer Avalon, which has been excursions on the Tennessee River since it left its Cincinnati winter quarters March 15, returned here May 2 for a 10-day stand before heading up the Ohio River toward Charleston, W. Va., and Pittsburgh, with numerous dance excursions scheduled en route.

Opening moonlight cruise here May 2 saw some 750 ducat-buyers aboard to witness an hour-long live telecast of WCPO-TV's "Pantomime Hit Parade," produced by John Clark and starring Dotty Mack, with Colin Male and Bob Smith.

(Continued on page 78)

## Wilson Line Asks Mass. Rate Hikes

BOSTON — Fare increases for the summer trip to Nantasket and Provincetown are asked in a petition by the Wilson Line with the Dept. of Public Utilities. There would be no change in the \$1.50 Boston-Nantasket weekday round trip, but a child's fare would be raised from 70 to 85 cents.

Sunday and holiday rides would be jumped from \$1.50 to \$1.75 for adult round trips; from 70 cents to \$1 for children's round trips; one-way adult fares up 15 cents to \$1, and children from 35 cents to 60 cents.

Weekday adult round trips to Provincetown would be raised from \$3.50 to \$3.75. The adult one-way fare would be increased \$1 to \$3.50.

## Schuster Celebrates

CHICAGO — Milton (Be a Booster For) Schuster last week observed his 60th year in show business and his 37th year as a Chicago booking agent. He has been most active in burlesque but also has booked some talent with carnivals.

# SKEE-BALL

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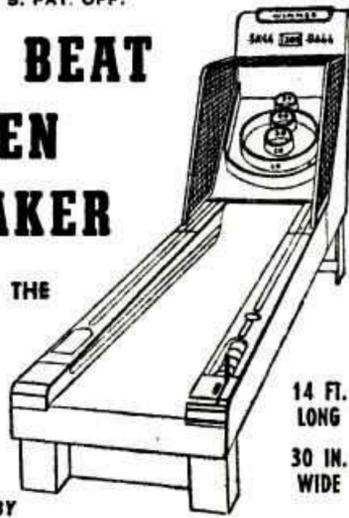
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### ARENAS & AUDITORIUMS

## Amphitheater Looks Back Over Busiest Four Months

By TOM PARKINSON

THINGS are tapering off now at the International Amphitheater in Chicago. Manager Merton Thayer has taken one day off, his first since January. And behind him and his staff is the biggest four months in the history of the building, itself the biggest in the country.

While the Amphitheater deals in superlatives—it often has the biggest, the most or the first—it nevertheless checks out as most otherwise typical auditorium-arena operation. That is, it does business in all phases of the field.

It is not limited to stage or arena or walk-around events. There are instead such widely diversified types of events as most municipal buildings have. There are wrestling nights, industrial shows, church meetings, furniture sales, banquets and more. Similar events appear on the monthly booking sheets of most buildings.

THE AMPHITHEATER remains as a leader, however, and size and number continue to set it apart. Here is how the first months of the year came off:

The old year tapered off with a basketball tournament that lapped over into 1957. Then came the automobile show, January 4-13. Chicago's show is the biggest, and this year it drew its top attendance, about 500,000.

The biggest of all industrial shows under a single roof is the road builders' exposition, held each five years, and the International Amphitheater is the only one which can supply the needed facilities. As the show has grown, the building has added space. It was January 28-February 2, and required much moving time as well. The show used a phenomenal 375,000 square feet of net exhibition space. The statistic means more when it is realized that this net space is more than the gross space, counting aisles and all, Thayer points out.

Advance guesses by show staffers were that attendance might reach 12,000 or 15,000 for the road show. But the final figure touched 75,000, some of the builders coming by special plane from Scandinavia and elsewhere.

NEXT BIG ONE was the boat show, February 8-17, biggest in its field and this year drawing an estimated 300,000 people. A heating and ventilating show was on deck for February 25-March 1 and attracted 35,000 people in that business. There was a hog show in part of the building February 21-22.

In March the Amphitheater users were coming and going on each other's heels. Annual sports show was March 8-17. Six-day bike races had the building March 21-27. Elvis Presley packed a record 13,500 into the arena for March 28. Wrestling was in the next day, and a dog show had the building March 30-31. Overlapping several of these events was a furniture warehouse sale by Goldblatt's in the Amphitheater, March 22-26.

April brought the Packaging Exposition, which is held in Chicago on alternate years. This year's first three days did better than the full four days have done in past years. A capacity crowd of 12,000 turned out for the Christian Reformed Church centennial. This week will see 4,000 people at a banquet for the Junior Achievement organization. There is to be a Southern Baptist convention May 27-31. Part of the space has been booked for storage purposes over the slow summer months by the Continental Can Company.

LOOKING BACK OVER the period, Thayer has noted a few sidelights to the main events and major feats. One is that where it was believed before that wrestling could not be changed from Fridays, the busy February bookings forced it to Tuesday and it drew big business. Another was that newspapers, particularly Sunday editions, carried stories in single issues on as many as five separate events at the Amphitheater. Finally, Thayer observed that the per cent of occupancy has been high, that the vast additions of exhibit space at the building have been used often and management is mighty glad that the extra square footage has been available.

## Avalon Skeds Lengthy Cruise

• Continued from page 77

Ducats were scaled from \$1.50-\$1.75.

The Avalon, one of the few remaining excursion steamers on inland waters, operates from March thru October, with public and private excursions out-of more than 100 towns in 14 States. She plies the Ohio, Mississippi, Illinois, Cumberland, Tennessee, Kanawha and St. Croix rivers.

Operating the craft is Steamer Avalon, Inc., of which Ernest A. Meyer is president, and Bill Baxter, vice-president. Promotion is handled by Betty Blake, formerly with WLW Promotions, Inc., where she handled fair bookings on "Mid-western Hayride" talent as assistant to Ken Smith. Ernest Wagner is Avalon captain, and Clark (Doc) Hawley mans the steamer's calliope. An eight-piece ork, the Rhythm Masters, plays for dancing.

Avalon's itinerary after leaving here May 12 is as follows: Maysville, Ky., 13; Portsmouth, O., 14; Huntington, W. Va., 16-19; Point Pleasant, W. Va., 20; Parkersburg, W. Va., 21; Wheeling, W. Va., 22; East Liverpool, O., 23; Pittsburgh, 24-June 9. From Pittsburgh the Avalon returns to Louisville for

June 21-24, and returns to Cincinnati June 26 to remain thru July 7. The steamer then goes to Rock Island, Ill., and St. Paul, with stopovers en route, and then heads down the Mississippi.

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### Harrisburg Show to H-M For 4 Years

HARRISBURG, Pa.—A four-year contract, running thru 1961, was awarded for the Zembo Temple Shrine Circus this week to the Hamid-Morton Circus. Opening date for each year will remain the same, the signing officials stated, the second Monday following Easter Sunday.

Signing for Zembo Temple were Frank Evans, chief rabban; Dale W. Fohl; assistant rabban; F. F. Bailey, high priest; and Richard Wampler, oriental guide. Representing the circus was George A. Hamid Sr.

### Kid TV Talent Set for Two Pa. Parks

NEW YORK—Talent for the openings of two Pennsylvania parks is set by the Abe I. Feinberg Agency here. Both Dorney Park, in Allentown, and Lakewood, in Barnesville, get their daily schedules started Sunday, May 26.

Television personalities will be featured, emphasizing kiddie favorites.

Feinberg last week had the Magic Clown, Rene's Chimps, Jolly Jazzbo, and three kiddie rides at the Inter-County Center for its premiere in Farmingdale, L. I., N. Y.



### "BEST INVESTMENT I'VE EVER MADE"

So says John R. Lewis, Zellenople, Pa., who adds:  
"The Roller Coaster was my top ride this season. Four men put it up in four hours at every date."

Frank and Martin Walsh, Maple Springs, N. Y., report:  
"The Allan Herschell Roller Coaster is our biggest money-maker this summer, even beating every other ride in the park. Forty per cent of the riders were adults."

Rock-o-Plane  
Roll-o-Plane  
Fly-o-Plane  
Octopus  
Midge-o-Racer  
Bulgy the Whale

### Holmes Rodeo Bows in Pa.

LANGHORNE, Pa. — The Holmes Rodeo Company will kick off its season here June 29 with James Arness, of the CBS television show, "Gunsmoke," as the featured performer.

The rodeo, which will be called the Bucks County World Championship Rodeo, will be held at Langhorne Speedway with two performances daily on 29 and 30. The rodeo is sponsored by Father Shogan, Levittown, who also promoted a Dean Martin-Jerry Lewis show here last year.

Other dates on the Holmes list include one in Indiana, the Police Rodeo at Madison, Wis.; Wisconsin State Fair, Milwaukee, and dates in Columbus, O., and Atlanta.

### Meeker Quits Oklahoma Post

DALLAS—Charles R. Meeker Jr. announced here that he has severed all connections with Grandstand Operations, Inc., group which has Grandstands at the Oklahoma Semi-Centennial to be presented this summer in Oklahoma City.

"This has become necessary due to the press of activities and the additional undertakings which we are taking on at the State Fair of Texas," Meeker said.

Meeker is managing director of State Fair Musicals, Inc., which presents a summer series of shows in State Fair Auditorium running from mid-June until September. He is also vice-president and assistant general manager of the State Fair of Texas, which takes places in October.

Bernie Arent, Bernard & Barry Shows in Canada, says:  
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### Dixon, Calif., Adds Rodeo

DIXON, Calif.—A rodeo with more than 100 cowboys participating will be featured at the Dixon May Fair on May 19, last of the three-day exposition, G. A. Grunsendorf, director in charge, announced.

The show will be conducted under sanction of the Rodeo Cowboys of America, and money won will be counted in point standings of the RCA toward world titles.

Stock for the rodeo will be supplied by Bob Barnby of Perkins. With him will be Bennie Bennefield, Elk Grove rodeo clown, and Knox Kirkland, Woodland rodeo announcer.

Events will include bareback riding, saddle bronk riding, steer wrestling, team roping, calf roping and bull riding.

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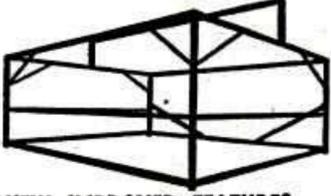
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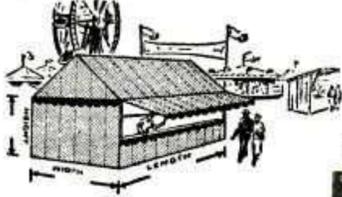
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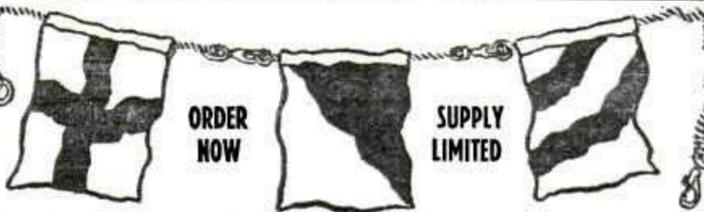
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Raines Amusements: Mena, Ark., 20-25.  
 Rainier: Raymond, Wash., 20-25.  
 Reid's Golden Star: Hartsville, Tenn.  
 Ritter's United: (Fair) Boron, Calif., 15-18; (Fair) Victorville 21-25.  
 Rock City: Jacksonville, Ill.  
 Rohr's Modern Midway: Washington, Ill., 14-19; Aroma Park 23-26; Wilmington 29-June 2.  
 Pose City Rides: Chaffee, Mo.; Cobden, Ill., 20-25.  
 Royal American: Memphis, Tenn.  
 Schafer's Just for Fun: Dallas, Tex.  
 Shop-O-Pama: Monticello, Utah.  
 Siebrand Bros. Combined: Clovis, N. M.  
 Smith, Geo. Clyde: Mount Savage, Md., 20-25.  
 Southern Valley: Oil City, La.  
 Standard: Lovell, Wyo., 14-19.  
 Stan-Nell's: Montevideo, Minn., 15-21; Danvers 24-26; Browns Valley 28-30.  
 Strates, James E.: Wilmington, Del.; Philadelphia 20-25.  
 Stumbo's Tri-State: Springdale, Ark.  
 Sunset Am. Co.: Fort Dodge, Ia.; Waterloo 20-26.  
 Tatham Bros. Combined: Waverly, Ill.; White Hall 20-25.  
 Tennessee Valley Am.: Marion, Ky.  
 Thomas, Art B., No. 1: North Platte, Neb.; Axtell 20-26.  
 Thomas Joyland: Bluefield, W. Va.  
 Tinsley, Johnny T.: Kannapolis, N. C.; Lexington 20-25.  
 Tivoli Expo.: Pine Bluff, Ark.  
 20th Century: Ardmore, Okla.  
 United States: Colburn, Va.; Richlands 20-25.  
 United Expo.: St. Louis, Mo. (4400 N. Broadway) 13-22.  
 Victory Expo.: Wichita Falls, Tex.  
 Virginia Greater: Smyrna, Del.; La Platte, Md., 20-25.  
 Wade Greater: Pontiac, Mich., 17-26.  
 Wade, W. G.: Battle Creek, Mich., 27-June 1.  
 Wallace Bros.: Memphis, Tenn.  
 West Coast Expo.: Pittsburg, Calif., 21-26.  
 West Coast: (Fair) Chowchilla, Calif., 13-19; Pittsburg 20-26.  
 Wilcox, Dick: Waterloo, Me.  
 Wilson Famous: Canton, Ill., 20-25.  
 Wolfe Amuse. Co.: Gastonia, N. C.; Reidsville 20-25.  
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 World of Pleasure: (8 Mile Rd. & Southfield Rd.) Detroit, Mich.

**Circus Routes**

Beatty, Clyde: Richmond, N. Y., 13-14; Port Washington 15; Hempstead 16; Hicksville 17; Huntington 18.  
 Carson & Barnes: Pratt, Kan., 13; St. John 14; Kinsley 15; Jetmore 16; Dighton 17.  
 Clyde Bros.: Sudbury, Ont., 13-15; North Bay 16-17.  
 Cristiani Bros.: Zanesville, O., 13; East Liverpool 14; Coshocton



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**THE FINAL CURTAIN**

**BABCOCK—Oscar**

81, longtime bicycle thrill performer, recently in Monmouth, Ill. After many years as a bicycle racer he turned performer and for years did his act at fairs and other outdoor amusement centers. In his performance Babcock rode down a ramp that was 105 feet long and 60 feet in the air at the high end. He rolled down and his bike whizzed around a vertical circle and landed on its wheels. He retired in 1943.

**IN LOVING MEMORY OF**

**FRANK D. MERROW**

Who passed away  
 May 16, 1955.

**ROSE MERROW**

**JONES—David,**

10, son of the late Al Jones, Dallas radio announcer formerly associated with the State Fair of Texas, recently in Dallas. The youngster was swept off a spillway by high water and drowned. Survivors include his mother, Mrs. Alfred Lyle Jones; a brother, Jerry, and a sister, Jane.

**In Loving Memory of**

**C. J. (SWEDE) OLSON**

Who passed away  
 May 5, 1957

**MRS. C. J. OLSON**

**IN MEMORY**

**OF OUR GOOD FRIEND**  
**SPARKY BELEW**

Who Passed Away  
 April 30, 1952.

**GERTRUDE and WHITEY**

**DAVIS—Lester**

veteran concession agent, recently in Chicago. Funeral services held Friday (10) with burial in the plot of the Showmen's League of America.

**FLADEL—Louis,**

101, concessions and show operator, April 29 in San Francisco following a long illness. (Details in Carnival section.)

**ISBISTER—Walter Scott,**

63, of the old Baldwin and Bristol comedy team in vaudeville, April 21 at his home in Tampa after a long illness. A native of Tynemouth, England, he came to this country to team with Joe Baldwin for a span of more than 30 years. During World War I he produced shows for overseas troops. He was a member of the Showbiz Club, St. Petersburg; the NVA, New York, and Riverdale Lodge, F&AM, Toronto. Survived by two brothers, William, Kenmore, N. Y., and John, Toronto, and two sisters, Mrs. Russell Cope, Bala, Ont., and Mrs. Jonas Lagergren, Beloit, Wis.

**LANGSTON—Inez (Louise Stone),**

78, former member of the old Chicago Opera Company, April 9 at her home in Birmingham. Survived by her son, Charles, who as Francis Stone formerly appeared on Broadway in Mae West productions. Services April 10 in Birmingham, with burial the following day in Macon, Ga.

**OLSON—C. J. (Swede),**

52, concessionaire, the last several years with the Olson Shows and previously at Riverview Park, Chicago, May 5 in Veterans' Administration Hospital, Chicago. Survived by his widow and son, Robert. Services May 8 at Suburban Home, Maywood Park, Ill.

**SCHLANZ—James,**

70, veteran musician who formerly worked in the Sousa and Scotch Highlanders bands and

**Ice Shows**

Holiday on Ice of 1957: Mexico City, Mex., 13-June 2.  
 Ice Capades, 17th Edition: Los Angeles, Calif., 13-26.

**Miscellaneous**

Burke's Wild Cargo: Memphis, Tenn., 13-18.  
 Damon, Dwight, Magician: Davenport and Wheatland, Ia., 18; New Windsor, Ill., 25.  
 Hitler's Personal Auto: Memphis, Tenn., 13-18.  
 Rabbit Foot Minstrels: Sulphur, La., 13; DeRidder 14; Leesville 15; Natchitoches 16; Winnfield 17; Colfax 18; Alexandria 20; Bunkie 21; Opelousas 22; Crowley 23; Lafayette 24.

**Mrs. Jim Downey To Operate Agency**

ST. LOUIS — Mrs. Jimmie Downey, widow of the late Jimmie Downey, local talent booker, has announced that she and her son, Jimmie Jr., will continue to operate the agency started by her husband several years ago. The office, which provides entertainment for fairs, celebrations and centennials, will fulfill all contracts signed for this season, she said.

the Ringling-Barnum circus band under Merle Evans, recently in a St. Petersburg, Fla., hospital. A former Army staff sergeant, Schlantz retired from the service in 1920. He had also played in the St. Petersburg City Band. Survived by three brothers, Joseph, Frank and Edward, and a sister, Mrs. Anna Visnic, all of St. Clairsville, O. Services and burial in St. Clairsville.

**In Loving Memory**

**OF MY DEAR HUSBAND**

**"SPARKY"**

Who Passed Away  
 April 30, 1952

**EVIE BELEW**

**WINTERS—Elmer,**

26, concessionaire with Royal American Shows, April 29 in Owensboro, Ky. He was a member of the Showmen's League of America, Chicago, the Greater Tampa Showmen's Association and former four-year member of the U. S. Marine Corps. Survived by his mother and stepfather, Ruth and George Grimsell, and a brother, Richard, all of Tampa. Services May 3 and burial in the cemetery plot of the Tampa showmen's club.

**BIRTHS**

**REED—**

A daughter, Kathryn Jean, April 22 in Firmi, Delages Hospital, St. Louis, to Mr. and Mrs. Robert L. Reed, concessionaires with Dyers Greater Shows.

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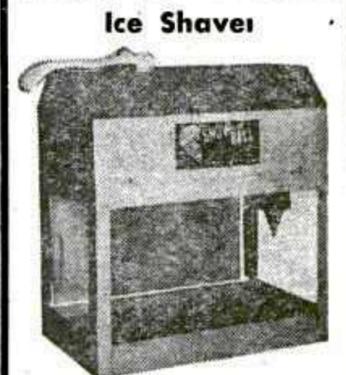


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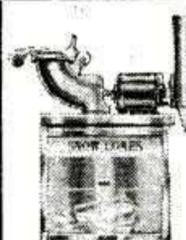
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 High Speed Ice Shaver & Case, as pictured... \$137.50  
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## STORYTOWN ADDS 175G GHOST TOWN

Wood's Lake George Theme Park Now Expanded to 52-Acre Area

LAKE GEORGE, N. Y. — A \$175,000 addition to the big Storytown, U. S. A., operation of Charles R. Wood will feature the frontier motif, and the installation is expected to be in operation this summer. Labeled Ghost Town, it is spotted on an area requiring 52,800 cubic yards of earth to level. Area is in the Adirondacks resort country, thick with tourist attractions.

Storytown's usable space now covers 52 acres, which have been developed steadily since Wood opened his combined Kiddieland-theme attraction in 1954. An estimated 300,000 visitors went thru the attraction last year, and this year's prediction is for close to a half million.

Wood is constructing a replica cowboy village comprising grocery store, post office, drugstore, barber-shop, Dan McGrew's Saloon and other imits. He purchased Emil's Middle Island Museum of Long Island, and is using the old-time candy, furniture, decorations and other fixings to add period flavor to the Ghost Town interiors.

The model mining town also has an assay office, old mine office, Wells Fargo freight depot, bank, Silver Dollar Hotel, general store, sheriff's office and jail, Penny Arcade, livery stable and carriage shed. Covered boardwalks are attached to the buildings.

Population of Ghost Town will include a 49'er with tables of mining lore, medicine man and Dan McGrew presiding over his saloon which will feature a musical revue. Rides which will supplement those already at Storytown include a mining train offering a half-mile run to the mine and a pack train of burros for kids to ride.

Mother Goose Land, another phase of the attraction, and Ghost Town are accessible for the same admission price, the two being separated by Main Street and a village square. Picnic area and a Crooked House restaurant cater to eating needs. Location is on Route 9 in the Adirondacks.

## Butte Funspot Opens May 30

BUTTE, Mont. — Columbia Gardens here opens its new season Decoration Day (30). The rides have been overhauled and painted, and the playground and picnic areas have been cleaned. Frank Panisko will have some of the concessions this year.

Big day for the parks is Miners' Union Day, June 13. Another feature of the season is that the Anacoda Company sponsors free buses every Thursday to take children to the park.

## Lombardo Starts West View's Ballroom Season

PITTSBURGH — Guy Lombardo's orchestra started the parade of name bands at West View Park's air-conditioned Danceland May 1. Manager Jack Stohl said that Lombardo proved a strong attraction Wednesday (1).

He will be followed at Danceland by Buddy Morrow, May 27; Yank Yankowitz, July 11; Stan Kenton, July 18; the Glenn Miller band, lead by Ray McKinley, August 1, and Les Brown, August 22.

## Emerson Farm Adds Building; Sees Big Year

NEWINGTON, Conn. — Ground was broken at Emerson's Animal Farm here last week for a new steel and concrete building that will have two levels—one for a Frontier and gift shop with a full line of riding apparel and saddlery, the other level for refreshments.

Owner Ralph L. Emerson said the 40 by 40 building will be of modern design, with a glass front encased in aluminum. There will be a full marquee. Cost is expected to reach \$25,000 and completion is scheduled in time for the Decoration Day trade.

William J. McGeown, executive secretary, said that spring business at the animal farm has been excellent in all departments, and that if the present pace continues business could be twice that of last year. Rental of animals to TV and other media has been strong.

## 9 Chicago Kiddielands Join Dairy's Promotion

CHICAGO — Nine Chicago area Kiddielands will participate this season in a tie-in promotion with the Bowman Dairy. The list is expanded over last year's list of six parks.

Plan calls for youngsters to save assorted types of top from various Bowman products as "play money." Each top entitles a child to ride at half price in one of the Kiddielands. Four rides, which usually sell for 60 cents, may be had for four tops and 30 cents.

Participating parks agree to accept the half-price set-up in return for plugs they get in Bowman's advertising of the promotion. This year's program was kicked off with milk-bottle collars on Bowman's home delivery routes.

Parks which are repeating this year are Fun Fair Kiddie Park,

Skokie, Ill.; Fink's Kiddytown, on Chicago's Northwestside; Kiddytown on Chicago's Southeastside; Miller's Fairyland Park, Lyons, Ill., and Sauzer's Kiddieland, Dyer, Ind.

Dropping out is the Lincoln Park Miniature Train operation in Chicago.

New to the line-up are Eden's Playland, Waukegan, Ill.; Dude Ranch, Lombard, Ill.; Fox River Picnic Grove, Fox River Grove, Ill., and Porter Kiddieland, Gary, Ind.

The dairy firm also is promoting a Bowman Tote Bag intended for use by kids in collecting and carrying their milk carton tops.

An article about last year's promotion was published in The Billboard February 23.

## Coney Installs Handwerker And Slate

Chamber Urges Bandstand for Rebuilt Pier

NEW YORK — Salutations to the new Aquarium were widespread at the annual dinner and installation of the Coney Island Chamber of Commerce, held Wednesday (1) at the Hotel St. George. Taking office as president was Murray Handwerker, son of Nathan Handwerker and vice-president of Nathan's Famous, Surf Avenue eating establishment.

The many items under discussion included an observation by Handwerker that the fire which destroyed Steeplechase Pier last month has made erection of a large bandstand a future possibility.

Coney has been without band concerts since decades ago when Sousa's band was performing at Manhattan Beach. When repairs to the burned-out Boardwalk section are completed, it is hoped that work will proceed on the bandstand, it was reported.

Talk about the Aquarium centered on admission prices to be charged by its operators, the New York Zoological Society, which has announced fees of 45 cents for children and 90 for adults. Some chamber members favored a dime and a quarter, in keeping with Coney Island prices.

### Opening Date June 5

First unit of the Aquarium will open June 5. The city has been without such an attraction since the former Aquarium was uprooted from The Bowery in Manhattan in 1940. The new Aquarium is 216 feet long and 120 feet wide, and includes a 60 by 40-foot outdoor tank for aquatic mammals. A later addition will be an outdoor tank for penguins.

In addition to Handwerker, new chamber officers include five vice-presidents: Vincent J. Tesoriero, Ralph W. Fouse, Alfred Garms, Joseph H. Goldstein and Thomas F. Tesaruro. Treasurer is Leonard F. Tria, assistant treasurer, Leo B. Stein; secretary, Albert C. Myers, and executive secretary, William A. Nicholson.

The Chamber has long been encouraging the Park Department to install a Boardwalk public address system for crowd control, civil defense and other purposes. It is also urging reconstruction by the city of the burned-out pier, using concrete and steel. It hopes to attract bands which have been playing New York parks, such as the Guggenheim Foundation's Goldman Band.

## Binghamton, N. Y., Kiddieland Buys AH Coaster, Car

BINGHAMTON, N. Y. — Dr. Naim Khuri's Airport Kiddieland here has taken delivery on an Allan Herschell Roller Coaster and another car for his MT Miniature Train.

The spot, opened about a year ago, also has Herschell Kiddie Merry-Go-Round, Boat Ride, Auto Ride, Sky Fighter and Tank Ride plus live ponies, the latter on a concession basis. Parking lot handles 500 cars. There is a central building to house the concessions, ticket sales, train station, novelties, office and rest rooms. It was designed by the Allan Herschell Company.

## SPECIAL DAYS, TIE-INS

### Bruckner Ops Retain Joint Promotion Fund

NEW YORK — Special days and widespread use of its clown symbol are expected to increase business this year at Funland on Bruckner Boulevard in the Bronx. In the middle of a major recreation center, the spot was instrumental last year in setting up a joint advertising budget running into five figures annually.

Don Becker, whose family operates the ride spot and has other real estate holdings in the area, is handling advertising and promotion. General outdoor will provide 60 spots for 24-sheet boards, for which it has had layouts approved.

A Coca-Cola deal has distribution of drawing coupons with each six-bottle carton. Stubs are good for discounts on ride-book purchases and for a free Merry-Go-Round ride for a kid accompanied by an adult. This will eliminate the situation created last year when some kids showed up alone with dozens of coupons.

The June 13 drawing will have a Thunderbird Jr. as first prize, plus other prizes.

### Lollipop Giveaways

The clown Lolly will again be played by Al Ward, who has been booked for TV appearances on the shows of Wendy Barrie, Joe Franklin and Jolly Jellybean. He will visit schools as well and will hand out lollipops wherever he goes. One special day, Clown Day,

will require kids to make up as Lolly, with the clown as judge.

A Hartman Home Day will provide for the home's kids to take over the park for a specified time. Lil' Abner Day will find the cast of the Broadway musical and their families as park guests.

Funland is sponsoring a Little League baseball team, and another element of the rec center is sponsoring the Golf Haven team. This is the enterprise of Frank Solento, Dee Channing and Carl Littman, who operate the driving range and arcade, and rent out the land for the batting range, miniature golf and midway-type games.

The Beckers have bought a miniature train from Ed Kelnaans, of Indian Point Park, Peekskill, but have not set it up yet.

## Nathan's New Ride Ops at L. I. Eatery

OCEANSIDE, N. Y. — Oceanside Rest, acquired last fall by Nathan's Famous of Coney Island, has also assumed control of the kiddieland operated for years by Bernie and Bob Finkel, adjoining the large eating establishment.

Renovation is underway on the old Merry-Go-Round. Platforms are being replaced, horses repainted and general sprucing-up is being undergone by it and other rides.

Operation of the kiddieland is by a corporation other than the one running Oceanside Rest, of which Murray Handwerker is president. Park is operated by Oceanside Kiddieland Park, Inc.

## Batt, Ottaway Buy Helicopter Rides

NORTH TONAWANDA, N. Y. — Orders for two Helicopter rides for 1958 delivery have been received here by Allan Herschell Company, Inc., ride manufacturer.

The orders, both from parks, are from Herb Ottaway, of Joyland Park, Wichita, Kan., and Harry Batt, Ponchartrain Beach, New Orleans.

## Cold Shuttters Cincy's Coney

CINCINNATI — Temperatures that tumbled to a low of 32 degrees and rose no higher than 45 caused the closing of Coney Island here at 5 p.m., Saturday (4), the first time in the park's 71-year history that it has shuttered because of cold weather.

The cold snap, a record for May 4, came during the second of Coney's two scheduled weekend previews, and the park only remained open long enough to accommodate some picnics scheduled for the afternoon. With warming and sunny weather Sunday Coney reopened and operated to fair business, said President and General Manager Edward L. Schott. The previous weekend operations produced business better than last year's, said Schott. Over the weekends the park has been operating its ballroom, rides and games and offering fireworks at night.

## Norfolk's Ocean View Dolls Up Front, Back; Adds Fishing Pier

NORFOLK, Va. — Ocean View Amusement Park here opened April 13 with a fireworks show. Funspot has a full season of circus acts, special events, dancing, fishing and bathing to augment its ride and midway operation.

Manager Albert Miller said that this winter's expenditures brought to more than \$1,000,000 the amount spent on the park since 1943. New this time are two kiddie rides, bringing the spot's total to 10, and a fleet of 10 new Scooter bumper cars, bringing the total to 31.

Full bay front of the park now is equipped with a concrete walk, replacing the actual boardwalk that served for 50 years. W. E. Stokes manages the ballroom, which accommodates 2,000

dancers. Billy T. Stonecipher is in charge of the boat fishing concession, with a fleet of 100 boats. Specially treated coveralls are available to boating and fishing patrons.

A new fishing pier is scheduled to be opened by June 1. W. Carl Spencer will be the manager. Parking area will be enlarged to serve this added attraction.

In order to spruce up for the celebration of the Jamestown Festival in this vicinity, the park is redecorating its street frontage. The ballroom-fishing-boat area is first to be improved, with the ballroom getting a surfacing of asphalt tile. Similar treatment is planned for other buildings which also back up to the street.

**ROLLER RUMBLINGS**

**Fire Destroys Mil'kee Silver Spring Rollery**

MILWAUKEE—A five-alarm fire of undetermined origin Saturday night (4) destroyed Silver Spring Skating Center here with a loss estimated at \$66,000. Edmund Grubb Jr., owner of the rink and the building in which it was housed, said the loss was partly covered by insurance.

The one-story frame building, covering more than a quarter of a block, burned to the ground. In addition to the rink, the building had three apartments in which the owner and other members of his family lived.

Six pupils who were taking skating lessons from professional Vera Lee when the fire broke out escaped.

Firemen were hampered in fighting the blaze because no fire hydrants were in the immediate vicinity. They set up a pumping relay system, using four tank trucks to bring water from a source a mile away. It is believed that the blaze started near the living quarters at one end of the building.

Members of the three Grub families living in the building lost all personal belongings. A car owned by the rink operator and one belonging to his father, both parked in the building, were destroyed.

Chi Skate Co. Comic Book Plugs Skating . . .

CHICAGO—A comic booklet titled "Skating Skills" and carrying the legend, "Secrets of Roller Skating," has been published by Chicago Roller Skate Company for distribution by the trade among teenage skaters. The picture-story booklet tells of teen-agers who are attracted by an advertisement plugging a figure-skating exhibition. They attend, their interest is aroused and they try skating and find it fun. As a result they take lessons, buy skates and become proficient. Thruout the booklet the

many advantages of roller skating are emphasized. Price is 10 cents.

**Facelifting Scheduled For Pitt's Lexington . . .**

PITTSBURGH — Lexington Roller Skating Palace will get a complete outdoor and indoor paint job during the summer, reports Mrs. Edna Betz, manager. The building's exterior walls will carry painted figures of skaters in an undecided color scheme. Painting will be completed in about two weeks.

Mrs. Betz is currently planning her summer schedule. Regular group skating at Lexington runs the year round. Classes conclude in June and resume in September. She reports that 10 of her students will compete in the Eastern regional skating contests in Delaware, June 16-18.

**Met. Beach Skatery Bows Under Vivian Heard . . .**

DETROIT — Metropolitan Beach Roller Rink on the shore of Lake St. Clair, 30 miles north of Detroit, reopened for the season Saturday (27) under the management of Vivian Heard, who formerly conducted a professional skating school in Detroit.

Policy calls for daily matinees and evening sessions, offering an alternate attraction to the beach, which has become the largest consistent single attraction in the metropolitan area during the summer.

**Greatest AOW Race Program Nears End . . .**

ELIZABETH, N. J.—The racing program in the America on Wheels chain of rinks is approaching the close of its greatest season since inception, Jack Edwards, AOW director of racing, declared last week following recently concluded championships.

There were more than 100 entries in the contests in which Paterson (N. J.) Arena and Bladensburg (Md.) Arena tied for first place with 27 points each under a no-handicap system. They also ran were Boulevard Arena, Bayonne, N. J., 16; National Arena, Washington, 14; Capitol Arena, Trenton, N. J., 9; Hackensack (N. J.) Arena, 7; Alexandria (Va.) Arena, 6; Twin City Arena, Elizabeth, N. J., 5, and Mount Vernon (N. Y.) Arena, 3.

**Contest Activity Set In Tidewater Area . . .**

WILMINGTON, Del. — The Tidewater States championship meet, sanctioned by the RSROA, will be held May 25-26 at Printz Roller-Way, operated by Mr. and Mrs. Victor Caille. Merryland, Glasgow, Del., operated by John Paxton, will be the scene of the Eastern regional championship meet, June 16-17-18, with competitors from New Jersey, Pennsylvania and Eastern Canada, as well as the Tidewater group comprising Delaware, Maryland, Virginia and Washington, D. C.

**Faber's Adds Seventh Unit At Rockaway**

NEW YORK—The Faber interests at Rockaway's Playland increase this month with acquisition by Nat Faber of the store operated by Julius Seidel. Measuring 43 feet by 75, it has 33 Skee Ball alleys, seven Bowl-O's and six shuffle boards. Faber now has seven coin game stores at Rockaway and plans are to air condition and heat them for year-round operation. Bids are being sought.

The Seidel store is next to Faber's Fascination on 98th Street near the ocean front. Diagonally opposite Seidel's, Faber has 77 feet in which he will put Pokerino, Bing-O-Reno and shuffles.

Street stores are open nightly in the area on the momentum of the best season opening in memory. Weather has been generally good.

Park is getting 35 cents per ride on its new Roundup, high for the midway, with rerides at 25 cents. Rerides are estimated at 25 per cent thus far. The ride is new for New Yorkers, some of whom have seen it at the Mineola Fair and at Palisades Park.

**Harry Frame Updates Park**

CRESCENT BEACH, S. C.—Harry Frame, owner of Frame's Greater Shows and manager-operator of Crescent Beach here, this year has ploughed back much of his profits in physical improvements.

Major addition is the new \$100,000 pavilion. Atop the pavilion is a 10,000-square-foot skating rink, while inside the building is a restaurant, bingo, amusement machines and a dance floor.

Some 15 rides are set up along the midway.

**Ocean Beach Hikes Budget**

NEW LONDON, Conn.—The Ocean Beach Park board, which controls the city-owned-and-operated Ocean Beach Park on Long Island Sound, has approved a budget of \$165,381.70 for the 1958 season. The sum is \$5,331.70 more than that provided for park operation during 1957. Most of the increase will provide for additional employee salaries.

**Garbrick Reports Spring Sales Of Ferris Wheels**

CENTRE HALL, Pa.—Garbrick Manufacturing Company has, in recent weeks, sold four new Ferris Wheels and several other rides, Lewis H. Garbrick, president, announced.

Wheel buyers include Burton Amusements, Valley City, O.; Howard Hawkins, Rome, N. Y.; Barstow Amusements, New Brighton, Pa., and Seneff & McCullough, Cuyahoga Falls, O. Other recent sales include a kiddie Fire Truck to Minet Amusements, Allentown, Pa., and a Chair Swing to S. J. M. Enterprises, Fontana, Calif.

**Marathon to Spark New N. J. Funspot**

PENNSVILLE, N. J. — Many veterans of endurance runs will take part in the Riverview Park Marathon which will travel thru three States and over a river on Saturday (25).

Sponsored by the Middle Atlantic Cross-Country Commission of the AAU, the 26.2-mile race will start at City Hall, Chester, Pa., and cross the Delaware Memorial Bridge to the 60-acre park here. Invitations have been sent to A.A.U. districts and individuals thruout the East. They will be competing for 15 trophies and a day of entertainment at the park.

The race is being held currently with official opening of the park, which has been enlarged to include a Frontier Village, a Futureland featuring a 35-foot rocket ship, and a Mother Goose Land.

**Park List Set For Tie-In by Flav-r Straws**

NEW YORK—A large number of amusement parks will be contacted next week by Flav-r Straws of Mount Vernon, N.Y., as it begins its summer outdoor promotion. As many as 100 parks may be involved.

Modification of company advertising policy has resulted in Flav-r straws cutting out its televised advertising in 40 per cent of its local markets in the U. S., and redirecting this money into consumer magazines. There remain, however 48 market areas in which sponsorship of kiddie television shows continue, and in these areas the park promotion is being picked up.

Television programming continues on a reported 130 stations, compared with 240 stations used up to recent weeks. The market areas retained represent 80 per cent of the product's sales.

**WANT TO LEASE BALLROOM**  
Preferably in Ohio or Florida area.  
Write  
**DONALD TAVENNER**  
Route 1 New Concord, Ohio  
Phone 3336

**WANTED IMMEDIATELY**  
Kiddie Rides, Portable Roller Rink, Bingo Game, Snow Cone and Ice Cream Stand. Lease or buy for large Lake and Park.  
**KELLY AMUSEMENT CO.**  
Box 335 Fort Towson, Okla.

**KIDDIE PARK For Sale**  
Located in heart of fastest growing area in California, 50 miles from San Francisco. Established Kiddie Park. All equipment in excellent condition. Low operating costs, high profit. Complete details furnished to responsible parties.  
Write:  
**BOX D-288**  
c/o The Billboard Cincinnati 22, O.

**FOR SALE OR LEASE**  
Nine factory-built Kiddie Rides with automatic timers. Now in operation, but must be moved by June 30. Little Dipper, Horse-and-Buggy, Kiddie Ferris Wheel, Sleigh Ride, Kiddie Merry-Go-Round, Sky Fighter, Midget Autos. Boats with aluminum tank. Airplane Ride. Write **BOX A189, The Billboard, 6000 Sunset Blvd., Hollywood 28, California.**

**DON'T BE FOOLED**  
CUSTOM-BUILT MINIATURE GOLF COURSES EARN MORE MONEY!  
CHOOSE THE FINEST—INSIST ON A HOLMES COOK COURSE designed and engineered by experts. NO HOLMES COOK COURSES HAVE EVER FAILED.  
**Holmes Cook Miniature Golf Co.**  
599 Tenth Ave. New York, N. Y.

**HELP WANTED**  
Bingo Caller wanted with park experience. Starting salary \$75.00 week; will pay more to right man. Phone: Myrtle Beach 4873 or write C. A. BURROUGHS, P. O. Box 722, Myrtle Beach, S. C.

**STORE 36' x 50' ROCKAWAY BOARDWALK**  
Will subdivide. Good for any amusement.  
**Klein's Associates, Inc.**  
NEptune 4-6900

**DISPLAY FIREWORKS FOR ALL OCCASIONS . . . ANYWHERE**  
RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:  
1. Latest creations in breathtaking aerial shells.  
2. Brilliant animated ground displays.  
3. Expert operators available to completely set up and fire any display.  
4. Complete public and property liability insurance.  
5. Rain-out clause.  
6. High-powered advertising and promotional facilities.  
7. Programs can be changed nightly for repeat performances.  
8. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.  
9. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.  
10. Displays shipped everywhere in the United States.  
**SECRETARIES AND ENTERTAINMENT CHAIRMEN**  
WRITE FOR OUR BIG SPECIAL CATALOG  
**RICH BROS. INTERSTATE Display Fireworks Co.**  
DEPT. B-8, BOX 514 • SIOUX FALLS, SOUTH DAKOTA

**High Quality KIDDIE RIDES**  
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.**  
ESTABLISHED 1888

when answering ads . . .  
Say You Saw It in The Billboard

**SKATING RINK TENTS**  
42 X 102 IN STOCK  
53 X 122 AT ALL TIMES  
**NEW SHOW TENTS MADE TO ORDER**  
**USED TENTS FOR SALE**  
10x10 Ft. 40x 80 Ft.  
10x15 Ft. 40x 90 Ft.  
14x21 Ft. 40x100 Ft.  
20x30 Ft. 60x 60 Ft.  
20x40 Ft. 60x 90 Ft.  
30x50 Ft. 60x120 Ft.  
30x60 Ft. 60x150 Ft.  
30x90 Ft. 50x180 Ft.  
40x60 Ft. 60x210 Ft.  
40x70 Ft. 60x240 Ft.  
**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

**PORTABLES ARE THE ANSWER**  
**Porto-Bilt**  
TENT COVERED SKATING RINKS  
Write  
**W. T. SHACKELFORD**  
Box 423, Smyrna, Ga. Phone 8-9978  
Phone: 8-2183, Marietta, Ga.

**CURVECREST RINK-COTE**  
The skating surface for wood and masonite floors. The ultimate in clean lines and traction.  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**THE USERS OF "CHICAGO" SKATES**  
Are Successful  
There is a reason. Service and PROMPT DELIVERIES.  
**Durite Wheels**  
**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., Chicago, Ill. ESTebrook 9-3800  
**No. 778R**  
Manufacturers of all kinds of Roller Skates

## Oklahomans Flock To See Kelly-Miller

**Tim McCoy Holds Good Percentages; Show Struggles Against Muddy Lots**

OKMULGEE, Okla. — Good business and more mud comprised the story of the tour of Oklahoma last week by the Al G. Kelly & Miller Bros. Circus. Recent rains were both good and bad for the show since on one hand they marked the end of drought and on the other it meant near-floods and muddy lots.

At Ardmore Wednesday (1), the show had a full afternoon house, altho it started an hour late, and a straw house at night. Mud made it necessary to use tractors and elephants on all trucks to get them on and off the lot. Loss of time forced elimination of the new closing spec.

Ada had rain and mud and the afternoon show was 90 minutes late. But it drew a two-thirds house and at night there was a turnaway house.

McAlester, played Friday (3), another day of rain, found the show testing three locations before settling on a lot. Afternoon was a three-quarter house and night attendance was near-full.

Muskogee Saturday (4), had light attendance, something over the equivalent of a capacity house as a total for the two shows. This was caused largely by the necessity of changing lots at the last minute. A large number of people milled around the advertised lot while the show tried others and finally set up on the fairgrounds. The lot, however, was the first grassy, solid one of the season.

Bristow, the Sunday matinee only stop, gave a near-full house. It began 45 minutes late on a muddy lot because both the canvas spool truck and the wardrobe truck had been delayed en route.

Okmulgee, Monday (6), had a

half house in the afternoon and a sturdy turnaway house in the evening. Sun was shining but the lot was still muddy.

### McCoy Draws Well

Col. Tim McCoy has been drawing good concert crowds, it was reported. At Bristow is was two-thirds of capacity. In Muskogee one of his movies was showing at a local theater. Indians there gave him a new hat. At Okmulgee, all concert people turned out in new wardrobe purchased by the show. McCoy has been appearing at luncheon clubs and on radio stations on behalf of the circus.

General Manager and Mrs. Obert Miller visited the show at Ardmore and Muskogee. He is recuperating from an illness and has not yet joined the show for the tour. Another visitor was Karen Kay Miller, who is attending college at Oklahoma A. & M. this year. Jack Moore, manager of the Carson & Barnes Circus, visited.

Glen J. James has joined the show as an assistant manager.

## Spotty Biz Dogs Hunt Early Dates

NEW YORK — First week's business for Hunt Bros. Circus, incorporating a Wild West atmosphere this year, has been spotty. Altho there have been no turnaways, yet, several houses have pushed capacity and the outlook is bright.

A strong house turned out for the matinee in Hellertown, Pa., Thursday (2), but cold cut the night crowd to less than half. Two half houses had preceded in Washington, Pa.

One-half and one-third were experienced in Morristown, N. J., on Monday (6), and the following day in New Hope the show had a nearly full matinee and three-quarters at night.

Dime Wilson's parents joined during opening week. The Wild West features have been smoothed out to where the performance is pretty nearly set. In one display 14 horses are worked. Another has three rings of Liberty horses. Plenty of cowboys are used.

Weather has been generally good, and good help has been plentiful.

## Norfolk Sets Pace For Beatty Crowds

**Show Scores in Most Va. Stands; Cats in Scramble at Farmville**

NORFOLK—Two days under police auspices here brought strong houses for the Clyde Beatty Circus. Most other stands on the show's route also have been winners as the show makes its way northward. Upcoming are the show's dates in the New York area.

At Roanoke, Va. (29), for the Exchange Club, the Beatty show had half and near-full houses in rainy weather. Staunton, Va. (30), with Moose auspices, had a light afternoon, with about 250 on the seats, but a three-quarter night.

In Charlottesville, Va., under Monticello Guard auspices, the show did not set up all its seats. Afternoon house was about one-third of normal capacity and night was half of capacity.

Farmville, Va., Thursday (2), had Lions auspices and Beatty's lions caused some trouble in the arena. A new lion in the act was attacked by a tiger and injured slightly. Two other lions jumped a third to keep things lively for a while. Afternoon house was half filled while the night show pulled a near-full score.

Ahead of Ringling Petersburg, Va., Friday (3) had

benefit of good last-minute publicity. A news reporter caught the show the day before and his paper carried a favorable report of the show on show day. Afternoon pulled only a one-quarter house, however, and the night was three-quarters of capacity. Auspices was the Eagles lodge.

Norfolk opened Saturday (4) with cold weather. Afternoon was three-quarters and that night was near-full. Sunday (5) afternoon was full and night was near-full, it was reported. Police organization was the sponsor. The stand was followed by nearby Portsmouth. Ringling is to play a combination stand in the two cities for a total of nine days in June on a sell-out basis.

## R-B 2d Section Leaves Barn For New Dates

SARASOTA, Fla. — Ringling-Barnum's new "second section" was pulling out of quarters last weekend, headed for the show's first new-style indoor stand, Providence, R. I., and its Memorial Auditorium.

The section, now motorized, is under the direction of Eddie Billetti, show's general superintendent, who has been busy in shops here building new equipment.

Included is a large trailer built to carry small cages which in turn will transport the show's animal acts. Show also will have along its newly designed A-frame rigging for use in outdoor stadium dates and its new rectangular extension rigging for use in auditoriums and arenas.

### Quarters Still Open

Winter quarters have been open for tourist business altho the main part of the circus has been in New York a month. Admission is 90 cents and 50 cents. Performances have been limited to Sundays, and this practice will be continued. Show's excess animals are displayed in zoo fashion here. Skeleton crew of about 25 men will be retained. Many former Ringling employees, including many in specialized fields, have joined the Royal American carnival or other circuses.

## R-B Hits \$1.8 Mil; Boston Sale Lags

NEW YORK—Ringling closed a highly successful Madison Square Garden engagement Sunday (12) with a gross of around \$1,800,000, approximating, if not exceeding, its best previous effort in this city.

The intense television campaign conducted here has had a remarkable effect on matinee attendances, which have been the best on record for the show. Night business, however, was not as good as expected, and while it was mentioned in some quarters that extremely mild weather has not been conducive to indoor show-going, others have indicated despair over the problem of solving mid-week night turnout problems.

Virtual saturation of local kiddie TV shows, it is understood, was accomplished with about the same budget as last year by avoiding higher priced video time on national shows.

### 40 Weeks Booked

Ringling will not be shouldering the total ad responsibility on the road, but is sharing with arenas the cost of broadcasting time, billing space newspaper ads and other

advertising. Forty weeks are definitely booked, Harry Dube noted last week upon returning from a nation-wide trip. Three of these, in late August, will be outdoor dates and are still indefinite.

On the personnel side, it was reported that Norman Carroll will come on shortly from California to handle radio-TV press work and work in conjunction with Howard Y. Bary. They will be from three to five weeks ahead of the show at times. Issuance of press accommodations will be liberal again this year, compared with a tight policy in 1956 which spawned resentment at various spots along the route. In New York alone, some 9,000 requests for seating were filled by the press department, to which is added the amount given out by management.

### Light Hub Advance

A week in Boston will be undertaken with a smaller advance sale than in the past, unless a sharp increase in orders takes place before the opening Tuesday (14). First week of the sale took in some \$15,000, where the figure had been as high as \$40,000 in previous years for the comparable period. A light start also was recorded for New York, but business built sharply later.

## Carson-Barnes Drawing Well

HOMINY, Okla.—Carson & Barnes Circus has been drawing good business. Broken Arrow, Okla., gave half and near-full houses on Friday (3), the first clear day after 18 days of rain. Hominy, the Sunday (5) stop, had a three-quarter house for the afternoon-only schedule.

## Packs Opens Western Unit; Phoenix Big

TUCSON, Ariz.—The Western unit of the Tom Packs Circus opened its second season with a two-day stand under Shrine auspices at Phoenix.

Show scored a turnaway on Saturday (5) after admitting the largest crowd ever in the State fairgrounds grandstand, according to Jack Leontini, show staffer. Leontini will remain with the show until May 14 and then return to St. Louis, to be with the Eastern unit of the Packs organization.

The Phoenix date was promoted by Douglas Harrison. This was Packs' first time in Phoenix and the fifth annual Shrine circus. Show's advance sale for Tucson was better than that of the past three years. Packs is booked to play Shrine clubs under jurisdiction of the Phoenix temple.

## Straws, Extra Performance Hype Mills Business in Ohio

SANDUSKY, O.—Straw houses and an extra matinee marked the Mills Bros. Circus route in Ohio last week. Lorain and Sandusky were the big stands, while at Rocky River for two days (29-30), the circus had benefited from a large advance sale.

Lorain had Knights of Columbus auspices for a May 1 engagement. Afternoon show opened with a ring curb crowd of 5,000 plus 2,000 turnaways. A second performance was given to handle the latter. Business was so good that the concession department sold out its stock of some items, including bot-

tled drinks, at the first show and had to be restocked for the second. To top off the day, the evening house was a full one.

Eagles lodge sponsored the Sandusky stand, where the show appeared Thursday (2). Schools were dismissed early for the circus, but weather was cool. Arrival was early, with the show getting a break from crossing a time zone line. The 3 p.m. performance was given to a turnaway crowd, but a second show could not be given because of the late starting hour. Night house was half full.

## AGVA Names Joe Antalek

CHICAGO—Joe Antalek, perch performer, and in recent years a booking agent and circus producer, has been named outdoor representative for AGVA in the Chicago area. He will work out of the union's Chicago office.

Antalek has produced the Syracuse Shrine Circus in the past few years and has been associated with the Detroit Police show. He has been a performer since childhood in Hungary. He said he was discontinuing booking and producing work in favor of the AGVA post.

## Substitute Stands Shine Brightly for Cristiani

RICHLANDS, Va.—Cristiani Bros. Circus enjoyed fairly good business last week in Virginia. The show played three stands as substituted to avoid high water conditions in Kentucky, and they turned out to be especially profitable.

Elizabethton, Tenn. (29), gave half and near-full houses. Pennington Gap, Va. (30), first of the substitute towns, had auspices of the Lions and Boy Scouts. One-hundred-mile jump came off okay, and the circus played to half and three-quarter houses.

Bristol, Va.-Tenn., May 1, gave

a three-quarter afternoon and 85 per cent of capacity at night with Jaycee auspices. The riding act didn't work there.

Big Stone Gap, third fill-in spot, was played Thursday (2) for a three-quarter afternoon and a straw house at night. Auspices was a Shrine club.

Another Shrine club was the sponsor at Richlands Friday (3), where the show had a half house in the afternoon and a full house at night. A new lioness was received here.

**TELEPHONE SALESMAN**  
for  
**Outstanding**  
**SHRINE CIRCUS DATES**  
Office Now Open  
Write  
**WALT STEBBINS**  
**POLACK BROS.' SHRINE CIRCUS**  
Twin Falls, Idaho

**WANTED AT ONCE**  
Experienced Elephant Man to work and care for gentle female Elephant. Must be sober and reliable. One with semi driver's license preferred. Year around work, top pay. Wire:  
**C. C. GROSCURTH, Mgr., GROSCURTH COMBINED CIRCUS & CARNIVAL**  
Evansville, Ind., all this week.

**WALLY YEE**  
Will be at  
**Hollywood Knickerbocker**  
MAY 21-JUNE 2  
All interested please contact for July and future dates.

**PHONEMEN**  
Labor Deal year round. Plenty of leads and co-operation. Ticket Deal starts soon When in Los Angeles see  
**ART HESS or ROY BELL**  
2847 W. 8th St., Los Angeles  
DUNKirk 8-0120 No collect calls

**WANTED—WANTED PHONEMEN & WOMEN**  
Shrine deal NOW. No drunks. No collect calls. (Where is Harold Scott?)  
**TOM DRAKE AGENCY**  
1104 Westport Road Kansas City, Mo.  
Phone: JE 1-1148

**TELEPHONE MEN**  
Who worked for me on the Virginia State Sheriff's Year Book and other men who can be recommended by any of the above—working only taps.  
Telephone 8-37793, Richmond, Virginia.  
**MOREL ADVERTISING SERVICE**  
Main Office. Working whole State.

**CHICK STEIN**  
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**IRA MILLETTE**  
Contact  
**LUCIO CRISTIANI**  
Immediately, as per route

**WANTED**  
Three Ad Salesmen for the latest idea in show business. If you can't make 2C's a week for yourself, you're no good to me. Must dress well and be strictly sober; no heat. Must have car. Four months' work in Canada, then indefinite run in the States. Ready to go to work May 20. No advances. Jerry Reardon—this is yours.  
**JOHN KIRKE**  
Canadian Telegraph or General Delivery  
Brandon, Manitoba, Canada

**BILLPOSTERS and LITHOGRAPHERS WANTED**  
State age and experience. Address:  
**Arthur E. Bitters, Mgr.**  
21 Advertising Car  
Clyde Beatty Circus  
Chancellor Hall Hotel, Philadelphia, Pa.

**PHONEMEN**  
Who can keep it up. This is a sheriff deal. Just starting Monday. Bud—Harold—Chuck, come on in. Call  
**W. G. PHILLIPS**  
Circleville, Ohio, 1259, or wire  
American Hotel.

**Rudy Completes Northern Dates, Back to Calif.**

MODESTO, Calif.—Rudy Bros. Circus concluded a winning tour of Washington and Oregon and returned several days ago to California. Show ran up against much rain in the Northwest, but this didn't hurt business, it was reported.

The circus played Portland to good takes. Shrine auspices were used in many stands. At The Dalles the personnel were guests of the construction engineer at a new dam.

As the show entered California for stands in the north and central sections of the State, it included:

The Escalantes, bars, trampoline and web; Johnny and Milonga Cline, dogs, ponies and elephant; Betty Escalante, cloud swing and web; the Olvecos, perch and web; Dick Berg's Seals; Eris, one-finger stand; Don Rey and Jimmy Goff, organ and drums; Rudy Jacobi, equestrian director and announcer, and Harry Ross, Eddie Emmerson and Rene Thezan, clowns.

**Hagen Straws 2 Performances In Mo. Capital**

ST. CHARLES, Mo.—Hagen Bros. Circus played to good business in Missouri towns, among them Jefferson City, where residents of the capital city gave the circus two straw houses.

That was May 1 and with VFW auspices. Crowds turned out in force as they and the show enjoyed the first good weather of the year. Tent was so full that no space was available in the hippodrome track for the spec.

Washington, Mo., Friday (3), had a hefty 1,700 turnout in the afternoon and a near-full 1,900 at night. Schools were dismissed early, and the town was 12 years fresh. Auspices was the Optimists Club.

St. Charles had auspices of the fair association. Afternoon was better than half filled, but the night was a light one-quarter in cold weather.

**10 PHONEMEN 10 Greatest Show On Earth**  
Local Stadium. U.P.C. and Programs. Variety Club sponsored. No collect calls. Write, Wire or Call  
**C. C. COLE**  
19 Dunmore Rd., Baltimore 28, Md.  
Phone: Ridgeway 7-0255

**HUNT BROS.' CIRCUS WANTS to join on wire.**  
For Big Show Band: Cornet, Baritone. Man to sell ads, banners; all around Billers that drive. Chameleon privilege open. Route as follows:  
Spring City, Pa. Hospital 13; Rockledge 14; Dromall 15; King of Prussia 16; Weyna 17; Westville, N. J., 18; Bridgeton 20.

**PHONEMEN & WOMEN**  
Good sponsor repeat, Ozark Jubilee Show. Program and tickets. Daily draw. Other good ones to follow.  
Phone: C.A. 4-4994, Columbus, Ohio.

**UNDER THE MARQUEE**

Bill Green, former press agent for Polack Bros. Eastern Unit, has returned to his desk as Midwest advertising director for Cinerama in Detroit after six months' absence and convalescence from a series of four major operations.

Red Sonnenberg has been entertaining visiting friends from a wide area around the Ringling show.

Tivoli in Copenhagen has cut down on the use of high acts. Talent manager Eigil Svan says acts using comedy and child appeal will be emphasized. Opening bill had the Two Theda Sisters, double trapeze; Three Freys, bike act, and Nita and Peppi, comedy-acrobatic.

Francis Brunn worked the Liberae show at the Palace Theater, New York, and Don Francisco was on the bill the following week.

Karl Cartwright, Norfolk, Va., caught the Beatty show there and visited with press agent Ora O. Parks. . . . John Champman, of the New York Daily News, wrote a column which also was carried by The Chicago Tribune and which spotlighted the Ringling Side Show and particularly sword swallower Estelina Pike. . . . V. D. (Sandy) Belfield, of the Holton Band Instrument Company visited the Kelly-Miller circus.

James M. Cole is scheduled to open his new theme park, Circusland, at Penn Yan, N. Y., May 28. His elephant act still will play circus dates. . . . Kitten and Gabby Wendt, the Aero-Stylites, landed in Miami April 16 after more than two months in Puerto Rico and the Virgin Islands. Then they played Sunbrock Speedway, Orlando, April 20. Kitten went to Philadelphia early to prepare rigging at the "Big Top" TV studio, while Gabby did a solo in Orlando on April 26, flew to "Big Top" for April 27, returned to Orlando to take the high rigging down, brought it to Brooklyn and joined Kitten there to play May 3-5 for Roy Beaudet.

Willy Hagenbeck, European trainer, was credited in news dispatches last week with holding off six polar bears until they could be recaged on the Hagenbeck show at Nuremberg, Germany. He was aided by an elephant, which knocked out one of the bears with its trunk.

Dr. H. H. Conley is recuperating at his Park Ridge, Ill., home after an illness and emergency treatment in Rochester, Minn. . . . Howard Suesz and O. M. (Whitey) Wilbur were made honorary members of the Buffalo temple when they made the Shrine show there.

**R-B to Ask Okay on Sale Of Equipment**

NEW YORK—Annual meeting of the Ringling Bros. and Barnum & Bailey directors now is expected to come off about the first of June, although no date has been announced.

Management of the show is expected then to ask permission of the minority stockholders to sell such equipment as the railroad cars, show wagons and other paraphernalia of the outdoor railroad show.

An earlier plan to sell off some such equipment was blocked when Forty-Niners reminded management that their permission was required before sales could be made and that this permission was not forthcoming.

After that, Art Concello came back in the organization and it was understood then that he favored keeping equipment at least until the success or failure of the proposed indoor show was proven.

Even if the directors should give an okay this time, it is presumed that no sale would be completed until later in the year, when new indoor dates have been appraised.

**WANTED CIRCUS ACTS HADI TEMPLE, SHRINE CIRCUS EVANSVILLE, IND. NOV. 28, 29, 30, DEC. 1 produced by AL DOBRITCH**  
1576 Broadway, New York, N. Y. COLUMBUS 5-4682

**PROMOTERS**  
We are booked solid thru July right now. Towns 10,000 to 50,000. Good auspices, signed solid. 35 daily. No waiting, no lay-offs, no hold-backs. Book and tickets. If you can win money without heat and you are clean, phone 794.  
**JACK KELLY**  
General Promotion Manager  
**Tommy Scott Shows**  
Bellingham Hotel Phone: 4400  
Bellingham, Wash.

**4--PHONEMEN--4**  
**UPC's and BANNERS**  
For Fraternal Order of Police Circus. Also need Men for Police Officers' Protective and Benevolent Assn. date. Must stay sober and work clean. Wire me where to call you on May 15.  
**J. F. SHAFER**  
c/o Western Union, Beaver Falls, Pa. No collect.

**PHONEMEN**  
10 sober producers who can get money under strong sponsors. V.F.W. SHOW for TEEN-AGE BALL CLUB. 2 big deals to follow. Solid work until Christmas. 25% pay daily. (Bill and Bee Carney, Doc Rycker, Harry Ward, contact.)  
**RALPH W. STEVENS PRODUCTIONS**  
419 Houston Bldg., San Antonio 5, Tex. Phone: Capitol 6-2922. No Collects.

**PHONEMEN**  
Need three who are not afraid to ask. 4 dates to follow. U.P.C.'s and new medium on program. Call  
Chester 2-7661, Chester, Pa. NO COLLECTS.  
**D. O'MARA**  
128 E. 6th St. Chester, Pa.

**★Circuses★Zoos★Trainers★Christmas Units A RARE OPPORTUNITY**

**9 REINDEER ARE AVAILABLE FOR PURCHASE**  
Young Animals, 5 Males, 4 Females (all have antlers). Most of them broken to lead. Acclimated 9 months, minimizing risk. Healthy Animals. Already accustomed to a Standard, Readily Available Diet, No Special Feed Required.

Seldom are reindeer available at all—Never has there been such an ideal opportunity for buying such perfect condition animals as these.

**Sole reason for selling is that an accidental injury now makes it impossible for me to complete the task of breaking them as an all-new Liberty Act.**

**Dressage Horse**  
WHIRLING DERSVISH—one of the best Dressage (High School) Horses in the U. S. Does a terrific act. Reg. American Saddle Horse Stud Outstanding Pedigree. Easy to work. Reason for selling, unable to ride due to an accident. Photos and information sent to those interested.  
**JOHN CUNEO, JR.**  
Libertyville, Illinois

**ALSO FOR SALE:**  
1—Very fame spotted male Leopard, 14 months old.  
1—Semi-fame 3-year-old Leopard.  
1—Partially trained European Brown Bear Cub.  
1—Fully trained female Himalayan Bear, doing a good routine of tricks that could comprise a full act as is.

Baby Animals Available—Lion Cubs, Leopard Cubs, Brown Bear Cubs, Lamas, Guanacos and Buffalo

## CAR A NIGHT:

### Ottawa Plugging Home, Car Prizes

OTTAWA — The furnished home giveaway will be repeated this year by Central Canada Exhibition, under auspices of the Ottawa Shrine Club. Both the Shrine and the Richelieu Club will sell tickets on the home on the grounds thruout the exhibition at \$1 each, with the drawing slated for closing day.

A completely furnished three-bedroom bungalow is being offered. The promotion did extremely well both for the fair and the promoters last year, as did the daily giveaway of a new car.

The cars will be awarded again during the eight days of the CCE, beginning August 23 and ending Saturday (31) (no Sunday operation) as follows: Cadillac on opening night, Friday (23), then Pontiac, Ford, Chevrolet, Meteor, Dodge, Plymouth and Studebaker.

#### Full Race Program

The Barnes-Carruthers grandstand show will run for six days,

### 4 Major Events Contract House Giveaway Plan

LOUISVILLE—Exhibition Advertising, Ltd., which operates house giveaway programs at fairs, has been signed by four major United States fairs, J. Dan Baldwin, general manager of U. S. operations, announced. Baldwin is former manager of the Kentucky State Fair and currently a consultant on that fair board.

The four annuals at which the operation will be conducted are Du Quoin (Ill.) State Fair; Tennessee State Fair, Nashville; Oklahoma State Fair, Oklahoma City, and Kentucky State Fair here.

starting Monday (25). An added attraction will be the Canadian TV singer, Juliette, who was signed last week. Racing will include stock cars on opening night, midjets on Saturday afternoon and new cars Saturday evening. The third-mile paved track is being completed in front of the grandstand. T. W. Hand Fireworks Company will provide displays following the grandstand shows.

Publicity has started early under chairmanship of Alderman Don Reid, and Gordon Band is parade committee chairman. The opening parade on Saturday (24) will feature units from Giant Ballroom Parades, Inc., Newark, N. J.

### Hickory, N. C., Up Rates, Sets Big Advance

HICKORY, N. C.—The Catawba Fair has revised its outside gate admission price upward but will also launch a big advance sale of tickets at unchanged prices, Corbin Green, veteran secretary, announced last week.

Last year's charge of 50 cents for adults has been upped to the 75-cent level, with kids' rates remaining at two bits. On the advance, adult ducats will be 50 cents and the fair will handle the entire sale.

Work is under way on the new 4,000-seat grandstand which has two 50 by 110-foot areas underneath for exhibits. Offices, rest rooms, showers and dressing rooms are also planned for the structure. Another new feature will be the operation of a free tram from the parking area to the midway.

Promotionwise, the fair is mailing out approximately 40,000 folders to box-holders in the area. The brochures will detail the complete program of the fair and will also include all necessary information on entering an exhibit.

Dates are September 9-14.

### 50 Names In; Target 200 For Georgia Short Course

MACON, Ga. — With nearly two weeks remaining before the short course of the Georgia Association of Agricultural Fairs gets started, more than 50 persons had registered. Dates of the event are May 14-15 at Rock Eagle 4-H Park near Eatonton.

Fairs registered, with the number of persons to attend for each, include Albany 1, Atlanta 4, Augusta 2, Brunswick 4, Cleveland 1, Dalton 2, Elberton 2, Macon 6, Marietta 2, Monroe 2, Montezuma

### KIPLINGER MAG SUGGESTS YOU 'SEE A FAIR'

CHICAGO — "Don't forget the churches . . . and try to see a fair."

This injunction, made recently by "Changing Times," the Kiplinger magazine, was set forth in an article titled "Let Your Child See the U. S. A."

"Here," the article observed, "is a way to give a boy or girl, or even a grown-up, a better perspective on America. The premise is that no matter how much you read or study the vastness, the vitality and the colorful history, you don't get the real feel of it or the love of it until you see with understanding eyes—the oceans and mountains and the rivers and forests and the prairies as they were before the white man came;

the buildings, furniture and tools of the early settlers; some of the battlefields on which our forefathers fought for freedoms we now enjoy;

a steel mill, a coal mine or a factory going full blast;

a riverboat under way;

a court in session with a jury and an articulate judge;

State legislatures or congressmen debating, and, "Changing Times" added forcefully,

"Don't forget the churches . . . and try to see a fair."

### Brandon Gets Aid for 66G Cattle Bldg.

BRANDON, Man.—The federal government has signed an agreement with the Manitoba Provincial Exhibition to share on a dollar-for-dollar basis in the construction of a \$66,000 dairy cattle building on the Brandon fairgrounds. Work will start immediately and the building will be ready in time for the summer exhibition.

The building, 94 feet by 200 feet, will be modeled after the swine building erected last year. Besides cattle, it will house 4-H Club exhibits.

### Spokane, Wash., Ups Adult Gate Tab to \$1

SPOKANE—The Spokane Interstate Fair this year has increased its adult admissions to \$1 each, a 50-cent hike over last year, Charles T. Meenach, manager, announced last week. The 25-cent tab for children is being maintained and the \$1 charge for the grandstand is also unchanged.

As a result of the increased admission, the fair has lined up a number of new attractions. Included are daily old-time threshing bees, an old farm machinery rodeo, an amateur stagemat featuring junior achievement talent, professional wrestling on one night, a sack sewing championship and three days of stampede events.

A new 100 by 24-foot hog barn has been constructed, much landscaping has been done and a number of new benches are being built for the comfort of the foot-weary.

To better exploit the many features, a professional publicity man will be hired, Meenach said. In the past this chore has fallen to one of the board members.

### Texas State Obtains New Locomotive

DALLAS—A giant retired steam locomotive has been placed on permanent exhibit at State Fair Park here.

The 547,500-pound monster was the gift of the Texas & Pacific Railway Company to the State Fair of Texas. The engine replaces another slightly smaller T&P locomotive that was on exhibition at the fairgrounds from 1950 to 1955. The depredations of vandals finally made it necessary to scrap the earlier locomotive.

To make sure this doesn't happen again, the fair has constructed a seven-foot steel fence around the new engine exhibit. Gates to the enclosure will be open only on Saturday and Sunday afternoons, and all during the State Fair, of course, and a guard will be on duty during the hours it is open to the public.

The locomotive formerly on display at the fairgrounds was a potent lure for adults and small fry alike. The new engine is expected to be equally popular.

### Fla. Tightens Tax Exemptions

TALLAHASSEE, Fla. — The Senate Finance and Taxation Committee has approved a bill by Senator Stratton, of Callahan, tightening the regulations governing tax exemption regulations for county fairs.

The bill provides that a fair association must be formed by at least 25 persons in a county, submit to the State comptroller a list of premiums to be awarded for winning exhibits and the name of the amusement attraction and obtain a permit. The fair association must pay a \$50 license fee to the commissioner of agriculture.

A companion bill requires carnivals and similar amusement enterprises to pay State taxes.

The fair this year has increased the use of its plant during the off season, with a boat show, boxing, farm machinery shows and sales and other varied events.

### 2,300,000 Sets N. Y. Fair Mark

300,000 Boost in Turnout; Premium Total Is \$550,000

NEW YORK—Fairs in New York State drew an attendance total of 2,300,000 persons in 1956, the Department of Agriculture and Markets estimates. Second largest of these, the State Fair in Syracuse, drew an official attendance of 369,864. The Mineola attendance was figured at 379,000.

County and town fairs accounted for 1,862,803 and youth fairs added 76,570 for a grand total of 2,309,237. James A. Carey, agricultural fairs representative in the department, called the total the largest ever recorded in New York.

Exclusive of the State Fair, the annuals reportedly paid off notes of more than \$400,000, spent over \$200,000 in permanent improvements, invested \$165,000 in advertising, paid \$355,000 for entertainment, hired thousands of employees and rewarded exhibitors with \$550,000 in premium money, of which sum the State reimbursed them with \$467,000.

Attendance in 1956 was reported more than 300,000 better than the previous year.

Other leading attendance figures given were Hamburg, 312,592; Middletown, 114,677; Rhinebeck, 88,737; Altamont, 76,456, and Schaghticoke, 75,878. The six are major county fairs.

Daniel J. Carey, agricultural commissioner, said the results indicate the public is growing in its loyalty to "live exhibits and live entertainment."

### Navajo Expo To Portray Tribal Growth

WINDOW ROCK, Ariz. — The Navajo Tribal Fair, to be held here September 20-22, will have the theme of "Navajo Parade of Progress," Howard W. Gorman, chairman, announced last week. Publicity and advertising will be built around the transition of the sheep herders to an industrial economy.

There will be exhibits of oil, gas and uranium development; saw mills, the Glen Canyon dam, helium, visual aids to explain the Hopi boundary case, the helium case and the Utah trespass case. The grain relief program, which has saved millions of dollars in Navajo mutton, will also be graphically shown.

Tentative plans are under way to enlarge the present fairgrounds. It is located two miles from Window Rock, with the grandstand carved from a natural hillside.

A rodeo and daily horse racing are planned, plus acts and a name Western actor.

**SWENSON THRILLCADE**  
 Supercharged SUICIDE STUNTS  
 by World Famed DAREDEVILS  
 ATOP A REVOLVING STAGE ON AN AMERICAN INVENTED NEW FORD TRUCK  
 CRAZY OTTO  
 HENRY HENRICH  
 LAID OFF FROM THE MILLION DOLLAR JUMBO OF ALL THRILL SHOWS!

P.O. BOX 1553 SOUTH SIDE STATION  
 SPRINGFIELD, MISSOURI

**ACTS & ATTRACTIONS WANTED FOR FAIRS AND CELEBRATIONS**  
 Novelty Acts, Teeterboard, Aerial Act, Animal, Want a good Aerial Act with Adagio or Dancing in the air for July 31 to Aug. 3; want a Flying Act for Aug. 31 and Sept. 1-2-3. Please send photos, prices and descriptions.  
**GASTONI ATTRACTIONS**  
 260, St-Pierre Providence  
 St-Hyacinthe, Quebec, Canada

\*\*\*\*\*  
 \* **Al Antonucci's** **MOVIE PERFORMING** \*  
 \* **CHIMPANZEES** \*  
 \* AVAILABLE . . . after June 15 for FAIRS, PARKS, TV, NIGHT CLUBS, etc. \*  
 Contact:  
**Al Antonucci** 631 North Ramona Ave., Hawthorne, Calif.

## SAVE CAR, TOO

### Kids Protest To Save Date For Playtime

WALTHAM, Mass.—A public demonstration in support of a carnival, not at all common these days, pulled Playtime Amusements out of what was rapidly shaping up as a blank last week. The story:

E. W. Burr's outfit Quincy, Mass., was setting up at Lowell Field for the Lions Club when residents complained and had work stopped. The following day, youngsters grouped around the show and started a ruckus directed at a grocery store near the lot, run by a complaining councilman.

Another councilman called the mayor for help, stressing urgency since his new car was parked in front of the grocery. The Lions Club protested loss of the revenue.

Mayor gave the okay to move to the Lowell Common, right behind City Hall. Too close for fireworks, but saving the date nonetheless. Happy ending, thanks to the kids.

### Spring Weather Cuts Grosses For Mrs. Speroni

VANDALIA, Ill.—Mid-Way of Mirth Shows trucked here last week after a good stand at Centralia, Ill., to ideal weather and excellent grosses. The Centralia stand was the first good one this season, as rain cut into takes at the earlier dates.

Show opened at Jonesboro, Ark., April 7. The lot there was a poor location, but was the only one available. Mound City, Ill., the next week, was fair, but Murphysboro, Ill., came up with rain nearly every night.

Staff includes Esther L. Speroni, owner; Tommie Davis, manager; Frank Lavall, lot and mailman and agent for The Billboard; Lawrence Smith, electrician, and Al Atchinson, mechanic.

In the ride line-up are Hobby Horses, William Kimmel; Jeeps, F. R. Cooney; Merry-Go-Round, Jesse Thomas; foreman, White Weinworth; Ferris Wheels (2), Bill Curtis and John L. Landry, foremen; Tilt-A-Whirl, Al Atchinson; foreman, Jean Adair, and Fred Jones; Spitfire, Richard Kloth; fore-

*(Continued on page 96)*

### Bernard & Barry Sold To 2 Bonder Brothers

TORONTO—Bernard B. Arent, president and managing director of the Bernard & Barry Shows since its formation in 1946, last week announced the sale of Bernard & Barry Amusements, Ltd., operator of the show, to William and Jerry Bonder, Windsor, Ont.

A purchase option was given the Bonders last August. Final payment in the transaction was made Friday (3) with the new owners taking title to the company and all of its assets. The show consists of 12 major rides, 6 kiddie rides, 7 shows, concessions, main entrance,

### STRATES CARS FAIR-LABELED, BUT TEMPORARY

SOUTH PLAINFIELD, N. J.—The 14-car Pullman string makes a neat flash for the James E. Strates Shows, trimmed in two-tone blue with each car named after a Strates fair date or private business locales. Cars are named Raleigh, Syracuse, York, Hamburg, Shelby, Florence, Clearfield, Charleston, Charlotte, Danville, Elmira, Corning, Binghamton and Stratesville (the owner's private car). Strates was quick to point out, however, that none of the names are permanent, since booking, which is a continuous process, may require a name change at any time.

### Continental Opens Fair In Kingston

SCHENECTADY, N. Y.—Opening week for Continental Shows was a fair one, despite rain on the first night of the date, Kingston, N. Y.

Show opened Thursday (25) and the night's business was light. Weather turned mild for Friday and Saturday and business was good. During the following week chilly temperatures kept patronage low and sent them home early, with Saturday (4) again being warmer, resulting in heavier business. Visitors included Captain Farley and daughter and Wilfred Remillard, of the O. C. Buck Shows; Mr. Joyce, agent for the King Reid Shows, and Al Ventres.

### Okay Weather Aids First Strates Dates

SOUTH PLAINFIELD, N. J.—Excellent weather for the time of year has benefited the James E. Strates Shows in its early dates, Washington and this New Jersey city. The latter date was switched on the agenda with Wilmington, Del., putting Strates into New Jersey an added week ahead of the World of Mirth Shows and three weeks ahead of the Clyde Beatty Circus, due in Plainfield on May 24.

Two weeks will be played in Wilmington, following which the show will play the Philadelphia

power plant, 30 trailer wagons and loading equipment required for a 30-car railroad show.

The new owners are well known in Canada and the United States. Jerry Bonder has been a concessionaire with many carnivals and circuses in both countries for 22 years. His brother, altho not having been connected with the carnival business, has been associated with many types of outdoor enterprises in past years.

Headquarters of the company has been moved from Toronto to

*(Continued on page 90)*

### LATEST BOW ON RECORD:

### Olson Hot Springs Quarters Operates at Orderly Pace

By HERB DOTTE

HOT SPRINGS—There is no frenzied activity at the winter quarters of the Olson Shows here. Instead, there is a quiet, orderly pace.

One reason for this is that the Olson Shows will take to rails later than ever before—June 8, to be precise. Thus, it will be the last of the railroad shows to open its tour.

Actually, the show—or, at least a part of it, will swing into action here in a still date stand which will start the last Friday of this month. The local engagement provides little opportunity to gross much but serves primarily as a shake-down for the tour ahead.

First stand on the road will be Decatur, Ill., starting June 10, with still dates at Joliet, Ill., and South

Bend, Ind., the latter a new addition this year. In order, fairs at Anderson, Ind., and Fort Wayne, Ind., will then be played.

These will be trailed by a repeat engagement on Milwaukee's lake-front and a still date at Sheboygan, Wis., from which the show will head into Chippewa Falls, Wis., to launch a string of its usual fairs that will continue unbroken until the end of the season.

Until a few years ago, the Olson aggregation opened about six weeks earlier than it is scheduled to this season. The cut-back was made because early still dates, with their ever-present danger of considerable rain, were judged too risky.

With the pruning back of the early dates, winter quarters sched-

ule also was trimmed back. At the same time, the show, which hereto did practically all of its make-ready work for fairs while in quarters turned to doing more of such work during the early still dates. This resulted in a substantial saving and sent the show into its fairs with equipment fresh under new paint.

Paul Olson, the show's co-owner and manager, does not plan to cut his show's opening back any further in the future but will hold to about the same opening date.

The quiet, orderly pace that prevails in winter quarters stems in part from reasons other than the late opening. One reason is the winter quarters facilities; the other is the winter quarters crew.

There are four large steel, quonset-type buildings on the 45-acre site. One, 50 by 120 feet, is used for a machine shop, and another 40 by 80 feet, is the paint shop. Both of these buildings have concrete floors. The other two

*(Continued on page 96)*

### Texas Rains Break Seven-Year Drought

• *Continued from page 77.*

period set in, the State Fair of Texas posted its all-time high profit figure.

#### Farmers Benefit

Farm observers have noted that the grain crop likely will be outstanding this year because of the recent rains, and the livestock business naturally will benefit.

By the end of April every major river in Texas was at or near flood stage. There were more than 60 small tornadoes during the month, none of them nearly as bad as the one that ripped into Dallas. Cloud-

bursts were common thruout the State.

In Dallas rainfall for April totaled 13.08 inches, a new record for the month. By the end of April Dallas had measured more rainfall than for the entire year of 1956. The city's reservoirs had received enough run-off water to last Dallas for at least five years. Orly last summer strict water rationing was resorted to in order to conserve the small amount of water the city had on hand at that time.

#### See Sunshine

Concessionaires at State Fair Park were just about numb to the weather by the time April was over and were looking forward to the few hours each night when it might not rain. During such "dry spells" the midway had plenty of customers, and a number of special events helped to give business a boost. A few drops of rain used to scare everybody away, but Texans have now pretty well got used to the idea and have discovered a little moisture isn't so terrible.

### Louis Fladel, 101 Years Old, Passes Away

SAN FRANCISCO — Funeral services for Louis Fladel, who at 101 years of age was probably the oldest person in show business, were conducted by the local Show Folks of America chapter in the club's plot in Mount Olivet Memorial Park here last week.

Fladel died April 29 following a long illness.

Born in Poland in 1856, Fladel came to this country as a boy and was naturalized when he came of age. At 17 he worked in Coney Island, New York, and other amusement centers in that vicinity. He came to the West Coast about 1883 and operated concessions and shows. He also operated at the Midwinter Fair, Honolulu.

When he was 70 years old, Fladel fell and broke his hip. The injury never completely healed, leaving him a cripple.

### WASHOUT

### Deluge Cuts Flowers Fete Grosses 50%

SAN ANTONIO — Midway grosses at the annual Battle of Flowers, which wound up its five-day run here April 27, were off an estimated 50 per cent from last year, Jack Ruback, owner of Alamo Exposition Shows, who booked midway attractions here, announced last week.

Rain in king-sized doses hit the rides and concessions from Monday thru Saturday and, with the newspapers filled with flood news, would-be patrons stayed away in droves.

Nearly 50 rides were in operation here. In addition to 12 brought in by Ruback, Bill Hames had 10, Don Franklin brought in 9, Bob Hammond had 10 on the market plaza, and Cecil Goree had 5 kid rides along with several miscellaneous operators. Upward of 200 concessions were spotted at various spots thruout the city.

Alamo moved from here to the Lackland Air Force Base and was then scheduled to trek to Abilene and Sweetwater, Tex. Show will play the Guernsey, Wyo., July 4 celebration.

Ben Hyman, who has been with Ruback for the past 33 years, has been forced to leave the road this season due to a back illness.

### Jimmie Dunn Dies in Crash

HAMMOND, La. — Jimmie Dunn, 21, son of Mr. and Mrs. Hal (Romeo) Dunn, of Buff Hottle Shows, was killed here Wednesday (8) when the automobile he was driving collided with a truck on the highway between here and Covington, La.

Dunn was a student at Southeast College here but during the summer assisted his father as manager of the Hottle No. 2 unit. Funeral services were held Friday (10) at Covington, La.

AMERICA'S ULTRA-MODERN MIDWAY

# 20<sup>TH</sup> CENTURY SHOWS

35-Car Railroad Show On Trucks

**WANT FOR OKLAHOMA SEMI-CENTENNIAL EXPOSITION**  
**OKLAHOMA CITY, OKLA.—24 DAYS—JUNE 14 THRU JULY 7**  
**LARGEST SPRING CELEBRATION IN HISTORY**

**RIDES**  
 WANT ONE MORE #5 WHEEL ROLL-O-PLANE OR ANY MAJOR RIDE NOT CONFLICTING. WANT FUNHOUSE AND GLASSHOUSE.

**CONCESSIONS**  
 CAN PLACE STRAIGHT SALES AND LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS.

**HELP**  
 WANT RELIABLE SECOND MEN ON ALL RIDES. MUST DRIVE SEMIS AND HAVE LICENSES.

ALL CONTACT: E. D. McCRARY, MGR.

ARDMORE, OKLA., WEEK MAY 13

ADA, OKLAHOMA, WEEK MAY 20

**Mike (The Greek) Petranis**  
**BOBBY BUTTS**  
 CONTACT  
**ART FRAZIER**  
 c/o Siebrand Bros. Shows  
 Clovis, N. M., now.

**FOR SALE**  
 Fun House Trailer, open, 45'; Custard, Popcorn, etc., Trailer; Cook, 32' Trailer; 25 or 100 Kw. Transformer Trailers; 32' Office Trailer, 2 rooms, safe, shower, etc.; Single Loop, 2 Adult Chairplanes, Wheels, Diggers, Games, 2 DC 25 Kw. Light Plants. Sell or trade for Kiddie Rides, Row Boats, 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 BIL-LIARD, Indian Head Park Beach, Oaks, Pa. GLendale 2-4561.

**WANT**  
 Wheel and Kolloplane Foreman. Wrestlers and Fighters for Athletic Show. Fourth of July Committee, contact us, due to call-off have that date open.  
**MOORE'S MODERN SHOWS**  
 Shawnee, Okla., May 13-18; Okmulgee, Okla., 20-25.



**WOLFE AMUSEMENTS**  
*The Show that gets up on Sunday*

**The show that gets up on Sunday WANTS**  
 For the Civitan Club Celebration, Reidsville, North Carolina, May 20-25, in the city—the first show in town in 7 years and the money is here. Then BASSETT, Virginia, downtown in the heart of the business district. Always a red one. Followed by a proven route on the Eastern Shore of Virginia at the height of the vegetable picking season when thousands of transients are working in the fields and money is plentiful.  
**CONCESSIONS**—Want French Fries, Custard, Foot Longs, Ball Games, Coke Bottles, Duck Pond, Bumpers, Hi-Striker, Mitt, Age and Scales, Bee Hive, Glass Pitch, Bear Pitch, Hoop-La, Jingle Board, Jewelry, Long and Short Range, Cigarette Gallery, Novelties, Hanky Panks of all kinds. Place some Games.  
**SHOWS**—This is good territory for Snake Show, Monkey Show, Illusion, Fun House, Side Show or any good Grind Shows. We give you plenty of people to work to. Book reasonable Percentage.  
**RIDES**—Set of Kiddie Rides to join now. Good proposition and this is the territory for you. Also will book two or three Major Rides not conflicting. Reasonable Percentage for the season including Fairs.  
 This Show has 12 bona fide Fairs booked, none pending, including the Weirwood and Tasley, Virginia, Fairs. Ask those who have played Weirwood and Tasley if you don't know about them.  
**BEN WOLFE**      **BOB OVERSTREET**      **BUCK DENBY**  
 Owner-Mgr.      Secretary-Agent      Bus. Mgr.  
 All replies: BEN WOLFE, Gastonia, N. C., this week; then Reidsville.

**CHARLES LAMKIN**  
**Wants Agents**  
 For Buckets, Hanky Panks, Bear Pitch. Also Cat boys.  
 All replies c/o BAKER UNITED SHOWS, Connersville, Ind.

**MOTOR STATE EXPOSITION SHOWS**  
 Want Electrician for Diesel and Transformer. Long season. Can place Foremen for Merry-Go-Round, Octopus, Tilt and Wheel. We have 3 units. Also want Second Men who drive.  
 Rochester, Mich., now; Holly, Mich., follows.  
**JOE FREDERICK, MGR.**

**GIRLS WANTED**  
 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 KIESTER**  
 Nuville Bldg.      Rochester, Minn.

**SHORTER'S GREATER SHOWS**  
 Opening May 23, Downtown Oelwein, Iowa.  
 Want Photo, Popcorn and Carmel Corn, Jewelry. Want Man with Stores and Hanky Panks, Mitt Camp with Concessions. Need Wheel Foreman, Chauffeurs-Drivers for A-1 Trucks. Will book one Major Ride. Playing two and three spots weekly on streets.  
 Contact **MANAGER**, Route #2—Phone: Colfax 6-2920—Waterloo, Iowa.  
 P.S.: Need Agents for Office-Owned Concessions; good deal for Bingo Operator.

**WANT AGENTS**  
 For Set-Em-Up Coke Bottle, also Man for Milk Bottle Ball Game. Clyde, can use you. Opening May 24 with Happyland Shows.  
**HOMER SIMONS**  
 Mt. Clemens, Mich.

**WANT CONCESSIONS**  
 For July 3-4-5-6.  
 Please state frontage desired. Also need one Pony Ride. Contact  
**Concession Chairman**  
 c/o V.F.W. Post 5083  
 South State St., Geneseo, Ill.

**WANT SIDESHOW**  
 For Detroit's largest amusement park. Must be on semi. Write  
**MANAGER, EDGEWATER PARK**  
 23500 W. Seven Mile Rd.  
 Detroit 19, Mich.

**CARNIVAL WANTED**  
 Plus Concessions for week of July 4.  
 Contact  
**MOBRIDGE RODEO, INC.**  
 Phone: 970      Mabrige, S. D.

**THREE ARMY CAMPS**  
**Inside Base**  
 Two are first of the month paydays; one catches supplemental payroll, also National Guard Encampment of 15,000 in addition to regular Army. Sponsored by Special Service and the Army Aviation Board. Endorsed by all local organizations.  
 Car giveaways, Exhibits, Special Events, Two Kid Days starting Ft. Rucker, Ala., May 30-June 4, with ticket and giveaways where 20,000 tickets already sold. Six days including Sunday. Diamond Jubilee Celebration follows with Rogers Pageant.  
**WANTED**  
 Shows: Girl Show with own equipment, Snake, Unborn, Illusion, Candy Man for our Revue. Any other good Show not conflicting. Rides: Scooter, Roundup, Kiddie Wheel, Live Ponies and others not conflicting; also can use extra Ferris Wheel. Concessions: Flashy Bingo, Jewelry, Photos, Derby, Pitches, Eats, Popcorn, etc., open for army spots only. Will book two Stores only if you have Hankies (Pins & Blower) or semis. Outstanding spot for Hankies, Long & Short Range Galleries. Will book P.C. if you have other Concessions. Wire or call  
**BILL HOLT, Barbara Ann Motel, Phone 817, Ozark, Ala.**

**MERCURY SHOWS**  
**WANT FOR 16 FAIRS AND 4 CENTENNIALS**  
**RIDES**      Merry-Go-Round Foreman. Second Men on all Rides. Must drive semis.  
**CONCESSIONS**      Hanky Panks and Prize Everytime Concessions of all kinds, Basket Ball, High Striker, Bear and Parakeet Pitches.  
**HELP**      Want to book, buy or lease Octopus for season.  
**Address: BOB ALSOBROOK, Mgr.**  
 Sullivan, Mo., this week; St. Clair, Mo., Annual Celebration next.

**AMERICAN BEAUTY SHOWS**  
 Want for big Spring Festival, 7 days, at Clinton, Iowa, May 27-June 2.  
 Can use Photo Machine, a few more Hanky Panks and 6 Cats. Have opening for Girl Show. Can place Ride Help on all Rides. Must drive semis.  
**Contact H. W. BARTHOLOMEW or JOE SHARP**  
 Ottumwa, Iowa, this week; Muscatine, Iowa (first in), next; then the big one at Clinton, Iowa.

**MAPLE WILLIAMS WANTS AGENTS**  
 Agents needed for the following: Swinger, Push-Up Coke Bottles, Roll-down, Pins, Basketball, Help on Bear Pitch, also Truck Drivers.  
 Those joining now will have preference at the Oklahoma Semi-Centennial that opens in June.  
 Have for Sale—1 SET OF 14 BRAND NEW DIGGERS, ALSO TOP AND FRAME AND 1 TON FORD TO TRANSPORT SAME. Can be bought separately.  
 Write care 20th Century Shows, Ardmore, Okla., this week; then as per route.

**WANT FOR 12 BIG DAYS**  
 COLORED LOT, SHERIFF RD. & EASTERN AVE., WASHINGTON, D. C., & MARYLAND. OPENING MAY 14.  
 Strictly legitimate Concessions of all kinds, including Grab and Bingo. Major Rides not conflicting. Also Kid Rides. No gate admission and thousands of people to draw from. This is a real one. Wire  
**BARNEY TASSELL UNIT SHOWS**  
 2020 N.E. RHODE ISLAND AVE.      WASHINGTON, D.C.

**KEN-PENN AMUSEMENT CO.**  
 Want Derby Racer Caller, \$75.00 per week or percentage of Concession.  
 Want Side Shows, Motordrome or family-type Shows.  
**RALPH D. SANDERS, Owner-Manager**  
 Farrell, Penna., this week; Arnold, Penna., next week.

**BAKER UNITED SHOWS**  
**CONCESSIONS:** Will book Custard, Pottery or Glass Pitch, Penny Pitch, Short Range, Pronto Pups, French Fries, Lamp Pitch, Coke Bottles, Break Records or Dishes or both.  
**RIDE HELP:** A-1 Wheel Foreman to join at once, also Tilt Foreman. Can use Second Men who drive semis and have licenses. (No cars.) Howard Basham, contact at once.  
**SHOWS:** Glass House, Funhouse, 10-in-1, Snake Show. All wires and replies to  
**ERNIE ALLEN, Connersville, Ind., this week; Columbus, Ind., to follow.**

**WANTED**  
**FOR BEST PAYDAY STILL ROUTE WITH RED OAK, IOWA, JULY 4 AND CLASS "A" FAIR ROUTE TO FOLLOW.**  
**CONCESSIONS:** Coke Bottles, all Pitches, Water Games, Ball Games, Photos, Long and Short Range, Scales or any Stock Hanky Panks. Want Pin Store Agents or will book Pin Store if you have Hanky Panks. **RIDES:** Kiddie Rides of all kinds, Live Ponies, Autos, Planes, Coaster, one or a set. Major Rides not conflicting.  
**HELP:** Tilt Crew, Merry-Go-Round Man. Can always use capable, sober Ride Men. Al Hamlet wants Grind Store Agents and Girls for Girl Show. **SHOWS:** Any except Girl or Animal. Committee money until Red Oak, Iowa.  
**Wire Manager, F. C. BOGLE SHOWS**  
 SALINA, KANSAS, NOW; EMPORIA, KANSAS, MAY 20-25.  
 P.S.: Glenn "Blackie" Ford, Donald Cletcher, call Houston Wilburn, c/o Show.  
**FOR SALE:** Spitfire and transportation. Small down payment if booked on Show.

**TIVOLI EXPOSITION SHOWS**  
**HESTAND STADIUM, PINE BLUFF, ARK., MAY 13-18**  
**CONCESSIONS:** Can place Short Range, Water Games, Bumper, String Game, Bear Pitch, Bird Pitch, Arcade, Basket Ball, Whiskey Bottle, Break-the-Record and others.  
**HELP:** Want Foremen for Merry-Go-Round and Ferris Wheel, Second Men who drive. Good treatment. **RIDES:** Want to book Octopus and Rockplane at once. Want Dark Ride, Scrambler or Dodgem to join in June for 18 Fairs. **SHOWS:** Want first-class Girl Show to join at once. Show to play two Army Camps in June, then 18 big Fairs to follow.  
**All replies to H. V. PETERSEN, Mgr., Pine Bluff, Ark.**

**PAN AMERICAN SHOWS**  
**Army Air Force payday, Blytheville, Ark., May 13-18; Ft. Knox Army payday, Ft. Knox, Ky., June 1-8.**  
 Want Concessions of all kinds—Bingo, Scales, Popcorn, Candy Apples, Glass and Bear Pitch, Lead Gallery. Want Skillo and Grind Store Agents and Hanky Pank Agents. Man and Wife to operate first-class Cookhouse. Want Talker and Help on Shows. Girls for Girl Show. Manager for Wildlife. Curley Migrothy wants Operator for Big Snake and Illusion Show who drive; man and wife preferred. Can use good Ride Help on all Rides. First-class Truck Mechanic.  
**All replies to BLYTHEVILLE, ARK., THIS WEEK.**

**BIG CITY SHOWS**  
**LOUDON, TENN., MAY 13-18**  
**WANT RIDES**—Octopus, Tilt or any Flat Ride. **SHOWS**—White or Colored Girl Show with or without equipment, Funhouse, Big Snake, Side Show. **CONCESSIONS**—Hanky Panks of all kinds, Glass Pitch; good opening for 6 Cats. Want Agents for Swinger, Buckets, Hanky Panks, Peek and Count Store, full Skillo Crew, Percentage Dealers, Cookhouse Help. Want Ride Help on all Rides.  
**Contact JIMMY ACKLEY, Owner or RALPH DECKER, Bus. Mgr.**  
 P.S.: Will buy, book or lease Ferris Wheel.

**OHIO STATE SHOWS**  
**PLAYING OHIO CELEBRATIONS AND FAIRS—RIDE UNIT OPENS MAY 23.**  
 Want Bingo, legitimate Games and Concessions. No racket or Mitt Camp. Ride Help—Number One and Two Men for Ell Wheel, Parker Jenny, Chairplane, Kid Rides and Live Ponies. Must drive semi and straight jobs. Ride Superintendent who can up and down all Rides. Also Manager for the unit, six to seven rides. Top wages and good treatment, pay every week, bonus. Fats Vandergrift, Bill Hopkins, Bobby Osborn, Michael Sidney, Silm Jacobs, call me at once.  
**Contact MANAGER, Moxahala Park, Zanesville, Ohio.**  
 Phones: Gladstone 2-3398 or 2-8252.

### 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

### MIDWAY CONFAB

Gilda Lee, annex attraction, left Preacher Monroe's Side Show and returned to Hattiesburg, Miss., due to illness of her mother. . . Bill Hamlett recently joined Turner Scott as Spitfire foreman at Daytona Beach, Fla.

Visitors to the O. C. Buck Shows have included King Reid, Mary Agne, Rab Colgrove and James A. Carey, New York State fairs association secretary.

Mr. and Mrs. C. W. (Bud) Davis, ride operators, postal from Rome that they recently saw the Pope. The Davises, who are on an extended tour of Europe, also plan to visit England, France, Germany and Switzerland. They also reported on a visit to a Naples amusement park that has excellent rides unlike any in the U. S. They will be back home in Enfield, Ill., late in May.

Rita Raye writes that she'll tour for the seventh year with the Bill Chalkias Side Show. . . Mr. and Mrs. Carl Burkhardt, owners of the show bearing that name, have announced the engagement of their daughter, Verna Louise, to Richard A. Cobb, of Yorkville, Ill. . . Mr. and Mrs. Charles Plowright, owners of Plowright Amusements, visited Eddie's Exposition Shows in New Kensington, Pa.

George V. Ice, who closed with the Penn Premier Shows, is on the front of the Side Show of Whitey Sutton and T. W. Kelly on the James E. Strates Shows.

Visiting Lisa Del Mar and Anna John Thomas on the J. A. Gentsch Shows recently were Hedy Jo Starr, of Gem City Shows; Jimmie Farmer, Gretchen La Mar, Ruby Neal and Sandy, Princess Gloria, New Orleans; Al and Alice Alfredo, Pascagoula, Miss., and Al Cook, of the Helen Golden show.

Also among the survivors of the late Carl J. Lauther, not included in his obituary, was Percilla L. Bejano, Tampa, who was adopted by the Lauthers in 1919 and worked with them for over 31 years. . . Additional guests at the recent going-away party given by F. E. Gooding, Gooding Amusement Company, in Columbus, O., included Mr. and Mrs. John Enright, Joe Gaskill, Mr. and Mrs. Johnnie Meers and Mr. and Mrs. C. W. Clymer.

Joe Money and Ginger Raye have joined forces to operate girl and posing shows on the O. C. Buck Shows. At Buck's opening stand they were doing capacity business, according to Helen Morgan.



## LAGASSE AMUSEMENT COMPANY HAVERHILL, MASS.

announcing

**Lowell Common 4th of July Celebration, Lowell, Mass., July 1, 2, 3, 4**

Auspices of Lowell Post #87, American Legion. Positively the largest bona fide Fourth of July Celebration in the East, located in heart of city. Gigantic fireworks display, work around clock 3rd and 4th.

**9th Annual New Bedford Firefighters' Free Charity Circus, July 8 to 13 inclusive. Day and Night.**

Fireworks Display. 3 Free Spectacular High Wire Acts. Admission to Grounds FREE. Plus Car Giveaway.

### WANTED FOR ABOVE TWO CELEBRATIONS

**RIDES**  
All type Major & Kiddie, not conflicting.

**CONCESSIONS**  
Derby & Greyhound Racers, Flashers, Ball Games, Hi-Strikers, Fish Ponds, Pitch-Till-U-Win, Bear, Parakeet and Chocolate Pitches, Photo, Cork Gallery, Long and Short Ranges, Age & Weight, Novelties and all other legitimate games.

**SHOWS**  
Funhouse, 10-in-1, Wildlife, Wrestling, Snake, Motor or Monkey Drome and all others up to standard.

**FOOD**  
Cookhouses, Popcorn, Apples, Candy Floss, Pizza, French Fries, Custard, Ice Cream and what have you.

**St. Peter's FIESTA, Gloucester, Mass., June 27 to 30 Inclusive**

4 Big Nights and 3 Days. Second Largest Fiesta in East.  
Can use all type Foods, Jewelry, Photos, Novelties.

FOR SPACE CONTACT AT ONCE

**LAGASSE AMUSEMENT CO.**  
17 Lafayette Street, Haverhill, Mass.  
Tel.: DRake 4-6461

**O. L. WESLEY, General Manager**  
13 Hallenan Avenue, Lawrence, Mass.  
Tel.: MURdock 3-9905

**SEE ANDY FIRST**  
We Specialize in Dealing With Showpeople  
**CARS • HOUSE TRAILERS • FINANCING • ALL TYPES OF INSURANCE**  
ASK YOUR FRIENDS  
**A. C. NELSEN**  
2112 Harney St. Omaha, Nebraska  
Phone: Atlantic 2424

**WANT**  
Elderly Couple to operate Kiddie Ride. Couple to work in Hoop-La Block Game. Write:  
**ADOLPH KOSS**  
Riverview Park, Roscoe & Western Ave., Chicago, Ill., or Phone LOngbeach 1-1900 (Room 725) after 4:30 P.M.  
P.S.: If you are now employed, stay there.

**Ride Foremen Wanted**  
Ferris Wheel Foreman for park, two other Ferris Wheel Men for road. Also Foremen for Merry-Go-Round, Octopus and Tilt. Top salary. No drunks.  
**MOUND CITY SHOWS**  
(Broadway at Cherokee Sts.)  
St. Louis, Mo.

**WANT ONE MORE FREAK**  
Write: **SAM ALEXANDER**  
Palisade, New Jersey

**WANTED**  
Experienced Ridee-O, Wheel and Merry-Go-Round Help. Dutch Herchner, wire.  
**JOE E. KAUS**  
BOX 822 NEW BERN, N. C.

Anyone having information regarding  
**AIDA SNYDER**  
widow of Henry Snyder, former owner of Cosmopolitan Shows, please communicate with  
**ATTORNEY JEROME RICHARD**  
33 North LaSalle St., Chicago 2, Illinois

**NOLAN AMUSEMENT CO.**  
CONCESSIONS—Novelties, Photo, Arcade, Age, Scale, Short Range, Hoop-La, Coke Bottle, Bird Pitch, Hi-Striker and Hanky Panks.  
SHOWS of all kinds; liberal proposition.  
HELP—MECHANIC, ELECTRICIAN, Wheel Foreman, Merry-Go-Round Foreman and Help on all Rides.  
**FRED NOLAN**  
New Martinsville, W. Va., May 13-18; Weirton, W. Va., May 20-25.

**GOLDEN GATE SHOWS**  
Want Electrician to handle Twin Searchlights, Diesel Light Plant and Towers; Foreman and Second Man for Twin Wheels, Foreman for Three-Abreast Merry-Go-Round, Mechanic with own tools for fleet of trucks. Will book Hanky Pank Concessions and Agents for office-owned Concessions. Address as per route:  
Angels Camp, Calif., May 13-19; Lincoln, Calif., May 20 to 27;  
Sharps Park, May 28 to June 2.  
**C. F. ALBRIGHT or J. P. HARVEY, Mgr.**

**BURKHART SHOWS UNIT #3**  
Grand Opening Westmont, Ill., May 22—Lions' Club Annual Festival and followed by continuous route of bona fide Celebrations and Fairs around Chicago suburbs.  
WANT Hanky Panks of all kinds; booking only one of a kind. (These spots are all Street and Park Celebrations, where no house trailers are permitted on lot.) Will book one more major Ride not conflicting with ours. Russell Cooper, call me. Jack O'Haver to be manager.  
Write or phone **CARL BURKHART**  
PHONE: 8-5493 (No collect calls) PLANO, ILL.

**PRELL'S BROADWAY SHOWS INC.**  
50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

**WANT FOR FAIRFAX COUNTY AND BALANCE OF SEASON**  
CONCESSIONS: Photo, Age & Scales, Hanky Panks, Cigarette, Glass Pitch, Long Range Shooting Gallery, Cork Gallery, Dart Balloons, all kinds of Merchandise Concessions.  
RIDES: Live Pony Ride, Octopus, Scooter, Round-Up, Scrambler or any Ride not conflicting.  
SHOWS: Girl Show Operator with Girls, Show all ready to go. Snake Show, Peep Show, Grind Shows of all kinds. Doc Jones, Joe Ciccarelli, get i. touch.  
HELP: Ride Help. Semi Drivers preferred.  
FAIR MANAGERS—WE HAVE 2 WEEKS IN AUGUST OPEN. All answer:  
**PRELL'S BROADWAY SHOWS, Charlottesville, Va.**

**Morris Hannum Shows**  
*One of the Great Eastern Shows*  
Olyphant, Pa., May 20-25, Lions' Homecoming and Beauty Pageant, Free Gate, Advance Ticket Sale, Guaranteed Attendance. Same Deal the Following Week at Schuylkill Haven, Pa., May 27-June 1.  
CONCESSIONS Custard, Photos, Jewelry, Hats, Hi-Striker, Bear, Bird and Glass Pitches, Short Range, Coke Bottles, Six Cats, Buckets, one more Wheel and Grind Store. Some Percentage open.  
RIDES Scrambler, Round-Up, Ridee-O or Dark Ride.  
SHOWS Monkey Speedway, Mechanical, Snake, Illusion, Arcade and Wildlife.  
HELP Foremen jobs open for Ferris Wheel, Octopus and Comet. Good jobs for People who know their Rides.  
Show now playing Vandling, Pa. All wires and telephone calls to  
**MORRIS HANNUM, AMERICAN HOTEL, CARBONDALE, PA., THIS WEEK**

**BELL AMUSEMENT CO.**  
Want Concession and Ride Help—Ferris Wheel Foreman, Second Man for Merry-Go-Round; must have driver's license. Need Couple for Pop Corn, Candy Apple, Cotton Candy, Hanky Pank Agents; must be sober. Lead Gallery Short Range for sale, complete with 2 guns, \$200.00. Contact  
**CHAS. M. BALDWIN**  
Childersburg, Ala., May 13 thru 18; Boaz, Ala., follows.

**RIDES WANTED FOR BIG RAILROAD CENTENNIAL CELEBRATION**  
To be held in Shoals, Indiana, July 1-6. Contact  
**SANFORD A. DECKARD**  
General Chairman  
Shoals News Shoals, Indiana

**LAS VEGAS, NEVADA**  
All-night celebration  
**ANNUAL HELLDORADO DAYS**  
May 15 to 19 inclusive  
100,000 attendance—uptown location—plenty of free parking.  
**NOW BOOKING SHOWS AND CONCESSIONS**  
Space \$8.00 per foot, all good locations. Wire, write or phone  
**CRAFTS 20 BIG SHOWS, INC.**  
7283 BELLAIRE AVENUE NORTH HOLLYWOOD, CALIF.  
Phone: Poplar 50909 or 50320

Roll or Machine, 1x2 Printed to Order	ROLL 2,000 EACH COUPONS DOUBLE PRICE Cash With Order No C.O.D.	STOCK TICKETS 1x2 INCHES
2,000 ..... \$ 6.90		1 Roll ..... \$ 1.00
4,000 ..... 7.80		5 Rolls ..... 4.50
6,000 ..... 8.70		10 Rolls ..... 8.25
10,000 ..... 9.60		25 Rolls ..... 18.75
20,000 ..... 11.00		50 Rolls ..... 24.00
100,000 ..... 33.50		Stock Double Coupon Double Price
250,000 ..... 71.00		
Price Chg. \$3.50.	<b>DAILY TICKET CO.</b> Collinsville, Illinois Add shipping cost, Union made.	
Color Chg. \$1.50.		

### ALAMO EXPOSITION SHOWS

**WANT WANT WANT**  
 CONCESSIONS: Custard, Glass Pitch, Bear Pitch, Short Range Shooting Gallery and any other Hanky Panks. Also Long Hot Dogs, Mug and Penny Arcade.  
 SHOWS: Have real flashy Fun House. Want capable Operator who can drive truck and trailer. Will place Side Show, Iron Lung, Snake Show, Motordrome; must have your own equipment and transportation. (Joe Murphy wants Dancing Girls for French Casino.)  
 RIDES: Can place Scrambler or Round-Up. Can use Second Men on Rides, must drive trucks and semis.  
 WE STAY OUT UNTIL NOVEMBER.  
**All contact JACK RUBACK, Mgr.**  
 SWEETWATER, TEXAS, MAY 13-18.

### PEPPERS ALL-STATE SHOWS

**NOW PLAYING LEWISBURG, TENN.; THEN McMINNVILLE, TENN., MAY 20-25**  
 WANT SHOWS—Snake Show, Funhouse, Mechanical Show, Monkey Show, Minstrel Show, "Fat" Williams, wire me collect.  
 WANT CONCESSIONS—Cork Gallery, Pitch-Till-U-Win, Slum Blower, Hoop-La, Short and Long Range Galleries, Dart Store.  
 Want Agents for Age and Weight, Penny Pitch, Balloon Darts. Want Husband and Wife, Wife to work Milk Bottles, Husband for Bear Pitch.  
 We close November 23. Long season.  
**Frank W. Peppers, Lewisburg, Tenn., this week**

### BIG FOUR AMUSEMENTS

**OPENING WINTHROP HARBOR, ILL., JUNE 5-9; THEN HOLY ROSARY CHURCH (22ND AVE. & 45TH ST.), KENOSHA, WIS., THEN PER ROUTE**  
**WANT WANT WANT**  
 Will book for season—Popcorn, Candy Floss and Snow Cones. Also all Hanky Panks.  
 All replies to: WINNEBAGO PLAYLAND PARK  
 R. R. #3, 5900 West State St., Rockford, Ill.

### MOTOR STATE EXPOSITION SHOWS

Want for long season of Fairs and Celebrations in Michigan, Ohio, Indiana. Late fall Fairs in Alabama and Mississippi.  
 One or two Grind Shows, Hanky Panks. Will give X to Glass or Pottery Pitch, Short Range, Ice Cream, etc. Agents for Scales, Hi-Striker. Ride Men—Foremen Rockoplane, Octopus, Tilt, Wheel, Merry-Go-Round. Second Men who drive. No drunks wanted. Red Mitchell, Jack Little, Wilburn, Howard Rayburn, come on.  
 Rochester, Mich., May 13-19; Holly, Mich., follows. **JOE FREDERICK, Owner-Mgr.**

### CONCESSIONS WANTED

**TO OPEN AT ANTIGO, WISC., MAY 30.**  
 Photos, High Striker, Tip 'Em Over Coke, Milk Bottle Ball Game, Balloon Darts, Glass Pitch, Roman Targets, Cork Gallery, Short Range Gallery, Basket Ball, Pitch Till You Win, Break the Record, No Flats or Mitt Camps. Ride Help on all Rides, must be able to drive. Winter quarters now open. All replies to  
**DOBSON'S UNITED SHOWS**  
 Willernie, Minnesota, or Phone: Mahtomedi Garden 6-3888.

### WANT MAN WHO CAN HANDLE ALLIGATORS

Write full details to  
**JIMMY HURD, Riverview Park, Chicago, Ill.**

### DIXIE AMUSEMENTS

Want complete line of Hanky Pank Concessions except Snow and Floss, Slum Spindle, Diggers and Color Block, all others open. On account of disappointment will book Coaster for season. Celebrations next two weeks—Burlingame, Kans., May 15-18; Bentonville, Ark., May 23-25 (on the square); followed by Columbus, Kansas, May 27-June 1. Contact or come on.  
**CLIFFORD DAVIS, Mgr., per route**

### G. & B. SHOWS

Want Fish Pond, High Striker, Slum Spindle, Coke Bottles, Bear Pitch, Pitch-Till-You-Win, any Concessions working for stock, Need Agents for Scales. Can place Girl Show with own outfit. Want Help on all Rides.  
 This week, Buckhannon, West Va.; week May 20-25, Parsons, West Va.  
**All replies to GEO. BROAS, Buckhannon, West Va.**

### SOUTHERN VALLEY SHOWS

**WANT FOR OIL CITY, LOUISIANA, AND TWO WEEKS IN SHREVEPORT, LA.**

CONCESSIONS of all kinds—Popcorn, Cookhouse, Bear Pitch, Glass Pitch, Cork Gallery, Pitch-Till-You-Win and all other Hanky Panks. Want two Count Store Agents and two Pin Store Agents, Swinger. All Agents and Stores, contact Sailor Moran. Must call. Want Shows of all kinds.  
**EVELYN MORAN, Owner • EDDIE MORAN, Business Mgr.**

### IDEAL RIDES

Want for 1957 openings, May 24-June 1, Shelburn, Ind., Veterans' Reunion. To be followed by Veedersburg, Ind.; Eaton, Ind.; Nashville, Ind. All bona fide street celebrations. CONCESSIONS: Photos, High Striker, Scales, Novelties, Short Range, Glass or Bear Pitch, Pronto Pups, Grab or any non-conflicting Hanky Panks. RIDE HELP: Must drive and have license. No cars. Good salary plus bonus. (Eddie Clem, contact.) All Concessionaires and Help contracted join us at winterquarters, Hymers, Ind., until May 18, or Shelburn, Ind., May 21.  
**HUB LUEHRS, OWNER-MGR., 2314 N. 101 ST., MILWAUKEE, IWS.**  
 (Phone: Glenview 3-4461)

STOCK TICKETS		TICKETS of every description. Wheel tickets carried in stock for immediate shipment.	SPECIAL PRINTED Cash With Order Price	
1 Roll	1.50		2,000	6.90
5 Rolls	4.50	4,000	7.80	
10 Rolls	8.25	6,000	8.70	
25 Rolls	18.75	8,000	9.60	
50 Rolls	24.00	10,000	10.50	
100 Rolls	44.00	30,000	15.20	
Rolls 2,000 EACH		100,000	33.00	
Double Coupons		500,000	133.00	
Double Prices		1,000,000	250.00	

No C.O.D. Orders  
 Size: Single Tkt., 1x2

**THE TOLEDO TICKET CO.**  
 Toledo 12, Ohio

### Bernard & Barry

**Continued from page 87**  
 Windsor. Jerry Bonder has been named president of the company, along with William, secretary-treasurer; Harry Kay, auditor; John Campi, concession manager; George Ellis, office manager, and Molly Lavoie, superintendent of transportation.

The show's 1957 route has been set thru the provinces of Ontario and Quebec. It comprises 14 still dates, 14 fairs and 3 celebrations. Last October Arent retired from business, but after six weeks of inactivity his interest returned to the outdoor amusement field. As a result he purchased five kiddie rides from the Allan Herschell Company, North Tonawanda, N. Y., and one from Hampton Amusements. Recently he completed purchase of two new Freuhauf trailer units and GMC tractors. Since late March he has been playing shopping centers in the Toronto area with the equipment and will continue operations at such locations, along with supplying equipment for industrial picnics and celebrations until the fair season, at which time he will play several Ontario annuals.

### Strates Dates

**Continued from page 87**  
 lions, two hyenas, a polar bear, black bear, Brahma buy, monkey cage and hippopotamus. They will be supplemented during the spring by a larger monkey collection and some lead stock, probably camels. There is intention of establishing a zoo-type attraction around the menagerie animals in Orlando, Fla., winter quarters, it was reported.

Others on the back end were a Mirror Maze, new Motordrome (Joe Pelaguin), Wild Life, Pretzel, Strange Cargo snake show (Bonnie Norman), "Broadway to Hollywood" revue featuring Siska's macaw routine (Pack Norman), "Rock 'n' Roll" show (Louis Scott), Funhouse (Wayne Kingsley), and Side Show featuring giant Johann Peturssen (Slim Kelly and Whitey Sutton).

More than 20 rides were displayed, including most of the latest devices.

### PARAKEETS

**85c**  
 Minimum Order, 40 Birds.  
**CAGES 50c EACH**  
 Shipped Daily—F.O.B. Los Angeles.  
 —Call or Wire—  
**24-HOUR SERVICE**  
**Durkee's Bird Farm**  
 8967 E. Callatin Rd., Pico, California  
 Phone: OXford 9-5210

### RIDES

Want to book, lease or sell high model Schiff Coaster, King Water Boat Ride, Schiff Cadillac Turnpike Ride and Tubs of Fun. These Rides are clean and ready to go. Phone: Union 5-3297.  
 Write or wire

**MRS. A. MASON**  
 7220 Wayne Ave., Parkview Island  
 Miami Beach, Fla.

### WANTED

Foreman for MERRY-GO-ROUND  
 Can offer to man who can keep machine in shape a good proposition, pays bonus, unemployment and other benefits. No drinking or cars. Foremen for other Rides. Write, might be able to place you.  
**Fielding Graham**  
 7415 State Line Kansas City, Missouri

### FOR SALE

2 factory-built Light Circles, wood, for #16 Big Ell Wheel; good condition, reasonable.  
**JOHN E. MILLER**  
 Forest Park Highlands  
 St. Louis, Mo.

### Fourth Annual

### CIVIL DEFENSE EXPOSITION

Featuring Big Free Circus (Terrell Jacobs Wild Animal Circus)  
**\$1,000,000 Civic & Commercial Exhibits—Outstanding Free Attractions such as Joe Louis appearing in person, Dowis Sky Wheel.**  
**NOW BOOKING FOR GARY, IND., GLEASON PARK ON BROADWAY, MAY 15 THRU 25**  
**RIDES — SHOWS — CONCESSIONS**  
 GOOD PROPOSITION FOR FITCHMEN.  
 All replies to  
**PAUL MILLER, GARY, IND. PHONE: TURNER 6-2424.**  
**BILL McCOY CAN PLACE RELIABLE AGENTS.**  
 P.S.: Eddie Keck, please get in touch with Jimmy Smith.

### WANT--WHITESIDE CONCESSIONS--WANT

**FAIRS START IN FOUR WEEKS**  
 Agents for Duck Pond, Six Cats and Buckets. P.C. Dealers for Pan Game and Pea Pool. Can place after this week: one Agent for Alley and one Agent in Count Store. Norman Lachance and Tommy Huey contact me. Benny Fields phone me. All replies:  
**A. R. (DUTCH) WHITESIDE**  
 c/o Hills Greater Shows, Albuquerque, New Mexico, this week.  
 P.S.: Munro Bros. (Preacher Monroe) want Side Show acts, Half and Half to Feature and stay sober. Good route.

### I. T. SHOWS WANT

**FOREMAN FOR CATERPILLAR. FOREMAN FOR ALLAN HERSHELL 3-ABREAST MERRY-GO-ROUND**  
 Good proposition for reliable, sober Men. Can use wives as Ticket Sellers.  
 Show is at Eagle Avenue and 163rd St., the Bronx until May 19. Wire or call after midnight.

### I. T. SHOWS

2686 Valentine Ave., Bronx, N. Y. Ludlow 4-3247

### SMILEY'S AMUSEMENTS

**Farmville, Va., week May 13-18.**  
 Want Hanky Panks of all kinds. Agents wanted for office-owned Concessions. Ride Help Wanted: Merry-Go-Round Man, Ferris Wheel, Chairplane and Kiddie Rides. Want Family Shows. Contact  
**SMILEY'S AMUSEMENTS**  
 FARMVILLE, VA.  
 P.S.: Glass Pitch Blackie, contact.

### COTTON STATE SHOWS

**Harlem, Ky., May 20 thru 25; followed by best coal-mining towns in Kentucky and West Virginia. Playing first in.**  
 SHOWS: Any Shows with own equipment catering to families. Want Riders for Motordrome. RIDES: Will book one or two Flat Rides and Kiddie Rides. Good opening for live Pony Ride. RIDE HELP: Foremen and Second Men on all Rides, must be licensed semi drivers. CONCESSIONS: Hanky Panks of all kinds. Also Long Range, Short Range, Age & Weight, Pitches of all kinds, Novelties, etc. Want Agents for Roll-down, Pin Store and Skillo. Want Counter-men for Cookhouse.  
 All replies to **MANAGER, COTTON STATE SHOWS, ATHENS, TENN.**

### GEORGE CLYDE SMITH SHOWS

**OPENING MT. SAVAGE, MARYLAND, MAY 20**  
 Wanted—Ball Games, Custard, Six Cats, Swinger, Age & Scales, Pitch Till You Win, Glass Pitch, Slum Spindle, Fish Pond, Balloon Darts. Wanted—Monkey Show, Girl Show, Snake Show, Wildlife. Merry-Go-Round Foreman, Kiddie Ride Operator, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Pank. George Beeman Yonsey wants Skillo, Pin Store and Count Store Agents. All replies:  
**GEORGE CLYDE SMITH SHOWS**  
 P. O. BOX 521, CUMBERLAND, MARYLAND

### GEM CITY SHOWS

**WANT WANT WANT**  
 Hanky Panks and Concessions of all kinds.  
**ESPECIALLY WANT BINGO.**  
 Will place Grind Shows or any Show of merit.  
**ALL REPLIES TO: THOMAS D. HICKEY**  
 Johnson City, Tenn., this week.

### AGENTS WANTED—ARMY AIR FORCE PAY DAY

Blytheville, Ark., May 13 to 18, for Razzle, Pins, Skillo, 6-Cat, Set-Up Cokes. Jimmie Reid, Lee Walters, contact. Followed by Fort Knox Army Payday, June 1 to 8.  
 Arthur Brown, Business Manager, Pan American Shows, or Noble Hotel, Blytheville, Ark., May 13-18.

### RAINES AMUSEMENTS

**Opening Mena, Arkansas, for Annual Firemen's Carnival, May 20.**  
 Want Second Men on all Rides, Foreman for Pony Ride. Clyde Bullard, let us know if you are coming in. Will book all types legitimate Concessions. Want to buy Trailer suitable for Pop Corn, Sno-Cone, etc.  
**ROSA M. RAINES, PHONE 102, MENA, ARKANSAS.**

when answering ads . . .  
**Say You Saw It in The Billboard**

**WILLIAM COWAN  
CAN PLACE**

Good, capable Count Store and Pin Store Agents who will work according to instructions. This show has the finest concession route in the Midwest and a long season. All winter in Florida. Also place Long Range Gallery, High Striker and Jewelry Stands for season.

WRITE OR WIRE

c/o DON FRANKLIN SHOWS  
Bryan, Texas

**5,000 PARRAKEETS  
50c UP**

**WHITE RATS, RABBITS  
REASONABLE**

Live arrival guaranteed. Wire, write or phone for immediate shipment.

**WAUGH-FERGUSON AVIARIES**

115 E. Sixth Joplin, Mo.  
Phone: Mayfair 3-9218

**WANT CARNIVAL  
FOR  
ANNUAL  
WESTERN CELEBRATION  
July 6 and 7**

FOR PARTICULARS WRITE

Sec'y: Two Mile High Club  
Cripple Creek, Colo.

**WANT TO BUY**

Show front mounted on semi van suitable for Girl Show. State when built and condition. No junk wanted. Send late photo.

**F. W. MILLER**

6101 Chef Minteur Highway  
New Orleans, La.  
Phone: Bywater 8536

**MERRIAM'S MIDWAY  
SHOWS**

Have room for a few Hanky Panks—Basketball, Fish Pond, Photos, Glass Pitch, Hit & Miss, Scales, etc. Like Basely wants Agents for Balloon Dart and Six Cat. Koke-A-Mo, answer. Can use Girl Show for Boone and Atlantic. Carroll, Iowa, now; Boone and Atlantic next.

**RIDES FOR SALE**

- 1 Sellner Tilt-A-Whirl ..... \$2,500.00
- 1 Pretzel Dark Ride ..... 3,500.00
- 1 No. 5 Ell Ferris Wheel ..... 4,500.00
- 1 Kiddie Auto Ride ..... 2,250.00
- 16 Late Model Luse Bros. Auto-Skooter Cars, Each ..... 200.00

Contact  
**CRAFTS 20 BIG SHOWS, INC.**  
7283 Bellaire Avenue  
North Hollywood, Calif.  
Phones: PO 50909 or PO 50320

**WANTED**

Ride Operator for Merry-Go-Round, Tilt-A-Whirl and Scrambler. Must be sober and reliable.

**DELGARIAN AMUSEMENT CO.**

1759 N. Newland Avenue  
Chicago 35, Illinois

**FOR SALE  
HERSCHELL-SPILLMAN 24-HORSE  
MERRY-GO-ROUND**

in first-class shape, with Trailer  
**\$4,500.00 CASH**  
**H. H. SCOTT**  
Cumming, Georgia, May 13-18

**HUTCHENS MODERN MUSEUM WANTS  
TO JOIN AT ONCE FOR LONG SEASON:**  
Two Girls for Bally and Inside Acts; no experience necessary. Men Acts, Tattoo, Impalement, Magic, Fat Man, Midgets or any attraction not conflicting. Man and Wife preferred. Address:  
c/o SUNSET AMUSEMENT CO.  
Fort Dodge, Iowa, this week; Waterloo, Iowa, next.  
P.S.: Also place Ticket Seller.

**HELP WANTED**

Wheel Foreman and Ride Help for two units. Amor Reed, LeRoy Roberts, Tex Milliar and Tex Bullard, answer. Top pay—short moves. Can also use several Hanky Panks for the biggest celebrations in Western New York.

All replies to

**ROY SANFORD**

c/o Fairland Amusements  
100 Aurora St. Lancaster, N. Y.

**WANTED  
SMALL CARNIVAL**

With adult and Kiddie Rides and Concessions for big Lions Club Tomato Festival, Aug. 30-31. Contact

**GLENN E. DONALDSON**

Ridge Farm, Illinois.  
Phone 3271 (collect immediately)

**WANTED**

Professional Bingo Operator to operate Bingo in permanent park. Opening May 26. Write

**Box D-292**

Billboard, 2160 Patterson St.  
Cincinnati 22, Ohio.

**STAN-NELL'S SHOWS**

Open Montevideo, Minn., May 15 thru 21. Want Foreman for Tilt, Second Men all Rides. Want Shows, Novelties, Coke Bottle, Guess Your Weight, Shorty Hinson wants Agents for One-Ball Milk Bottle, Bear Pitch, Woman for Jewelry Joint. Slim Parnell wants 3 Agents. Billy Heidner, contact. Danvers, Minn., May 24-25-26; Browns Valley, 28-29-30; then six weeks of North Dakota Celebrations, followed by 17 Fairs. Contact as per route.

**PHIL DANIELLO SHOW**

Opening May 14, Baldwinville, N. Y. Can book Rides, Concessions, Sideshow not conflicting. Ride Help needed.

**PHIL DANIELLO**

R.D. #4, Baldwinville, N. Y.

**ALIBI AGENT WANTED**

Frank Simms, Jack Treble, get in touch.

**WM. BEJARAND**

Eddie's Exposition Shows  
Ambridge, Pa., now or per route.

**SPACES NOW ON SALE**

for

**DENVER FOOD-O-RAMA**

August 29-30-31.

Folder and application on request.

**JACK ALLEN**

4670 Jay St. Denver, Colo.

**Greaser Amusement Co.**

Would like to book one major Ride and several Concessions that do not conflict. All week-end Celebrations starting May 24. Contact

**GEORGE GREASER**

Phone: 3501 Dorchester, Wis.

**CARNIVAL WANTED**

For week of July 9 to 13 (five days). Send full information on Rides, Shows and Concessions.

**OAKLAND CITY 4-H COMMUNITY FAIR**

**CARSON J. BLAIR, Booking Agt.**  
Oakland City, Ind.

**HELP WANTED**

Merry-Go-Round and Ferris Wheel Foremen, also First and Second Men. Jerry and Bob, get in touch with Jimmy Thomas. Can use a few more Hanky Panks

**MARYLAND BAZAAR CO.**

La Plata, Maryland

**KID RIDES FOR LEASE**

Allan Herschell Blue Goose and ten-car Auto ready to set up and operate. Stored in Nashville, Tenn. Address:

**BILL WILLIAMS**

c/o American Beauty Shows  
Ottumwa, Iowa, May 13-18, or per route.

**FOR SALE**

Kiddie Rides now in operation: Chair-plane, \$500.00; Airplane Ride, \$500.00; Auto Ride, \$500.00; Gasoline Train, carries 15 kiddies, \$800.; eight 14-ft. new Metal Boats with Pontoons, cannot upset, \$100.00 each, or \$500.00 for the lot. Contact: **TIM NOLAN**  
Moxahata Park, South Zanesville, Ohio.  
Phones: Gladstone 2-3398 or 2-8252.

**GOLD MEDAL  
Shows**

CAN PLACE

CAN PLACE

**FOR OFFICIAL OPENING, DOWNTOWN BRISTOL, VA., NEXT  
WEEK, MAY 20 THRU 25**

**CONCESSIONS**—Due to disappointment can place Bingo and Cookhouse. A. C. (Apie) Hill and Dave Fineman can place Grind Store agents. "Cripple" Clarkie, call. Also P.C. dealers. All legitimate Concessions open, French Fries, Custard, Ice Cream, Novelties, Mitt Camps, American Palmistry preferred, Long Range Shooting Gallery, Eddie Moore, call, Fish Ponds, Basketball, Hi-Striker, Six Cats and Buckets.

**SHOWS**—Have complete Side Show equipment, must be A-1 operator. Also beautiful front for Girl Show. Good opening for Wildlife, Snake Show, Funhouse, Unborn, Geek Show and Arcade.

**RIDES**—Good opening for Live Ponies. Good proposition for Kiddie Rides, must be modern.

**RIDE HELP**—Wanted, Foremen for Merry-Go-Round, Kid Rides and Ferris Wheel; Top salaries. 15 Fairs starting last week in July including the State Fair of West Virginia. Contact **JOHNNY J. DENTON** or **A. C. (APIE) HILL**, c/o Hotel, La Follette, Tenn., this week.

**FAIR TIME SHOWS, Inc.**

WANTS

WANTS

**RIDE HELP FOR ALL RIDES**

Contact: **CHET BARKER**, General Superintendent.

**FAIR TIME SHOWS, INC.**

Orange County Fairgrounds

Kimberly 5-6532

Santa Ana, Calif.

May 14-19 Inclusive—CORONA, CALIF., Third St. & Merrill

**CONCESSIONAIRES**—contact **OLIVIA WALDRON**—Kimberly 5-6532

or write **FAIR TIME SHOWS, INC.**, Orange County Fairgrounds, Santa Ana, Calif.

**THOMAS SHOWS**  
"THE NORTHWEST'S GREATEST SHOW"

**WANT FOR A SOLID ROUTE OF FAIRS AND CELEBRATIONS, INCLUDING FAIRS AT**  
Ada, Thief River Falls, Hallock, Bemidji and Hibbing, Minnesota. Plus Interstate Fair, La Crosse, Wis.; Arapahoe County Fair, Littleton, Colo.; Colorado State Fair, Pueblo; South Dakota State Fair, Huron; Clay County Fair, Spencer, Iowa; Mitchell, South Dakota Corn Palace.

**RIDES**

CAN PLACE GOOD DARK RIDE.

**SHOWS**

CAN USE GRIND SHOWS OF MERIT. NO DING SHOWS.

**RIDE HELP**

CAN PLACE SOBER WHEEL FOREMAN. MUST DRIVE SEMI.

**CONCESSIONS**

CAN ALWAYS PLACE A FEW GOOD HANKY PANKS. HAVE OPENINGS FOR SCALE AND AGE, HIGH STRIKER, BASKETBALL AND PITCHES.

Slim Kroger wants Agents for One Ball, Balloon Dart, Six Cats, Crazy Ball and String Game. (Johnny Harmon, get in touch.)

**ALL CONTACT: BERNARD THOMAS, MGR., North Platte, Nebr., This Week; Then As Per Route.**

**JACK COOK**

WANTS

Hanky Pank Agents for all kinds of Stores. Also Agents for Tip-Up Coke, One Ball and Pitches of all kinds. Also Pea Pool Dealer. (Cookie, your dad says come on.) Chuck, Johnny and Retha, also all others who have worked for me before come on or get in touch. Address: **GALA AMUSEMENT CO.**  
Batesville, Ark., this week; Strawberry Festival, Marshall, Ark., next; then per route.

**WILLIAM BLOOM**

of St. Louis, Mo., please get in touch with your Father immediately. This matter is very urgent.

**ARTHUR I. BLOOM**

6267 Clemens Ave. St. Louis 5, Mo.

**WANTED**

**DERBY HELP AND CALLERS**

**CARL HANSON**

5975 N.W. Second Ave. Miami, Fla.  
P.S.: Leonard Liddle, contact.

**MOUND CITY SHOWS**

UNIT #2

**WANT RIDE HELP** for Ferris Wheel, Merry-Go-Round, Kid Rides, Octopus. First picnic May 24-25-26 at Long Lake, Fire Dept. Picnics and Fairs until October. Write, CALL:

**Clarence Slaten**

518 Solter Place Wood River, Ill.  
(Phone: 4-4707) No Collects.

**GIRLS GIRLS GIRLS**

**WANT FOR O. C. BUCK SHOWS**

Dancers for Review, Hammond Organist Exotic, Fan, Acrobatic, Novelties, Chorus Girls. Also Girls for Posing Show, no experience necessary but must have body and looks. Wardrobe and transportation furnished after joining. Capable Candy Man for virgin territory. Jack Weiner, George Duggan, Freddie, George Barry, Mickey, Dorothy Rice, Goodie Holden, Jeannie, Yvette, Sue Lanier, George Knapp and others who have worked with us, contact at once. Ticket Sellers and Working Men who drive.

**JOE MOONEY and GINGER RAYE**

O. C. Buck Shows, Schenectady, N. Y., this week and Syracuse, N. Y., next week.

**WATERLOO, IOWA—MAY 13-19**

7 Days in one of Iowa's outstanding cities, 65,000 population

**RIDE MEN:** Have opening on Rock-o-Plane, Octopus, Kid Rides and Front Gate. Must drive semis, no cars.

**CONCESSIONS:** Milk and Coke Bottles, Punks and Basketball, Fish or Duck Pond, Pitch-Tilt-You-Win, String or other Hanky Panks

**EXCLUSIVES OPEN:** Glass, Bird or Lamp Pitches, Custard.

John Hutchens wants Man and Wife for Side Show. Marge McCloud wants Man and Wife for Girl Show.

**SUNSET AMUSEMENT COMPANY**

Fort Dodge, Iowa, this week.

**FUN FAIR SHOWS**

Opening Center Line, Mich., 10 1/2 Mile Road & Van Dyke Ave., Thurs., May 16-26

**WANT** **WANT** **WANT**  
**CONCESSIONS**—All legitimate Concessions open. Want Sitdown Grab that eaters No flats or gypsies.  
**RIDES**—Good opening for Major Rides not conflicting. Good proposition for Operator with at least three Kid Rides. Want Live Ponies.  
**HELP**—Foremen for Wheel, Jenny and Spitfire.  
**SHOWS**—Want Shows of all kinds except Girl Show.  
We have a solid route of Fairs and Celebrations. . . get with a money-making Show. We have Wauseon, Ohio, on the Streets; School Section Lake, Mecosta, Mich., for 4th of July; Richland, Mich., Old Settlers' Day and many other big money spots.  
**Contact at once CHUCK DUMA or CHARLES STAPLETON**  
26174 Norfolk, Inkster, Mich. Phone: Logan 3-7744 or Logan 5-7387

**GREAT NEW SELLER!**



**6 PEN POCKET SECRETARY**

**HOTTEST PEN DEAL IN 5 YEARS!**

Includes

- ★ 6 Jet Automatic Ball Pens
- ★ Leather Grained Vinyl Pocket Secretary
- ★ 80 Page Memo Pad

GENUINE WINDSOR SET  
As Advertised in "LIFE"

**DOZEN SETS Only \$8.40**  
**GROSS SETS, \$96.00 Per Gross**  
**SAMPLE, \$1.00 Post Paid**

Your Money Back If You Don't Agree . . .  
**THIS IS THE HOTTEST ITEM OF ITS KIND!**

**OPEN UP TO FULL SIZE POCKET SEC'Y & MEMO PAD**

**Selling Like Wild All Over America!**

**FREE! 325 PAGE CATALOG!**  
Giant Book Packed With Nationally Advertised Merchandise at Lowest Wholesale Prices!

Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

**GEM Sales Co.** 533 Woodward, Dept. A  
Detroit 26, Michigan

**Tremendous CLOSE-OUT SAVINGS!**

Terrific BUYS for WAGON JOBBERS! SALESMEN! AGENTS!

Imported Leather, Sisal, Alligator Specialties—priced to ZOOM  
**YOUR SUMMER SALES!**

Now, from new sources in Mexico, Yucatan, Cuba—these striking, colorful, fast-selling specialties of Leather, Sisal and Alligator! Bags, Purse, Brief Cases, Desk Sets, Luggage, etc. All beautifully hand-crafted by native artists . . . everyone is attracted by these different, romantic designs from "South of the Border!"

Priced for big-volume, ultra-popular sale. YOUR COST IS LOWEST IN IMPORTING HISTORY—Imported Items Are in Greater Demand—YOU MAKE UP TO 200% PROFIT ON THESE LOWEST-COST SPECIALTIES! Immediate shipment. All items guaranteed. Lots 1 doz. or more.

**BOB STONE**  
IMPORTERS  
DEPT. B • CHARITON, IOWA

Write for illustrated **FREE FOLDER** with Special Discounts and Complete Prices

**Pitchmen—Jobbers Demonstrators**

**NEW FOOD CHOPPER**

New Lightning Food Chopper Will Be Available Within 10 Days.

**LOWER PRICE, FAST DELIVERY, UNLIMITED MERCHANDISE**  
No territories—no middle men.

This Item Is Precision Made, Imported from Switzerland.  
**Wire—Write—Phone for Prices**

We Also Carry Products Liability in Your Name  
Distributed by MOULI MFG. CO., Jersey City, N. J.

**NEW-NEL KITCHEN PRODUCTS CO.**  
959 W. Grace St. Chicago 13, Ill.  
Phone: Buckingham 1-3570

We Book for You FAIRS, SHOWS and CELEBRATIONS.

**ONE OF 1,000'S—PRICE RIOT**

**6 PEN POCKET SECRETARY SETS.**  
Full size secretary with memo pad and 6 automatic ball pens in different colors. Pocket protector case with flap and billfold compartment. Terrific value. A \$4.95 flash to sell fast at \$1.50. Gross Sets \$86.40.

**DOZEN SETS . . . \$7.50**  
Deposit or payment FOB, N.Y. Complete set and 1957 catalog \$1 prepaid.

**MILLS SALES CO.**  
Est. 1914  
889 BROADWAY, New York 3, N.Y.

**BALL POINT VENDOR**

Build yourself a spare-time route. Make over 100% profit. Machine price, \$17.95 each. Fine quality gold cap retractable, assorted colors ball point pens or two-tone pens. Samples, \$1.00; gross, \$14.00; 10 gross lots, \$13.00 per gross; F.O.B. Brooklyn, N. Y.

**F. B. SALES**  
54 Jefferson St. Brooklyn 6, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**

## MERCHANDISE TOPICS

Milwaukee Novelty Company, 1012 North Third Street, Milwaukee, has announced a new line of jewelry items for this season. Scatter pins, rhinestone earrings, cuff links, watch bands, charm bracelets, anklets, expansion rhinestone bracelets, cigarette lighters, imported Mexican rings, lockets and nickel silver signet rings are some of the fast-selling items available. The firm also is featuring a special on disks on 24-inch chains available in eight styles. Another special is a gold-filled wedding and engagement ring set. The firm urges that you write for a free circular listing dozens of fast-selling jewelry items.

Excel Merchandise & Novelty Company, 1001-11 South 24th Street, Omaha 2, specialist in low-priced jewelry and other merchandise, reports that its No. 6435 rhodium friendship ring, offered at \$2.50 per dozen or \$28 per gross, is moving exceptionally well. This ring has a stone set and engraving plaque with eye appeal to create multiple sales. When you write for a sample gross or dozen, a complete list of merchandise will be included with shipment.

Priced at \$1.50 per dozen, pitchmen and demonstrators will be interested in women's nylon stockings offered by All Sheer Hosiery Mills, 14847 West Seven Mile Road, Detroit. These are the firm's style No. 200, damaged nylons individually packed in cellophane envelopes, 3 pairs to a wrapper and \$1.50 per dozen in 10-gross lots. In lots under 10 gross the price is \$2.50 per dozen. Style No. 350, which consists of clean sub-standards, is \$3 per dozen in 10-gross lots. Under 10 gross the No. 350 is \$3.50 per dozen. This firm pays shipping charges on all orders. Terms are check, cash or money order with order.

For real repeaters at lower prices, Celtonsa Medicine Company, 1016 Central Avenue, Cin-

cinnati, appeals to medicine men to write for quotations on its complete line. Included are tonics, herbs, liniments, salves, corn medicines, foot creams and powders, tooth powders, vitamins, mineral tablets, B-complex liquid vitamins and powdered vitamins. Another specialty of this company is private label and formula work. Established in 1918, Celtonsa has 34 years of continuous service behind it, with all products made by a registered manufacturing pharmacist. Products liability insurance is carried on its own brands as well as yours.

A free money apron of heavy canvas in three-pocket size is offered by Optican Bros., 300 West Ninth Street, Kansas City, Mo., with every order of \$25 or more. This firm specializes in engraving jewelry and says all its items are offered to the trade at new low prices. Included are polished aluminum idents for the family and assorted pendants in aluminum and chrome finishes. A newly prepared catalog is free. Request catalog No. C57 when writing.

About 50,000 hand-made, hand-painted tropical and religious sea shell and genuine star fish lamps are ready for delivery by Los Tropicalos, 940-46 North Miami Avenue, Miami. Here's your chance to offer items so distinctive and decorative they stop traffic, says the firm. The products are colorfully designed by craftsmen skilled in working with sea shells, coral and marine curios, miniature tropical birds, etc. All have eye appeal and are proven fast sellers as gifts, premiums, prizes, etc., states Los Tropicalos. A special introductory offer of 14 assorted lamps, complete with cord and bulb and all individually boxed, may be had for \$27.50. Retail value of the offer is \$67.50. In addition, if you order in six-dozen quantity, you can get a special discount of 10 per cent. Terms are one-half deposit with order, balance c.o.d.

## PIPES FOR PITCHMEN

By BILL BAKER

**SMOKEY CITY . . .** notes by Les Fields: Fred Krause, former partner of Pid Hale, is now a resident of Mohnton, Pa., just outside of Reading, where he and his wife, Lou, operate a chicken ranch. Fred, we hear, makes week-end markets and auctions with coils and screens. . . . Sam Spiegel, the ace pitcher who used to work ball point pens for a quarter and give natives a cake of lightweight soap with each pen, is now pitching flukem. With each bottle he sells he gives customers a free one and a cake of soap. Sam, we hear, has been around Reading for years and would like to read a few pipes from friends. . . . Hank Frederick, with corn punk, recently worked the Murphy store at Lewiston, Pa., and had a bang-up weekend. He worked Cumberland, Md., the week before. . . . Chief Half Moon is back at the Pennsylvania markets and auctions and doing well, as usual. Rumor has it that Tom Kennedy is working like crazy on a book for which two publishers have made offers for exclusive rights. Having spent nearly 30 years in the pitch business, he should come up with something.

**SAVER DEVICE . . .** Bryant Margum, veteran sheetwriter, was reported an inmate of the Center for the Blind in Butner, N. C. . . . The April 15 death of Harry Herman, widely known flower pitchman, was reported. . . . Arne Terkildson was setting plans to open what he termed a County Fair Market at Large, Pa.

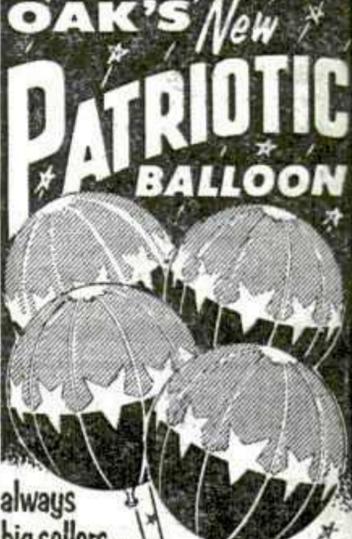
In the midst of a New York heat wave, Harry Greenfield was spending a lot of time at Coney Island along with Doc Mac Levine and Sol Addis. . . . Henry H. Varner returned to his Akron home to recuperate after nine weeks in a hospital. . . . Visiting Bernie Mehl in Harrisburg, Pa., was Doc Britton, of the Britton Herb Company, Cincinnati. . . . Sir Edward had his horoscope layout clicking to good returns in Youngstown, O. Eddie Gillespie was also reported doing well in a Youngstown department store.

Steve McClain was working sheet out of Charlotte, N. C. . . . Dave Dunlap was in Mercy Hospital, Charlotte, N. C., following a leg operation. . . . George H. Brooks was working in St. Louis for Roy and Austin Potter, former concessionaires who had the Terminal Food Shop there. . . . Pittsburgh Home Show, sporting 400 displays, gave pitchmen 141,000 persons to work to in six days at Hunt Armory.

**Five Years Ago In Pitchdom**

Kim Hodiak was working the Cleveland area. . . . Henry H. Tumini was in Gibsonton, Fla., mapping out a campaign for a gas

**OAK'S New PATRIOTIC BALLOON**



always big sellers . . .

**NOW — More Flash than Ever**

Real Money-Makers

for the HOLIDAYS and POLITICAL CONVENTIONS

★ ORDER No. 10 PSB From Your Jobber TODAY!

**The OAK RUBBER CO.**  
Ravenna, Ohio

**OAK BALLOONS**

For Immediate Shipment. Write for FREE Catalog.

**STATE NOVELTY CO.**  
624 W. St. Clair Cleveland 13, Ohio

**LOOK!!**

Disc Necks on 24" Chain, many styles, nickel silver Signet Rings; low-priced Expansion Ident Bracelets, Scatter Pins, heavyweight Mexican Rings, low-priced white stone Rings, Rings for Grab Bags from \$5.00 to \$12.00 a gross. Send \$3.00 or \$5.00 for samples. No catalog.

**MILWAUKEE NOVELTY COMPANY**  
1012 N. Third Street, Milwaukee 3, Wis.

**HI-POWERED VALUE!**

**LOWEST PRICES EVER OFFERED**

**6 x 30 BINOCULARS**  
A newly designed simplified binocular. Light-weight and compact with extra sturdy aluminum body. Leather covered. Coated non-prismatic acromatic lenses with inter-pupillary adjustments. Central focusing and bright image reproduction for bird study, sightseeing, etc. 7-time magnification, 35mm. field. Genuine leather carrying case and shoulder strap. Wt. 1 pound.  
List \$39.95

**\$7.68** each in lots of 3. Sample \$8.50 ea.

**7x35 BINOCULAR**  
Same as above in 7x35 size.  
**\$8.72** each in lots of 3. Sample \$10.95 ea.

Send for FREE 108-Page Name Brand Catalog and Spring & Summer Supplement.  
25% dep., bal. C.O.D., F.O.B. Chicago.

**STANDARD INDUSTRIES**  
1112 So. Wabash Ave. Dept. B-K  
Chicago 5, Illinois

**#10 3/4 LADIES' DANGLE BRACELET**

Hot Nickel, Polished, Full Link Chain Idents, no aluminum. Our get acquainted Special

Spring Discount prices will please you. Cash Sample Order \$3.00.

**BAY STATE NOVELTY CO.**  
19 Pleasant St. Milton 86, Mass.

# 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

Cincinnati 22, O.  
2160 Patterson St.

#### Parcel Post

Paris, Raymond (2 sm. Pkgs.) \$2

Adams, Sidney (Specks)

Alexander, T. S.

Andrews, Mrs. Connie

Ard, Robt. & Mrs. Arnelias

Ashton, Marty

Ayers, Mrs. M. C.

Bacon, Tom

Baldwin, John J.

Baldwin, Jos. C.

Balon, Jerry

Barker, Mrs. Billie

Barnes, Mrs. Roger (Beers & Barnes Circus)

Barrington, H. C. (Hank)

Bartel, Slim

Becker, Larry

Belleflore, Evelyn

Bellus, Al

Berkeley, Al

Biceps, Geo. J.

Bishop, Wm.

Bonar, Ray

Boynton, Cornelius

Bradburn, Robt.

Bragg, Kelly E.

Brod, Mrs. Ruth

Brooks, Rebel

Browner, Wm. (Bill)

Burke, Capt. Jim

Burkhart, Noyelles D.

Burns, Bill

Burns, Mrs. Bill

Burns, Lou

Bush, W. A.

Campbell, Mack

Carawan, C. L. & Mrs.

Carson, Tommie

Carter, Robt.

Cash, Mrs. Mary

Cassara, Michael A.

Catalano, Peter

Chaffin, Mrs. Mary

Chambless, Doris (Bunny)

Chapman, Wendell (Clown)

Clarke, Loudon

Cohen, Harry & Sons

Conator, L. C.

Conlon, Edw. H.

Conner, Herman

Cook, Dee & Grace

Couls, Robt. W.

Counter, Mrs. Virginia

Cox, L. E. (Doc)

Crito, Pete

Curry, Frank

Cutsinger, Curley

Cyr, Jimmy

Davidson, James D.

Davis, Clyde

Davis, Earl & Mrs. Montello

Dawkins, Ed (Slim)

DeCoste, Romaine

Decker, Joe & L.

Deffendill, Glen

Delaware, John W.

Delock, David

Delph, Tommie

Denton, W. L.

Detwiler, Mrs. Ann

Dimm, Harry

Dimock, Kenneth

Doersom, Chas.

Dooley, Danny

Dopierski, Wm.

Duchene, Louie

Duchene, Miss Jean

Dumond, Maurice

Duncan, Terry W.

Earnest, Roger

Edwards, Avis

Hynes, Eddie (Novelties)

Jackson, Wm. J.

James, Al

James, Bobbi

Janney, Roy W.

Johnson, Mrs. M.

Johnson, Russell

Johnson, W. C.

Joseph, Herman

Kellar, George (Wild Animal Act)

Kellar, Robert E.

Keller, Wit Carleton

Kenney, Jack

Kernes, Jim

Killingsworth, Kistler

King, Ethel

King, James E. & Mrs.

Kne, Maxwell

Knirk, John B.

Kobacker, Bob

Landers, Mrs. Virginia

Lane, George

Lankford, Harold & Ellen

Lawler, J. Warren

Lay, Marford

Leber, John

Leib, Roderick

Levine, Benjamin

Levitan, Mickey

Levy, Stanley

Lewellyan, John & Mrs.

Liteofsky, Nate (Pee)

Lockhart, L. C.

Logan, June & Scott

Logan, Vera & Mrs.

Lowe, George

Lunsford, C. T.

Lyon, Jackie

MacDonald, Mac

MacCarthy, Pat

McClain, William F.

McCloskey, Mac E.

McHugh, Mrs. Betty

McHugh, Mrs. W. L.

McKee, Robert A.

McLane, Roy

Mack, LeRoy E.

Madam Marie

Mahon, Richard

Mannerro, Ernest

Martino, Billy

Martino, Richard

Marsh, Mrs. Etta

Martin, Richard & Ethel

Martin, Sam & Judy

Martino, Sam

Martocci, Chuck

Meyer, Lou

Miles, Frank

Miller Jr., Arthur I.

Miller, R. E. (Bobby)

Miller, Tom

Minette, James

Mitchell, Pete L.

Montello, James T.

Moore, Mertie Martin

Morgan, Raymond A.

Morris, Bill

Mortellaro, James J.

Moyers, Robin (Blacky)

Myke, John

Nash, Johnie

Nathan, Milton

Negus, Robert

Neison, David (Don)

(Pin Store Agent)

Newberry, Rita

O'Connor, Jack

O'Shell, Jack (O'Dell)

Ogilvie, Ben

Olson, Osmond S.

Olsen, Clarence

Osteen, Virginia

Owens, Jack S.

Owens, Jasper S.

Owens, Lucille B.

Owen, Hazel L.

Padgett, Loren L.

Padgett, Robert Lee

Parr, Vic & Mrs. Paul

Paul, F. W.

Pease, Wm. V.

Pedroza, Eddie

Pelaquin, Paul M.

Pennington, Charlie

Perry, Earl T.

Phillips, Lenny (Bill Allen's Hell Drivers)

Pierce, Carl

Pinkelton, Tex & Mrs.

Pisarsky, Edward

Poole, Louise M.

Porter, Janet

Porter, Mitzl & Roland

Price, Dorothy

Price, Miss Pat

Prinsle, Hannum

Proctor, Jim

Purrrington, Delford

Rainbolt, James T.

Ramsay, Freddy

Reed, Clyde Dale

Rescott, Joseph F.

Revoll, Paul

Richbe, Maurice & Mrs.

Richy, J. J.

Robison, R. C.

Rochman, A.

Rogers, Eliza

Rohlander, C. F. & L. T.

Roper or Raper, William

Russle, Rex

Roy, Ed

Rucker, E. H.

Sakobie, George (Huck) & Mrs.

Santalone, Louis

Saxe, Reggie

Scantlin, Bill

Schoel, Glenn R.

Schuch, Clarence J.

Senior, Paxton

Severence, Charles

(Chuck)

Shaffer, C. F.

Sharkey, Gene

Shoreck, Roy Hank

Shroat, James & Mrs.

Simons, Charles

Smaelick, Mrs. Harry

Smith, Curly

Smith, Frank & Armedia

Smith, Lewis P.

Smith, Marvin V.

Smith, Melvin R.

Smith, Tommy

Spears, Mrs. Marcellyn

Sprouse, Elmer

Stafford, Ben

Stoltz, Lloyd F.

Storr, Mrs. Agnes

Stubber, H. G.

Sullenger, Ted

Summers, Wm. (Coll Man)

Swank, Harry

Tammany, John

Tehan, John

Terry, Glenn

Thrasher, Roy

Tibbets, Buddie

Tonski, John Charles

Uwanawich Steve

Vaughn, Ernie

Verdier, Mrs. Louise

Voise, Harold

Waddell, John D

Wallis, Era

Walsh, Earl B.

Walters, Dallas

Walters, F.

Ward, Margie

White, Wayne C.

White, Lawrence

Williams, Lou

Williams, Willie

Williams, W. T. (Pop)

Wingfield, Red

Winn, Steve

Winn, Steve

Winn, Steve

Wooden, H. M. (Hank)

Wright, Joe

Young, Al

Young, C. A.

Young, David W.

Young, Mrs. Mary

Zimm, George

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Buyer, Jack

Caldwell, Jean

Campbell, Gary

Dillon, Ed

Earle, Beatrice

Humphry, Dan

Jackson, Dixie

Marvel, David

Weinberg

Olson, Lew

O'Neill, Robert

Ozman, Nat

Silverberg, Matthew

Sutton, Vivian Van R

Weinstein, Hyman

Wolford, Nana

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.  
Chicago 1, Ill.

Adams, Mr. and Mrs. Melvin

Ayers, C. W.

Conway, Charles

Carter, J.

Claire, Mrs. Hans

Duane, Clyde

Gargotto, Tony N.

Katzen, A.

Kanaka, Charles K.

Killingsworth, Bill

Kortes, Peter

Padilla, Liola O.

Raye, Ginger

Thomas, Harry

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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.

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WATCH  
SET**

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- Glittering Necklace
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Yes... a distinctive 4-Pc. SET in an exquisite satin-lined gift box! Every piece an up-to-the-minute fashion favorite! Sell on sight at tremendous profit! A sample will sell YOU! Wholesale only. 25% with order, balance C.O.D.

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E2—Stone Earrings, Asst. Gr. ....	21.00
E3—Pierced Hoop Earrings, Gr. ....	8.50
E5—Stone E-Rings, Etc. Asst. Gr. ....	12.00
T1—Tailored Tie Sets, Bxd Dz. ....	3.50
T2—Stone Tie Sets, Bxd Dz. ....	4.50
T3—Asst. Tie Sets, Bxd Dz. ....	5.75
T4—Tieslides, Carded, Dz. ....	1.25
T5—Marilyn Monroe Tie Sets, Dz. ....	10.50
C1—Cufflinks, Carded, Dz. ....	1.25
O1—Odd Lot Neck & Brace Gr. ....	15.00
R1—Bracelets, Asst. Gr. ....	24.00
W1—Men's 6-Piece Watch Set ....	5.95
W2—Ladies' 5-Piece Watch Set ....	6.25
W8—Men's Stone Dial Watch ....	5.50
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Try samples of any items at reg. prices. 40% dep., bal. COD. Free catalog.

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### 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 Necklaces, boxed ..... 3.00 dz.  
Children's Jewelry, boxed, asst. .... 2.95 dz.  
Asst. Tie Slides, carded ..... 1.00 dz.  
Rosaries Imported ..... 1.25 dz.  
Summer Sets, boxed ..... 7.20 dz.  
Tie & Cufflinks Set, Asst. .... 3.50 dz.  
4-Pc. Rhinestone Sets, boxed ..... 18.00 dz.  
Summer Earrings, asst. .... 12.00 gr.  
Pearl Necklaces (domestic) .... 1.45 dz.  
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Cufflinks, carded, asst. .... 1.95 dz.  
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Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

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**SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I.

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Gen. Cultured Pearl Pins & Necks ..... 2.50 dz.  
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Crystal Beaded Necklaces ..... 5.00 dz.  
Large Floral Ear. .... 4.20 dz.  
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Floral Neck & Ear. Set, boxed ..... 10.80 dz.  
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**THEATRICAL AND PIN-UP ACCESSORIES.** Strip Pants, Bras, Elastic Hose, Tights, other items. Free folder. Mail orders only. H. Korotky, Suite 904, 1472 Broadway, New York, N. Y.

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**Field Power Plants Attractively Priced**

**AC-CURRENT SETS**  
100 KW, Diesel Driven, 3/60/220-440  
75 KVA, Diesel Dr., 3/60/240  
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40 KW, Diesel Driven, 230 Volts  
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Details & Prices on Request.

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**FERRIS WHEEL—NO. 5 ELL. GOOD MO-** tor, ready in 200 best cash offer. Box 190, Jeffersonville, Ind.

**FOR SALE—A DEMONSTRATOR CALLIOPHE** complete, first \$1,000 takes it. Cozatt Organ Co., Dayton, Ill.

### NAME BRAND WATCHES

**WATERPROOF** ★



**\$8.75**

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**BULOVA  
BENRUS  
ELGIN, ETC.,  
WITH STRETCH  
BANDS!** **\$9.75** each

### SPECIAL DEALS!

Bulova, Benrus, Elgin, etc., with stretch bands, guaranteed and reconditioned like new, from \$7.50. Walthams, Gruens, Wittnauer from \$6.00.

### SPECIAL OFFER

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Money-back guarantee if not delighted. 25% dep. required on C.O.D. Send money order or certified check to avoid delay in shipment.

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**World's Smallest Pistol**  
COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAP!



**Dealer's Cost ... \$12.00**

List ... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

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Dept. B  
NASHVILLE, TENNESSEE

### 6 RETRACTABLE BALL POINT PENS

Gold Polished Metal Caps. RED • GREEN • BLUE INKS. Full Size Secretary Pen Packet Holder. Standard Memo Pad. 25% dep. with order. F.O.B. Chicago. Cashier's check or money order.

**\$7.50** per doz. sets

Packed in one doz. lots. No less sold.

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**SMALLER THAN A POSTAGE STAMP**

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

**\$2.75** Doz. **\$30.00** Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

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Ideal for Engravers. State Your Business.

### WATCH SPECIALISTS

FOR 67 YEARS  
Nationally Adv. Combination Watch and Lighter, Thin Pocket Size. Assorted Colors \$9.

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New 17 Jewels, His \$10; Hers \$9

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Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

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Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried lavender flowers 10 lbs. \$8.50.

**LOWEST PRICES ANYWHERE**

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**SHOOTING GALLERY LOADING TUBES,** 15 shell, \$6.50 per 100. No c.o.d.'s. Any length made. Postpaid. H. B. Sherbahn, Wayne, Neb.

**TENT STAKES "FORD AXLES,"** 1500 stock, \$1 each, F.O.B. Dallas. G. B. Wilford, 1321 2nd Ave., Dallas, Tex. je10

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**4,400 STADIUM CHAIRS, THEATRE,** Chairs, Lockers, Tables, Tents, Folding Chairs, Sidewalk, Bleachers, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

**INSTRUCTIONS BOOKS & CARTOONS**

**SUCCEED WITH GRAPHOLOGY! LEARN** how to analyze handwriting. Earn while learning. Details free. Ben Kandel, 202-B Jefferson Ave., Eatonton, Ga. ip

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**ATTENTION—MR. JOHN K. BENNETT,** please contact me. James V. Ehmann, 136 Binns Blvd., Columbus 4, O.

**COLossal AND LIFE-SIZE HUMAN FIG-** ures made to order with fiberglass plastic for roadside displays or attractions. Colorful and durable. Glass plastic rotting plates. 12 oz., balanced, \$9 each. Al Nichols, York Beach, Me.

**"GET CASH!" RADIO, TV, ADVERTISERS,** Auto Owners. Names, \$1 each! Firm Name, \$1! Roberts, 24-B So. Hamlin, Chicago 24, Ill.

**GLASS ARTIST, GLASS BLOWING DEAN,** Stations, Wants spot in Fairs, Expositions, Shows. A large crowd attraction. Cass Hachlinski, 4017 Cicotte Ave., Detroit 10, Michigan

**M. P. FILMS & ACCESSORIES**

**ONE NEW HOLMES FOR SALE—ALSO** 35mm Films. Like-wise buy, exchange Room, 16mm. Party Movies. Studio, Box 382, Lima, O.

**8MM SOUND FILMS, WESTERNS, FEAT-** ures, Shorts. Outright sale. Send for bargain lists now Rogers Films, Lombard, Illinois. my27

**16MM-35MM FILMS EXCHANGED, \$5.** Bought, sold. Bryant Supply Co., Emporia, Va. my27

**PERSONALS**

**HOUSTON SUNDAY CLASSIFIED \$1. LET-** ters returned 25¢. Receiving-forwarding address \$3 month. Information, research rates on request. Daniels, 2024 Vermont, Houston 19, Tex.

**RANDY—THE ADDRESS IS: 1907 WEST** McKinney, Houston, Tex. No phone yet. Your clothes mailed. J.F.M.

**PHOTO SUPPLIES DEVELOPING—PRINTING**

**CARNIVAL PHOTOGRAPHERS—WE HAVE** Piedmont Direct-Positive Cameras and Eastman Paper and Chemicals in stock. Catalog mailed. Memphis Photo Supply, P. O. Box 1350, Memphis, Tenn. my27

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

**PRINTING**

**ALWAYS SPEEDIEST SERVICE ON QUAL-** ity Window Cards, Three color 14x22 Posters, \$8 hundred; 17x26 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 257, Earl Park, Indiana. je24

**TARGETS FOR SHORT RANGE GALLERY,** \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

**TESTED SHORT RANGE TARGETS—ONE** day service since 1930. Free samples. Fine Arts Press, 1016 Donald St., Peoria, Ill. je8

**200 B-X11 LETTERHEADS AND 200 B-X** Envelopes, \$3.75; black or blue ink. Malla Press, 767-B Leith St., Flint 3, Mich. my20

**SALESMEN WANTED**

**AD MATCHES SELL AMAZING DESIGNS,** 10¢, 20¢, 30¢, 50¢ and 240-light book matches. Biggest spot cash commissions every business prospect. Low prices for high quality. Repeats. Start with experience; men, women full, part time; buy nothing; sales kit furnished. Match Corp., Dept. L-192, Chicago 32, Ill.

**ESTABLISHED SALESPeOPLE ONLY.** Part time. Does \$180 weekly interest you? Sales promotional advertising. No investment. Substantial front money. Rapid repeats. Box 44, Department 1, Rochester 1, N. Y.

**GOLDMINE OF 600 MONEY MAKERS—** Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, ch-1fn

**FRANCHISE SALESMEN'S DREAM \$4,000 MONTHLY POSSIBLE**

**We are interested in men with the following qualifications:**

- franchise selling experience
- able to travel freely
- able to finance self for 2 weeks while getting started

We are a 25-year-old manufacturer with a tremendously successful line now being sold in 15,000 retail stores around the country. We have the highest of references. Just a glance at our kit and you'll recognize this as the most salable franchise program you have ever seen. Each franchised dealer you sell receives an exclusive territory and works on a 66 2/3% markup on his initial merchandise and re-orders. Plenty of successful franchised dealers to call for reference. Product advertised in Life, etc. YOUR COMMISSION IS 30% on initial sale and 5% on all re-orders. You must be able to pay for your own ads. For personal interview send photo and state experience to:

**Box C-185**  
c/o Billboard, Cincinnati 22, Ohio

**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. my13

**NEW MALLEABLE TATTOOING MACH-** ines. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Catalog free. Mill Zels, 728 Lesley, Rockford, Ill. je8

**WANTED TO BUY**

**TOM THUMB OR T.M.P. 30 PASSENGER** Streamliner Train. State age, condition, send photo. John Eckhardt, 622 North Milton Ave., Baltimore 5, Md.

**USED TENT, 60X80 FT. FOR ROLLER** Rink. Write: Ace Music Co., Waukon, Iowa, Condition.

**WANTED—BAND ORGANS AND CALLI-** opees, any condition; Edison Phonographs, Mechanical Pianos with attachments, Music Boxes, Kuglers, 7 So. 6th St., Minneapolis 2, Minnesota.

**WANTED—BASEBALL HIGH STRIKER,** new or used, state condition and price. send information to Larry Baltimore, Fundland Park, Nantasket, Mass.

**WANTED TO BUY—POP CORN TRAILER.** In good shape, no junk. Don Dwyer, Box 47, Ottawa, Ill.

**WILL PAY HALF ORIGINAL FACE VALUE** for mutilated coins. Any denomination. John Estill, 301 Hemphill, Fort Worth, Tex. my13

**HELP WANTED**

**REGULAR CLASSIFIED ADS . . . Set** in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

**Forms Close Wednesday for the Following Week's Issue**

**GIRLS WANTED WITH OR WITHOUT EX-** perience. Dancers, singers, waitresses, hostesses. Wardrobe furnished. Diamond Horse Shoe Club, 4th Ave., Tampa, Fla. my13

**SEMI-NAME COMMERCIAL ORCHESTRA** reorganizing. Top salaries to right men. All instruments. State doubles. Musicians capable of conducting or leading, write. State qualifications. Replies confidential. Box C-182, c/o Billboard, Cincinnati 22, O.

**WANTED IMMEDIATELY—SLIDE TROM-** bone, also Tenor and Alto Sax double Clarinet; guaranteed salary; 10-piece dance band. Commercial; good transportation. Others contact, Bob Calame, 2107 N. 18th St., Omaha, Neb. my20

**WANTED—SIGN PAINTER, EXPERIENCED** in lettering; steady work. Midwest Sign Co., Stevens Point, Wis.

**AT LIBERTY ADVERTISEMENTS**

**5c a Word Minimum \$1**

Remittance in full must accompany all ads for publication in this column. No charge accounts.

**Forms Close Wednesday for the Following Week's Issue**

**CIRCUS & CARNIVAL**

**AT LIBERTY AFTER MAY 15, McALLIS** Does and Poodles, 4 acts. Pick out, Posing, Pony, Husky Dog Act, 4 Pony Drill, 2 Pony Dog and Monkey combination. E. L. McCall, c/o Robert E. Roth, Drawer 3387, Greensboro, N. C., until May 15; then address will be Route 5, Mexico, Mo.

**"SHOWBOAT SPECIALTIES" PERFORMED** under water by Magician Harry Albecker. Sorry, no sample "showboats." Details, Tommy Windsor, 111 Wooster St., Marietta, Ohio.

**MISCELLANEOUS**

**PERSONAL MANAGER AVAILABLE FOR** top notch Country-Western Unit or all Girl Unit. Box C-184, c/o Billboard, Cincinnati, Ohio. my20

**SOBER, RELIABLE MAN, SEMI DRIVER** wants work with reliable party as Hanky Agents Show Manager such as doing or what have you. No Ride or Bingo work. U. Flynn, 2420 Poplar St., Philadelphia, Pa.

**MUSICIANS**

**A-1 ORGANIST AVAILABLE FOR LOUNGE,** dining room, rink, etc. Write or wire Organist, c/o Elks' Club, Lakeland, Fla. my13

**A-1 RINK ORGANIST AVAILABLE—** Twelve years' experience, best rinks. References. Will locate anywhere. Write Organist, 152 A Plantation St., Worcester, Massachusetts. my20

**ARRANGER, ANY STYLE, ROB VAN, 2501** Lowry Ave., N.E., Minneapolis, Minn. my27

**COLORAD BAND FOR NIGHT CLUBS,** cocktail lounges, taverns, etc.: four men, entertaining and singing. Orchestra Leader, 3519 Rhodes St., Chicago, Ill. je10

**DRUMMER—YOUNG, NAME AND SEMI-** name experience. Playing shows, Latin, society, swing. Will consider all good offers. Drummer, 317 S. Galea, Dixon, Ill. 2-3851.

**FIVE PIECE SEMI-NAME COMBO. FOUR** Men and Girl Vocalist. Nice looking band. Very good, danceable and listening music. Sober and reliable. Available June 5. Phone 4-8226. Write or wire: Bandleader, 104 South Cherokee, Dothan, Ala.

**GUITARIST, AGE 33—SOLO, RHYTHM,** vocals. Prefers combo work. Will travel. All offers considered. Write Howard Presser, 202 E. Benton St., Wapakoneta, O. my13

**ORGANIST—HAMMOND, EXP.: PIANO &** Solovox. Write: Marjorie Ekedahl, 153 1/2 Chandler St., Jamestown, N. Y.

**PIANIST 28, NAME BAND EXPERIENCE,** classical background. Prefer combo. Strong or Jazz, Latin. All representation cause of this ad. Musician, Box 1301, Monahan, Tex. Phone: Wilson 3-4687. my20

**PIANO MAN, NAME EXPERIENCE, LOCA-** tion combos or band only. Age 41, cut or no notice. Don't misrepresent. Herb Hurley, c/o 2 Blakey Bldg., Minot, N. D. my20

**POLISHED INSTRUMENTAL QUARTET,** Professionally trained in sound and appearance. Average age 27. Available for hotel, resort or club in Midwest between June 24 and Sept 17. Jim Friday, 710 University Ave., Madison, Wis. my13

**SINGING PIANIST AVAILABLE FOR COCK-** tail Lounge. Play Rinky Tink, modern, union. Good appearance, go anywhere. Elsie Cooper, 5143 Downey Ave., Lakewood, California.

**TRUMPET—JAZZ, DIXIE, COMMERCIAL.** Available immediately. Kenny Buckles, 418 W. 3rd St., Garnett, Kan. Phone 368.

**TRUMPETER—DOUBLING TENOR SAX,** vocals, bongos, read, fake; married, children. Want resort hotel offers. Kreighthen, Tamiami Trailer Park, Sarasota, Fla. my13

**WESTERN SWING DRUMMER—FORMER-** ly with Bob Wilk and Billy Gray. Have 6000 set of drums, car, union, Cowboy boots and hat, will travel. Bill Mounce, wire or write 1505 S 4th St., Waco, Tex. Phone 25329.

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE** Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indiana, ap15 21, Ind. je10

**CLOWN PUNCH & JUDY, VENTRILO-** quist, Magic, Jumbo, Giraffe, Animal Balloons, Clown Gags, Lou Manly, 200 So. Ave. 56, Los Angeles 42, Calif.

**DATES AVAILABLE—5-PIECE UNI-** formed Band including Circus Calliope, also Fair Dates, being accepted for single Clown with Calliope, Bob Calliope Corbin, Barnesville, O.

**RAY'S CIRCUS REVUE NOW SOLICITING** offers for season 1957. You can't go wrong with this combination Magnolia O. Route -1 je10

**SOUND TRUCK AND CONCESSIONS FOR** Carnival, Parks or Fairs. Dan Gtenny, Rt. 2, Box 220A, Jeffersonville, Ind.

**VAUDEVILLE ARTISTS**

**"ACADEMY AWARD LOSER" HARRY** Albecker, the world's greatest starring magician. For availability, contact: Brownie Komara, 1235 Christopher St., Johnstown, Pa. my27

**SPECIALTY TEAM—SAX, BANJO, HARM-** onium, singing, double dancing; plenty changes. Man, straight, characters; lady ingenue type, do parts and can produce bits, afterpieces, Appearance and wardrobe. Open for anything, have trailer. Joe & Bea Bennett, Gen. Del., Tampa, Fla.

**VOCALISTS**

**GIRL SINGER DESIRES TO BE AFFILI-** ated with band. Contact: Kathy Walker, Variety Hotel, Miami Beach, Fla. JE 1-3223.

**MAKE BIG MONEY SELLING TOWELS**

We've sold MILLIONS of LOW AS Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:

100 Towels	..... \$ 4.50
500 Towels	..... 20.00
1000 Towels	..... 35.00
2000 Towels	..... 45.00
5000 Towels	..... 150.00

Sample pkg 20 Towels, only \$1.00 plus 10¢ postage.

Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT Order today! Send money with order. C.O.D. sent if 25% remittance accompanies order. TOWEL SHOP, Dept. 969, 510 St. Charles, St. Louis, 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 Wednesday for the Following Week's Issue**

**FEATURING A POPULAR LINE OF ABOUT 50 ASSORTED WELL CONSTRUCTED STUFFED TOYS**

Made in Tampa

Highest grade plush used. Shipment made on receipt of order. Try a sample order and be convinced. Terms: 25% deposit with all orders, balance C.O.D. Free catalogue mailed on request.

**FEATURE STUFFED TOY CO.**  
4417 N. LAUBER WAY TAMPA 3, FLA.  
30"—\$26.00 per dz. TEL. 72-4001 \$30.00 per dz.

**4-PC. PEARL SET**  
included  
**FREE**

Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

**MEN'S WOMEN'S**  
New Styles

**BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES**

Guaranteed LIKE NEW!

**Choice Lot 6 FOR \$49**

All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample \$9.95)

**Assortment, Men's Elgin, Waltham Complete with Expansion Bands \$69.50**

Sample \$8.95!

**SPECIAL LOT—Men's Elgin, Waltham Watches**

Reconditioned and Guaranteed. Expansion Bands included

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

**You Always GET A BETTER DEAL AT WEINMAN'S**

182 S. Main St., Memphis, Tenn.

**PUSHCARDS SALESBOARDS JAR GAMES**

**S & S MFG. CO.**  
660 N. Dearborn St. Chicago 10, Ill.

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Pretty Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways

**84-PAGE CATALOG AVAILABLE FREE** SEND for Your Copy Today.

**M. K. BRODY**  
1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MOntroe 6-9520  
In Business in Chicago for 37 Years

**THE BEST SALES BOARDS and JAR GAMES**

Write for information and prices

**GALENTINE COMPANY**  
Dept. B  
519 E. Jefferson Blvd.  
South Bend 17, Ind.

**FOR ENGRAVERS**

**Necklaces and Bracelets Boy Alone—Girl Alone Or Combination**

Made of Aluminum and Gold or Nickel Plated.

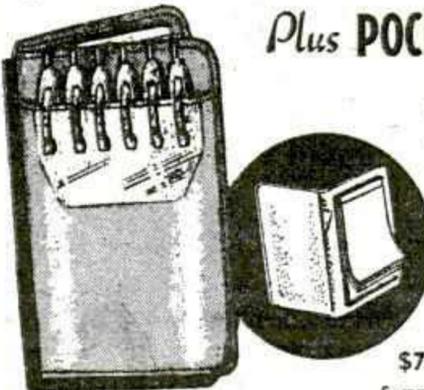
**MILLER CREATIONS**  
With It Since 1907  
7739 So. Avalon Ave., Chicago 19, Ill.  
Phone: WATerfall 4-8833  
DAY AND NIGHT SERVICE

## Sensational PEN Value!

Famous Guaranteed

# 6 WINSTON DRI-LINE PENS

Plus POCKET SECRETARY



Attractive leather-grained vinyl, electrically heat sealed, envelope compartment, memo pad.

**\$6.90** per dz. sets gross lots

**\$7.40** per dz. sets. Sample Sets ..... \$1.00 each As Advertised

**SORRY, no manufacturers accommodated at this time.**

**LOOKING FOR SOMETHING DIFFERENT?**  
We'll gladly design and produce pens and novelties to your specifications at amazingly low costs.

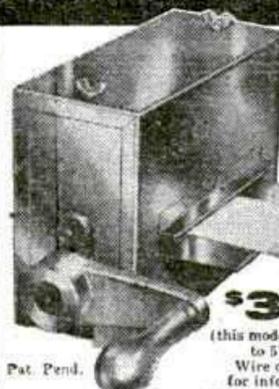
**COMPLETE LINE OF NOVELTY PENS AVAILABLE, FEATURING GLAMOROUS PICTURES AND WITTY SAYINGS**

**CASH IN WITH THE WINSTON PROFIT LINE TODAY!**

**FREE USE OF OUR MAKE VENDING MACHINES**  
To purchasers of WINSTON Dri-Line Pens.  
200-pen size • 100-pen size • Refill dispenser.

**WINSTON INDUSTRIES** div. of EDCO MFG. CO., INC.  
20 W. 30 St., New York 1, MU 6-3720

## SEAL IN PLASTIC... without heat



1000% to 2000% profit. Amazing Universal "Cold-Lamination" Process costs less than 5¢—completed in less than ONE MINUTE.

# UNIVERSAL Laminating Press

**SELLS ON-THE-SPOT.** Everyone has a wallet or purse full of items for lamination—from 2 to 8 is the average.

**\$39.50** (this model laminates to 5" x 7")  
Wire or write for information, brochure and sample.

- NO ELECTRICITY
- NO HEAT
- NO PREVIOUS EXPERIENCE
- NO SPECIAL TOOLS

DRIVERS' LICENSES  
PHOTOGRAPHS  
SNAP SHOTS  
IDENTIFICATION CARDS  
SOCIAL SECURITY CARDS  
DOCUMENTS  
CARNIVALS FAIRS  
BAZAARS  
CONCESSIONS  
MOVING CROWDS  
... and many others.

UNIVERSAL PLASTIC LAMINATING CO.  
9204 Santa Monica Blvd., Beverly Hills, Calif. Factory & Showroom 6006 West Pico, Los Angeles 35, Calif.

### 1c BEST SHOE SHINE

The "MIRACLE" of Miracles

## SPRAY MIST MIRACLE SHOE SHINE

Just SPRAY it on. No polishing, no buffing. DRIES INSTANTLY WITH A HIGH GLOSS IN 5 SECONDS FOR THE BEST SHOESHINE OF YOUR LIFE, and what a shine for a long time. Can be used for all colored leather, and lasts, lasts, lasts.

In handy spray giant cans that retails up to \$2.00 each

**GROSS CANS, \$78.00**

**DOZEN \$7.20 CANS**

New 1957-1958 catalog just off press. 1001 items... Sent with order only. Deposit or payment F.O.B. New York.

**MILLS SALES CO**  
Cut-Rate WHOLESALERS Since 1914  
889 BROADWAY, New York 3, N. Y.

### LATEST SELLING SENSATION

EXTRA FINE SUN-GLASSES—2 TOP QUALITY RETRACTABLE PENS (Brass Gift Cap)—SIMULATED LEATHER POCKET.

Looks like terrific \$2.00 value. YOUR PRICE \$48.00 per gross net F.O.B. N.Y. No COD's. Check or M.O.

**DOVAL SALES CO.**  
140 W. 23rd St. New York, N. Y.

Buy direct from

## Costume Jewelry Manufacturer

Offers a full line of Ear rings Scatter Pins, Neck lace and Earring Sets. Religious jewelry. Rings, Bracelets, Idents, etc. OVER 150 DIFFERENT fully illustrated and easy to sell jewelry items. COMPARE OUR PRICES & QUALITY! Also Men's and Ladies' Watch Sets.

**THIS WEEK'S SPECIAL!** Necklace and Earring Sets in Gift Boxes. Beautiful lasting Gold Finish and set with finest quality Rhinestones. Assorted Styles—\$6.50 per doz.

**PACKARD JEWELRY CO.**  
Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

## 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

3-0980 — 3-0981  
3-8639

**Lombard N. BARSKY & SONS**  
724 SANSON ST. PHILA. 4, PA.

## \$1 BRINGS YOU \$6.75 SIGNS

785% Profit on new fast selling 7x11

2000 slogans, No. C.O.D.  
100 Stock Signs...\$7.00  
15 Store Signs...1.00  
15 Religious Signs 1.00  
15 Comedy Signs 1.00

**L. LOWY, 812 B'way, Dept. 955, N. Y. 3, N. Y.**

## Olson's Hot Springs Quarters

• Continued from page 87

buildings, each 70 by 140 feet, have dirt floors, and one of these is used to repair rides and the other to repair canvas and to build show fronts and other show equipment.

The area under roof is sufficient to provide housing for practically all of the show's equipment during the winter months. And, once make-ready is under way there is no interruption because of bad weather. Power tools in the machine shop are of the latest models and of broad variety, enabling the show to do practically all repairs and buildings on the spot.

Each year Olson has pushed a program to up-date show wagons. This is by no means a crash program but a continuous one which ultimately will give the show all-steel wagons, he says.

One of the major winter projects is the rebuilding of the interiors of the steel office and press wagons. The interior of the office wagon already has been ripped out. One large section at one end will house the combined offices of the show's secretary and its concession secretary. In the past, these secretaries had their own offices at the ends of the wagon. A new office for Olson is to be built at one end and will be done in mahogany.

The quarters crew, headed by Ray Cramer, the show's assistant manager, is highly efficient and equipment rolls thru various stages of being overhauled and painted on a steady schedule.

Other key men in winter quarters are Jack Morgan, veteran trainer; Grant Chandler, lot man; John Flanagan, electrician, and Tex Robbins, scenic artist.

Busy in the office is Ed Machamer, the show's able secretary. Concessionaire Eddie Gamble, turned purchasing agent during make-ready, has been extremely active, scouting needed supplies, materials and equipment.

Concession Manager Lou (Stretch) Rice recently visited Fort Wayne in preparation of the show's scheduled date there and is back in quarters. Olson himself plans to remain here until the season's opening, except for a brief visit to the Memphis Cotton Carnival.

Chester Mays, Concession Secretary, is due to arrive a few days before the show opens. Mays reportedly is still on crutches at his Mount Airy, S.C., home, recovering from injuries sustained in an automobile accident in late December.

Hugo Mallman is to rejoin the show after being away for a year. He again will be mailman and The Billboard agent.

A large Whip, owned by J. S. Morton of San Antonio, will join for the opener here. The Roller Coaster, owned by H. S. Miller of Portland, Ore., which last year was on the Royal American Shows, also is to be a new addition to the line-up.

A helicopter ride, purchased by the show from the Allan Herschell Company, North Tonawanda, N. Y., is to be delivered at Joliet.

Charles Teichner, who will produce the Minstrel Show and manage the office-owned Posing Show, was here recently and put men to work on fronts of these shows. The office-owned revue, which is to have a new top and new scenery, will open at the Illinois State Fair, Springfield, and remain on for the balance of the season.

Jack Morgan, operator of the Funhouse, is rebuilding that attraction from one story into a two story unit. New fronts are being built by Ed Machamer for his Midget Bull and Ant-Eater Show.

Doc Hartwick is here, prepping his Snake and Big Turtle Shows. Earl Chambers is at work on his Monkey Speedway, Torture Show and Glass House.

Among other new shows to join are Arch McAskill's Illusions, Edward (Doc) Gazzell's Log Cabin, and Wesley Dennis' Fat Show with Robert Earl Hughes. Del and Dorothy Crouch were recent arrivals. Del again will operate his Motordrome and his wife will head up the kiddieland operation.

Clint Shuford, who again will have the candy floss, popcorn, peanuts and snow cones, has been busy, readying his equipment, serving as secretary of the Hot Springs Showmen's Association, and visiting Marty Weiss, secretary of the Miami Showmen's Association. Weiss has been a patient in the Levi Memorial Hospital here for six weeks, suffering from arthritis. When admitted, he was unable to walk. He is recovering and, equipped with braces, he now is beginning to walk again. Members of the Olson Show besides Shuford also are frequent visitors of Weiss at the hospital.

Mrs. Olson recently joined her husband here and they are now living in their tastefully decorated private car. Their daughter, Gail, is now enrolled in Lake Worth (Fla.) Junior College and their son, Dan, is in elementary school at Lake Park, Fla.

## SHOE SHINE



Just Spray It On!  
NO POLISHING  
NO BUFFING

**PRESS BUTTON**  
MAKE 100% PROFIT AND MORE  
30-second demonstration sells on sight. Full 12 ounces. Free sample offer.

**MULTI-AEROSOL CORP.**  
P. O. Box 686 Island Park, N. Y.

## SELLING OUT TIES \$4.50

300% PROFIT  
Newest styles and patterns.

Special price on gross lot orders or more. Sale on limited time. Check or m.o., no COD's!

**6 DOZEN \$25.00**

611 Broadway  
**EMPIRE CRAVATS** New York, N. Y.

## A New Idea in a Tax Free Ticket Game

# MATCH YOUR NUMBER

Players like to play and locations like the profits. Send for details of this fast money maker and other ticket games.

**MUNCIE NOVELTY CO.**  
(Mfrs. of Tips, Jar Games, Carded Deals and Match Books)  
309 North Jefferson St. (Phone ATlas 8-8301) Muncie, Ind.

## HAT OPERATORS! ATTENTION!

**ETON CAP**  
w/ pompon  
\$1.85 doz.  
\$21.00 gr.

**FELT JOCKEY CAPS**  
w/ pompon  
\$2.25 doz. \$24.00 gr.

**ALPINE ROBIN HOOD**  
\$1.85 dz. \$21 gr.

**PORK PIE (BLACK)**  
w/pink cord & feather  
\$5.25 doz. \$60.00 gr.

**COWBOY**  
Embroidered  
(Black only.) Good quality with sweat band. Ass't. trims.  
\$6 doz. \$70 gr.

**10 GALLON WESTERN** black  
\$7.20 doz. \$82.50 gr.

Terms: 25% deposit, balance C.O.D., F.O.B. Newark, N. J.

**TOPS-ALL PRODUCTS CO.**  
12-18 Magnolia Street, Newark 3, N. J.

## UNBELIEVABLE!

1st Quality — Flashy Stock. Terrific Value—Be Convinced.

### 42" NEW BOZO CLOWN

- Bagged
- Plastic face
- \$15 dozen
- In Gross Lots

**\$14.40** dz.

### 28" PLUSH BEARS

Cotton stuffed, bright colors.  
\$18 doz. \$16.80 in Gr. Lots.

### LOW END

- 24" Taffeta Clowns & Dolls \$6.50 dz.
- 10" Plush \$6.25 dz.
- Dogs & Bears \$6.00 dz.
- 16" Taffeta Dolls, bagged \$5.00 dz.
- 25" Mouse Doll, bagged \$9.00 dz.
- 13 1/2" Peasant Doll, plastic face \$6.00 dz.

Min. order: 3 dozen in any assortment. Gross lot prices on request.

**NOTICE! WE HAVE THE EMMETT KELLY CLOWN — INQUIRE!**  
F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE CATALOG and closeout lists.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C. WA 5-7234



**\$4.95 VALUE**

## 10" SAFETY LOCK WRENCH

with Flick-of-the-Finger Release

- Jaws Lock in Position • Withstands 1-Ton Pressure • Adjustable to 1 1/4 Inches • Releases Instantly, Easily • Individually Boxed.

**\$12.00** per dozen prepaid  
Grass Seed — 5-lb. box. Tagged \$4.95. Packed 10 to master carton. \$10.00 per carton.

50-ft. Plastic Garden Hose. Case lots of 10. \$12.00 per case.  
Holland White House Paint. Packed 4 gallon cans to case. \$1.35 per gal. 25% dep., bal. C.O.D., F.O.B. Chicago.

**BEVERLY LIQUIDATING CO.**  
1920 Milwaukee Ave. Chicago 47, Ill.

## ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant  
48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

Colorful Decorations of All Kinds. Write for Free Catalog.

**A & A NOVELTY CO.**  
Cincinnati 36, Ohio

## May Lift 20% Cabaret Tax On Snack Bars

WASHINGTON — A bill that might boost the demand for juke boxes in snack and milk bars was introduced in the House last week (2) by Rep. Aime J. Forand (D., R. I.) as part of his far-reaching excise tax bill.

The measure would exempt milk bars from the 20 per cent cabaret tax if music is provided by a juke box or is provided free of charge by the location owner. There must be no charge for dancing if dancing space is provided, and no alcoholic beverages are to be served. The milk bar would be allowed to serve light refreshments.

A similar bill was introduced earlier by Rep. Brooks Hays (D., Ark.) which proposed that milk bars not be taxed as cabarets. The Hays bill is almost identical to the Forand proposal and is pending before the House Ways and Means Committee (The Billboard, April 13.)

Spokesmen for the tax-writing House Ways and Means Committee say that milk bars bear the cabaret tax at present "because of the language of the law." Under the Internal Revenue Code, the cabaret tax is levied at any "roof garden, cabaret or similar place" where music and dancing privileges or any other entertainment "except instrumental or mechanical music along" (without dancing privileges) are provided in connection with the serving or selling of food.

Technically, because of the phrasing of the language, milk bars are cabarets. The Forand Bill (H.R. 7125) would specifically exempt them from the tax.

Proposed exemption was called for by Forand last session in a similar excise tax bill. The bill, however, failed to get congressional action before the session ended. As a result the Ways and Means Committee recommended that the provision be made part of the new bill.

The new measure has been referred to the committee for comment and possible action. While it is not yet known when the committee will send the bill to the House for floor action, indications are that it will get House and Senate attention before the session ends.

## Pre-Trial Exams End In Coin Union Cases

NEW YORK — Pre-trial examinations in the action to show cause sought by the Music Operators of New York, the Retail Clerks International Association and Local 1690 RCIA against Mortimer Pearl and Al Cohen of Local 531, United Industrial Unions, wound up last week, with the trial scheduled to get under way Tuesday (13).

The trial, which industry observers expect to last at least a week, involves the right of the UIU union to organize the juke box industry.

Local 1690, the existing juke box employees union, seeks to enjoin Local 531 from its activities, charging that the UIU union is a paper organization which seeks to destroy the established union.

The defendants were examined by the plaintiffs early last week, while the roles were reversed Thursday and Friday (9 and 10). Early in the week Al Cohen, of

## OPS VOTE FOR FAVORITE MALE, FEMALE SINGER

CHICAGO — Pat Boone, Elvis Presley and Perry Como are leading contenders for the title of "Favorite Male Vocalist" in a poll of juke box operators being taken by Music Operators of America.

Most popular female singers to date are Teresa Brewer, Patti Page, Gale Storm and Doris Day.

George Miller, MOA president, said that operators who had not cast their votes yet would have an opportunity to do so at the association's forthcoming convention.

A winner will be picked in each category and awarded a plaque by MOA.

## Young Distrib Names Slifer To Exec Post

NEW YORK — Bob Slifer, a veteran of 10 years in the juke box distribution field, has been named sales promotion manager of the Young Distributing Company, local Wurlitzer distributor.

Slifer was sales manager for the Seacoast Distributing Company, Rock-Ola outlet, in Elizabeth, N. J. Later he set up and was general manager of the New York branch.

Before his association with Rock-Ola. (Continued on page 102)

## MOAM Maps Boston Tax Fight; Elects Slate

BOSTON — A new slate of officers and a discussion on plans to battle the city's \$50 juke box license fee were the highlights of the meeting held last week at the Beaconsfield Hotel, Brookline, by the Music Operators' Association of Massachusetts.

A committee composed of Dave Gropman, Benjamin Ross and Leon Sherter brought in the following officers' name for the consideration of the membership: President, David J. Baker; vice-president, Dave

Gropman; treasurer, Arthur Sturgis, and clerk, Sol Robbins. The officers are unopposed and submission of the names is tantamount to election. Eleven names were submitted for eight directors' posts. These were: Peter Pompeo, Donald Foote, Cyrus Jacobs, Sidney Wolbarst, Phil Swartz, Israel Spector, Bob Rome, Bert Thomson, James Woodward, James Geracos and Ralph Lackey.

A discussion on the fee situation was conducted by the group's legal counsel, Arthur Sherman. He explained that a hearing had been requested of Mayor John B. Hynes, who agreed to take the matter of fees up with city legal counselor William Kerr.

Hynes and Kerr have been told that the \$50 fee, added to the Sunday fee of \$50 each to city and State, makes it impossible for operators to realize a reasonable profit on a route in the city.

Sherman said that if within a reasonable time the mayor had come to no decision on the matter, the association would take steps to have the firm of Hale & Dorr test the legality of the fee. This is the Boston legal firm which handled the Army's case in the Army-McCarthy action in 1954.

President Baker outlined a future plan of action in which he is trying to get a bill introduced in the State Legislature. Every community in the State is subject to the Sunday license fee of \$50, but cities and towns have their own fees for weekday licenses.

The bill would call for the abrogation of the Sunday fee entirely and would hand over to the State the duty of fixing a standard fee (Continued on page 112)

## Diverse Business Program Keys MOA '57 Convention

### 49 Exhibitors Signed; Copyrights, Depreciation Highlight Agenda

CHICAGO — Business sessions on every major aspect of the music operating business will be presented at the 10th annual convention of the Music Operators of America, May 19 thru 21 at Chicago's Morrison Hotel.

Exhibit space was sold out last week, with 49 firms signed. They cover the juke box, record, amusement game and vending fields.

Business sessions include a series

of four forum discussions by prominent operators covering grass-roots facts about today's juke box operating problems.

#### Speakers

Also scheduled to speak in the general meetings are a prominent congressman, a juke box manufacturer, a radio-television personality and several leading music operators.

Kicking off the general meeting

on Monday (4) will be an opening address by president George A. Miller. He'll be followed by John Haddock, A.M.I. president, who will speak on general aspects of "The Phonograph Industry."

"Copyright Legislation" will be thoroughly discussed by a group of speakers headed by Sidney Levine.

Highlighting the Tuesday meeting will be a speech by Congressman George P. Miller. Sharing the platform will be Henry D. Spalding, former Los Angeles disk jockey and currently editor of the L.A. disk jockey news letter.

Rounding out the program will be Harry Snodgrass with a talk titled "General Operation of a Diversified Coin Machine Route."

#### Forums

The four forum meetings will be covering a diverse field of subjects: (Continued on page 102)

## BUSINESS BROMIDES

### Ops' Answer for Industry Survival

By STAN BOWMAN

SALT LAKE CITY — A coldly clinical, obviously honest condemnation of the way the juke box business is being run in this area has been voiced by some operators here.

With that condemnation comes signs of an awakening to some simple economic facts of life. Simply stated they are:

1. You can't run a nickel business in a 10-cent economy.
2. Programming is more impor-

tant than many operators will admit.

3. The business, at least in this area and possibly elsewhere, needs a shot in the arm—a shot that may be provided by some sort of advertising promotion.

4. An operator must run his own business, he cannot stay in business and let the location run it.

Personally observed, within the week, is an example of a music operator, who shall be nameless, who is losing money, but apparently doesn't know it. It occurs regularly in a lounge, one of the better such establishments in Salt Lake City.

#### Location Calls Shots

The scene is typical. Plastic covered booths, indirect and expensive lighting, beer at as high a price as the trade will allow, good food, an expensive 200-play juke box in the center that is running most of the time (unless a TV fight is on), and cheap music.

Not that the numbers aren't good or the price on the juke box is low, but the location runs the juke box.

Here's how it works, and the same method is seen everywhere:

The bartender or waitress flips a coin with a customer to see who plays the next tune. Operators (Continued on page 102)

## Badger Shows AMI in Calif.

LOS ANGELES — Approximately 500 music operators turned out for five showings of the new AMI models H-200, H-120 and H-100 phonographs held by the Badger Sales Company here, Bakersfield, San Bernardino, San Diego, and Fresno.

Frank Mencuri, AMI field representative for the 11 Western States, attended all of the showings, the last of which was held at the Californian Hotel in Fresno, Friday thru Sunday, (2-4). For the Fresno show, Marshall Ames and Fred Velie of the local office were on hand.

Don Ames, Badger San Diego representative, conducted the show in that city. Max Chesler, the San Bernardino representative, was in charge of the showing in that city.

Velie, who recently rejoined the firm, remained in the Fresno area to make business calls in the outlying areas.

## Va., Tenn. Ops See New AMI

ROANOKE, Va. — Two showings of the new AMI Model H phonograph were held for Southeastern operators by Roanoke Vending Exchange, recently in Virginia and Tennessee.

The Virginia unveiling took place April 24 and 25 at the Nansmond Hotel, Ocean View, Norfolk. For Tennessee operators the showing was held April 27 and 28 at the Andrew Johnson Hotel, Knoxville.

Representing AMI at the Norfolk showing was Joe Collins, regional sales manager, and George Klersey, regional service engineer. Roanoke Vending personnel hosting the event were Jack G. Bess, president; Dan Finegan, sales representative, and Alton Sheffield, shop foreman.

The Knoxville showing was conducted by Bill Browning, Roanoke's sales representative, along with Jack Bess and Joe Collins.

Mrs. Viola Bess acted as hostess for the ladies at both affairs.

Among operators who attended the Norfolk unveiling were Ken F. Schneider, Playtime Sales Company, Norfolk; Bill Jennings, Virginia Music Company, Norfolk; John Loudon, Frank Wade, Claud Moore and Mr. Thompson, Loudon Amusement Company, Portsmouth, Va.; Bill Beard, Southern Amusement Company, Norfolk; Oscar L. Etheridge, Norfolk; Johnny Johnson and A. L. Darpino, National Amusement Company, Portsmouth, Va.

O. N. Hilburn, Sebring Music Company, Norfolk; R. C. Harris, Triangle Vending Company, Virginia Beach, Va.; F. C. Harris, Harris Music Company, Virginia Beach, Va.; "Shug" Inge and W. T. Campbell, Tidewater Music Company, Norfolk; Mr. and Mrs. H. B. Akers, Akers Music Company, Norfolk; Lloyd J. Proctor, Norfolk; Howard Barton, James E. Johnson and Charlie Johnson, General Amusement Company, Norfolk, and Vernon Smith, Hampton, Va.

R. A. Nelson and C. L. Nelson, Duo Music Company, Portsmouth, Va.; Chris Anthony and Jack Shanks, Chris Anthony Music Company, Hampton, Va.

In Knoxville the showing was attended by Ed Cook, Ace Adams, Dick Williams, Anson Fletcher and Virginia Greeg, Triangle Music (Continued on page 102)



**THIS  
IS  
THE  
TUNE-  
SELLING  
H-120**

**Only The Tune-Selling "H-120" Gives You This Combination of Money-Making Advantages.** All the distinction of design and superiority of mechanism of the "H-200"—with a lesser number of selections to fit your programming needs.

Exclusive Show Stage Lighting! A new concept in juke box lighting; light is directed *inward*.

Flexible title changing: individual racks, separately removable for speedy servicing.

Exclusive multi-horn high fidelity . . . frequency dividing network . . . gravity needle ride . . . AVC optional . . . high-output

amplifier with built-in pre-amp . . . GE variable reluctance cartridge.

Instant, eye-level visibility—*all* of the time. Widest expanse of unobstructed crystal clear glass wrap-around.

Simplest selection system. No books to page . . . no drums to turn. Fastest record changer—by far.

See . . . hear the "H-120" now at your distributor's!

**AMi** Incorporated  
1500 Union Avenue, S. E.  
Grand Rapids 2, Michigan

*Originator of the automatic selective juke box in 1927 . . . known by operators for coin-operated music instruments of unrivaled dependability since 1909.*

*LICENSEE: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye, 5 Pataasgade, Copenhagen K., Denmark.*

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 May 6, 1957)

MUSIC MACHINES			
	High	Low	Mean Avg.
<b>AMI</b>			
Model A (46) sel., 78 RPM	\$100.00	\$ 49.50	\$ 75.00
Model B (48) 40 sel., 78 RPM	125.00	65.00	125.00
Model C-40	725.00	109.50	150.00
Model C (50) 40 sel., 78 RPM	150.00	65.00	125.00
Model D-80 (51) 40 sel., 78 RPM	345.00	125.00	275.00
Model E-40 (53) 40 sel., 78 RPM	365.00	295.00	295.00
Model E-80 (53) 80 sel., 45 RPM	425.00	350.00	385.00
Model E-120 (53) 120 sel., 45 RPM	475.00	395.00	435.00
Model F-120 (54) 120 sel., 45 RPM	675.00	550.00	625.00
1428 (48) 20 sel., 78 RPM	99.50	49.50	95.00
1432 (50-51) 50 sel., 78 RPM	200.00	135.00	165.00
1434 (50-51) 50 sel., 78 RPM	300.00	149.50	225.00
1434 Fireball	275.00	275.00	275.00
1434 Rocket	219.00	124.50	129.50
1436 A-53) 120 sel., 45 RPM	275.00	149.50	179.50
1438 (54) 120 sel., 45 RPM	425.00	395.00	395.00
1442 (54) 50 sel., 45 RPM	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM	725.00	625.00	695.00
<b>SEEBURG</b>			
H-147 Hideaway	\$300.00	\$149.50	\$225.00
148 ML (48) Remote 20 sel., 78 RPM	99.50	74.50	99.00
HM-100-A Hideaway	225.00	169.50	225.00
M-100-A (49) 100 sel., 45 RPM	245.00	69.50	225.00
M-100-B (51) 100 sel., 45 RPM	450.00	375.00	425.00
M-100-C (53) 100 sel., 45 RPM	665.00	445.00	525.00
M100G (54) 100 sel., 45 RPM	675.00	545.00	645.00
M-100-R	769.00	650.00	725.00
M-100-W	649.00	595.00	595.00
HF-100-G	775.00	645.00	735.00
<b>WURLITZER</b>			
1100 (47) 24 sel., 78 RPM	\$160.00	\$ 65.00	\$119.50
1250 (50) 48 sel., 45 or 78 RPM	165.00	100.00	125.00
1400 (51) 48 sel., 45 or 78 RPM	185.00	149.50	175.00
1500 (52) 104 sel., 45-78 RPM Mix	325.00	195.00	210.00
1650 (53) 48 sel., 45 RPM	375.00	285.00	285.00
1700 (54) 104 sel., 45 RPM	695.00	395.00	639.50
1800 (2/55) (W)	825.00	595.00	745.00
<b>PINBALL GAMES</b>			
<b>BALLY</b>			
Atlantic City (5/52)	\$ 55.00	\$ 35.00	\$ 50.00
Beach Beauty (1/55)	375.00	300.00	335.00
Beach Club (2/53)	325.00	60.00	60.00
Beauty (11/52)	65.00	45.00	65.00
Big Time (1/55)	225.00	100.00	225.00
Bright Lights (5/51)	95.00	40.00	65.00
Bright Spot (11/51)	55.00	40.00	50.00
Broadway (12/55)	395.00	195.00	375.00
Dude Ranch (9/51)	65.00	60.00	65.00
Frolic (10/52)	135.00	40.00	90.00
Gayety (3/55)	125.00	45.00	110.00
Gaytime (6/55)	225.00	165.00	200.00
Hi-Fi (6/54)	95.00	75.00	95.00
Ice Frolics (1/54)	70.00	40.00	50.00
Miami Beach (9/55)	245.00	100.00	225.00
Nite Club (3/56)	475.00	300.00	425.00
Palm Beach (7/52)	60.00	55.00	55.00
Palm Springs (11/52)	85.00	60.00	65.00
Spot Lite (1/52)	55.00	40.00	50.00
Surf Club (3/54)	75.00	65.00	75.00
Variety (9/54)	135.00	45.00	125.00
Yacht Club (6/53)	85.00	45.00	60.00
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49)	\$225.00	\$135.00	\$135.00
Home Run	195.00	110.00	175.00
<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$275.00	\$175.00	\$225.00

	High	Low	Mean Avg.
<b>GENCO</b>			
Invader (3/54)	\$145.00	\$125.00	\$145.00
<b>GOTTlieb</b>			
Arabian Knights (11/53)	\$165.00	\$100.00	\$150.00
Chinatown (10/52)	75.00	45.00	55.00
Coronation (11/52)	85.00	50.00	85.00
Crossroads (5/52)	75.00	45.00	70.00
Daisy Mae (7/54)	175.00	150.00	150.00
Derby Day (4/56)	230.00	175.00	225.00
Diamond Lill (12/54)	199.50	139.00	175.00
Dragonette (6/54)	185.00	125.00	135.00
Duette (3/55)	265.00	185.00	225.00
Frontiersman (11/55)	175.00	125.00	155.00
Gold Star (8/54)	200.00	150.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Green Pastures (1/54)	145.00	75.00	130.00
Guys & Dolls (5/53)	95.00	55.00	95.00
Gypsy Queen (2/55)	210.00	165.00	185.00
Happy Days (7/52)	95.00	60.00	95.00
Harbor Lites (2/56)	210.00	150.00	210.00
Jockey Club (4/54)	165.00	100.00	134.50
Knockout (12/50)	49.50	45.00	49.50
Lady Luck (9/54)	125.00	125.00	125.00
Lovely Lucy (2/54)	125.00	80.00	80.00
Marathon (10/55)	325.00	265.00	295.00
Marble Queen (6/53)	135.00	75.00	95.00
Mystic Marvel (3/54)	135.00	100.00	125.00
Niagara (12/51)	65.00	29.00	64.50
Poker Face (8/53)	100.00	75.00	90.00
Quartette (2/52)	85.00	50.00	55.00
Queen of Hearts (12/52)	110.00	65.00	85.00
Quintette (3/53)	99.00	60.00	95.00
Score-Board (3/56)	285.00	250.00	165.00
Shindig (9/53)	115.00	55.00	90.00
Skill Pool (8/52)	75.00	35.00	75.00
Sluggin' Champ (4/55)	195.00	170.00	190.00
Southern Belle (6/55)	185.00	175.00	185.00
Stage Coach (11/54)	165.00	135.00	165.00
Sweet Add-A-Line (7/55)	250.00	165.00	175.00
Toreador (6/56)	345.00	310.00	325.00
Tournament (8/55)	275.00	245.00	275.00
Twin Bill (1/55)	175.00	135.00	150.00
Wild West (8/51)	275.00	245.00	250.00
Wishing Well (9/55)	175.00	165.00	165.00
<b>UNITED</b>			
ABC (2/52)	\$395.00	\$325.00	\$395.00
Cabana (3/53)	55.00	45.00	45.00
Caravan (1/56)	295.00	245.00	275.00
Circus (8/52)	50.00	40.00	50.00
Havana (2/54)	175.00	40.00	125.00
Hawaii (6/54)	175.00	69.50	100.00
Leader (10/51)	115.00	75.00	95.00
Manhattan (4/55)	135.00	75.00	85.00
Mexico (3/54)	75.00	45.00	65.00
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)	295.00	225.00	275.00
Starlet (11/55)	245.00	210.00	225.00
Stars (6/52)	65.00	40.00	60.00
Triple Play (8/55)	165.00	125.00	145.00
Tropicana (1/55)	110.00	70.00	110.00
Tropics (7/55)	65.00	50.00	65.00
Zingo (10/51)	65.00	65.00	65.00
<b>WILLIAMS</b>			
Army & Navy (10/55)	\$ 90.00	\$ 39.50	\$ 60.00
Big Ben (9/54)	195.00	100.00	150.00
C. O. D. (9/53)	175.00	75.00	115.00
Colors (11/54)	195.00	129.50	169.50
Dealer '21' (2/54)	125.00	65.00	110.00
Deluxe Baseball	125.00	65.00	125.00
Disk Jockey (11/52)	75.00	50.00	75.00
Four Corners (11/52)	90.00	59.50	90.00
Fairway (6/53)	90.00	49.00	90.00
Grand Champion (8/53)	95.00	95.00	95.00
Gun Club (11/53)	75.00	45.00	50.00
Hayburner (6/51)	75.00	35.00	75.00
Jalopy (8/51)	95.00	30.00	65.00
King of Swat	275.00	245.00	245.00
Lazy Q (2/54)	110.00	60.00	60.00
Major League (W) (2/54)	150.00	145.00	150.00
Nine Sisters (1/54)	135.00	59.00	115.00
Palisade (8/53)	95.00	49.00	90.00
Peter Pan (4/55)	165.00	155.00	155.00
Quarterback (10/49)	285.00	85.00	225.00
Race the Clock (1/55)	275.00	174.00	235.00
Rainbow 5 Ball (11/48)	150.00	100.00	110.00
Screamo (4/54)	155.00	85.00	135.00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	140.00	80.00	95.00
Spiffire (2/55)	145.00	80.00	95.00
Star Pool (10/54)	149.50	99.50	125.00
Thunderbird (5/54)	125.00	115.00	125.00
Times Square (4/53)	85.00	50.00	60.00
Wonderland (5/55)	209.50	145.00	195.00

SHUFFLE GAMES			
	High	Low	Mean Avg.
Ace Bowler (CC) (9/50)	\$360.00	\$ 85.00	\$135.00
Advance Bowler (CC) (5/53)	110.00	95.00	100.00
American Bank (American Shuffleboard) (5/52)	125.00	95.00	95.00
Arrow (CC)	235.00	215.00	225.00
Banner (U) (8/54)	135.00	125.00	135.00
Bikini (K) (6/54)	150.00	75.00	95.00
Blue Ribbon Bowler (B)	250.00	195.00	250.00
Bonus Bowler (K) (3/54)	245.00	75.00	75.00
Bonus Score Bowler (CC) (4/55)	245.00	210.00	215.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/55)	245.00	195.00	225.00
Carnival (K) (5/53)	195.00	50.00	185.00
Cascade (U) (2/53)	175.00	50.00	75.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53)	115.00	95.00	95.00
Clipper (U) (5/55)	265.00	175.00	195.00
Clipper Deluxe (U) (5/55)	265.00	195.00	195.00
Clover Shuffle (U) (1/53)	125.00	39.50	75.00
Club (K) (4/53)	50.00	50.00	50.00
Comet Targette (U) (11/54)	150.00	95.00	145.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	115.00	75.00	110.00
Criss-Cross Targette Deluxe (CC) (1/55)	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55)	100.00	75.00	100.00
Crown (CC) (4/53)	130.00	45.00	85.00
Diamond (K) (5/53)	160.00	95.00	160.00
Domino (K) (5/53)	60.00	60.00	60.00
Double Score (CC) (3/53)	95.00	49.50	75.00
Feature (CC) (7/54)	135.00	65.00	115.00
Fifth Inning Deluxe (U) (6/55)	125.00	125.00	125.00
Fireball (CC) (11/54)	375.00	145.00	245.00
Flash (CC) (9/54)	335.00	195.00	195.00
Gold Cup (CC) (7/53)	95.00	75.00	95.00
Gold Medal (B) (3/55)	295.00	175.00	245.00
Hi Speed Triple Score (CC) (8/53)	195.00	65.00	95.00
Holiday Match Bowler (CC) (9/53)	225.00	75.00	165.00
Hollywood (CC) (5/55)	250.00	195.00	195.00
Imperial (U) (9/53)	110.00	55.00	90.00
Jet Bowler (B) (8/54)	170.00	95.00	115.00
King (CC)	200.00	65.00	120.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)			

Continued from page 99

	High	Low	Mean Avg.
Tenth Frame Bowler (CC)	\$ 95.00	\$ 40.00	\$ 60.00
Thunderbolt (CC)	250.00	125.00	175.00
Triple Strike Bowler (CC)	195.00	150.00	150.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Venus 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; N—Noovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecola; U—United; W—Williams, Ws—Walt Waz

ABT Challenge (5/46)	\$ 30.00	\$ 25.00	\$ 30.00
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) (4/48)	150.00	125.00	150.00
All Star Baseball (U)	295.00	180.00	185.00
Anti Aircraft	99.50	95.00	99.50
Atomic Bombers	125.00	95.00	125.00
Auto Photo (AP)	1495.00	1495.00	1495.00
Balloonamat Capitol P (1/55)	345.00	225.00	295.00
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	225.00	175.00	195.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	175.00	135.00	145.00
Bat-A-Score (Ev) (8/48)	145.00	105.00	145.00
Bert Lane Merry-Go-Round	375.00	275.00	295.00
Big Broncho (1/51)	395.00	294.50	350.00
Big Inning (B) (4/7)	85.00	85.00	85.00
Big League Baseball (3/51) (W)	350.00	125.00	125.00
Big League Baseball (W) (2/54)	195.00	135.00	175.00
Big Top (G) (6/54)	325.00	275.00	295.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	245.00	245.00	245.00
Bonus Gun (U) (2/55)	255.00	225.00	245.00
Card Vender (Ex)	50.00	50.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	195.00	185.00	195.00
Champion Baseball (G)	350.00	175.00	275.00
Champion Hockey (4/6)	125.00	125.00	125.00
Coon Hunt (S) (2/54)	175.00	85.00	125.00
Dale Gun (Ex)	95.00	25.00	50.00
Defender (B) (4/40)	125.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	145.00	95.50	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 (Coinex) (9/46)	\$225.00	\$ 99.50	\$225.00
Flying Saucer (M) (6/50)	110.00	99.50	99.50
Football (M)	275.00	85.00	85.00
Goatee (CC) (1/46)	90.00	65.00	90.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Harvard Metal Typer	250.00	125.00	125.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	295.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	125.00	95.00	100.00
Jet Fighter (W) (11/54)	225.00	125.00	225.00
Jet Gun (Ex) (12/51)	110.00	105.00	105.00
Jungle Gun (U) (7/54)	185.00	135.00	150.00
K O Fighter	325.00	245.00	325.00
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	349.50	275.00	335.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Grippler	25.00	20.00	20.00
Midget Movies (CC)	125.00	95.00	100.00
Midget Skeeball (CC)	175.00	145.00	145.00
Moon Rides (B) (5/54)	250.00	130.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	125.00	125.00	125.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Pistol (CC) (1/49)	50.00	39.50	50.00
Pistol Pete (CC)	99.50	45.00	75.00
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)	250.00	250.00	250.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	175.00
Round the World Trainer (CC) (10/53)	550.00	425.00	425.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	275.00	210.00	225.00
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)	145.00	135.00	145.00
Shooting Gallery (Ex) (6/54)	175.00	100.00	110.00
Sidewalk Engineer (W) (5/55)	195.00	135.00	150.00
Silver Bullets (Ex) (11/49)	125.00	75.00	125.00
Silver Gloves (M)	225.00	145.00	225.00
Six Shooter (Ex)	125.00	60.00	95.00
Skee Ball (W) (8/36)	450.00	99.50	375.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	145.00	75.00	125.00
Sky Gunner (CC)	145.00	100.00	145.00
Sky Rocket (G) (5/55)	295.00	195.00	245.00
Space Gun (Ex)	110.00	75.00	95.00

	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
Standard Metal Typer F S	325.00	199.00	275.00
Submarine (K) (1/42)	125.00	95.00	125.00
Super Home Run (CC) (3/54)	185.00	75.00	185.00
Super Slugger (U) (7/55)	295.00	255.00	275.00
Talequiz (1/49) (T)	95.00	75.00	90.00
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	50.00	85.00
Zingo (1/51) (U)	65.00	45.00	65.00

**VENDING MACHINES**

Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk	8.50	5.00	6.50
Du Grenier (7 Col.)	67.50	14.50	45.00
Du Grenier (9 Col.)	100.00	45.00	85.00
Du Grenier (11 Col.)	115.00	45.00	65.00
Du Grenier Tab Gum (6 Col.)	15.00	14.50	14.50
Du Grenier V D Cigarette	55.00	50.00	50.00
Eastern Electric C-8	155.00	40.00	110.00
Electro (8 Col.)	95.00	95.00	95.00
Keeney Electric (9 Col.)	165.00	75.00	135.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Master 5c Bulk	6.50	6.50	6.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	17.50	17.50	17.50
National M-8A (9 Col.)	165.00	95.00	125.00
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	6.50
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.)	125.00	75.00	115.00
P X (10 Col.)	110.00	110.00	110.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.)	165.00	165.00	165.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Rowe Diplomat Electric (8 Col.)	160.00	65.00	95.00
Silver King, 1c	7.45	7.45	7.45
Silver King, 1c Ball Gum	8.50	7.45	7.45
Silver King, 1c Mdse.	8.50	7.45	7.45
Silver King, 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	125.00	80.00	80.00
Stoner Candy (8 Col.)	165.00	110.00	125.00
Uneda Cigarette (6 Col.)	65.00	45.00	45.00

SMARTLY STYLED

ENTIRELY NEW FROM THE FLOOR UP

# See and Hear

**THE GREATEST ADVANCEMENT IN AUTOMATIC MUSIC IN 20 YEARS**

## UNITED'S

### Hi-Fidelity

## COIN-OPERATED PHONOGRAPH

on display in 5 beautiful color combinations

COMPLETE WITH ACCESSORIES

# MOA

AT THE CONVENTION

MAY 19, 20, 21, MORRISON HOTEL, CHICAGO

BOOTHS 32, 33, 34, 41, 42, 43

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE  
CHICAGO 18, ILLINOIS  
CABLE ADDRESS: UMCORP

EXTREMELY SIMPLE FEWER PARTS

FINEST TONE QUALITY

4 SECONDS BETWEEN SELECTIONS

BASIC-NEW MECHANICAL AND ELECTRICAL DEVELOPMENTS

6

LOS ANGELES

Rand's Round Up Restaurants  
Installed 200-Selection Wurlitzer  
Phonographs with 50-cent play

EARNINGS JUMPED  
40% over the  
competitive  
phonographs  
they replaced



Ray C. Rand of Rand's Round Up Restaurants,  
and Bill Curry of Master Music Makers, Wurlitzer  
Operators in Los Angeles.

The whole secret of success at Rand's Round Up Restaurants is giving the customers value. A prime rib dinner for \$1.75 with "seconds" on the house! Now a new part of this policy is Wurlitzer Music with 50-cent play. From the day the new Wurlitzer Phonographs replaced competitive instruments in all their restaurants, music earnings started to increase. "They're now up at least 40%," says Ray Rand. Proof again of the quality and appeal of Wurlitzer Music—and the value of 50-cent play.

SEE YOUR WURLITZER DISTRIBUTOR NOW

WURLITZER

PIONEERS OF 50-CENT PLAY

WURLITZER • NORTH TONAWANDA, N. Y.

Established 1856

# Ops' Answer for Survival

Continued from page 97

say this can be a good thing IF the location owner is willing to take his losses in the gamble out of his increased profit. In this location, however, one of two things happens. Either the bartender takes a marked coin out of the cash register, or if he is out of such coins, here merely opens the juke box with a key and clicks up as high as 10 tunes.

For 10 tunes, the juke box is running for free.

The above example is not in a spot operated by Andy Stevenson, owner-operator of Liberty Music Company. But Andy flatly states: "Something has to be done. The bottom is dropping out of the juke box business here. I've been in the business since 1925, and I've never seen things in worse condition."

### Collections Drop

He cited some examples: "Some spots that used to bring in \$30 to \$35 per week have dropped as low as \$8. Collections are alarmingly low."

As he terms it, the business needs a shot in the arm. "Some operators have become merely nickel collectors. All they are interested in are how many nickels are in the machine. Andy's criticism, however, is not blind, nor does he want to start an argument. He obviously just wants to see the juke box business in this area become a good business for himself and others.

His greatest condemnation is that "the locations are running our business for us in many cases, and that isn't good."

What is Andy doing about it? He is realizing the need for action and taking that action. Where necessary, even with his 37 years' experience, he is going to others for advice. "I'm setting up a better programming method with the help of juke box distributors in the area from whom I purchase my machines," Andy said.

He said the "shot in the arm"

might come from a combination of good programming and some form of promotion. He hasn't yet decided on a method of sales promotion, but he is looking. Little or no on-the-spot promotion is used in this area.

### Dime Play Lags

The changeover to dime play, which started with a burst of speed and co-operation more than a year ago, has now slowed to a snail's pace, and the co-operation seems to be fading. In a check of operators more than a year ago, they estimated that up to 90 per cent would change to dime play "within a few months." Now, a check indicates that while some operators, but not many, have reached that plateau, the majority estimate between 40 and 60 per cent of their machines at dime play.

Walt Royer, a former juke box operator and presently in charge of maintenance for J. H. Rutter, Inc., Wurlitzer outlet, said part of the difficulty is in the economy of the area itself. He cited the problem one operator has had. "A year ago, he put a number of his machines on dime play. The take dropped from \$50 in two weeks to \$30. And after a year of operation, there was no improvement. The problem is, that office workers and clerks, on a strict budget, just couldn't afford the more expensive music, at least not in some spots. Get the same people in a tavern with a couple of beers under their belts and they might splurge. At any rate, this operator had to drop part of his machines back to a nickel."

("White collar" and clerical pay in Salt Lake City is among the lowest in the nation.)

### Point of Sale

When asked if on-the-spot advertising might help Walt said, "Very definitely in many spots." He suggested posting a list of the top music, such as The Billboard's Honor Roll of Hits, in or near a juke box with the notation that all the tunes are on the machine.

"It takes ingenuity and thought to get people interested in the music on a juke box. Waitresses and bartenders can be educated in little tricks to get people to play the juke box," Walt said.

He said that the best salesman an operator may have will often be a waitress. "They like to hear new music, and will often push it for the operator," he said.

The operator likes to hear the music, too. If the present awakening keeps up, they believe they may hear more of it, too, in the coin chute.

However, as Andy Stevenson said, "Something must be done."

# Diversity Keys MOA Meet

Continued from page 97

1. "Ten-cent Play and Diversified Operations."

2. "Taxation, Licensing, Public Relations and Present Legislation."

3. "Matters Pertinent to the Music Business," discussed by a group of song writers, publishers and music operators. It is understood that this presumably covers copyright legislation.

4. "Depreciation Schedules and Filing Form 1096 and 1099 With Internal Revenue Department."

The traditional banquet and floor show will be held Tuesday night (21) in the Terrace Casino Room of the Morrison. Featured will be record artists with Vincent Gottschalk, former Chicago disk jockey scheduled to emcee the event.

For the ladies, a number of special events have been scheduled throughout the three-day meet, including a fashion show and sight-seeing trip. All will be complimentary affairs.

The fashion show, sponsored by Saks Fifth Avenue, will be graced by no less than nine professional models, which is calculated to draw an equal number of men as well as women to the event.

Exhibitors scheduled to show are: ABC - Paramount Records, A.M.I., Inc., Abbott & Fabor Records, American Shuffleboard Company, Auto-Photo Company, Bally Manufacturing Company, Bally Recording Corporation, Bally Vending Company, Paul Bennett Needle Company, BesTest Tube Testing Company, The Billboard, Broadcast Music, Inc., Capitol Projector Corporation, Capitol Records, Cash Box, Chicago Coin Machine Company and Columbia Records.

Continental Vending Machine Corporation, Coral Records, Decca Records, Disken Records, Dot Records, Exhibit Supply Company, Ferris Records, Fischer Sales & Manufacturing Company, Genco Manufacturing Sales Company, Irving Kaye Company, Jay Jay Records, Jubilee Records, Liberty Records, M-G-M Records, Mercury Records, Mike Munves Corporation, National Rejectors, National Vendors, and Nyack Slate Company.

# Va., Tenn. Ops

Continued from page 97

Company, Knoxville; Ed Wahle, Standard Music Company, Knoxville; Frank Vandergrift and Tommy Gaskins, G. & G. Music Company, Knoxville; Mr. and Mrs. William J. Leonard, Joe Rosenbaum and Iven Underwood, William J. Leonard Music Company, Maryville, Tenn., and Frank Gains, Allen Amusement Company, Knoxville.

Hugh Westor, Dixie Music Company, Newport, Tenn.; Leonard Thornton, Knoxville Amusement Company, Knoxville, and George McDade, Tennessee Automatic Music Company, Knoxville.

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

# Young Distrib

Continued from page 97

Ola, he was general manager and sales director of the East Coast Phono Distributors, a Seeburg outlet.

During World War II Slifer was personnel manager for a large war plant and before that was a sales and office executive in the food equipment business.

A graduate of Ohio State University, he lives in Union, N. J., with his wife and family.

# Use The Billboard SERVICENTER at the M. O. A. Convention

FREE LOCAL PHONE SERVICE AND YOUR EMERGENCY CONTACT PHONE IN CHICAGO

Your Convention Management and The Billboard have joined together to provide you with an Information Booth. Before you leave your home, provide this number (or these handy coupons) to those who may have to contact you while you're in Chicago. A paging system in the halls and directories of room numbers will locate you quickly. House phones, transportation and other information will be available for you also.

### Leave This Coupon at Home

DURING THE M.O.A. CONVENTION, MAY 19, 20, 21, I CAN BE REACHED BY CALLING CHICAGO

ANdover 3-0344

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

### Leave This Coupon at Office

DURING THE M.O.A. CONVENTION, MAY 19, 20, 21, I CAN BE REACHED BY CALLING CHICAGO

ANdover 3-0344

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

# COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt caps.

RATE: 20¢ a word—Minimum \$4.00.

### CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, Ohio

### DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

### CASH WITH ORDER

Unless credit has been established.

### Business Opportunities

MECHANIC TO REPAIR MUSIC AND PIN Balls, experience, reference. Overbrook Amusement Co., 618 Springarden St., Philadelphia 23, Pa.

### Positions Wanted

PHONO-GAME MECHANIC. CONSCIENTIOUS Family Man desires change. Well schooled amuse. etc. Six yrs. present situation, shop and field, best references. Box 31-194, c/o The Billboard, Cincinnati 22, Ohio.

### Used Coin-Operated Equipment

BINGOS, FIVE BALLS, BASEBALL Games, Guns, Miscellaneous Penny Games for sale or trade for one-cent Vendors. Box M-195, c/o The Billboard, Cincinnati 22, Ohio.

FOR SALE—A GOOD BUY. 23 BERT Mills 354 Coffee Units, excellent condition, clean, stainless steel front. Box -888, c/o The Billboard, Chicago 1, Ill. ch-m13

FOR SALE—100 COIN OPERATED HOTEL or Motel Radios, good condition, \$5 each. Roy Foster, Box 437, Sioux Falls, S. D.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 3, Conn. je3

VENDING MACHINES—PARTS, ALL SUPPLIES; Ball Gum, all sizes; 1 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 320 or 520 ct. Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. my27

23 SCIENTIFIC POKERING GAMES, CLEAN, 15 with Formica Tops, Peach Mirrors, good working condition, priced for quick sale, \$40 each; one standard Metal Typer, \$150. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J. Phone 22816, my13

### Wanted to Buy

CASH—HIGHEST CASH PAID FOR C. C. Blinks, United and Genco Guns and Wms. Baseballs, Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call Ca. 6-0295.

USED VENDING MACHINES WANTED — We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. my20

USED VENDING MACHINES WANTED. One-cent Ball Gum and Quarter Cigarette Machines. Box M-196, c/o The Billboard, Cincinnati 22, Ohio.

USED VENDING MACHINES WANTED—49¢, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-tfa

WANTED—COUNTER JUKE BOXES, Music-Mites or S-Ristaurats, give prices and condition in letter. Leon Miller, Box 7, Warsaw, N. C. my15

50 120 200 SELECTION MODELS

A ROCK-OLA FOR EVERY LOCATION

The Oldest ONE-STOP Record Service

All Labels All Speeds

45 RPM ..... 55¢  
78 RPM ..... 60¢  
EP's ..... 80¢  
LP's. (\$2.47) (\$3.09) (\$3.69)

NO EXTRA CHARGES

FREE TITLE STRIP SERVICE  
No Order Too Large!  
Save Time! Save Money!  
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No C.O.D. Send check with order including postage

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Get The Billboard's Music Record Programming and Buying Guide NOW!

Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

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The Billboard  
2160 Patterson St  
Cincinnati 22, Ohio

Yes I want ( ) copies of The Music Record Programming and Buying Guide at \$1 each My remittance is enclosed Please rush to:

My Name ..... 807  
Company Name .....  
Street Address .....  
City ..... State .....

**EDITORIAL**

## What's Wrong With NVA?

The NVA convention held in Chicago last week was disappointing.

It was not disappointing because it was less successful than any held by NVA the last seven years. It was disappointing because it was typical of the others.

Attendance was small. Business sessions, except for a good speech by Tokowitz, were lacking both in preparation and in solid information operators could sink their teeth into.

Because of the poor quality of the business sessions, attendance was pathetic. Under 100 attended the first session, less than 50 the second.

A number of provocative questions raised during the servicing panel session went unanswered. Replies to others from the floor were skimpy, lacking in detail.

All of this raises the question: What's wrong with NVA?

### Weak Interest

We don't know for sure. But one fact is apparent. Interest in the convention is very limited. It has even been suggested a number of times that some prefer to keep it that way. Be that as it may, it is clear that few are willing to give it the support it needs to be a valuable convention.

Plans for moving the convention next year to Miami—if they jell—will put the finishing touches on converting what is supposed to be a business convention into a vacation trip, with a little incidental buying and selling on the side.

As a matter of fact, convention emphasis for the last few years has been on frills such as ladies' programs which are fine.

### Family Appeal

But if making an appeal to wives and families is the inducement a convention can offer in order to get operators to attend, they'd be better advised to stay home. Operators can take their families on a vacation to a spot and at a time of their own choice.

We have worked hard to help NVA grow since their inception.

We will continue to do so.

We believe strongly in NVA and in the bulk vending industry it represents.

But we are also convinced it is time for plain talk.

We are eager to help bring the convention to life in any way and every way we can. There are a few who will work even harder than they have in the past to find the answers needed to make a truly successful convention for NVA.

Solid planning and thinking are needed to make that come true. It should begin now.

## Chains Top Location Tokowitz Tells NVA

### Ops Told to Prepare Program for Sales Pitch: Stress Profit, Service

CHICAGO—Bulk vending machine operators were told to go after the big chains for potential locations. "They're not hard to sell, but you must have a plan."

So commented Dan Tokowitz to some 100 operators, distributors and manufacturers who attended the Friday (3) morning business session of the National Vendors' Association Convention at the Conrad Hilton.

Tokowitz, candy buyer for Goldblatt Bros., and president of Anne Marlowe Candy Kitchens (a Goldblatt subsidiary), presented chain management's view toward the vending industry.

His talk was titled, "The Chain Outlook on Vending."

"The first thing the operator

should do is make a survey and determine who his prospects are. Don't pass up anybody, big or small," Tokowitz cautioned. "If you do a service for the organization, try to sell him."

"What's more," he said, "if you sell one man, you'll get more customers from him. But you've got to be positive in your approach."

He told how most salesmen are hesitant about calling on a big concern. "Actually, they're the easiest. They usually have a specialist in the vending field who does nothing but deal with such problems."

"The main thing to do, is show how your machines can improve the location's operation."

(Continued on page 106)

## Elect New Directors, Officers to Head NVA

CHICAGO—A new slate of officers and 20 new directors were elected by National Vendors Association at Saturday morning's (4) business session of the association's seventh annual convention held here last week.

Formal installation took place at a farewell brunch held Sunday morning (5), which officially called a close to the four-day meet.

New officers are Leonard Quinn, president; H. B. Hutchinson Jr., vice-president; Roger Folz, treasurer and Bert Fraga, secretary.

Named to the board of directors were: Harry Bell, Arthur Branco, Sid Bloom, Roy Becker, Herb Cohen, Paul Crisman, Herman Eisenberg, Sam Eppy, Bill Falk, Dominic Gagliano, Everett Graff, Robert Guggenheim, Les Hardman, Max Hurvich, Charles Kanak, Rolfe Lobell, Paul Price, Phil Sparacino, Robert Tripp and R. R. Whitehead.

Honorary presidents of the group now include: Alvin R. Kantor, Bernard K. Bitterman, Warner C. Smith and Moe Mandell.

## NVA '57 Convention Keys Future for Bulk Vending

### Raynor Details Plans; Insurance, Public Relations, Tax Reductions

By NICK BIRO

CHICAGO—Members of the bulk vending industry got a good glimpse into the future and liked what they saw as National Vendors Association kicked off their seventh annual convention at the Conrad Hilton Hotel, here, May 2 to 5.

A total of 20 exhibitors were represented, including machine and charm manufacturers, distributors, product suppliers and two business papers.

Four machine manufacturers introduced new venders for the first time at the show. Virtually every charm manufacturer and product supplier exhibited a full new line of merchandise.

Attendance, while not up to some previous peak years, nevertheless represented a good cross section of every phase of the industry from thruout the country.

Business sessions were keyed to a series of grass roots presentations emphasizing the increased importance of chain store operations as well as various problems connected with machine servicing. (See separate stories on servicing panel and Dan Tokowitz talk.)

## NVA Honors Moe Mandell, Paul Crisman

CHICAGO — Moe Mandell, president of National Vendors' Association and Paul Crisman, convention chairman, received joint awards "in grateful appreciation of services rendered," at NVA's 7th annual convention held here, last week.

The awards were presented by the association's general counsel, Milton T. Raynor, at Saturday's (4) business sessions. Both men have been active supporters on behalf of the association for a number of years.

Mandell, who is finishing his second year as president of the association, was similarly honored at last year's NVA meet by the presentation of a plaque for special service to the vending industry as well as the association.

Crisman, no newcomer to NVA circles either, has served for several years on the board of directors as well as contributing liberally to other workings of the association.

## Ind. Ops Must Tag Venders

INDIANAPOLIS—Indiana has passed into law a measure (H.91) requiring owners of vending machines to place on the face of the vender: an identification device giving their name and address.

Owners of venders are also required to include the machines in their schedule of personal properties for taxation purposes.

The law further states that if the vending machine is not identified, it will be assessed for taxation purposes in the name of the location owner.

Milton T. Raynor, association general counsel, delivered the keynote speech, outlining NVA's plans for the future as well as commenting on the group's progress to date.

Future plans were detailed via a three-point program which included:

1. Increased group insurance for members.

2. Adopting a public relations program and scheduling a series of regional meets to discuss members' problems and promote association membership.

3. Taking steps via legislative circles to reduce the current \$10 federal tax on capsule machines commensurate with the ball gum and candy machine levies.

Raynor also informed members that following efforts of the Association, federal lawmakers had agreed to exclude ball gum and charms from provisions of a vending sanitation code being promoted by the National Automatic Merchandising Association.

The NAMA code originally (Continued on page 106)

## N. Y. Firm Charged With Blue Sky Bid

### FTC Complaint Alleges Queens Distrib Used Bait Adv. in Bulk Vending Field

NEW YORK — Nathan E. White, of the Queen Distributing Company here, is scheduled to appear before a Federal Trade Commission examiner in New York on June 6 to answer charges that he misrepresented his business and the profits which can be made from the vending machines he sells.

Queens Distributing sells both bulk venders and the gum and nuts used for fill. The firm's advertising alleges that the vending business is "perfect insurance against old age, permanent or partial disability."

However, the FTC feels that the profits from the operation of White's machines cannot be depended on to provide financial assurance for anyone, and the investor stands a great risk of losing some or all of his money.

### Advertisement Cites

The complaint charges that White used the classified advertising columns of newspapers in an attempt to get prospects. The following advertisement was cited: "S400 Monthly Spare Time"

"Refilling and collecting money from our 5-cent High-Grade Nut

machines in this area. No selling! To qualify for work you must have car, references, \$640 cash secured by inventory. Devoting six hours a week to business, your end on percentage collections will (Continued on page 106)

## Hoffman First Quarter Profit Dips Below '56

NEW YORK — First quarter earnings of \$794,933 or 32½ cents a share for the United States Hoffman Machinery Corporation were reported at the annual meeting here Tuesday (7) by Charles E. Stahl, recently elected president. This compares with \$1,223,916, or 53 cents a share, adjusted to the same number of shares, in the similar period last year.

U. S. Hoffman is the parent (Continued on page 104)

## NVA Panel Details Machine Servicing

CHICAGO—Some key answers to machine servicing in the bulk vending industry were outlined by members of a panel at Friday's (3) business session of NVA's 7th annual conclave held here last week.

The discussion was titled "Facts and Figures You Should Know." Participating in the panel was Bob Kantor, Confection Specialties, Chicago; and Bert Fraga, Standard Specialties, Oakland. Russ Thomas of Memphis, who was originally scheduled to speak was unable to attend.

Subject of the panel was a survey on machine servicing circulated by NVA. While results had not been fully tabulated at convention time, a brief check of returns was made for immediate presentation by the panel.

### Schedule Servicing

Bob Kantor pointed out that according to survey returns, most operators service their machines on a regular schedule rather than

wait for calls from the location owner.

In analyzing the average cost of refilling a machine—operators were spending between \$3.80 to \$4.15 (Continued on page 104)

## G. Weissman Named Mktg. Head by PM

NEW YORK—George Weissman, vice-president of Philip Morris, Inc., has been named to the newly elected post of director of marketing. Additional responsibilities include directing and coordinating sales, advertising, market, research, packing and public relations.

A former newspaperman and public relations executive, Weissman (Continued on page 105)

## Vending Machine HEADQUARTERS

FOR

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for **ALL TYPES** of machines . . .

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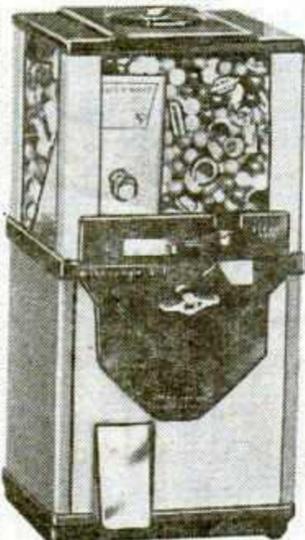
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**NATIONAL SANITARY SALES, INC.**

## J. SCHOENBACH

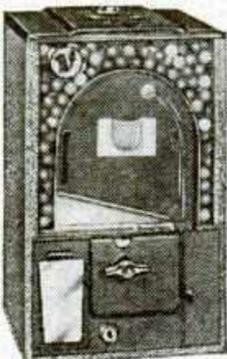
For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE or WRITE FOR PRICES

## 2 GREAT MONEY MAKERS



**SUPERMART VENDORAMA** With the Sensational LOOK-SEE VIEWER

and **PLAYBALL**



See Your Nearest **VICTOR** Distributor **QUICK**.

Write for Prices and Details **Victor Vending Corp.**

5701-13 W. Grand Ave. Chicago 39, Ill.

# IMI Named U. S. Agent For German Photo Unit

NEW YORK—The International Merchants, Inc., an organization which acts as liaison between American and foreign business firms, has been appointed United States distributor for two German vending machine manufacturers.

IMI will handle Eastern U. S. sales for the Voss firm, maker of flash bulk and single-selection roll film venders, and the country for Telenorm, manufacturer of multi-selection roll film machines.

The first sales have been made to Harry Gerstein, full-line operator in Northern New Jersey and Rockland County, N. Y. Gerstein, who is also distributor for the Stange soup line and who had been

distributor for the McCann line of hot dog machines, will place Voss units on five supermarket locations of the Cristide Brothers in New Jersey.

### Food Farm

A Telenorm unit will be placed on the Food Farm outlet in New Dorp, Staten Island. This machine will be operated by IMI, with Howard Weaver, president, and Kurt E. Reichold, vice-president.

Arrangements for the locations were made thru Charles Feuer-eisen, district sales manager for Vanity Fair tissues.

Gerstein, meanwhile, is expanding his full-line feeding operation which he launched a year ago at the Fort Dix, N. J., military installation.

His operating company, Food-O-Matic, now includes 10 industrial locations in New Jersey and on the west bank of the Hudson River in New York.

## Cigarette Sales Drop in Denver

DENVER—Cigarette sales here dropped by almost 900,000 packages for the first quarter of 1957 as compared to a similar period last year.

The figures were released by Clayton Hill, Denver's manager of revenue, who added the drop in collections contributed to a decline in tax collections from \$236,015 for the first quarter last year to \$218,568 in 1957.

## NVA Panel Details

Continued from page 103

for a six-pound globe with 210 gum and charms.

Broken down further, the gum costs were running at about \$1.80 per fill, with charm costs averaging between \$1.70 to \$2.20. Labor costs made up the difference.

Total cost of refilling a machine was running at between 28 to 31 per cent.

On eight-pound globes, the total average refill cost was between \$4.90 and \$6.00. Of this gum costs accounted for \$2.40 with charms and labor making up the difference.

### Shop Refills

Bert Fraga went on to point out that refilling of machines was now done mainly in the operator's place of business rather than at the location itself.

When servicing a location, operators were changing the complete machine, or substituting a full head. Very few were bothering with on the spot refills.

Commissions he said were averaging between 18-25 per cent. Previous results were not available to establish any trend in this area.

However the best locations were now the big chains rather than the previously popular candy store and soda shop. Operators were picking the large locations pointing out that they were often able to place five to 10 good producing machines in such spots as against a lesser number in the smaller places.

### Count or Weigh

Fraga added that regarding the method used to refill machines, operators were pretty evenly divided. About one-third said they counted their gum and charms, another one-third stated they filled by weight. The remainder used neither of the above but relied on "experience" for obtaining the right mixture.

Members of the panel added that full published results of the survey would be circulated to members at a later date.

## VENDORS

Reconditioned by factory trained mechanics

N. W. Model 33, Ball Gum . . . \$ 6.95 for 100 count & 140 count

Mills 6-Col., 1c Tab., 10 or More. Ea. . . . . 13.95

\$14.95 in quantities of less than 10

Victor Topper, 1/2 Cab. . . . . \$10.95

Specify make, or ball gum

Baby Grand, 1c or 5c. . . . . 7.50

Victor K. S., 1c or 5c. . . . . 12.95

N. W. Pkg. Gum, 5c. . . . . 19.95

STONER CANDY BAR VDRS., 6-Col. 80.00

Machines thoroughly checked, ready for location. Immediate shipment. 1/3 deposit, balance C.O.D.

BERNARD K. BITTERMAN

4709 E. 27th Kansas City, Mo.

## CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- STONER 8-COLUMN CANDY, 160 capacity, prewar model . . . \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prewar model . . . 80.00
- STONER 8-COLUMN CANDY, 160 capacity, postwar model . . . 165.00
- ROWE 8-COLUMN CANDY, 120 capacity . . . . . 60.00
- ROWE CANDY MERCHANT . . . . . 99.50
- ROWE CRUSADER CIGARETTE, 8 column, 25c & 30c comb. . . 97.50
- DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column . . . . . 87.50
- NATIONAL CANDY, 9 column . . . . 75.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

## NATIONAL

VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y. TRiangle 5-1857

## MARBLES

THE SEASON IS HERE! ORDER NOW

AGATE—GLASS ASSORTED COLORS

- Barrel of 50,000, size 9/16 . . . \$45.00
  - Barrel of 40,000, size 5/8 . . . . 35.00
  - Keg of 21,000, size 9/16 . . . . . 21.00
  - Keg of 17,000, size 5/8 . . . . . 19.00
- Shipments made at once F.O.B. factory Freight or truck.

## ELVIS PRESLEY

BUTTONS

3 Colors 6 designs \$62.50



per carton of 5,000, F.O.B. factory.

CHARMS BY THE BAG READY TO DUMP INTO MACHINES

TORR DELUXE MIX

Latest Items—Best Charms

\$3.50 Per Bag (450 to 500 Charms Per Bag)

FULL CASH WITH ORDERS

## ROY TORR

Lansdowne, Pa.

## Hoffman First

Continued from page 103

company of Apco, manufacturer of cigarette and hot and cold drink vending machines.

Stahl said that operating earnings for the first quarter equaled only 4.8 cents a share, since \$623,155 of the net represented profit from the sale on March 20 of Hoffman's laundry and dry cleaning equipment.

Stahl, however, expressed confidence in the basic soundness of the firm. He attributed last year's drop in earnings to an increase of \$8,000,000 in selling, general and administrative expenses, to the fourth quarter operating loss, and to conservative revisions in accounting procedures by independent auditors.

The stockholders approved a proposal to spin off the stock of the Hoffman International Corporation, representing seven European subsidiaries, on the basis of one share of Hoffman International for every 10 of United States Hoffman.

## FINEST RECONDITIONED VENDORS

- Silver King, 1c or 5c. . . . \$ 8.50
- Acorn, 5c . . . . . 10.00
- Du Grenier 6-Col., 1c Tab. 15.00
- Master, 1c and 5c. . . . . 8.50
- 3 Col. Hot Nut. . . . . 22.50

### D.A.V. SPECIAL!

License \$6 per M Plates Write for low, low quantity prices!

- N. W. Model 39 . . . . . 7.50
- Atlas Master, 5c . . . . . 8.50
- Du Grenier 6-Col., 1c Tab. 14.50
- Model V, Ball Gum & Charm 8.50
- Mills 6-Col., 1c Tab. . . . . 17.50
- Ball Gum Hunter Machine. 12.50

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

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With qualified sales organizations to handle

LOW-PRICED LINE OF CIGARETTE VENDORS (3 SIZES)

With or without 3-tube penny changer.

None finer quality; none lower in cost! Also candy, cookies, postage stamps, etc.

OUR 25th YEAR!

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.



\$25 DOWN

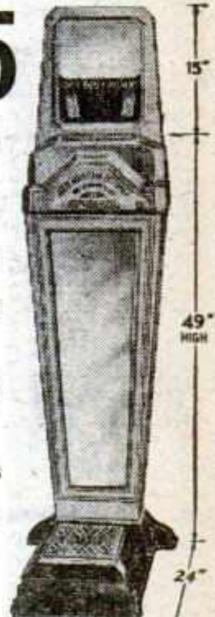
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



WEIGHT, 165 LBS.

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## IF IT'S PLASTIC CHARMS YOU WANT—

### FAMOUS PLASTIC CHARMS, Series #2

NOW—in 100,000 lots . . . . . \$1.00 per M

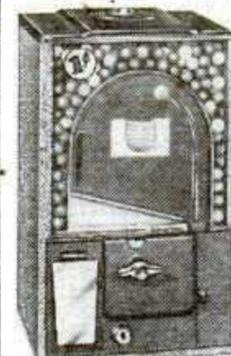
—in 25,000 to 99,000 lots . . . . . 1.25 per M

Packed in bulk. F.O.B. Jamaica, N. Y. Formerly \$1.60 per 1,000, now

### DRASTICALLY REDUCED

BUY the BEST — at a BARGAIN PRICE

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35 L.I. N.Y.



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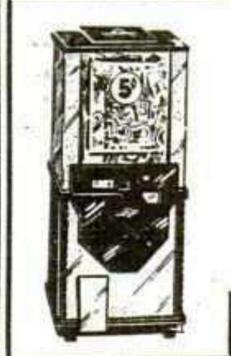
Sensational 210 Ball Gum Vendor Fast Money Maker

PRICE \$19.75 EACH F.O.B. FACTORY

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**Birmingham Vending Co.**

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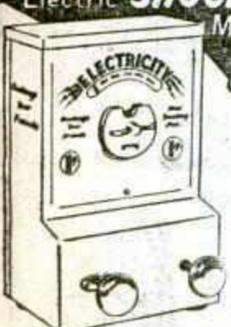
Now offering **Northwestern TAB** VENDING EQUIPMENT

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.

**STANDARD SPECIALTY CO.** 5115 E. 14th St. Oakland, Calif.

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 Since 1900  
**Electric SHOCKING Machine**



Model No. 9  
 9" WIDE  
 6 1/4" DEEP  
 15 1/4" HIGH

Bright red case and attractive silk screen make this little money maker an eye catcher.  
 Harmless vibrating electric current, increased at operator's will, yields tremendous profit from one dry-cell battery, good for up to 3,000 plays.

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 Designers and Manufacturers of Quality Vending Machines  
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**PENNIES PAY OFF**



with greatest money making scale on the market

YOUR FORTUNE  
 "WEIGH" YOUR FATE

\$20 deposit puts it to work for you  
 Good indoors or out  
 Produces up to 200% profit  
 Wins Customers for Locations  
 Two machines in one—weighs, tells fortunes

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
 Dept. B  
 3206 Grace St., N.W., Washington 7, D. C.  
 Send more details  Send scale   
 \$20 deposit enclosed

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**TOKOWITZ ANSWERS OPS ON HOW TO SELL CHAINS**

CHICAGO—Dan Tokowitz met with a series of questions from the floor following his talk on "The Chain Outlook on Vending Machines," delivered at Friday's business session of NVA's yearly convention, last week. (See separate story, this issue.)

Tokowitz told operators to go to the chains for greater profit, and outlined a specific plan for a sales pitch as well as how to conduct a chain store vending operations.

Here are questions with Tokowitz's answers:

Q. "People expect the same quantity from machines they got 20 years ago. How can you keep customers happy?"  
 A. "Neither the chains nor the customers expect the vender to lose money. Just keep the portions in line with costs. The customers realize prices have risen."

Q. "Who is the best man to contact in trying to sell a chain?"  
 A. "Go to the top. The president of a corporation will always send you to the proper department."

Q. "What if the department heads like the idea of installing venders, but the store has a policy against it?"  
 A. "Policy can be overcome if there is a good reason. Here's what I mean by giving a good factual presentation to the location showing him how he can profit by your installation."

Q. "Must equipment in stores be insured (liability)?"  
 A. "Yes. This should be part of the original sales pitch, showing that the store will not be liable."

Q. "How about commissions?"  
 A. "They vary by the type of machine and are usually worked out between the operator and location. Don't be afraid to ask for a commission set up you can profitably operate with."

**German Co. Names Ameropa U. S. Agent**

Weigandt Machines Designed Primarily for Use by Retailers in Store-Front Operation

NEW YORK — The Ameropa Trading and Shipping Corporation, which specialized in the export-import market for vending machines, has been named exclusive United States and Canadian agent for the Weigandt Automaten line of German vending machines.

The Berlin firm makes about 50 types of venders, both refrigerated and non-refrigerated. Some Weigandt units are the automat-type revolving tray models, while others are columnar with a pull-out delivery door at the bottom of each column.

The Weigandt line lends itself particularly to automatic merchandising for retail store operations. In Europe these machines are used primarily by shopkeepers for sidewalk selling.

**Industrial Models**  
 Other models made by the firm include the eight-sided kiosk which houses hot and cold foods and drinks. Arnold Cortell, Ameropa president, expects his first shipment of Weigandt machines next month.

Cortell explained that these machines will accommodate American coins, come equipped with totalizers, and can tote up multiple purchases running into several dollars. A tape on some models says "Thank you very much, hope seeing you again," after the customer has completed his purchase.

Cortell also announced that his

firm has been named export agent for the milk machines made by Lovitt Enterprises. The first export shipment has been sent to Holland.

Ameropa has been named export agent for the Jennings milk machine.

**G. Weisman**  
 • Continued from page 103

man joined the company in 1952. For the previous four years he had handled PM publicity as an account executive with Benjamin Sonnenberg. He was elected a PM vice-president in 1953.

In other moves, the firm named Riss R. Milliser, formerly Marlboro brand manager, as director of marketing and named Robert S. Larkin director of chain store sales. Larkin had been sales promotion director.

**Other Shifts**  
 Thomas S. Christensen, assistant advertising director, becomes Marlboro brand manager, and Clifford H. Goldsmith, special assistant to the president, is the new director of packaging development.

In other changes, Jetson E. Lincoln, assistant director of market research, becomes director of marketing research, while James C. Bowling, public relations manager, is now director of public relations.

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
 Candy Gum & Nuts  
 Beverages  
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 New Products  
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 Industry News  
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Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!  
 Fill in—tear out—mail today!

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Yes—Please sign me up for Vend for  
 1 year \$5.  3 years at \$10. 809  
 (Foreign rate, one year. \$5)

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 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
 Occupation \_\_\_\_\_

**Coke, Sales Profit Hit Record Mark**

NEW YORK — First quarter sales of the Coca-Cola Company reached a record high this year, while consolidated net profit jumped 17 per cent to \$5,256,479 from \$4,479,576 for the first quarter of 1956, according to William E. Robinson, president.

The profit in this year's period is equivalent to \$1.24 a share, compared with \$1.05 a share earned a year ago.

**Cleveland Coin Machine Exchange, Inc.**  
 Harmon Machine Co. Distributors  
 2029 Prospect Ave., Cleveland, Ohio  
 Tel. 1-6715  
 Write for prices.

**J. SCHOENBACH**  
 Distributor For  
**oak Manufacturing Co., Inc.**  
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
 President 2-2900  
 PHONE or WRITE FOR PRICES

**POPPERETTE**

Fully Automatic Popcorn Machine

10c Hi Profit %

**\$159.00**

TERMS: 1/3 Deposit With Order, Balance C.O.D.  
 WRITE, WIRE OR PHONE

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**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 ST. PITTSBURGH 3, PA.

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum. Features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

**oak's "400" capsule vendor**

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1c coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

contact your DISTRIBUTOR or

West Coast Factory Sales Office  
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 2033 Fifth Ave., Pittsburgh, Pa.  
**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave. Culver City, California

# NVA Meet Keys Future

Continued from page 103

stated that there should be no mixing of foodstuffs with non-food items in venders. This would have completely eliminated the use of charms with gum or candy.

The revision was brought about after tests run under the government's direction showed that such mingling did not increase bacteria count and constituted no violation of sanitation standards.

Commenting on the other side of the ledger, Raynor warned members against complacency just because things were going well. He called for moderation in use of sales

gimmicks such as cigarette lighters, which have proved harmful to the industry.

### Lighters Criticized

He pointed to a Pittsburgh tragedy, some months ago, where a little girl was badly burned with a lighter from a vending machine. "Last year it was quarters and half dollars in the globes to attract children," he stated.

"Such practices can not only ruin us in the public's eyes, but can cause trouble with the Internal Revenue. Dispensing such items does not constitute vending mer-

chandise at equal value," and as such subjects the machine to the larger gaming tax."

Rounding out the business sessions were welcoming addresses by NVA president Moe Mandell, and convention chairman Paul Crisman, and a book review of "The Troubles With Gumballs" by Rolfe Lobell.

The volume, which was authored by James Nelson, humorously depicts many of the problems encountered by a man entering the bulk vending field as an operator. Lobell's review was certainly no less humorous, yet showed a deep insight into many of the problems which his own experience dictated.

### Entertainment

Highlighting the entertainment aspects of the conclave were two top social events. Attendance at both ran close to 200.

Leaf Brands sponsored a banquet and dance on Saturday night (4) in the Waldorf suite of the Conrad Hilton. Featured was comedian Mickey Sharp with Bert Rose and his orchestra.

On Friday night (3) a group of nine manufacturers hosted a kick-off cocktail party with Sid Sherman and his orchestra providing the entertainment. The event was held in the Williford Room of the hotel.

Firms exhibiting at the convention were: M. J. Abelson Company, Atlas Manufacturing Company, L. M. Becker & Company, The Billboard Publishing Company, Coast Vendors Company, Coin Machine Journal, Cramer Gum Company, Samuel Eppy & Company, Inc., Albert Fischer Company, Green Duck Distributing Company, Karl Guggenheim, Inc., King & Company.

Leaf Brands, Inc., Oak Manufacturing Company, Ohio Gum Supply Corporation, Penny King Company, Plastic Processes, Inc., Paul A. Price Company, Inc., Scoopy Manufacturing and Distributing Company, and Victor Vending Corporation.

## N.Y. Firm Charged

Continued from page 103

net up to \$400 monthly with very good opportunity of taking over full time. Income increasing accordingly. For interview, include phone in application. Write Queen Distributing Company, 251 West 42d Street, New York 36, N. Y."

The complaint charges that a net profit of \$400 on a \$640 investment is greatly in excess of actual profits, and that purchasers need not have a car or references. All they need is the money.

And, continues the complaint, the inventory of machines and products falls short of securing the purchase price.

### Location Trouble

Salesmen for Queen Distributing claim the company will obtain satisfactory locations for the machines. The complaint, however, charges that machines are often placed on business establishments without permission from the owner, and the purchaser is required to remove the machines immediately. When permission is received, the locations are seldom satisfactory, the complaint continues.

The complaint adds that White's firm made the following unkept promises: To provide insurance, without charge of otherwise, on the products sold; to assist buyers in learning the vending machine business; to repurchase machines from dissatisfied buyers, and to grant exclusive territories.

### Coffee Imports Up

U. S. imports of green coffee in February totaled 317.4 million pounds, valued at \$163.3 million, according to Commerce Department. This compares with 288.5 million pounds valued at \$142.0 million in February, 1956. Average value was 51.47 cents, compared with 53.19 cents in January.

# Chains Top Spots: Tokowitz

Continued from page 103

He outlined two points that should be included in any program presented to a potential location.

### 2-Point Program

"First is the servicing aspect of the machines. Survey the location individually and spot on paper where you would place each type of machine. Tell how the machines would add to the appearance of the establishment. Also detail just how often and to what extent you will service the venders individually, add fresh supplies, keep clean and make necessary repairs.

"Second, the operator should present the potential profit picture to the location, not just actual profit from machines, but intangible profit."

He pointed out that a good sales argument is to show that the venders tend to slow people down in stores, making them more prone to look around and hence, buy more of the stores' merchandise.

"Psychologically people tend to buy more when in a pleasant frame of mind. Many stores today face a problem of excess crowds and rushed service. A few moments to stop and eat a handful of peanuts or candy, will often furnish the pick-up needed to keep the customer in the store."

### Operator's Contract

He pointed out, that at Goldblatt Bros., vending machines are handled by operators who have a contract with the store.

Goldblatt feels that the operator is better equipped to rotate machines, provide better service and cope with other problems incidental to vending.

"This feeling didn't just happen," he said. "It was shown to us by a thoro and factual presentation by our operators as well as our own investigation.

"There's no reason why this sort of presentation can't be utilized by all operators to sell potential locations."

### Keep Locations

"It's one thing to get a location, tho. but another to keep it," he cautioned. "Once an operator secures a spot he must constantly keep his finger to the pulse of the location's needs.

"It's up to the operator to suggest changes in machines, and changes for spotting the machines within the store. Keep in mind the traffic problems within the location and spot machines accordingly. But don't create traffic jams in vital areas such as stairways, entrances and narrow passages.

"Also keep an eye on quality. Remember, customers form an opinion of the store by the vending machines just as much as by the store's own merchandise."

### Don't Skimp

"Skimping on portions gives the vender as well as the store a bad

## MIAMI BEACH TO GET NVA SHOW IN '58?

CHICAGO — While NVA has not finalized their plans for next year's convention, current indications are that the 1958 conclave may well be held in Miami Beach, Fla.

The matter came up for discussion at Saturday's (4) business session, with a quick poll showing that exhibitions, as well as attending operators, manufacturers and distributors were in favor of the move.

The matter now remains to be resolved by the convention committee.

If Miami Beach is decided upon, spokesmen indicated that the convention would most likely be held either in January or May.

name. What's more, sales will drop and in the long run, the operator suffers. He may even lose the location."

He told that Goldblatt's had a special vending machine supervisor who toured the various locations and did nothing but check the various operations. All operators were responsible to the supervisor directly. If certain machines were not selling, or causing complaints from customers, the matter was corrected.

Tokowitz wound up his talk by asking for questions from the floor.

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Pistachio Nuts, Jumbo Queen	\$.69
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Sheik	.43
Cashew Whole	.66
Cashew Bits	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

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Chicle Ball Gum, 130 ct.	35c lb
Clor-o-Vend Ball Gum	40c lb
Clor-o-Vend Chicks, 320 ct.	40c lb
Chicle Chicks, 320 & 520 ct.	36c lb
Bubble Chicks, 320 & 520 ct.	27c lb
Tab (short stick), 100 ct.	38c box
1-Stick Gum 100 packs	\$1.90

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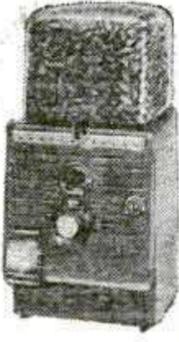
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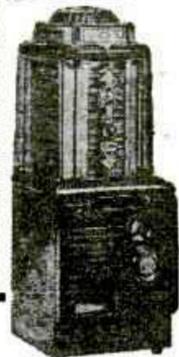
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## Keeney Ships Team Scoring Bowl-O-Rama

CHICAGO — Bowl-O-Rama, a new long bowler designed for individual or team play, was shipped to distributors last week by J. H. Keeney & Company.

In addition to recording point scores for individual players, extra scoring reels record scores for two teams of two or three players.

The game also utilizes the "mark" system, which keeps track of strike and spare runs made by each team. Since marks are worth approximately 10 points, players have up-to-the-minute score standings as game is in progress.

Bowl-O-Rama is available in 11 and 14-foot models. The game is equipped with realistic ball gutters, reels and marks for two teams are in different colors, and ball return is high-level type. The 11-foot model is in two sections, 14-foot in three.

## H. Schlesinger Dies at 57

POUGHKEEPSIE, N. Y. — Harry Schlesinger, who died of a heart attack April 27, entered the operating business 28 years ago here.

Since 1929, Schlesinger was associated in the Poughkeepsie operating firm with his brothers, Al and Sam.

In recent years, he has managed the firm.

Schlesinger, who was 57, worked tirelessly for the betterment of the juke box and amusement game operating business.

Very active in a number of civic and fraternal organizations, he was well aware of the value of telling the public about his business.

Said Al: "Harry took his industry into the finest places." The list of organizations in which he was active is evidence of that.

Past president of the Roosevelt Lodge of the Fraternal Order of Eagles, he was a member of the Obed Lodge of Free and Accepted Masons, a patron of the Eastern Star, past president of the Bridge City Athletic Club. He was a member of the Jewish Community Center, Zionist Organization of America and Congregation Schomre Hadath.

Services were conducted for him at the funeral home in Poughkeepsie by the Eagles, Masons and the Eastern Star. He was buried at the Cemetery of Congregation Schomre Hadath in Poughkeepsie. He leaves a widow, Cynthia, and his two brothers.

## Kitt Appoints Five to Pick NCMDA Slate

CHICAGO — A nominating committee of five was picked last week by National Coin Machine Distributors' Association President Gil Kitt to select candidates for office at the next NCMDA annual dinner meeting Sunday (19) at the Morrison Hotel here.

On the committee are:

David Bond, Trimount Coin Machine Company, Boston; J. D. Lazar, B. D. Lazar Company, Pittsburgh; Irvin F. Blumenfeld, General Vend Sales Corporation, Baltimore; Harold Lieberman, Lieberman Music Company, Minneapolis, and Leo Weinberger, Southern Automatic Music Company, Louisville.

While the committee will recommend the slate for the coming year, nominations will also be accepted from the floor.

## Binks to Bow New Game at Hotel Showing

CHICAGO — Mel Binks, Binks Industries, will unveil a new coin game at a suite in the Sherman Hotel May 19-21 here. Showing is timed with the dates of the Music Operators of America convention at the Morrison Hotel.

The new game marks the return to the manufacturing field by Binks Industries after an absence of a few years. Mel Binks, owner, known for his ingenuity in the coin game development field, is keeping the details of the new model under wraps until showing date.

Binks said that the game has been on test locations since early January, and development over a year's time.

## Game Colors Fly Again in Memphis

MEMPHIS — Game collections have picked up some in Memphis and the Mid-South in recent months, overcoming a prolonged decline because of many restrictions against both customers and operators under the law.

Most operators feel generally that the many restrictions are unfair to legitimate business, but are plugging along and doing the best they can with what they've got.

Right now, a survey showed, the best games for them are the new

## N. Y. State Pinball Ban Bodes No Good for Summer Stops

### Resort Operators to Give Up Some Locations; Some Jukes to Be Pulled

NEW YORK — Resort operators in New York State are entering what probably will be their worst summer in years. From the Long Island beaches to the shores of Lake Ontario, both game and music operators face the warm weather with misgivings.

A couple of months ago, the picture never looked brighter. Music and game takes were holding up, the general economic picture was pleasant, and public interest seemed high.

But all that changed with the recent series of raids on pinball machines. State police have

launched a concerted attack on pinballs, confiscating machines in all corners of the State.

**Hard to Find**

Whether or not the arrests will stick is a matter for the courts to decide. But in the meanwhile, pinball machines are hard to find in New York State.

Most operators aren't waiting around to have their machines picked up. Thousands of pins have been pulled off location, and the operators have no intention of putting them back in operation until they have assurance that the machines won't be raided.

This is the time of year that New York State music and game operators begin to think in terms of summer stops. While the season officially opens on May 30 in seaside and mountain resorts, operators begin lining up their equipment around May 1, and if weather prospects look good, as they do this year, they will manage to get their equipment on location by mid-May.

**Top Earner**

Backbone of the summer route here is the pinball machine. While shuffle alleys, pool and gun games do well in many resorts, the pinball machine has traditionally been the top earner.

Chances of any number of pinballs being placed on New York State summer locations this year are slim. Operators with pinball machines in storage are going to keep them there. If they want to keep their stops open, they had better buy equipment which won't be raided, bowlers, shuffle alleys, pool and gun games.

One Up-State operator, with summer stops in the mountains, normally puts 60 juke boxes on location between May and September. This year he plans to put out 35.

**Brisk Business**

The operator explained that a juke box must do a brisk business to justify its being placed on location for 12 weeks. Some of them do.

But others are placed in resort locations because the location owner wants one, and the take from the pinball machine is so high that the operator will honor the request gladly.

Most operators will recondition older equipment to place on um-  
(Continued on page 108)

## OUTDOOR OPS SET

### Guns, Dime Pieces Arcade Stalwarts

CHICAGO — This is the time of year that outdoor Arcade operators keep one eye on opening dates and one on 1956 equipment records. A check of receipts from individual amusement machines gives them a fair idea of what to spot at the Arcades this season.

If the experience of other such Arcades around the country compares to that of the three Arcades at Riverview Park here, operators will be looking to gun games and other dime-pulling pieces to draw the heaviest coinage this year.

About half of the new machines being added to the Riverview lineup this spring are guns. Herb Tekip, Arcades manager, is mov-

ing in four new Dale Burp guns and four rifle units, among the 17 new machines on site thus far. The Riverview Arcades will boast about 300 amusement machines all total when the park opens May 15.

Tekip reports that the gun games, especially the compact .22 rifle units, did the biggest business last season. Two of the original Exhibit rifle games are being retired this year, after having fired approximately three million shots apiece thru the years. All the dime equipment does well, said Tekip, who recommended the baseball games, horse rides and rocket ships for honorable mention.

**Burp Guns Bow**

The new Burp guns, in use for the first time this season, are from a limited production of 100 such pieces made by Eldon Dale in California. Gun mounts are cabled to target units consisting of pop-up "crooks" appearing behind windows of a house.

Other new equipment includes three Williams Peppy Clowns, marionette figures that dance to tape music playing from within the machines, and three Williams Cranes, kiddie construction pieces. More machines may be added before opening date.

The musical clowns and the Burp guns are expected to be solid attractions both thru sight and sound appeal.

Tekip also added a St. Christopher medal machine to team up with his Lord's Prayer unit, which  
(Continued on page 115)

long bowlers, the baseball games and the two-player pin games.

The renewed interest in game play is good news to long-suffering game operators, who have, for the past few years, sung nothing but the blues. But as to the "why" of the interest among customers, they can't put their fingers on it.

Maybe it's just spring, they shrug philosophically, when the nature of a happy well-adjusted human being is to go places and do things.

**Bowlers Spark Play**

Allen Dixon, general manager of S & M Sales Company, says the new bowlers have picked up his game business considerably. They are "very good," he says, and are off-setting a void left by the fast-  
(Continued on page 111)

## Op Favorite Son Of Magnolia, Ark.

MAGNOLIA, Ark. — J. H. (Tex) Dickens, owner of Arkansas Novelty Company here, is beginning his 10th two-year term in the Magnolia city council.

That's a good vote of confidence for the coin machine industry in this community of 10,000. Coin men in the area have extended congratulations to Tex on a public relations job well done.

## Fla. Legislature Gets Bill to Oust Pinballs

TALLAHASSEE, Fla. — Rep. John B. Orr Jr. introduced a bill in the Florida House of Representatives to ban pinballs and impose stiff penalties for their possession or distribution.

The bill would provide a fine ranging from \$250 to \$500 for first offense, a fine of \$500 to \$2,500 or three months to one year in jail on second offense.

Orr is of the opinion that the pinballs are in the same category as bell machines. He criticized the placement of pinballs in such places as drugstores, drive-ins, ice

cream parlors, Arcades and filling stations.

Earlier, State Attorney Richard E. Gerstein warned pinball operators that he was preparing to wage a crackdown on the machines in Dade County. Gerstein said that under present law, which permits licensing of the machines, awarding of free games or prizes to players is illegal.

It was not clear whether Orr's bill would also affect other types of coin games, but it reportedly would not interfere with juke boxes or vending machines.

## License Relief Sought For Gotham Game Ops

NEW YORK — New York game operators may be given license fee relief if a recent bill introduced by city councilman Treulick is passed.

The current license set-up is one which gives operators little flexibility in shifting games on location. Existing law provides that an operator may have up to five of any approved game type on a location for a \$50 annual fee.

But, for example, if he has a shuffleboard on a location and wants to pull it for a baseball game, he must pay another \$50.

The effect of existing law has been to make operators think twice before shifting or rotating equipment.

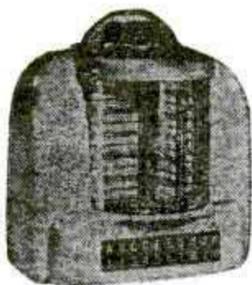
**Option to Shift**

The proposed bill would provide for a \$50 common show license fee annually for each approved game on a location. But the operator, once he paid his license fee, could shift games at will; provided, of course, that the games are approved.

In other words, an operator could place five pool games on a location, under existing law, for a \$50 fee.  
(Continued on page 111)

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 MEIrose 4-3571

# N. Y. Pin Ban N. G. for Summer

Continued from page 107

mer locations, the theory being that the investment in new equipment for a 12-week season is too great.

One operation, however, buys all new music and games for its summer route and sells it in the fall. The operation is Greco Bros., in Glasco, N. Y.

Tom Greco explains that by buying new equipment, he is less troubled with service calls, the music and games take in more money, and he is in a better com-

petitive position to get new locations. In addition, he is able to get a better commission arrangement with the location owners.

When the summer is over, the slack season in the New York City market ends, and operators are looking for new equipment. Greco figures he can buy a new game or juke box, use it for the summer, and sell it at a loss of \$100 to \$150 at the end of the season.

### More Profit

This policy, he figures, is more profitable than putting in equipment that might give him trouble, giving the location a fat commission, and winding up with less money at the end of each week.

If the location is a poor one, but one which remains open all year, Greco will use reconditioned equipment and leave it there. But, in most cases, he will buy new machines.

One operation which won't be hit too hard by the pinball ban is the Suffolk-Nassau Amusement Company, with 1,200 juke boxes and 800 games on location in Long Island. S-N has about 75 summer stops.

### Few Pins

Gabe Foreman, of Suffolk-Nassau, explained that few of the summer locations use pins, so the pinball prohibition won't matter too much.

In New York City, of course, pinballs have been illegal for several years, and shuffle games, later joined by pool and bowling games, have been the big game earners. New York City's influence is strong in Long Island.

Suffolk-Nassau has a large music and game jobbing operation, and there are always enough machines in inventory to stock summer locations. In the fall they are pulled off the route and put up for sale. In addition, S-N has the shop facilities to recondition used equipment so that it looks like new when placed on summer stops. The few pins that were on Long Island resort locations are being replaced by baseball games and shuffle games.

Most operators, tho, do not have their own jobbing operations and a ready market for used equipment in the fall. They have leaned heavily on pinballs for the bulk of their summer revenue, doing well with music on top spots.

These are the people who will be hurting this summer.

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#### 6 POCKET POOL GAME

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Clover . . . . . 35.00	United 6 Player . . . . . 35.00	Skill Ball—2 Pl. . . . . 350.00
Criss Cross Bowler . . . . . 75.00	Skee Ball . . . . . 295.00	Blinker Bowler . . . . . 225.00
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Crown Bowler . . . . . 75.00	Starlite . . . . . 100.00	Championship Bowlers, new . . . . . 475.00
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Double Core . . . . . 35.00	United Targetette . . . . . 95.00	United 11th Frame . . . . . 125.00
Feature Bowler . . . . . 95.00	Ten Frame Bowler . . . . . 35.00	Flash Bowler . . . . . 125.00
Fireball . . . . . 150.00	Ten Frame Double Score . . . . . 45.00	Hollywood Bowler . . . . . 175.00
League . . . . . 100.00	Chicago Coin Tournament Ski Ball . . . . . Write	Clipper . . . . . 175.00
Match Pool . . . . . 95.00	Triple Score . . . . . 25.00	

1/3 With Order, Balance C.O.D.

### WIRE • PHONE • WRITE

Send for Complete Lists.

## DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.

855 N. BROAD STREET PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2903

# Chattanooga OK's Pinballs Via Tenn. Law

CHATTANOOGA — The Chattanooga City Commission has announced that since the State Legislature legalized pinballs during the recent session (The Billboard, April 13), it would issue license permits for the machines.

Generally, pinballs have not been operated here since December 1954 when a number of machines were seized by city police under orders from Commissioner Hyatt.

The Commission said, however, that it would limit each location to two machines.

The Commission, in approving the license move, stated: "Under existing laws and ordinances the City Auditor is without authority to deny anyone a permit for the operation of a pinball machine who, upon investigation by the Chief of Police, is of good moral character and the proposed location is not objectionable because of being near a church or school."

City Attorney Joe Anderson said that the Commission has authority to ban the machines under its police powers, but all members of the Commission joined in the statement of policy.

The 1957 State Legislature amended a law which had placed pinballs in the gambling device category, and legalized them.

PHILADELPHIA — Norman Kasser, of Norman's Vending here, has been named local distributor for the Lunch-O-Mat, multi-food vending machine made by Eastern Electric, Inc., New Bedford, Mass.

Kasser, a prominent full-line operator here, also heads the United States Vending Machine Corporation, manufacturer of hot dog machines.

## "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
Clipper . . . . . 195.00
Lightning . . . . . 185.00
Capitol . . . . . 195.00
Super Bonus . . . . . 245.00
Pool Alley . . . . . 295.00
Select Play . . . . . 295.00
Regulation . . . . . 350.00
Handicap . . . . . 395.00
Six Inning . . . . . 125.00
Bally Blue Ribbon . . . . . 250.00
Gold Medal . . . . . 250.00
ABC . . . . . 350.00
C.C. Miami Shuffle . . . . . 195.00

### THESE MONEY MAKERS NOW BEING DELIVERED

A.S.T. RIFLE RANGE
FISCHER 4-POCKET POOL TABLES
VALLEY 4-POCKET POOL TABLES
COUNTER GAMES
Adv. Shockers . . . . . \$22.50
Merc. Grips . . . . . 25.00
Gov. 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 . . . . . 295.00
Lane Miss America . . . . . 295.00
Lane Carousel . . . . . 325.00
Midget Racer . . . . . 250.00
Palomino Horses . . . . . 295.00
Round the World . . . . . 425.00
See Saw . . . . . 225.00
Texas Merry-Go-Round . . . . . 325.00

## READY FOR LOCATION

All machines have been thoroughly cleaned

### MUSIC

5 ea. M-100-C's . . . . . \$475.00
12 ea. AMI F 120's . . . . . 565.00
2 ea. AMI E 120's . . . . . 385.00
AMI G 120's . . . . . 695.00
AMI G 80's . . . . . 545.00
AMI B's . . . . . 85.00
AMI C's . . . . . 95.00
AMI A's . . . . . 49.50
5 ea. Wurlitzer 1700's . . . . . 645.00
5 ea. Wurlitzer 1800's . . . . . 765.00
3 W1 Seeburg Wall Boxes, Wurlitzer Wall Boxes, Model 4851 . . . . . 12.50

### BINGOS

Hawaii . . . . . \$ 60.00
Nite Club . . . . . 395.00
Pixie . . . . . 155.00
Yacht Club . . . . . 55.00
Havana . . . . . 70.00
Tropic . . . . . 50.00
Singapore . . . . . 100.00

### 5 BALLS

Quartet . . . . . \$50.00
Guys & Dolls . . . . . 55.00
Disk Jockey . . . . . 50.00
Joker . . . . . 25.00
Happy Days . . . . . 50.00
Hayburner . . . . . 35.00
Skill Pool . . . . . 35.00
Lazy "Q" . . . . . 60.00
Globe Trotter . . . . . 20.00
Cueitie . . . . . 45.00
Spitfire . . . . . 80.00
Sky Way . . . . . 80.00
Times Square . . . . . 50.00
China Town . . . . . 45.00
Quennette . . . . . 75.00

### BOWLERS

United Banner . . . . . \$115.00
United Imperial . . . . . 55.00
United Leader . . . . . 85.00
United Rainbow . . . . . 80.00
Bally Jets . . . . . 95.00
Bally Champion . . . . . 85.00

Telequiz . . . . . \$ 75.00  
 Oxygen Machine . . . . . 100.00  
 USED 4 FT. AND 6 FT. POOL TABLES, ALL MAKES.  
 1/4 down, balance C.O.D.

**Lew Jones** Distributing Co.  
 1301 North Capitol Avenue  
 Indianapolis, Indiana  
 Phone: MEIrose 5-1593

GIVE TO DAMON RUNYON CANCER FUND

## BINGOS

Please phone or wire us for rock-bottom prices on these.

- BIG TIMES
- BROADWAY
- BEACH BEAUTY
- BRAZIL
- CARAVAN
- DOUBLE HEADER
- KEY WEST
- MIAMI BEACH
- NITE CLUB
- PARADE
- PIXIE
- STARLETS
- STARDUST

150 25¢ COIN-OPERATED RADIOS, FLOOR MOD. \$45.00

### WURLITZER DISTRIBUTOR

**CLEVELAND COIN MACHINE EXCHANGE Inc**  
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 All Phones: Tower 1-8715



M. S. GISSER Sales Manager

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For STANDARD and HARVARD METAL TYPER

- Packed in rolls of 100
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**STANDARD HARVARD METAL TYPER, inc.**  
1318 N. WESTERN AVE. CHICAGO 22, ILL. • EV 4-3120

Attention, Operators in N. INDIANA—N. ILLINOIS—IOWA

Deal Yourself In with a Sure-Fire Winner . . .  
**GOTTLIEB'S 1-PLAYER ROYAL FLUSH**  
ROTO TARGETS! EXCITING NEW MATCH FEATURE!

WE'LL PAY TOP DOLLAR—CASH OR TRADE for GOTTLIEB'S

- |                 |                |                  |
|-----------------|----------------|------------------|
| QUEEN OF HEARTS | DAISY MAE      | SWEET ADD-A-LINE |
| ARABIAN KNIGHTS | GOLD STAR      | WISHING WELL     |
| GREEN PASTURES  | LADY LUCK      | FRONTIERSMAN     |
| MYSTIC MARVEL   | DIAMOND LILL   | EASY ACES        |
| JOCKEY CLUB     | TWIN BILL      | HARBOR LITES     |
| HAWAIIAN BEAUTY | GYPSY QUEEN    | DERBY DAY        |
| DRAGONETTE      | SOUTHERN BELLE | CLASSY BOWLER    |
|                 |                | AUTO RACES       |

Now Delivering—VALLEY'S New 6-POCKET POOLS

Exclusive . . . "VALLEY-VUE" Aluminum Rail Ball Returns!

NATIONAL COIN MACHINE EXCHANGE  
1411-13 DIVERSEY BLVD. Phone: 8Uckingham 1-6466 CHICAGO 14

## SPECIALS!



Slate pool tables, reconditioned with brand-new slate top installed . . . \$125.00  
Reconditioned pool tables, Each \$50 & UP

SHUFFLE BOARDS,  
SCORE BOARDS,  
WALL TYPE . . . \$49.50  
OVERHEAD TYPE. 95.00  
FRONT END POOL TABLES . . . . . 50.00

SPECIAL ON 14 FT. BOWLERS!!  
Write

### SHUFFLES

- UNITED  
SUPER BONUS \$290  
+ IMPERIAL . . . . . 90  
+ ROYAL . . . . . 80  
+ OLYMPIC . . . . . 70  
+ STAR 10TH FRAME . . . . . 85  
KEENEY  
+ DIAMOND . . . . . \$160  
+ BIKINI . . . . . 130  
+ PACEMAKER . . . . . 80  
+ DOMINO . . . . . 60  
+ CARNIVAL . . . . . 50  
+ 10 PLAYER . . . . . 50  
\* Indicates Match Play

### SUPPLIES

Rotation Balls, Sets \$12.50  
Del. Rotation Balls. 18.50  
Playfield Cloth . . . . . 9.50

SIX POCKET POOLS . . . . . \$265.00

### Phonographs!

SEEBURG V200 . . . \$795  
SEEBURG R . . . . . 695  
SEEBURG C's . . . . . 495  
WURLITZER 1800 . . . 595

**PURVEYOR** Better Buys  
4312-24 N. WESTERN AVE. CHICAGO, ILLINOIS  
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### 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

NOVOPLY BEDS, equipped with Imperial Rubberback Bed Cloths, FREE: With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS

NOVOPLY BEDS, equipped with Imperial Rubberback Bed Cloths, Available in 2 or 3 hole . . . . . \$22.95

SLATE TOP PLAYFIELDS, BUMPER POOL—2 or 3 HOLE

Regular Size 32"x48"—each \$64.50—4 or more \$57.50. Covered with Imperial Rubberback Bed Cloths and with Jumbo Elastic Posts. For Rack Pool Slate Tops or King Size. Prices on Request.

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dz. Solid mahogany butts; white points with tips. You can't buy better cues.  
No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dz. 4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues . . . ours will last twice as long.

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 . . . . . \$19.75

Rule cards and instruction sheets packed with each set.

Deluxe Cue Balls, 2 1/4", Each \$2.50 | 2 1/4" 10-Ball Racks . . . . . Each \$1.50

Regular Cue Balls, 2 1/4", Each \$1.95 | Kelly Pool Bottles . . . . . Each \$1.50

TALLY BALL SETS (Peas), Nos. 1-10, Incl. . . . . Pet set .65

For Top Quality Bumper Pool Supplies—Every Item You Need, Write for Our Special Price List for Bumper Pool Supplies.

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

## MARVEL Billiard Supply Company

1604-06 W. LAKE ST. CHICAGO 12, ILL. Phone: MOntreal 6-8855

## Propose Tax Category for Remote Units

WASHINGTON — A proposal to bring remote control amusement and gaming devices under the Internal Revenue Code was introduced in the House last week (2) as part of Representative Aime J. Forand's (D., R.I.) excise tax "technical change" bill.

Legislation will impose the \$10 or \$250 tax on such devices "even tho not operated by the insertion of a coin, token or similar object," if the machine "is similar to an otherwise taxable machine."

The measure is an outgrowth of the Omnibus Excise Tax bill introduced last session by Forand. The Omnibus Bill called for a third tax category for pinballs, but the House Ways and Means Committee turned thumbs down on the idea. (The Billboard, March 23.)

The new bill, H.R. 7125, was referred to the Ways and Means Committee for additional study and comment.

## Boston Mayor Vetoes Hike in Pinball Fees

BOSTON — The city's pinball operators got an unexpected break last week (6) when Mayor John B. Hynes vetoed the City Council ordinance to raise pinball machine licenses from \$35 to \$100.

In a message to the Council the mayor said, "An annual fee of \$100 for each machine is so unreasonably large that it would be unquestionably held by the courts to be excessive and void."

He suggested to the Council that it could justify raising the fee from \$35 to \$60 for the first machine in any establishment. All other machines in one spot would pay the \$35 fee.

Hynes recently vetoed the Council's cut of from \$100 to \$25 for juke boxes, saying he believed the \$100 fee was reasonable. He is now presumably studying the juke box fee and is expected to give his decision within a couple of weeks.

## Chi Coin Names R. F. Jones Co. Oregon Distrib

PORTLAND, Ore.—Dean McMurdie, R. F. Jones Company here, was appointed last week as distributor for the State of Oregon for Chicago Coin Machine Company, Chicago.

Final arrangements were made for the distributorship thru Phil Robinson, Chicago Coin West Coast representative.

Shipments of new Chicago Coin bowling games have begun moving to the Portland office, Ed Levin, Chicago Coin director of sales, announced.

## S-N Sales Exports 127 Units to Belg.

FREEMONT, L. I. N. Y.—The Suffolk-Nassau Sales Company this week handled its largest single export shipment to date as 127 pieces, mostly pinballs, were loaded on the steamship Havfalk, which sailed for Antwerp, Belgium, Friday (10).

Gabe Foreman, who was in charge of the order, said that four trucks were used to shuttle back and forth from Freeport to the New York pier.

Many of the pieces were those pulled off locations by New York State operators following the Statewide crackdown on pin machines.

## ATTENTION, EXPORTERS!

Seeburg V-200's \$795.

WRITE FOR QUANTITY PRICES!

S & K DISTRIBUTING CO.  
812 No. Broad St., Philadelphia, Pa. POplar 5-6384

## ATTENTION, OPERATORS:

Here Is Your Prescription for Recovery of Sick Territories!

Binks Industries has developed a new and COMPLETELY DIFFERENT HIGH EARNING CAPACITY

type of equipment that is totally adaptable and adjustable to the requirements of your territory. Thorough location tests alongside all other types of games, find earnings actually increasing after many months, proving the tremendous appeal of this brand new Binks original idea production!

In Chicago—we cordially invite you to visit our PRIVATE SHOWING at Binks Industries Suite, SHERMAN HOTEL — May 18 - 19 - 20 - 21. Telephone FRanklin 2-2100 on above dates or write

**BINKS** INDUSTRIES, INC. 3859 Elston Ave., Chicago 18, Ill. Telephone: IRving 8-5232

## WORLD WIDE . . . FAMOUS for TOP LOW

QUALITY and PRICES!

### BASEBALL GAMES

- NEW! Wms. DLX. 1957 BASEBALL  
Wms. DLX. 4-BAGGER . . . \$310  
Wms. KING OF SWAT . . . 245  
Un. STAR SLUGGER . . . . . 295  
Wms. ALL STAR . . . . . 135  
Wms. BIG LEAGUE . . . . . 135  
C.C. SUPER HOME RUN . . . 85

### ARCADE EQUIPMENT

- Wms. CRANE . . . . . Write  
C.C. STEAM SHOVEL . . . \$145  
Genco QUARTERBACK . . . 225  
Wms. POLAR HUNT . . . . . 215  
Un. CARNIVAL . . . . . 175  
Genco STATE FAIR . . . . . 345  
Un. PIRATE GUN . . . . . 375

### BINGO GAMES

- |                             |                             |
|-----------------------------|-----------------------------|
| KEY WEST . . . . . \$575    | MIAMI BEACH . . . . . \$215 |
| BIG SHOW . . . . . 545      | BRAZIL . . . . . 375        |
| PARADE . . . . . 445        | SOUTH SEAS . . . . . 275    |
| DOUBLE HEADER . . . . . 455 | STARDUST . . . . . 245      |
| NITE CLUB . . . . . 415     | STARLET . . . . . 215       |
| BROADWAY . . . . . 375      | PIXIES . . . . . 185        |
| BEACH BEAUTY . . . . . 295  | TROPICANA . . . . . 115     |

### SHUFFLE GAMES

- EX. RINGER BALL . . . . . \$225  
Genco SKILL BALL . . . . . 225  
C.C. HOLLYWOOD . . . . . 195  
Un. DLX. COMET . . . . . 95  
Un. DLX. CAPITOL . . . . . 210  
Un. DLX. CLIPPER . . . . . 185  
Un. DLX. LIGHTNING . . . . . 150

### 5-BALL GAMES

- 4-PI. REGISTER . . . . . \$345  
4-PI. SCOREBOARD . . . . . 275  
2-PI. SEA BELLES . . . . . 325  
PETER PAN . . . . . 155  
DAFFY DERBY . . . . . 115  
C.C. CAPRI . . . . . 195  
BALLS-A-POPPIN' . . . . . 295

All EQUIPMENT THOROUGHLY RECONDITIONED. IN STOCK!

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Terms: 1/3 Deposit, Balance Sight Draft.  
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**PHONOGRAPHS**

SEEBURG 100 C.....\$445.00 | SEEBURG 100 G HI-FI.....\$545.00  
 SEEBURG 100 R..... 675.00 | ROCK-OLA 1446 HI-FI ..... 495.00  
 4 ROCK-OLA, #1546 WALL BOXES & MODEL 1717 STEPPER ALL FOR 244.00

These Phonographs are not trade-ins. We are the original owners. Tip-top condition. Ready for your location and make money for you.  
 In Business Since 1933 . . . Ask Any Successful Operator  
 1/2 Deposit, Balance C.O.D. or Sight Draft

**Gaycoin Distributors**  
 4866 Woodward Temple 2-7300 Detroit 1, Mich.

**COIN CALENDAR**

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

May 14—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.  
 May 14—Automatic Phonograph Owners' Association monthly meeting, Hotel Sheraton-Gibson, Cincinnati.  
 May 14—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.  
 May 15—New York State Operators' Guild, monthly meeting, Nelson House, Poughkeepsie, N. Y.  
 May 15—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.  
 May 19-21—Music Operators of America, annual convention, Morrison Hotel, Chicago.  
 May 20—Westchester Operators' Guild, Inc., monthly meeting American Legion Hall, White Plains, N. Y.  
 May 23—United Jewish Appeal, annual luncheon meeting, Motion Picture and Amusement Division, Park Lane Hotel, Park Avenue and Forty-Ninth St., New York.  
 May 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.  
 May 28—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.  
 June 3—Springfield Phonograph Operators Association monthly meeting, association headquarters, Springfield, Ill.  
 June 3—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.  
 June 4—Washington Music Merchants Association, monthly meeting, Seattle.  
 June 4—Anthracite Music Operators Association, monthly meeting, Wilkes-Barre, Pa.  
 June 4—Westchester Operators Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.  
 June 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.  
 June 5—Summit County Music Operators' Association, monthly meeting, Akron.  
 June 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.  
 June 6—California Music Merchants Association, Sacramento Division, monthly meeting, headquarters, Sacramento.  
 June 12—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.  
 June 13—Massachusetts Music Operators Association, monthly meeting, Beaconsfield, Hotel, Brookline.

**BINGO MECHANIC**  
 Experience on all types of Games, shop or route. Will relocate anywhere for reputable operator or distributor.  
**BOX D-291**  
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**Cleveland Coin Machine Exchange, Inc.**  
 Valley Manufacturing Distributors  
 2029 Prospect Ave. Cleveland, Ohio  
 Tel. 1-6715  
 Write for prices.

**Valley**  
 Now Delivering  
**6-POCKET POOLS**  
 The Tables of "Cadillac Quality"  
 . . . built to insure years of profitable operating!

Write, Wire, Phone for Details Today!  
 15th YEAR OF QUALITY PRODUCTS

**VALLEY MFG. CO.**  
 333 Morton Ave., Bay City, Mich.  
 TWINBROOK 5-8587

**want,**  
 want, v.t. to be without; to lack; to require; to need; to long for—v.i. to be deficient; to be lacking; to be absent where required; to be in want.

With all due respects to Mr. Webster's dictionary words alone can't tell you how much we need equipment . . . (we've got dollars waiting to show you we're sincere!)

<b>BALLY BINGOS</b>	<b>GOTTLIEB PINS</b>
Beauty	Arabian Knights
Big Time	Auto Race
Double Header	Chinatown
Dude Ranch	Classy Bowler
Gaiety	Coronation
Gay Time	Crossroads
Hi-Fi	Daisy Mae
Ice Frolics	Derby Days
Miami Beach	Diamond Lil
Palm Springs	Dragonette
Surf Club	Easy Aces
Variety	Flying High
Yacht Club	Four Bells
	Four Stars
	Frontiersman
	Gold Star
	Grand Slam
	Green Pastures
	Gypsy Queen
	Happy Days
	Harbor Lites
	Hawaiian Beauty
	Hit 'N Run
	Jockey Club
	Jubilee
	Lovely Lucy
	Marathon
	Mystic Marvel
	Niagara
	Pin Wheat
	Poker Face
	Quartette
	Queen of Hearts
	Quintet
	Rainbow Sea Belles
	Skill Pool
	Sluggin' Champ
	Southern Belle
	Stagecoach
	Super Jumbo
	Sweet-Add-A-Line
	Tournament
	Twin Bill
	Wild West
	Wishing Well

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Disc Jockey  
 Four Corners  
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 Three Deuces  
 Tim-Buc Tu  
 Twenty Grand

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Rock-Ola Comets  
 Wurl. 1500A's  
 Wurl. 1550A's  
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Send Unlimited Quantities of Each . . . We'll Take All You Have!  
 ATT.: EXPORTERS! ORDER ALL NEW BALLY EQUIPMENT NOW. CABLE ADDRESS: INAMCOM

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 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

**Irving Fried, Tri-State, Inc., Exec, Dies**

BUFFALO—Irving Fried, 55, vice-president and general manager of Tri-State Automatic Candy Corporation, died recently in a hospital after being stricken in his Tonawanda home during the night. Fried was also vice-president and general manager of Drive-In Restaurants, Inc., a subsidiary

formed recently by Tri-State. Together, the two firms operated concession stands and vending machines in approximately 150 theaters covering New York, Pennsylvania and West Virginia.

Born in Austria, Fried came to the United States when he was 20 years old. He got his feet wet in vending, starting the Fried Select Vending Machine Company in Buffalo in 1929, with his wife.

By 1936 business had progressed to the point that he joined forces with Sanitary Automatic Candy Corporation of New York to form Tri-State. Sanitary was later incorporated into ABC Vending Corporation and Tri-State is now an affiliate of ABC.

He is well remembered in the vending industry as being one of the pioneers in selling the automatic merchandising equipment to the public.

**BRAND NEW 6-POCKET POOL TABLES**

- 74"x41"x32"
- DOUBLE 10¢ OR 25¢ CHUTE
- CUE BALL RETURN
- WHITE & BLACK BEADED SCORE RACK
- SEPARATE LOCKED COIN COMPARTMENT
- ANTI-CHEAT SYSTEM
- ATTRACTIVELY FINISHED

**\$265**

Complete with balls, ball rack, 4 cues, instructions, Kelly bottle and peas, repair kit.

SLATE TOPS ALSO AVAILABLE  
 IMMEDIATE DELIVERY

**MONARCH COIN MACHINE**  
 2257 N. Lincoln Chicago 14, Ill.  
 Lincoln 9-3996-7

**REGULATION 6-POCKET POOL:** New England's TOP SOURCE for the country's TOP MONEY MAKER!!

**WANTED—**  
 WILL PAY CASH \$\$\$\$ for these Bingos if they are reconditioned and prepaid to Boston.

NITE CLUB & DOUBLE HEADER.....\$300  
 BIG TIME & MIAMI BEACH..... 100  
 VARIETY & GAIETY..... 45

HIGHEST PRICES PAID for SHUFFLE ALLEYS—GOTTLIEB and WILLIAMS 5-BALLS!

**MUSIC CLOSEOUTS**  
 Write—Wire—Call

8 WURLITZER 1800's  
 10 WURLITZER 1700's  
 20 New WURLITZER 2000's  
 20 New A M I G-200's

**—KIDDIE RIDES—**

BALLY CHAMPION HORSE.....\$450  
 MERRY-GO-ROUNDS (Lane, Lee, etc.)..... 400  
 BALLY SPACE SHIP..... 225  
 SEE SAW..... 195  
 SCIENTIFIC TV RIDE..... 195  
 BOATS..... 225

**Redd DISTRIBUTING CO.**  
 50 POOL TABLES—Assorted.....\$50  
 298 Lincoln St., Allston 34, Mass.  
 ALgonquin 4-4040  
 WE WILL SHIP ANYWHERE

Exclusive distributors for  
**WURLITZER—BALLY—EXHIBIT—CHICAGO COIN**

**CHALLENGER PISTOLS, \$29.95**  
 Lots of 5  
 Coin Operated—Reconditioned—Ready for Location.

**READY FOR LOCATION—1st COME, 1st SERVED! KIDDIE RIDES—COIN-OPERATED**

Exhibit's Big Bronco ..... Write  
 Royal Rocket Ride ..... \$150.00  
 Clown See-Saws (Med. Size) ..... 125.00  
 Exhibit Vacuumatic Card Vender 149.50  
 Chi Coin Super Jet ..... 245.00  
 Round the World Trainer ..... Write

Merry-Go-Rounds ..... \$299.00  
 Rocket Kiddie Rides ..... 97.50  
 Exhibit's Star Shooting Gallery ..... 95.00  
 Exhibit Space Gun ..... 50.00  
 Genco Sky Gunner ..... 100.00  
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**Memphis Game Takes Climb**

• Continued from page 107

fading single pinball machines, whose hey-day was in the late 1940's and early 1950's here. Reason seems to be that the public, which played pinballs, have outgrown them now and the newer generation coming along doesn't take to them. They want something new and different.

Shuffle games are also holding their own Dixon said, and seems to be the only game to have been stable over a period of years, except for the pins.

The new bowlers are a little expensive, Dixon said, but worth investing in for his top locations. He is generally pleased with the result and finds it a great improvement "over what it used to be."

Edward H. Newell, owner of Ormatt Amusement Company, is getting his best results from his shuffle games, so he is sticking with them while the storm continues over whether the new bowlers will replace them.

George Sammons, president of Sammons-Pemington Company, distributors, report that his company is selling a tremendous amount of new baseball games to operators thruout the Mid-South. They are extremely popular, he said, in Arkansas, Mississippi and Tennessee. Sammons said the new bowlers are also going great and that some Arkansas operators have filled their locations with them and have reaped big increases in their collections.

**Newer Pins Tops**

Parker Henderson, general manager of Southern Amusement Company, said the new bowler helps in some locations, but the biggest drawback is that the number of locations in Arkansas, Tennessee and Mississippi which can take them are limited. It requires about 17 feet of space, including playing room, he said, and with no taverns or bars in the area, there are not many spots which have that much room for the games.

The men in his organization, he said, "are most excited" over the play two-player pin games are getting in Memphis and the Mid-South area. He said collections are high on them and have revived the game business a great deal from a serious situation which has lasted several years.

"These machines range in price

from \$395 to \$550, which includes four player machines, and they do not depreciate as fast as the single pin games did," he said. "We have machines two years old now selling at 50 to 60 per cent of their original retail price."

The game business in Memphis and the Mid South may be on its way back. The restrictions still hurt (a new law prohibits anyone in Tennessee under 18 playing an amusement game; in Memphis anyone under 21 can't play them in places where beer is sold, and pool games are banned here), but most operators are doing the best they can.

**License Relief**

• Continued from page 107

But if he substituted a bowler for a pool game, he would have to pay another \$50.

Under the new law, it would be \$50 per game, regardless of type, but with no extra fee for substitution.

Actually, few locations in New York have more than one game, so only a handful of operations have benefited from the section of the existing law which permits them up to five games under the same license.

On the other hand, most operators will stick with one game on a location, but they will want to substitute during the course of the year.

Another section of the proposed bill deals with Arcades. Present law allows Arcade operators to have up to five of one type game on a \$50 common show license, with a \$50 license for each block of up to five games of each type.

The proposed bill would have the Arcade operator pay a flat fee of \$250 and operate as many approved games as he wants on his location.

**Mike Munves Is Squoits Distrib**

NEW YORK—Squoits, a coin operated water polo game manufactured by a West Coast firm, is being distributed in the East by the Mike Munves Company.

The two-player game has automatic scoring. Object is to propel a ping pong ball, by use of manually controlled water jets, into the scoring net. List price is \$695.

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HF100R	\$725
HF100G	625
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## CJA Dinner Honors Bond

BOSTON—For the past several years, the coin machine operators, under the leadership of Irwin Margold, general manager of Trimount Automatic Sales Corporation, have been the first team in the Combined Jewish Appeal to go over the top.

Each year a victory dinner is held. This year it was something special, a testimonial to David S. Bond, president of the Trimount firm. Bond was honored for his innumerable community projects and for his devotion, for more than 20 years, to philanthropic works. He was chairman of the Businessmen's Council of the CJA.

The Council comprises trades and professions and raises 80 per cent of the total, which in 1956 amounted to \$5.5 million. At this time Bond serves on the executive committee and is vice-chairman of the Boston Combined Jewish Appeal.

More than 175 friends, customers, employees, business associates and fellow CJA workers attended in honor of Bond at the Commonwealth Country Club, Newton. Seated at the head table with Bond was his wife, Marian, Boston president of Hadassah; Margold; Charles Wertheimer, Hub Arcade operator, and Saul H. Robinson, of Paramount Music Company, who

with Margold planned the affair.

Bond was the recipient of a set of golf clubs, an illuminated scroll and a 45 r.p.m. record, a sure hit. The words were by toastmaster Sidney Kaye and the singer was Jerry Flatto, of Boston Record Distributors. The vending machine team presented Kaye with an original painting in appreciation of his many appearances on behalf of CJA.

Many Boston operators were in

## MOAM Maps Fight

Continued from page 97

for all communities for a seven-day operation. The licensing would be solely under the supervision of the State.

It would also call for licensing the operator instead of each machine, similar to the system used in automobile drivers' licenses. The revenue from such a set-up would, as in the case of other taxes and fees, go to the fund distributed to the cities and towns by the State.

Baker also discussed the proposed ASCAP legislation and urged as many operators as possible to attend the MOA Convention in Chicago so that they could become more familiar with the measure's ramifications as well as realizing the dangers of it. A sizable number of members indicated their intention of attending.

The next meeting of the group will be held Thursday (30) at the Beaconsfield Hotel.

attendance as well as a number from thruout New England. Congratulatory telegrams were received during the evening and suppliers sent their good wishes in the form of donations to CJA. Bond's comment on the presentation was, "The best gift of all was that each year the industry's team has gone over the top and increased the previous year's pledges."

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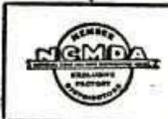
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# COINMEN YOU KNOW

## Boston By CAMERON DeWAR

Two new members were welcomed into the Music Operators' Association of Massachusetts. They are Thomas Byrne, of Boston, and James W. Woodward, of Quincy. . . . One-Stopper Jerry Flatto, of Boston Record Distributors, treated his wife to a night at Blinstrub's night club on the occasion of their first wedding anniversary.

Ben Ross, of Grayben Vending Company, is all set for the summer. Ben has just purchased a 16-foot Bristol boat with an Evinrude outboard and has joined the Metropolitan Yacht Club. . . . Bob Rome, of Automatic Music Service, Brookline, may seem a little jumpy these days. His wife is expecting their second child.

Among local operators going to the MOA convention in Chicago is Dave Baker, of Melo-Tone Vending Company, Arlington. Dave also is in the boating mood, looking at a 28-foot cabin cruiser.

Al and Charlie Sharpe, of Pla-Mor Amusement Company, Portland, Me., spent a couple of days in and around Coin Row. Also brought along

two members of their staff, Caroline Chineti and Frank Mussmanno to look over the sights of the big city. The brothers' Arcade is going great guns these days, they report.

Phil Swartz, of Winrox Vending Company, Brookline, is taking a four-week trip thru Europe with his wife. They left by plane for Spain where they will take the train for Italy. There they will pick up their son, who is with the U. S. Army. He will accompany them on the rest of the trip. . . . Barney Blatt, of Atlas Distributors, is recovering rapidly after a tough illness. Barney is confined to his home and would enjoy seeing some of his friends.

Bob Jones, of Redd Distributors, back from a trip to the Connecticut territory. . . . Marshall Caras, at Trimount Automatic Sales Corporation, reports business brisk.

Among operators in town were: Joe Ferris, of Madison, Me.; John Lazar, of Manchester, N. H.; Pete Summa and Flint Newton, of Bristol, Conn.; Arthur Strahan, of Greenfield; Bill Sweeney, of Buzzards Bay; Bob Wood, of Fayville, and George Briggs, of North Adams.

## Jackson, Miss.

By ELTON WHISENHUNT

Lavaughn Johnson and D. C. Johnson, brothers who operate Johnson Amusement Company, Corinth, report work will begin soon on a big paper plant on the Tennessee River near Corinth. This will bring other industries handling by-products and enliven business activity in the area. . . . Red Vandervander, Red's Music Company, Booneville, recently opened a drive-in restaurant.

Bubba Ford, Fairway Amusement Company, Columbus, is operating a restaurant left to him by an uncle. . . . Pat Harrington, owner of Houston Music Company, Houston, reports brisk business in his new TV sales and service store.

Al Busby, Oxford Music Company, Oxford, was calling on a location owner on the University of Mississippi campus last week. . . . Guy Taylor, owner of Taco Music Company, Oxford, keeps busy running a furniture store as well as his music and game routes. . . . E. E. Steed, owner of Steed Music Company, Tupelo, reports his changeover to dime play on his highway locations is successful. He plans to convert his locations in town later.

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SUPER 10th FRAME . . .			
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AMI-E-120	435.00	MIAMI BEACH	225.00
AMI-D-80	275.00	VARIETY	125.00
AMI-D-40	185.00	CARAVAN	275.00
WUR-2100	Write		
WUR-2000	835.00		
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**Los Angeles**

By SAM ABBOTT

Walter Cook, Palos Verdes Estates operator, visited Paul A. Laymon, Inc., to tell them that he became a grandfather for the fourth time. . . . Paul Campbell, of Port Hueneme, in town to shop for parts and equipment. . . . Nick Beaver, of Cactus Amusement Company, Lancaster, made one of his infrequent trips to West Pico. . . . Jeffrey Leonard, son of Dorothy and Jack Leonard, of Badger Sales Company parts department, marked his seventh birthday.

Harold Sharkey seen on Pico shopping at Badger Sales. . . . Badger Sales Company is offering a redesigned Solotone unit for FM background music. . . . Mary, Kay and Claire Solle, of the William Leuen-

hagen Record Store, spent the weekend in Palm Springs. They are looking forward to the summer visit of their niece, Barbara Chandler, who graduates from high school in Marysville next month. She will help at the record center and attend the University of California at Los Angeles.

Frank Latimer, San Fernando Valley operator, is out after a stay in the hospital. . . . Mohr Brothers have installed five United Manufacturing Company Bowling Alleys in their Arcade in Redondo Beach.

Adolph D'Este is out again following an illness. At the present time he is handling several lines of vending equipment on a free lance basis. . . . Al Weymouth, Weymouth Distributing Company, back from a trip to the Hawaiian Islands. . . . Tony Martin visited Narty Beekman at Narty's Record Center to keep in touch with the trend of recorded music.

Ed Wisler, Sierra Distributors, back from a business trip to San Diego, and Pete Ley, of the same firm, returned from a sales trip to Bakersfield. Frank Davis said that Sierra's used equipment sales are increasing. . . . Wayne Copeland, head of Sierra Distributors, returned with a good suntan from Las Vegas.

Jack Simon, Simon Distributing Company, back from a trip to Chicago. While he was out of town, G. J. (Sonny) Lomberg and John Freeman ran the business. Jack's brother, Ben, of A.&B. Coin in Long Beach, visited the distributing company early last week. . . . Elmer Benjamin, of Benjamin Brothers, Santa Monica, stopped off at Sierra Distributors to discuss future equipment needs with Frank Davis.

Bob Portale, of the Royal Manufacturing Company, San Francisco, is back home after a trip thru 36 States to select distributors to handle the Royal 50-cent Conversion Unit, Royal 17 Cigarette machine, amusement game dolly, and coin counter. In each of the States visited, Portale reports that a Royal welcome was extended.

**Detroit**

By HAL REYES

Anthony Swarga, head of Nu-Way Popcorn Sales, Inc., is plan-

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**"GYPSY GRANDMA"**  
**FORTUNE TELLER**

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SHE BREATHES!  
SHE ANSWERS QUESTIONS!  
SHE TELLS FORTUNES!*

**THE FIRST OF ITS KIND  
IN THE HISTORY OF THE  
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Grandma actually lifts your fortune card with lifelike fingers, waves and delivers card so realistically—she's almost human!

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"Moving Grandma"  
Fortune Teller  
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**LOWEST PRICED 6-HOLE  
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**DAVY CROCKETT**  
The ONLY JUNIOR SIZE Moving  
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ning to branch into a new line with the establishment of Nu-Way Carpet Company. The operation of American Popcorn Confections Company, which his company took over some time ago, has been dis-

Howard B. Kirk, manager of A & K Vending Company, is planning an expansion program into a new phase of vending, which is still under wraps. He's enthused over arrival of the new nine-selection coffee, chocolate and tea vendor. Kirk, an ardent golf devotee, tries to get in a game each Thursday afternoon by doing double duty the rest of the day.

Manuel E. Arden, prominent Detroit realtor, who placed the Valeria units in a number of Detroit locations for the Clearomat organization, reports that both this firm and the companion Photomat have ceased operations in this territory. Paul Boving, Dairy Vendors, reports the company has gone into full-line vending, specializing in industrial and school locations. Before diversifying, the firm, which is headed by Milton Hoffman, handled milk and related products exclusively for several years, being one of the pioneers in this field in Detroit.

Fonanta Brothers have bought the vending operations of Ja-Mar Trading Company, adding to the routes purchased earlier from Paris Vending Company and B-M Vending Company. The firm specializes in supermarket installations, offering candy, cigarette and coffee vending. Louis Fontana, who is in direct charge of this division, assisted by George Curis, plans for an important expansion shortly.

### Outdoor Ops Set

Continued from page 107

turned in good receipts last season.

Three new Exhibit Nudist Colony machines are on order. These machines, which feature a peek at an ant colony, were adapted from similar units originated at Riverview a few years ago.

#### Penny Cards

Another Riverview Arcade line which not only brings in a profit, but also serves to attract kiddies into the Arcades, is the Exhibit card venders. The Arcades sold about one and one-half million cards at the penny fare last season. Tekip keeps the fare at a penny to serve as a draw, and makes a profit via volume sales.

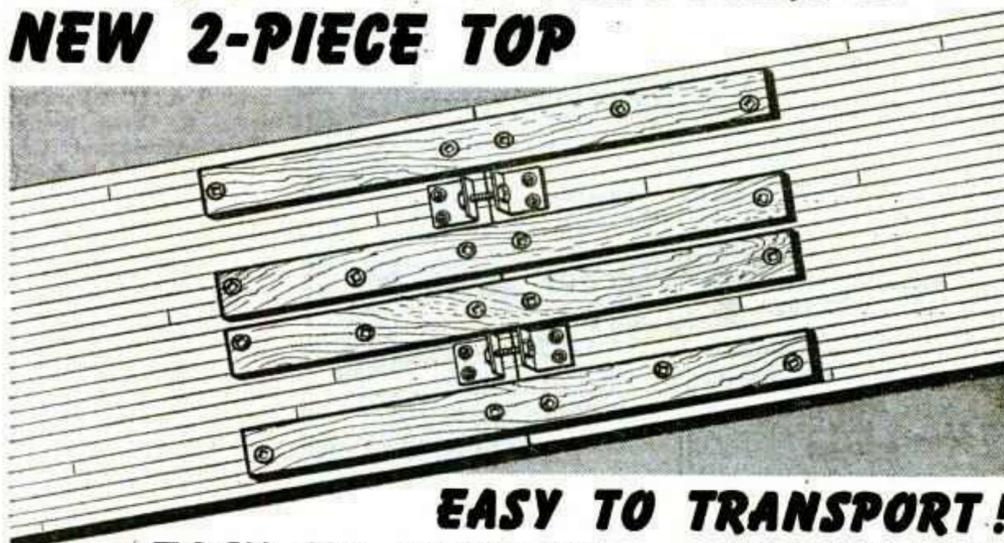
Cards featuring pictures of recording artists are expected to be top penny pullers this year. Tekip has ordered 200,000 cards in this category for the coming season. Riverview is probably one of the few such spots to keep card sales at a penny.

Tekip keeps other machines on penny operation too. Most of these are older models, including a number of fortune-tellers. New machines for penny operation are hard to find, he says. A good many of the older machines were given a new paint job this spring. Among them are the older horse rides, which are being retouched for the first time in five years.

Riverview attendance last year was off a bit from 1955 because of unfavorable weather early in the season coupled with a polio scare, but 1956 business was considered good since the 1955 season was a peak year. The park will be closed on Mondays this season, abandoning the seven-day schedule for the first time in its history. Heavier cost of wages was reported as the principal reason, plus the belief that the park can make up the business in the six-day run, continued under that name.

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BE SURE TO SEE THIS VERY IMPORTANT-TO-YOU FEATURE AT BOOTHS 27 AND 28 OF THE M.O.A. CONVENTION IN CHICAGO.

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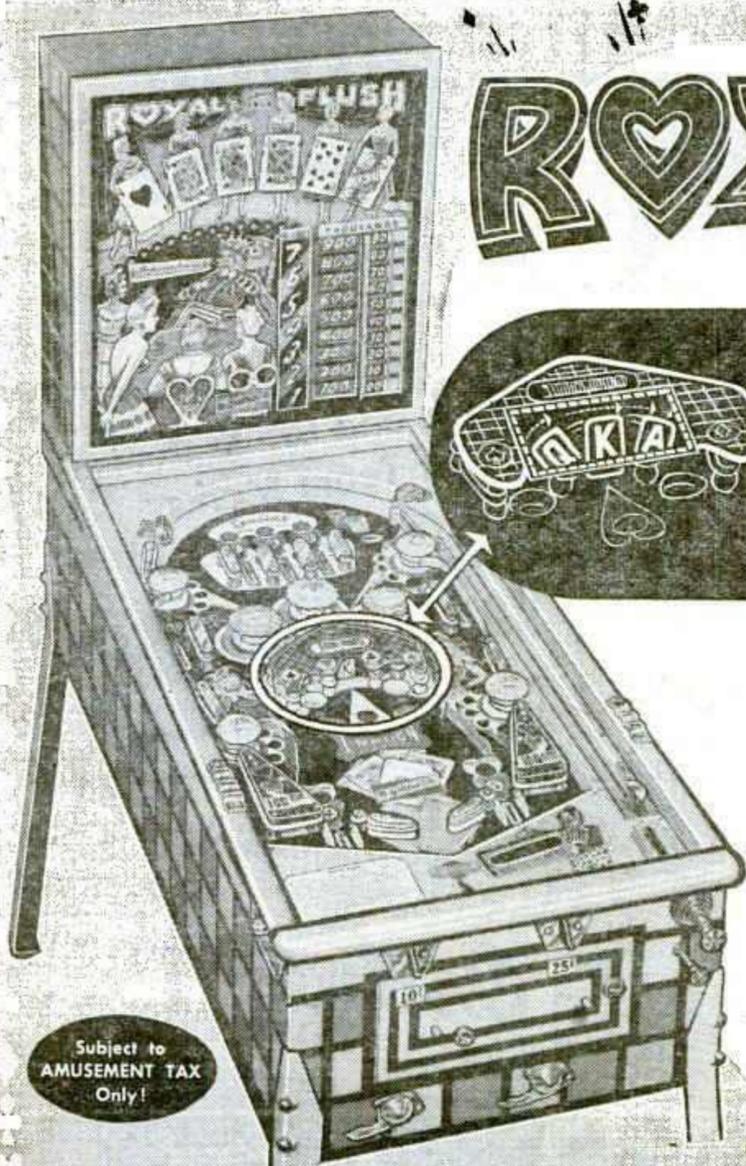
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# COINMEN YOU KNOW

## Memphis

By ELTON WHISENHUNT

Memphis operators, taking advantage of the beautiful spring weather to do some fishing, included Allen Dixon, general manager of S & M Sales Company; Clarence A. Camp, president of Southern Amusement Company, and Frank Smith, S & M Sales Company's president, and his secretary-treasurer, Earl Montgomery.

Cigarette vendors report a booming business with increased public acceptance of the machines. Among the operators with hiked profits are Joe Libio and Louis Barsotti O. J. Barsotti and Company; Ernest Wessler, Bluff City Cigarette Service, and Charles E. Pugh, Southern Cigarette Service.

Douglas Highfill, owner of Rainbow Amusement Company, is expanding his route. . . . Joe Cuoghi, partner in music route and one-stop, reports Elvis Presley records are still hot. . . . Parker Henderson, general manager of Southern

Amusement Company, improving his golf game now that good weather is here.



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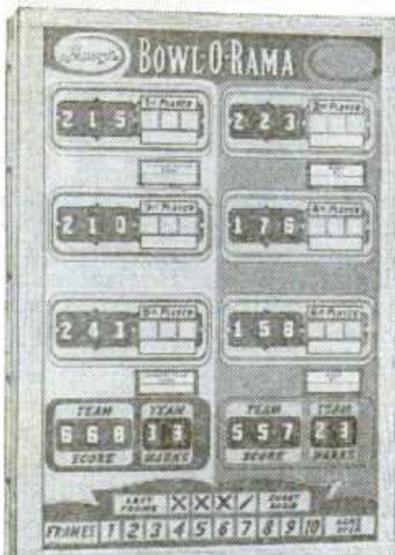
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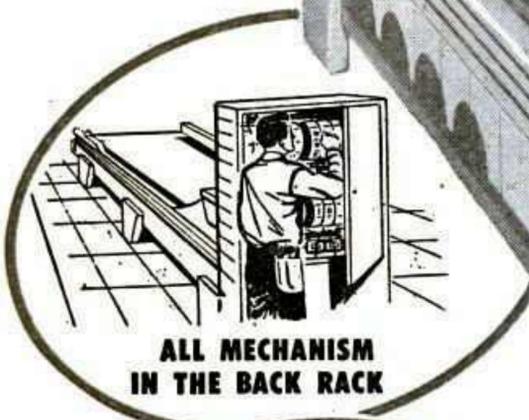
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ALL METAL  
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AND SPROCKET  
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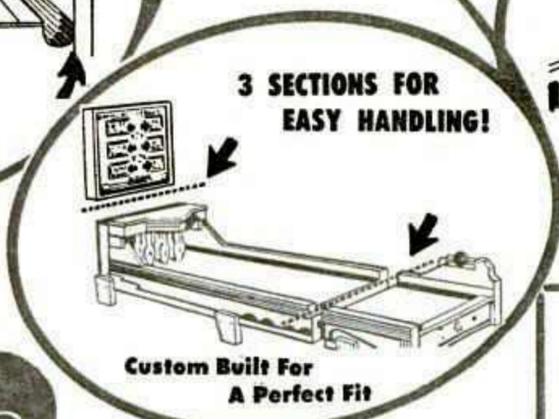
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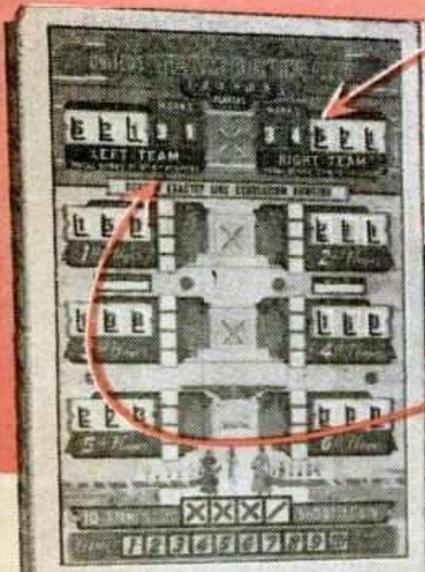


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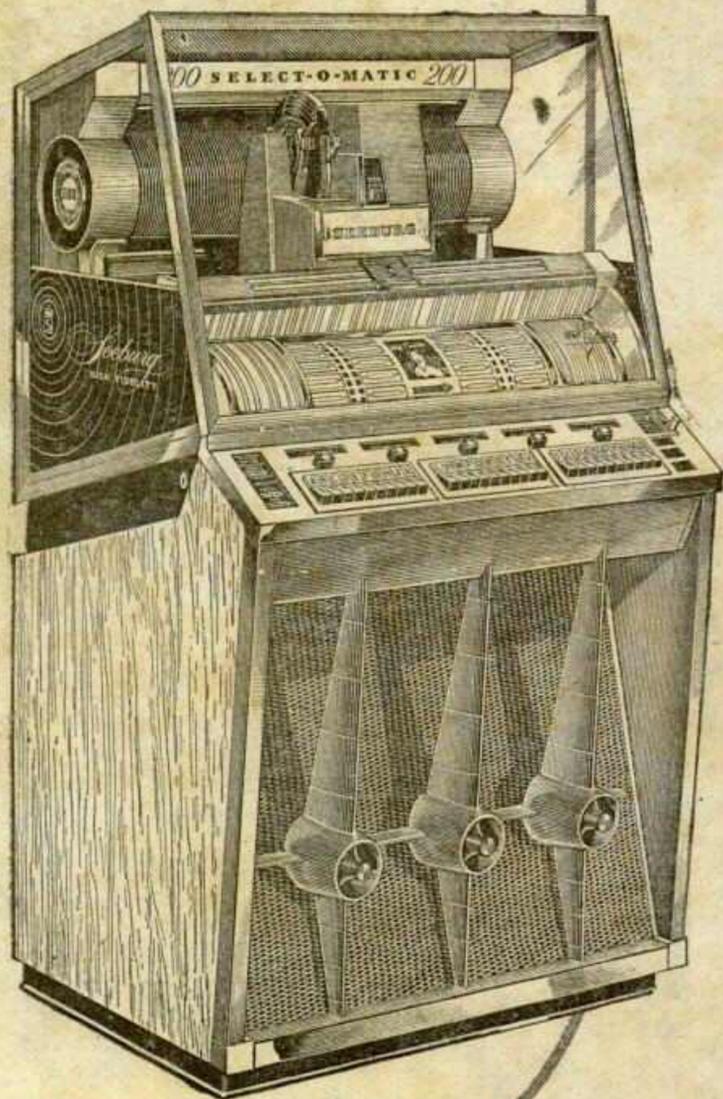
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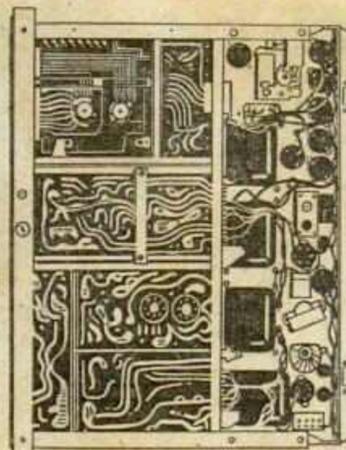
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This illustration pictures the back door assembly of the Seeburg 200, which consists of "unitized" (individual) printed boards for the six major electronic circuits. Each can be removed separately.

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